July 6, 1957

THE NEW YORKER

Price 20 cents

ANNOUNCING an exciting

Basketball

By SEAMLESS

HERE'S THE GRAND PRIZE:

8 weeks for some lucky youngster at my Basketball Camp in New Hampshire . . . or any other camp of his or her choice . . . with all transportation and camp expenses paid!

BOB COUSY

ALL-PROFESSIONAL, BOSTON CELTICS, NATIONAL BASKETBALL ASSOCIATION

150 OTHER PRIZES of Goal Kits and Basketballs

✓ ***EVERY ENTRANT RECEIVES A FREE SPORTS COMIC BOOK FEATURING BASKETBALLS AND FOOTBALLS BY SEAMLESS***

★ Both fathers and youngsters participate in this contest.

★ Both will be attracted into your store for entry blanks.

★ Since entries are judged on the basis of a statement about basketballs by SEAMLESS, they will come to your store to see these balls.

★ Both will become better prospects for your athletic balls by SEAMLESS.

(For More Information Circle No. 64 on Page 263)

Contest

Here's what Seamless is doing to promote the contest to your customers

Colorful, full-page advertisements in—

SPORTS ILLUSTRATED
BOYS' LIFE
JUNIOR SCHOLASTIC
SENIOR SCHOLASTIC

Here's what Seamless is giving you to promote the contest in your store

- **WINDOW POSTERS** to draw customers into your store.
- **COUNTER DISPLAYS** with entry blanks to draw attention.
- **OFFICIAL ENTRY BLANKS** to pack with all orders as a good will gesture to your customers.

Make your store community headquarters for the Seamless Basketball Contest. ***Write for your free sales aids, today.***

ATHLETIC GOODS DIVISION

THE SEAMLESS RUBBER COMPANY

NEW HAVEN 3, CONN., U.S.A.

(For More Information Circle No. 65 on Page 263)

A Home for Her Dolly

Completely furnished Doll Houses all ready for dolly to move in!

ILLUSTRATED IN COLOR ON OPPOSITE PAGE

Complete Living-Dining Room and Bedroom Sets

Completely furnished. Scaled for 8-in. doll. Wood-reinforced fiberboard walls. White sliding-effect exterior. Wood shutters. Wallpapered inside; wood-grain effect floor. Brass-hinged 4x8¾-in. door and furniture made of Philippine Mahogany. Roof, drapes not included; order separately. Rooms shipped flat; easy to assemble.

A Save $2.00 over separate-piece prices. Furnished Living-Dining Room with double window in front wall. Includes:

- Matched 3-pc. Living Room Furniture Set. 9¾-in. Sofa, Club Chair, Ottoman, all in scale. Tuffless® padded, cotton cover.
- 5-pc. Table and Lamp Set. Two Step End Tables, one Coffee Table and 2 Lamps that actually light (batteries included).
- Curtains, Picture, Carpet. Two pairs lace-like Curtains; metal rods. Red Carpet, 17x23 in. Framed Picture with wire, hanger.
- 4-pc. Dining Nook Furniture Set. 4x6x3¾-in. table extends to 7¾ in. with extra board. Two matching chairs; padded seats.

79 N 01460—26x18x11 in. high. Shpg. wt. 6 lbs. Complete $14.21
79 N 01454—Living-Dining Room with door, 2 shutters only. Wt. 3 lbs. 2.94
79 N 1455—3-pc. Living Room Furniture Set only. Shpg. wt. 14 oz. . . . 4.42
79 N 1457—5-pc. Table and Lamp Set (3 tables, 2 lamps). Wt. 9 oz. . . . 2.84
49 N 1456—Curtains, Rods, Picture and Carpet only. Shpg. wt. 11 oz. . . 2.47
49 N 1458—4-pc. Dining Nook Furniture only. Shpg. wt. 8 oz. 2.54

Pair of Orange Draw Drapes. Draw cords and pulleys really work!
49 N 1459—19x10 in. long. Bottom hemmed. With hardware. Wt. 6 oz. $2.57

B Save $2.03 over separate-piece prices! Furnished Bedroom with 2 casement windows, 4 shutters, door plus ALL this:

- 9-pc. Bedroom Furniture and Bedding Set. Bed, 6¾x10 in., has mattress, sheet, blanket, bedspread, 4 pillows. Dresser with mirror and 4-drawer Chest; both have slide-out fiberboard drawers.
- Set of 2 Night Tables and 2 Lamps that light. Tables have slide-out drawers. Lamps have plastic shades. Batteries included.
- Curtains, Picture, Carpet. Two pairs lace-like Curtains; metal rods. Red Carpet, 13x23 in. Framed Picture with wire and hanger.

79 N 01446—34x14x11 in. high. Shpg. wt. 6 lbs. Complete $10.27
79 N 01448—Bedroom walls and floor only. Shpg. wt. 3 lbs. 2.07
79 N 1449—Door and 4 Shutters only for above Bedroom. Wt. 9 oz. . . . 1.50
49 N 01454—Bedroom Furniture and Bedding Set only. Wt. 11 lb. 14 oz. 4.73
49 N 1450—Set of 2 Night Tables and 2 Lamps that light. Wt. 9 oz. . . . 2.04
49 N 1452—Curtains, Rods, Picture and Carpet only. Shpg. wt. 10 oz. . 1.97

Shingle-design Fiberboard Roof for either room above.
49 N 1453—10½x26x14 in. wide. With metal clamps. Shpg. wt. 1 lb. 2 oz. $1.04
34 N 4456—2 extra Miniature Batteries for Lamps. Wt. of wg. 1 oz. 2 for 21c

C SAVE $6.57 over separate-piece prices! Special combination price on completely furnished Living-Dining Room PLUS Drapes PLUS completely furnished Bedroom PLUS Roof.
79 N 01464—*Would be $32.12 bought separately!* Shpg. wt. 13 lbs. . . . $25.55

Furnished Happi-Time 2-story Metal Doll Houses

Colorful lithographed sheet steel. Shipped flat; easy to assemble.

D Big 7-room Suburban Colonial with attached patio; utility room; upstairs and down with breezeway and cupola. Has door that opens, beaming light, lithographed staircase to second floor. Patio has lithographed metal awning with stand. Light works from flashlight battery (not included; see below). Plastic furniture includes: *Living Room:* Sofa, Club Chair, Barrel Chair, TV Set. *Dining Room:* Table, 2 Chairs, Buffet, Bedding Set, Vanity Dresser with Bench, Chest-on-Chest. *Kitchen:* Table, 3 Chairs, Refrigerator, combination Stove-Sink. *Bathroom:* Tub, Toilet, Wash Stand. *Child's Room:* Crib, Play Pen, Potty Chair. *Den:* Piano, Bench, TV Set, Table, Ping Pong Table, 2 Chairs. *Patio:* 2 Sun Deck Chairs. *Utility Room:* Washer, Mangle, Double Sink. Late model Car.

79 N 01436—Over-all size: 36x9x15½ in. high. Shpg. wt. 8 lbs. $6.21
34 N 4650—2 Standard Flashlight Batteries. Wt. of two 8 oz. . . . 2 for 35c

All-plastic Split-level Furnished Doll House

E Modern design with 3 living areas, plastic furniture for 6 rooms, 3/4 antenna roof, 3-dimensional trees and shrubs outside. Door opens and shuts. Separate removable roofs on upper and lower levels. Simulated floor and rug design. Furniture includes: *Living Room area:* Sofa, Coffee Table, Club Chair, TV Set (pictures can be changed). *Dining area:* Round Table, 2 Chairs. *Kitchen:* Cabinet Sink, Stove, Refrigerator. *Bedroom:* Bed, Vanity, Bench, Chest. *Bathroom:* Tub, Wash Stand, Toilet. *Patio:* Round Table, 2 Chairs.

79 N 01439—Over-all size: 34x16x13 in. high. Shpg. wt. 4 lbs. $6.21

F 5-room Colonial Metal Doll House with stairs, canopy. Plastic furniture includes: *Living Room:* Sofa, Club Chair, Barrel Chair, TV Set. *Dining Room:* Table, 2 Chairs, Buffet. *Kitchen:* Table, 3 Chairs, Refrigerator, combination Stove-Sink. *Bedroom:* Double Bed, Vanity Dresser, Bench, Chest-on-Chest. *Nursery:* Crib, Play Pen, Potty Chair. *Bathroom:* Toilet, Tub, Wash Stand. *Outdoors:* Umbrella Table, Umbrella, 2 Chairs, Chaise Lounge.

49 N 1437—Over-all size: 24½x29x16½ in. high. Shpg. wt. 6 lbs. 4 oz. . $3.77

Metal Bedroom with 4 pieces of Furniture and Lighting Lamp

Big 26x14½x11½-inch high Bedroom for 8-inch to 11-inch dolls. Realistically decorated inside and out. Spacious 2-door closet for doll dresses, shoes, etc. Wood-grain finish high-impact plastic furniture: 12¼ inches long Bed with cardboard "mattress"; 9-inch high Vanity with mirror, doors and drawers that open; Vanity Bench; Chair; Vanity Lamp that lights (battery included). Easily assembled. A set any little girl will love!

79 N 01440—Complete, Shpg. wt. 7 lbs. . . $6.10

8-piece De luxe Bedding for 11-inch doll bed. Pink and white 12x10-in. bedspread, plastic pillow and mattress 12x5¾ inches, 2 pillowcases, blanket, 2 sheets.
49 N 1441—Shipping weight 8 oz. $1.36

5-pc. Hardwood Lawn Furniture Set

5¾-inch diameter table. Has shelf and 7¾-inch diameter red-and-white striped plastic Umbrella that pivots to any angle, over-all height 10 inches. Two folding Chairs. All polished hardwood. Swing measures 8½x6½x11 inches high. For 8 to 11-inch doll. Send your order early, in time for Christmas.
49 N 1463—Shpg. wt. 2 lbs. 5 oz. $5.44

4-piece Maple-finish Wood Dining Set

Colonial style. Drop-leaf Table, 6½x9x4½ in. high. Two ladder-back Chairs, 6½ in. high. Hutch Cupboard, 10 in. high.
49 N 1461—For 8-11-in. doll. Wt. 3 lbs. 12 oz. $6.97

13-pc. Tea Set. White porcelain; gold-color rim. 4 cups, saucers; pot, sugar, creamer.
49 N 885—Imported from Japan. Wt. 5 oz. . . 67c

7-piece Maple-finish Bedroom Set

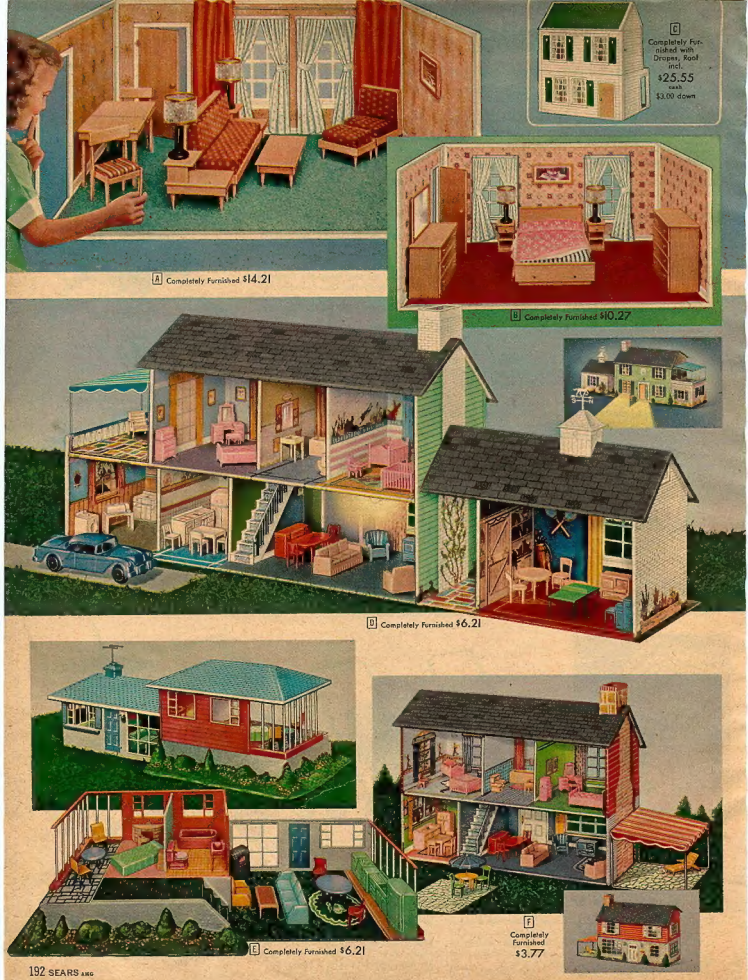
Colonial styling. Dresser, 6¼ in. high, has pull-out drawers. Two-door Wardrobe, 10½x6¾x2¾ in.; 2 hangers. Hollywood Bed, 12¾ in. long, with turned rear legs, shaped panel headboard, "box" spring, figured spread, matching pillow. 7¾-in. Vanity with skirt, Bench, Mirror.
49 N 1462—For 8-11-in. doll. Wt. 8 lbs. . . $8.47
49 N 1465—Wardrobe only. Shipping weight 1 pound 9 ounces. $2.52

De luxe Bedding for 12-in. bed. Pink and white spread, plastic pillow and mattress, 2 pillowcases, blanket, 2 sheets.
49 N 1441—Shipping weight 8 oz. $1.36

12-piece Modern Living-Bedroom Set

Scaled in ebony-color plastic. Two 4¾-in. Club Chairs, one Footstool, 8¾-in. long Couch. All upholstered in colorful soft foam. 9-in. Bookcase Headboard Bed has foam mattress, pillow. Coffee Table, two Step Tables, Night Table, and oval Rug.
49 N 1422—For 8-in. doll. Wt. 1 lb. 12 oz. . $4.94

De luxe Bedding for 8-inch doll. Pink and white 9x8½-in. spread, plastic pillow and 8½x5-in. mattress, 2 pillowcases, Bencon blanket, 2 sheets.
49 N 1442—Shipping weight 3 oz. 91c


A Completely Furnished $14.21
C Completely Furnished with Drapes, Roof incl. $25.55 each $3.00 down
B Completely Furnished $10.27
D Completely Furnished $6.21
E Completely Furnished $6.21
F Completely Furnished $3.77

Follow the News 'Round the World..

With a Globe of your own, current events are fun! Schoolwork becomes play!

A Big Gyro Globe $27.73

B 12-inch Duncan Phyfe Globe $18.47

A New! 16-inch Gyro-matic Globe. Our finest. Fully 50 inches around and featuring all-new *Gyro-mouni* styling: globe swings back and forth and revolves at your touch—brings every spot on the globe instantly into view at your slightest command. Carefully detailed, yet clear, easy-to-read type. All-steel assembly, sturdy wood base—both attractively brass-finished. With illustrated 32-page book outlining globe uses and games.
3 N 05445—Shipping weight 14 lbs. $3.00 down,...Cash $27.73

B 12-inch Globe with Duncan Phyfe pedestal. A graceful combination of beauty and utility; 34 inches high atop its handsome Duncan Phyfe stand. Traditional in styling, statuesque in quiet dignity. In living room or den, a continuing reminder of your uncommonly good taste.
3 N 05444—Shipping weight 10 lbs. $18.47

C 12-inch "3-D" Globe. The first flat-surface political world globe with accurate 3-dimension effect. Skillful shading gives height to mountains, depth to valleys; sharp color contrast shows you flow of ocean currents. Special glassy finish—write on it, then wipe clean. Die-cast, brass-finished ball-meridian; blue metal base. With 96-page "See the World on a Globe" book.
3 N 05436—Shipping weight 6 pounds..... $8.57

D 10-inch Desk-size Globe. Designed for young students and old! Simple desk-design mounting gives you unobstructed view of any area; north pole time dial helps you figure times around the world. With 32-page book of games, uses. Write—or phone—for yours today.
3 N 5443—With brown steel base. Shpg. wt. 3 lbs. 8 oz... $6.37
3 N 5442—Similar 8-inch Metal Globe. Shpg. wt. 3 lbs.... 3.27

K 3 in Set $2.89

Now! Stamps with built-in ink!
- Pre-inked—no stamp pad or ink bottle needed!
- Up to 50,000 impressions each!
- Clear impressions dry instantly!

For school . . for business . . for the home . . practical gifts that serve the year around

K Brand-New "Trio" Stamps. *With ink built in!* Up to 50,000 impressions, and you don't use an ink pad or bottle once! Save time. Save effort. Stamp cardboard, cloth, wood, leather—even tissue. Impressions are clear, sharp—dry in an instant! Even-molded case design for easy storage. 3 favorite stamps: FRAGILE; AIRMAIL; DO NOT BEND. All 3 in reusable desk-type holder. Forget the old way; use the new—"Trio!"
1 N 3907—3 Plastic Stamps. Shpg. wt. 6 oz. $2.89

L TOWER 13-pc. Center-wheel Drafting Set. All instruments of solid nickel alloy with tool-steel working parts. Made in West Germany by manufacturer famed for high-quality precision instruments. Velvet-lined case, end flaps. Give with confidence (see trial offer below).

With 30-day Trial Offer! *Order in regular way. If your set does not please you, or if it does not meet the requirements of your school or business, return it within 30 days for full credit on any other set we have, or for refund.*
3 N 5036—13-piece Drafting Set. Shpg. wt. 1 lb. 6 oz.... $13.75
3 N 5069—Same as above, but instruments are of nickel-plated brass. 30-day Trial Offer. Shpg. wt. 1 lb. 6 oz. $11.75

M Combination Cork and Chalkboard. First time at Sears: tan corkboard, green chalkboard—tack notes on one, write on the other! Ready for hanging. Oak moldings. Chalk rail. With tacks, chalk, eraser.
3 N 04923—19x29½ inches. Shipping weight 6 lbs. $4.77

N Same handy board as above, but 24x36 inches.
3 N 04934—19x29½ inches. Shipping weight 9 pounds..... $6.77

O TOWER Pencil Sharpener. Easy-turn pencil chuck sets up for 6 different sizes. Holder locks for vertical or horizontal mounting. All-steel construction. Case-hardened steel cutters. With mounting screws.
3 N 3795—Shipping weight 1 pound 8 ounces..... $2.83

Husky Steel File Cabinets. Compact space-savers in your choice of 2 decorator colors: sand tan, light blue. Drawer model has six drawers, each 10x11¾x3 in. Compartment model has two big lower storage areas with locking door. *Rack cabinets feature:* large letter-size file compartment (with set of A-to-Z file folders) in top locking lid; construction of quality (furniture steel); over-all size of 12¾x 10 in. deep x 30 in. high. Useful—and handsome—in home or office. *Slate color* sand tan or light blue.

P 3 N 0890K—Compartment Model. Shpg. wt. 21 lbs. $9.85

Q 3 N 0891K—Drawer Model. Shpg. wt. 25 lbs.... $13.50

P New Florentine-style Vinyl Pencil Case. Snap-button styling. 14 pencils (6 colored), eraser, sharpener, pencil clips. Plus compass, ruler, protractor, triangle.
3 N 655—Size: 9⅛x3½x1⅛ inches. Shpg. wt. 1 lb. 4 oz... $1.67

Q 1957-1958 Sears Family World Atlas with World Map. Now with a big (50x32-in.) fold-out world map! Plus: 335 maps (250 in full color); 284 illustrations; latest population figures; latest RR, highway and airline maps; 10,000-entry world index; 388 value-packed pages. Washable 2-tone blue cloth binding; gold-color title headbands.
3 N 5454—Size: 9½x12½ inches. Shpg. wt. 4 lbs..... $6.37

R NEW TOWER 12-inch Gyro-meridian Globe. With these quality features, one of our top globe values: Gyro-mount assembly—globe swings up, down, sideways. Handsome brass-finished assembly, base. Globe kit with distance-finder, magnifying glass. Richly illustrated 96-page *"See the World on a Globe"* book. "Plus" values you expect—and get—in TOWER! Send for yours today!
3 N 05425—TOWER Big-value Globe. Shpg. wt. 6 lbs. Only $9.83

S 12-inch "Starlight" Globe. Vivid land colors highlight dramatic blue-black oceans. Full meridian for easy reference. With distance-finder, magnifying glass, and big 96-page globe book. A modern globe for modern tastes.
3 N 05437—With chromed meridian and base. Wt. 6 lbs. $11.67

T 12-inch Globe-Atlas Combination. Half-meridian globe with brown & rubber-footed metal base; 200-page World Atlas, with double-page state maps, full-color foreign maps, gazetteer, population census.
3 N 05427—With 32-page globe book. Shpg. wt. 8 lbs... $12.87
3 N 5428—Up above, but with 10-in. Globe. Wt. 6 lbs... 10.93

U Plastic-inlaid Puzzle Map of U. S. Plastic tabs for all states and capitols; state products and flags on adhesive sheets—place them on state tabs. Educational. Fun!
3 N 372—With 20½x13½x1-in. frame. Shpg. wt. 3 lbs... $2.77

V Leatherette Zipper Pencil Case. Florentine-style tooling. In 3-section ivory-color molded tray, 9 lead pencils, 10 colored; ruler, sharpener. A gift with a purpose.
3 N 633—Size: 8¼x5x1 inch. Shpg. wt. 10 oz. $1.89

W Vinyl Plastic-covered Binder. Easy-cleaning "Scribble Surface"—for autographing. *Features:* TOWER "Gardedge"—vinyl binding with recessed stitching. Splice-concealing joint clip guards against scuffs. 1½-in. rings; opening trigger. 3-in. gusset. 14x11½x3 in. 10% Federal Excise Tax included.
Slate color white or blue. Shpg. wt. 1 lb. 2 oz.
3 N 4966B—2 rings... $2.23 3 N 4967B—3 rings... $2.23

Y Personalized Pencil Box Set. In alligator-embossed box. A wonderful thrill for youngsters! Christmas morning—36 pencils with their own name! Order by Dec. 10. No C.O.D.'s. *Print name (maximum 18 letters).*
3 N 8381P—Postpaid from New York. (Shpg. wt. 12 oz.).. $1.69

4B Personalized Pencil (not shown). *Teachers:* Swell gifts to students! 4 boxes (12 pencils per box)—all with one name or each box with a different name! A fine way to wish youngsters a happy holiday. *Print name or names wanted.* Order by Dec. 10. No C.O.D.'s. Pp. From N.Y.
3 N 8487EP—(Shpg. wt. 1 lb.)... 4 pkgs. (12 each) 48 for $2.00

AA Official Mickey Mouse Club Pencil Box. Snap-button style, 2 drawers. Pencils, protractor, wood crayons, eraser, 6 water color paints, brush, ruler, sharpener, etc.
3 N 8204—11x4½x2½ inches. Shpg. wt. 1 lb. ..... .94

BB New TOWER Zipper Ring Binder. What features! Brown Vinyl-Tuf cover. TOWER "Gardedge" and clip. Wide vinyl gusset. Brass zipper. 1¼-in. rings; open, close triggers. *"Zip-O-Rail"* for smooth zipper action. 10% Fed. Excise Tax included. Shpg. wt. 12 lbs.
3 N 4974B—2 rings... $4.37 3 N 4975B—3 rings... $4.37

CC Roy Rogers School Bag. Tan tooled vinyl plastic. Embossed 5-color picture of Roy on lunch pocket flap. Hard-sewn bottom, metal corners. Cowhide buckle straps, metal-plated buckles. Plastic handle, strap. With zipper pencil box.
3 N 4747—Size: 10x14x4 in. Shpg. wt. 1 lb. 10 oz. $2.77

DD Dale Evans School Bag. Like above, but red color and with embossed 5-color picture of Dale.
3 N 4746—Shipping weight 1 pound 10 ounces..... $2.77

EE Official Mickey Mouse Club School Bag. Red vinyl-coated artificial leather. Full-color picture of Club members on lunch pocket flap. Tough, tear-resistant. Plastic handle. Hard-sewn bottom; rigid vinyl-coated gussets. Turned-in edges. Brass-plated buckles.
3 N 652—9½x13x3½ inches. Shpg. wt. 1 lb. 2 oz. $1.94

WORLDS OF FUN AND KNOWLEDGE

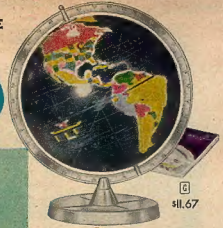
World Globes . . for all ages, all budgets

C $8.57

201 Square Inches

12-inch Globe is actually TWICE as big as 8-inch size. Equals 3-square-foot map area

432 Square Inches



G $11.67

D $6.37 10 in.

F New 12-in. TOWER Gyro-meridian $9.83

H $12.87

E $6.37

J $2.77

Rugged Steel Cabinets . . now in soft pastels

S With big double storage area $9.85

T With 6 easy-slide drawers $13.50

V $1.67

Y $1.69

W $1.89

AA 94c

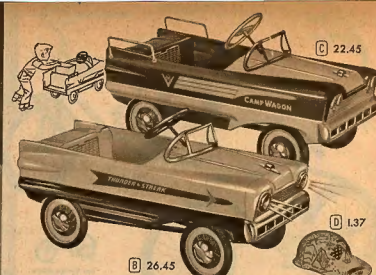
CC $2.77

DD $2.77

X $2.23

Zip-O-Roll BB $4.37

EE $1.94



Town and Country Transport

CASH $19.95 $2 DOWN

- Massive Cab-Over-Engine Design—Like Real Truck
- Higher Seat Gives Driver Easier Pedaling Action
- "Prairie" Gold Enamel Finish with Green Trim

A EXCITINGLY NEW AND DIFFERENT . . . Wards big TRANSPORT for truckers aged 2 to 6. High cab adds to the realism, gives little driver full view of the "road" ahead.

Hinged tailgate opens and latches shut. Smooth ball bearing pedal drive. Rubber pedals adjust to 3 positions—makes car usable for years to come. Easy to steer and maneuver. Tough fiber seat pad. Double disc 8-in. wheels[1]-in. solid rubber tires. Heavy steel body; embossed headlights; plated hub caps; silvered windshield (no glass). Durable baked-on enamel finish keeps Transport bright as a dollar. About 42 in. long.

48 W 5442 R—Ship. wt. 40 lbs. $8.00 Down . . . . . or Cash 19.95

4 Newest Sports Cars...Each

B THUNDER STREAK WITH FREE SPORTSTER HELMET. "Years ahead!" styling . . . real headlights and horn (battery not incl.) . . . trunk compartment with hinged cover. Easy-riding ball bearing pedal drive; pedals adjust to 3 positions. Red and White 8-in. simulated wire wheels, solid rubber tires. Fiber seat pad. "Silver" windshield (no glass), bumpers and grille. Plated hub caps. "Alpine" white enamel finish; red, yellow and gray trim. Abt. 40 in. long. Ship. wt. 36 lbs. $3.00 Dn.

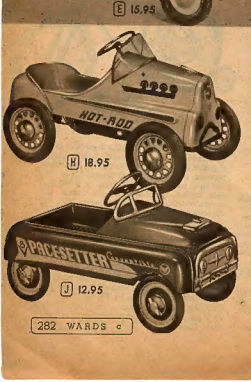
48 T 5484 R—Helmet (D) incl. . . Cash 26.45
60 W 13257—6V Battery. Wt. 2 lbs. Ea. 79c

C CAMP WAGON WITH SPORTSTER HELMET. Roomy trunk compartment with hinged cover. Handrails for second rider. Smooth ball bearing pedal-drive; pedals adjust to 3 positions. Red and white 7½-in. disc wheels, solid rubber tires. Fiber seat pad; "silver" bumpers, grille. Plated hubs and hood ornament. Green baked enamel finish; white trim. About 40 in. long. Ship. wt. 37 lbs. $2.50 Dn.

48T5483 R—Helmet (D) incl. . . . Cash 22.45

D SPORTSTER HELMET. Colorful plastic.

48 T 1701—Ship. wt. 6 oz. 1.37



A VARIETY OF VEHICLES TO SUIT EVERY LITTLE DRIVER

E AIR FORCE JEEP. Lots of room in back to take a buddy along. Realistically styled; welded steel body with ball bearing rear axle hangers. Adjustable pedals; 2-level seat with side hand rails. Semi-pneumatic, chevron-tread tires on 8-in. wheels. Retractable steel windshield (no glass). Tow ring on rear bumper for hauling "maneuvers." Air Force Blue baked-on enamel finish with realistic insignia. Easy to steer and pedal.

48 W 5829 MO—About 41 in. long. Wt. 30 lbs. 15.95

F HOOK AND LADDER FIRE ENGINE. Bright yellow ladders, plated bell, rear platform, "FD" decal provide plenty of realism for little "smoke-eaters." Ball bearing pedal drive adjusts to 3-positions. Dummy windshield; sturdy fiber seat pad. Welded 7½-in. disc wheels, rubber tires. Plated hub caps; white hand rails. Steel body with Red and white baked enamel finish, "Silver" trim.

48 T 5486 R—About 39 in. long. Wt. 32 lbs. 16.95

G SPACE CRUISER. Kiddies will be thrilled sitting at the controls of this ship from "outer space." "Flying Saucer" gun adds to the fun. Previously sold at Wards for $23.95. Exclusive ball bearing chain drive mechanism for extra easy pedalling. Swivel-type front wheel turns easily. Heavy steel chassis stays right on course during "interplanetary travel." Bucket-style adjustable saddle. Double disc nylon-bearing wheels: 10-in. rear, 8-in. front. Semi-pneumatic rubber tires. White enamel finish with red and yellow trim. Ship. wt. 51 lbs.

48 T 5802 R—About 48 in. long. Special Value . . . 17.45

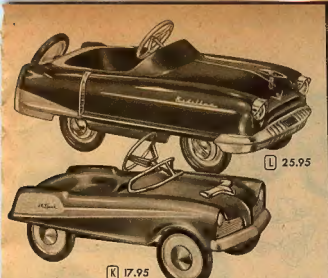
H HOT ROD RACER. For the little "speed" enthusiast. Designed like real midget racer—right down to the artillery-type, nylon bearing 10-in. wheels. Easily operated chain drive with ball bearing pedal cranks. Sturdy, all-steel body. Puncture-proof, semi-pneumatic rubber tires. Plated radiator ornament and hub caps. Plastic racing windshield. Bright yellow finish with red and black trim. About 35 in. long.

48 T 5800 R—Ship. wt. 38 lbs. 18.95

J PACESETTER CONVERTIBLE. Many features of expensive cars at low price. Sleek, up-to-date styling; modern grille; chromed headlights, hood ornament. Pedals adjust to 3 positions; ball bearing drive. Special steering mechanism permits driver to turn in smaller circles. Red fiber seat pad. Rubber-tired 7½-in. wheels. Steel body. Baked-on Blue enamel; red, white trim. Abt. 36 in. long.

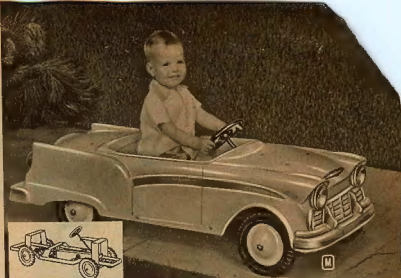
48 W 5444 R—Ship. wt. 28 lbs. 12.95

NOTICE: "R" after Cat. No. means shipped promptly from Stock by Freight, Truck or Express. Other items *Available*. All items on these two pages shipped partly assembled; instructions. Terms Page 328.



L 25.95

K 17.95



M

Sensational New "Kiddybird"

CASH $27.95 $3 DOWN

- New "Big-car" Construction—separate all-steel chassis
- New "Big-car" Assembly—separate one-piece plastic body
- New "Big-Car" Styling—latest design, smart white finish

M Here's the "dream car" every youthful motorist wants to drive—big, beautiful, realistic! Looks like the most popular sports car in America. The construction is dramatically different—it actually has separate chassis and body! Chassis is complete (see cut) with built-in steering wheel, wheel mechanism and easy-riding chain-drive pedals. Glossy white body has smart detailing: "gold" streak and insignia, aluminum finish bumpers and grille. Dummy headlights with plastic lenses, painted red tail-lights. 8-in. ball bearing wheels, 1-in. chevron tread tires. About 53¼ in. long, 18¼ in. wide, 18 in. high.

48 T 5485 R—Ship. wt. 35 lbs. $3.00 Down.....or Cash 27.95

with Free Sportster Helmet

K JETHAWK WITH FREE SPORTSTER HELMET. "New car" look to delight young motorists. Basic body made from one piece of heavy-gauge steel. Pedal drive with adjustable ball bearing pedals. Double disc 8-in. wheels have 1-in. semi-pneumatic tires. Gold-lacquered bumper, grille, and steering wheel; bright nickel plated hub caps. Chromed windshield (no glass) and hood ornament. 2 "tail lights." Flamboyant red enamel finish, white trim. About 38 in. long. Ship. wt. 26 lbs. Use your credit; Terms Pg. 328.

48 T 5465 R—Helmet (D) included. 17.95

L IT'S A "KIDILLAC" WITH FREE SPORTSTER HELMET. Handsome styling that copies a certain "big car" right back to the rear fin treatment. Removable "spare" wheel and tire. Adjustable chain drive, ball bearing pedal crank, rear axle supports. Nylon bearing 8-in. disc wheels with rubber tires, chromed hub caps. Chromed "headlights" are smartly shielded; red plastic hood ornament. Rugged one-piece steel body finished in maroon enamel ivory and "silver trim". About 45 in. long. Ship. wt. 51 lbs. $3.00 Dn.

48 T 5482 R—Helmet (D) incl. Cash 25.95

N 12.45

P 17.45

R 9.45

STURDY WAGONS BUILT FOR LOTS OF OUTDOOR FUN

N STEEL AND WOOD UTILITY WAGON. Remove varnished wood sides and it's ready for coasting! With sides, wagon is 10 in. deep in front, 7½ in. rear. Strong steel cleats hold sides rigid. Rugged steel body 34⅝x16x3¾ in. deep. Chevron tread 1¾-in. semi-pneumatic tires on 10-in. wheels. Easy-to-steer "fifth wheel" construction. Oil impregnated wood bearings. Steel handle, undergear. Red enamel finish.

48 T 5511MO—Ship. wt. 37 lbs.....12.45

P SUPER STAKE WAGON. For playtime or chore-time. Sides remove for loading. With sides, wagon is 8½ in. deep. Hardwood body reinforced with steel cleats and box rods. Size 35x16x3 in. deep. Big 10-in. artillery-type wheels with chevron-tread 1¾-in. semi-pneumatic tires. Nylon wheel bearings; easy steering "fifth wheel" construction. Tubular steel handle; heavy steel undergear. Finished in bright red enamel with natural varnish finished Hardwood.

48 W 5522MO—Ship. wt. 39 lbs.....17.45

R DELUXE "GREYHOUND" COASTER WAGON. Our finest—built to take rough play, long hard use. Big 10-in. wheels with fast-rolling ball bearings. Semi-pneumatic 1¾-in. rubber tires have chevron-treads. Plated hub caps. "Fifth wheel" construction permits easier, smoother steering. Smooth 1-pc. steel body 34⅝x16x3⅞ in. deep. Tubular steel handle with "D" grip. Red baked enamel finish; white wheels.

48 W 5523MO—Ship. wt. 31 lbs.....9.45

T STEEL COASTER WAGONS, 2 SIZES. Rugged wagons for play or chores. 1-pc. steel body with smooth rolled edges. Heavy channel steel undergear. Tubular steel handle; comfortable "D" grip. Durable baked-on red enamel finish.

LARGE SIZE (shown): 34⅝x16x3⅞ in. deep. Ball bearing 8-in. wheels have 1¼-in. semi-pneumatic, chevron-tread tires. Screw-on type hub caps.

48 W 5516MO—Ship. wt. 27 lbs.....7.75

MEDIUM SIZE: 30x13½x3¼ in. deep. 7-in. wheels; 1¼-in. molded rubber tires. Snap-on hub caps. Wt. 16 lbs.

48 W 5510M—Oil impregnated wood bearings..5.45

U 26½-IN. "GREYHOUND" STEEL WAGON. A sturdy U wagon for smaller children. 1-pc. smooth steel body 26½x13½x3¼ in. deep. Steel handle and undergear. 6-in. wheels with ¾-in. molded rubber grooved tires, oil impregnated wood bearings. Red baked-on enamel.

48 W 5507 M—Ship. wt. 12 lbs.....2.98

V TOTS' DE LUXE WHEELBARROW. Well-made, easy V to handle. Smooth, 1-piece steel body, wood handles. Green and ivory enamel finish. 7-in. wheel with 1¼-in. tractor tread tire. 33 in. long overall.

48 T 5512 M—Body 17⅞x15x6½ in. Wt. 7 lbs.....2.29

W TOTS' WAGON. One-piece steel body with smooth W rolled edges. Has 4¾-in. wheels with ⅞-in. rubber tires. Bright red enamel finish with aluminum painted undergear, handle with "D" grip.

48 T 5513 M—21x10½x2¾ in. Wt. 5 lbs. 8 oz.....1.98

T 7.75 and 5.45

U 2.98

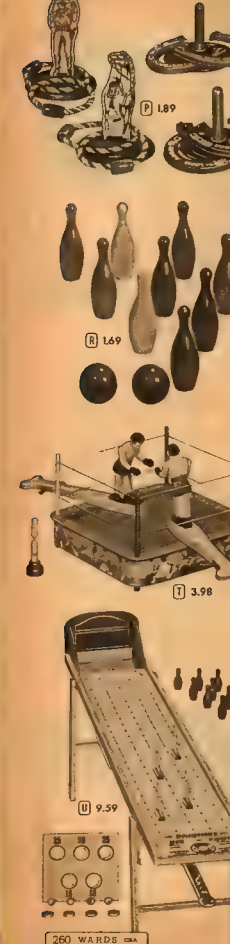
W 1.98

V 2.29

B 5.75
A 7.98
C 11.95
E 3.57
D 3.98
F 2.69
MOTHER HEN TARGET
G 2.69
WAZ BANG DART GAME
H 1.69
J 1.67
K 2.98
M 2.69
L 2.98
STATE FAIR
N 19.98
CBA WARDS 261

Exciting Games for Family Fun

ACTION-PACKED TO TEST SKILL AND COORDINATION



A ELECTRO-MAGNETIC BASEBALL. Regularly $10. For all ages—fast fun for 2 to 18 players. Push button . . . electronic pitcher hurls balls, strikes, curves—fast or slow. Batter releases spring bat to hit. Magnetic ball adheres to field, players or fences, indicating type of play. You can hit-and run, steal, strike out, walk. Colorful metal and Masonite field, metal frame, fences, 22½x22½x8 in. overall. 9 players, balls, scoreboard, instructions. Electric motor UL-approved, 110- to 120-V, AC. On-Off switch.
48 T 903M—Ship. wt. 7½ lbs. *Mailable*. . . 7.98

B ELECTRIC FOOTBALL GAME. Scientific football for young fans. "Players" race up and down 28½x15½ in. gridiron, back through center, tackle and block. Ball can be kicked, passed, run from any line formation.

Masonite Pressboard surface, steel frame. Hidden vibrating motor, UL approved for 110- to 120-V, 60-cycle AC. On-Off switch. 22 players, kicker-passer, goal posts, markers, magnetic football, etc. Instructions. Usually $7.00.
48 T 920 M—Ship. wt. 5 lbs. 8 oz. *Mailable*. 5.75

C AUTHENTIC ICE HOCKEY GAME. Lightning action for 2 to 6 players. Six "men" on a team—each individually operated—move in every direction. Plastic Puck passes among men or into other team's goal net. Warp-proof Masonite playing field 30x18 in. Hardwood frame; protective rubber feet. Built sturdily enough to take the exciting action. Rugged steel "players". Timer, Rules, Scoring Pegs.
48 T 788 MO -Ship. wt. 12 lbs. Many stores ask $15. At Wards. 11.95

D STATE FAIR BAGATELLE GAME. Win 1,000 points for Blue Ribbon Horse, 1,500 for prize Corn, etc. Ten marbles (9 White, 1 Black) one shot out of chute. If marble drops down after being propelled, two replay levers give player chance to score again. Any number can play.

Transparent plastic top keeps marbles from being lost. Colorfully lithographed metal base. Scoring arrangement in decorative design. 25 in. long, 12½ in. wide, 1¼ in. high.
48 T 814 M -Ship. wt. 4 lbs. 4 oz. 3.98

E BAS-KET. Basketball in miniature. Rules and scores like real game. Up to 6 players can try their skill at shooting goals from any position on 20x12-in. fiberboard court. Press mechanical lever—watch ball whir toward basket. Celluloid ball; score boards; instructions.
48 T 926—Boxed. Ship. wt. 3 lbs. 3.57

F SPIN WHEEL DART GAME. Play 3 different games, indoors or outdoors. Can you get a bullseye while target spins. 4-color Masonite spinning target stands on sturdy wood tripod or hangs on wall or tree. 3 precision balanced darts have plastic feathers, super-grip rubber suction tips for safety. Boxed. *Mailable*.
48 T 905 MO—24-in. Target.
Wt. 5 lbs. 12 oz. 2.69
48 T 724 M—18-in. Target. Wt. 2 lbs. 10 oz. 1.85
48 T 904—4 extra Darts. Ship. wt. 7 oz. . . . . 89¢

G HEN TARGET GAME. Metal target drops a plastic "egg" into waiting basket each time you hit red dot. Complete with plastic super Dart Gun; 4 darts, rubber-tipped for safety; and 8 plastic "eggs." Fun for everybody. 17x14 in.
48 T 722—Ship. wt. 2 lbs. 8 oz. 2.69

H WHIZ-BANG REVOLVING TARGET GAME. Three unbreakable polyethylene birds revolve around stand from top to bottom. Simply invert stand, and around they go again. Youngster fires away with suction-cup darts. Two guns, 4 darts. Stand 18 in. high.
48 W 777—Ship. wt. 1 lb. 8 oz 1.69

I CROW SHOOT. Young marksmen can have a wonderful time shooting 5 gleaming black plastic crows off their wire perch atop 15⅝-inch wood fence. Steel barrel "pop" gun, 21½ in. long, shoots harmless cork "bullets" (included).
48 T 844—Ship. wt. 1 lb. 6 oz. 1.67

J INDIAN RAID. Exciting shooting game with 5 Indian targets, log cabin, rifle, and 4 rubber-tipped "bullets." Brightly decorated Indians appear in different parts of the cabin, jump from behind trees.

When Indian is hit, he automatically disappears and another pops into view. Rifle is bolt action repeater type. All figures firmly attached. 24 in. long, 12 in. high.
48 T 813 M—Ship. wt. 3 lbs. 4 oz. 2.98

K TABLE TENNIS SETS. Action packed fun for the whole family. Paddles have resilient ripped vinyl facing. Two extra heavy screw-type extension posts hold 60-in. net securely. Convenient two-compartment Star-All case attaches to wall or side of table.
48 T 807—Set with 4 Paddles (2 orange, 2 green), 2 Balls. Ship. wt. 2 lbs. 8 oz. 2.98
48 T 806 . Same as above, but with 2 Paddles, 1 Ball. Snap Posts. Wt. 1 lb. 6 oz. . 1 98

L GOLF PUTTING GAME. Appeals to Mom and Dad as well as youngsters. Exclusive new automatic ball-return speeds up game. Heavy molded plastic "Green" with 3 traps. 18x 11¾ in. Three plastic balls for safe indoor play. 18-in. putter has metalized plastic head, rubber grip. Game can also be used with regular golf balls, standard putter for real game practice.
48 T 774—Ship. wt. 1 lb. 11 oz. 2.69

M DELUXE ELECTRIC PINBALL GAME. Many stores ask $25. When ball strikes bumper, lights flash, bells ring, and score registers. Two hand-activated kickers keep the ball in play so that score of 10,000 can be reached. Automatically feeds and rebounds 5 steel balls like commercial machine.

Wood frame 30¾x16¼-in. covered with heavy glass. Automatic scoring mechanism in colorful wood backboard. 45 in. high overall. Sturdy wood legs, leg levelers (see inset). Motor UL-approved for 110- to 120-V 60-cycle AC.
48 T 924 MO—Ship. wt. 27 lbs. *Mail* 19.98

Home-styled fun . . . inspired by favorite American sports

P LONE RANGER HORSESHOES AND RING TOSS GAME SET. Two complete indoor or outdoor games with Lone Ranger models. Consists of 4 rubber horseshoes, 4 rope rings, 2 colored wood posts, plus Lone Ranger and "Silver" posts in full color. Rubber bases.
48 T 788—Boxed. Ship. wt. 2 lbs. 12 oz. 1.89

Q DUCK PINS. For the little bowler. Ten Hardwood pins, each about 4¾ in. high. Pins are brightly enameled in 10 different colors. Two bright Red enameled Hardwood balls make the strikes and spares.
48 T 698—Ship. wt. 2 lbs. 2 oz. 1.69

T KNOCKOUT. Electronic boxing game. Plastic boxers move around ring. Players control rights and lefts—"on-the-button" and you're down for the count. Bell, timer, buzzer, light, score card, boxers. Rubber-tipped metal bases.
48T700—Wt. 3 lbs. 8 oz. 12x12x8½ in. high. 3.98

U FOUR-IN-ONE GAME ALLEY. The thrill of real Bowling, the excitement of Shuffleboard, Skill Ball and Horse Racing—4 fascinating games for wonderful stay-at-home fun. Sleek bowling surface of durable hardboard, steel return alley that brings balls back automatically, plus 2 heat, 4 balls, 10 pins for Bowling and Skill Ball. 4 Shuffleboard pucks; 4 horses. Spinner for Racing. Sturdy pine frame, legs fold compactly for easy storage. *Mailable*.
48 T 861 M—LARGE GAME ALLEY. 56x13x25 in. high. Folds for storing. Wt. 14 lbs. 9.59
48 T 860 M—MEDIUM GAME ALLEY. Like (U), but 60x12x24¾ in. high. Ship. wt. 12 lbs. 7.98
48 T 884 M—SMALL GAME ALLEY. Like (U) but 52x11½x 23½ in. high, 2 less bowling balls, 2 less pucks. Ship. wt. 8 lbs. . . 4 98

Buy your gifts now, pay later. See Page 238.

D
E
F
G
H
J
K
L
M

Doll House Family 89c

(B) "Family" fits furniture in Doll House (D). Tinted plastic. Father, Mother, Brother, Sister can sit, kneel, etc.—jointed at waist, knees, shoulder. Father 4¼ in. tall. Rest of family scaled proportionately.
48 T 4434—Shipping weight 4 oz.... 4-pc. set 89c

Susy's Superette $2.59

(B) It's fun to shop in this colorful cardboard store. Miniature "customers" will load the shopping cart with produce, meats, canned goods and check out with the "cashier." Plastic produce case, check-out stand, cash register, shopping cart, basket, polyethylene "people," price tags, nationally-known food boxes to fold, labels to paste on cans, display card for the day's best buys. Store about 13½x8½x5 in. Realistic colors, beautifully molded, with authentic details. A complete Super Market in miniature.
48 T 4444—Shipping weight 2 lbs. 12 oz.... . .....2.59

5 Rooms of Furniture 89c

(C) Furnish a dollhouse with this colorful, unbreakable plastic furniture. Sofa abt. 2¾ in. long. Kitchen: Stove, sink, refrigerator, table and 2 chairs. Dining Room: Table and 4 chairs, breakfast. Bathroom: Bathtub, sink, commode, medicine cabinet. Bedroom: Bed, dresser and bench, night table. Living Room: Sofa, cocktail table, 2 chairs, TV, chest of drawers; 2 plastic "people". Miniature furniture for 5 rooms, all scaled in proportion to 2¾-in. miniature sofa.
48 T 4440—Shipping weight 1 lb.....89c

For "Pretend" Play

GIFTS FOR LITTLE GIRLS TO FIND UNDER THE TREE

Spacious Doll House Complete with Furniture $4.95

(D) FIVE-ROOM DOLL HOUSE (shown opposite) with breezeway-den extension and a complete set of plastic furniture for every room. Large 31½x15½x9 in., sturdy 2-story suburban Colonial style model house, has no sharp edges to hurt little hands. Plastic front door opens. Lithographed metal staircase.

+ Outside (shown without cover, opp. pg.) is attractively lithographed to resemble gleaming white clapboard and brick with a picture window and smaller shutter trimmed windows. Upstairs windows have detachable awnings. White cupola with weather vane on roof of breezeway.

Stylish looking interior is lithographed to resemble latest trends in wallpaper, rugs, draperies, pictures . . . There's a "pretend" fireplace, bookshelves in living room, wee shower curtains and mirror in bathroom. Rear of house is open (see insert, opposite page) so a little homemaker can have hours of fun arranging furnishings. 3 vinyl plastic "children" are included. Sofa about 3½ in. long; other pieces in proportion.
48 T 4456—Shipped flat; easily assembled. *Available.* Ship. wt. 6 lbs. 4 oz..... ...4.95

LIVING-DINING COMBINATION: Completely equipped with a comfortable Sofa, Chairs, TV console; For dining there's a table with 2 chairs and a buffet server.

KITCHEN: Sink-stove combination, refrigerator, table and 3 chairs.

NURSERY: Tiny crib, Play Pen and Training Chair.

BEDROOM: Double bed, Vanity dresser and bench, chest on chest.

BATHROOM: Equipment consists of Bathtub, sink, commode.

DEN: Piano and stool, ping pong table, TV-Chairugh combination, Game Table and Chairs.

Furniture listed above is made of artistically molded plastic.

Bedroom for 8-in. Dolls $14.95 Complete . . . or buy units separately

(B) DE LUXE MODEL BEDROOM (shown on opposite page). Little girls will have fun playing with this beautiful model bedroom, and arranging the furnishings, just as interior decorators do. Scaled for 8-in. miniature dolls or smaller, see Pages 198-199.

Bedroom, about 24x12x14 in., can be purchased complete, or buy units separately at right. Outside of house faced with simulated siding, has wood shutters. Natural finish Philippine mahogany door with brass doorknob, opens and closes. Steel sash windows work up and down. Roof is removable.

Bedroom has painted woodwork, real wallpaper on 3 walls, simulated hardwood floor. Mirrored dresser, chest with sliding drawers, night tables, bed are natural Philippine mahogany. Bed has box spring mattress, foam pad, 5-Pc. bedding set has sheet, blanket, 2 pillows, bedspread. Cotton loop rug. Lace curtains with tiebacks; brackets, rods included. Framed picture has hook for hanging. Lamps are battery operated (batteries incl.). Decorated shades.
48 T 4510—COMPLETE BEDROOM. Shipped flat; easily assembled. Ship. wt. 6 lbs. 8 oz. *Mail*...14.95

SEPARATE UNITS OF BEDROOM

48 T 4513—Walls, Floor; Dresser, Chest, Bed, Bedding, 2 night tables, 2 Lamps, Roof section. Ship. wt. 5 lbs. 8 oz.....9.95

48 T 4514—Bedroom Walls and Floor. Wt. 3 lbs. . .2.19

48 T 4515—Door, 2 pr. steel sash Windows, 2 pr. window Shutters. Ship. wt. 12 oz.....2.79

48 T 4516—Dresser, Chest, Bed, Bedding. Wt. 2 lbs. 14 oz. 5.95

48 T 4517—2 night Tables, 2 Lamps. Ship. wt. 9 oz.... . . 1.98

48 T 4518—2 pr. Curtains, Rods, Rug, Picture. Wt. 10 oz. 1.98

48T 4519—Roof. Wt. 1 lb. 12 oz. 1.19

Furniture completely assembled.

Accessories for 8-in. and 12-in. Miniature Dolls $2.69 to $4.49

(F) (G) MINIATURE DOLL TRUNKS. (F) Will hold 8-in. and 12-in. doll and her entire wardrobe. Red pyroxylin covering over wood frame. Sturdy stitched binding. Attractive lining. Wood drawer, 1 hanger and ne ribbon for doll. Plastic handle. Nickel plated latches.
(F) 48 W 4432—Size 10x6x6 in. Ship. wt. 2 lbs. 2.69
(G) 48 W 4433—Size 14x8½x7½ in. Ship. wt. 3 lbs..... 3.59

(H) HOLLYWOOD BED WITH VANITY AND BENCH. This authentically reproduced Colonial bedroom set is scaled for 8 and 11-in. miniature dolls. Maple bed has shaped panel headboard, curved legs and box spring. Gay floral print bedspread with pleated yellow dust ruffle, matching print pillow. Vanity table finished in maple has tilting mirror with turn supports. Table top is painted yellow. Pleated vanity skirt matches bedspread. Corresponding maple bench. Bed is about 12½x7x5 in. Other pieces proportionate in size.
48 T 4425—Shipping weight 1 lb. 8 oz.....4.49

8-IN. MINIATURE DOLLS TO FIT ACCESSORIES ON THESE PAGES ARE SHOWN ON PAGES 198-199.

Glamour Gifts for a Little Girl's Christmas $1.79 to $2.79

(J) SNAP-A-PART JEWELRY SET. (Ages 6 and up.) Make bracelets, necklaces, chokers, pendants, earrings. Snap settings together in different designs, glue "jewels" into setting. Settings have gold metallized and pearlized finishes. With earring findings, paste, applicator, instructions.
48 T 4661—Big Jewelry Set. 57 settings, 200 snap-on-part links, over 200 "jewels" Shipping weight 1 lb. 8 oz.....2.59

48 T 4670—Jewelry Set. 33 settings. 100 links, over 100 "jewels". Wt. 1 lb. 1.79

(K) SNAP-LINK FASHION KIT. (Ages 4 to 12). Vari-shaped pliable, unbreakable plastic pieces in assorted colors snap together to make belts, headbands, necklaces and bracelets. In clear plastic container with handle. About 125 pieces.
48 T 2495—Ship. wt. 1 lb.... . .Kit 1 89

(L) "LADY LOVELY" TRAVEL KIT. Molded of polyethylene satchel holds plastic fittings, metallized in gold: real perfume atomizer with rubber bulb, "perfume", lipstick, cuticle cleaner, rouge and powder compacts, hair brush, comb, scissors, metal mirror and space for 2 pictures in lid. Satchel about 8 in. long.
48 T 4720—Ship. wt. 1 lb. 8 oz. ...2.79

(M) "LADY LOVELY" KIT. Polyethylene kit with sling-type carrying strap. Has metallized plastic fittings. Powder and rouge compacts, hand mirror, "lipstick", scoop, plastic scissors, cuticle cleaner, perfume atomizer with rubber bulb and comb. Size overall about 6x7x2 in.
48 T 4730—Ship. wt. 1 lb. 8 oz. ...1.79

SEE PG. 7 FOR BETSY MCCALL COSMETIC KIT; OTHER DOLL TRUNKS AND LUGGAGE, PG. 203.

Oh, You Beautiful Dolls

Every one of the glamour girls on these 2 pages has all of these features

- Shimmering rooted Saran hair that's fun to comb, brush and set again and again
- A turning vinyl plastic head with delicately molded features
- Jointed arms so they are easy to dress and lashed, glassene eyes that close
- Check the description of your favorite doll for other features

ITEMS (A) TO (N) BELOW SHOWN ON FACING PAGE

Happi-Time Glamour Girls, the loveliest we've seen at these low prices

They have all of the features above plus turning waists so they can pose and grown-up figures of skin-soft, "magic-touch" vinyl plastic. Lovely, high style dresses plus half slips, panties, high heels, nylon hose, earrings, and imitation pearl necklace.

A Happi-Time Teen-Ager. Lace-trimmed organdy blouse with puff sleeves, cotton print skirt, hose. Jointed legs, sits alone.
49 N 3781—18 inches tall. Wt. 2 lbs. 6 oz.. $ 7.77
49 N 3782—20 inches to l. Shpg. wt. 4 lbs. 11.57
79 N 03783—22 inches tall. Shpg. wt. 5 lbs. 14.87

B Happi-Time Walking Deb. She walks as gracefully as a model to show off her rustling rayon taffeta formal with its net overskirt, decolletage and velvet streamers
49 N 3784—18 inches tall. Wt. 3 lbs. . . . $10.97
49 N 3785—20 inches tall. Shpg. wt. 4 lbs.. 14.87

Revlon Walking Dolls . . see features of these lovely sophisticates on facing page

C Snow Pink, sure to be the most striking girl at the tea dance. Wears a swishy rayon taffeta dress with bouffant net over half skirt and a garden gay nosegay. Poofy net-trimmed half slip. Order early for Christmas
49 N 3775—18 inches to l. Shpg. wt. 3 lbs.. $10.87
49 N 3776—20 inches tall, Shpg. wt. 4 lbs.. 13.87

D Evening Star, our most beautifully dressed Revlon doll. Cotton velvet coat with bunny fur trim, rayon taffeta lining. Rayon taffeta dress woven with metallic threads. Belt. Sewed-in half slip. Ring, earrings, necklace.
49 N 3779—18 inches tall. Shp. wt. 3 lbs.. . $14.37
49 N 3780—20 inches tall, Shpg. wt. 4 lbs. . 17.87

Our Best, most beautiful Clothing for slender, grown-up dolls

E Long Torso Afternoon Dress. White and gold color scrolls on crisp "crystal" rayon taffeta. Lined bodice, button back. In assorted pastel colors. Shipping weight 8 oz.
49 N 3446—Size 14-15 inches $2.7
49 N 3447—Size 18-19 inches $1.17
49 N 3448—Size 20-21 inches. 1.37

F Roman-Striped Jumper with Sheer Lace-Trimmed Nylon Blouse. Heavy rayon satin jumper. Sewed-in lace-trimmed nylon taffeta half slip. Rosette. Snaps. Panties. Shpg. wt. 1 lb.
49 N 3461 Size 14-15 inches. $2.37
49 N 3462 Size 18-19 inches. 2.67
49 N 3463 Size 20-21 inches. 2.87

G Ballet Costume. Nylon net tutu, nosegay. Rayon taffeta bodice; net overlay Panties, nylon hose, ballet slippers. Wt. 1 lb.
49 N 3464—Size 14-15 inches . . $1.67
49 N 3465—Size 18-19 inches . . . 2.27
49 N 3466—Size 20 21 inches . . . 2.47

H Hat and Coat. Smart flared coat with button closures and snug cloche. Cuddly cotton and rayon fleece. Shpg. wt. 1 lb.
49 N 3467 Size 14-15 inches. $2.37
49 N 3468 Size 18-19 inches. 2.97
49 N 3469—Size 20-21 inches. 3.27

I Accessory Outfit. Girdle, garters, hose, bra. High heels in plastic case. Wt. 12 oz.
49 N 2449—Size 14-15 inches. $1.37
49 N 2451—Size 18-19 inches. 1.37
49 N 2452—Size 20-21 inches 1.37

J ¾-Length Quilted Duster. Heavy nylon tricot with lace trim. Shpg. wt. 14 oz
49 N 3488—Size 14-15 inches. $1.37
49 N 3491—Size 18-19 inches. 1.47
49 N 3492—Size 20-21 inches. 1.77

K 3-piece Negligee Set. Romantic negligee, nightgown, panties of sheer pink nylon trimmed with lace, rosettes and ribbons Flowing, full cut hues. Shpg. wt. 1 lb.
49 N 3408—Size 14-15 inches. . . . $1.97
49 N 3409 Size 18-19 inches. . . . 2.67
49 N 3410—Size 20-21 inches. . . . 2.87

L Bridal Outfit. Fitted bodice with flocked nylon overlay, silver color threads. Rayon taffeta skirt with net overskirt, ribbon streamers. Cap, veil, panties. Shpg. wt. 1 lb.
49 N 3484 Size 14-15 inches. $3.27
49 N 3485—Size 18-19 inches. 3.97
49 N 3486—Size 20-21 inches. 4.27

TO ORDER CLOTHING: Measure doll from head to foot, order size nearest height of doll.

Shirley Temple, the dimpled curly-top of movie fame is back

M All "magic-touch" vinyl plastic that feels like real skin. Jointed legs, sits alone. Organdy dress, sewn-in half slip, panties, socks, shoes Fiberboard case with bobby pins, curlers.
49 N 3777—17 inches tall. Shpg. wt. 3 lbs. . $10.67 49 N 3778—19 inches tall. Shpg. wt. 3 lbs. 6 oz. $13.67

ITEMS (P) TO (V) BELOW SHOWN ON THIS PAGE

P Pink Fairy Princess. Turning waist, jointed elbows, legs let her pose. Pink hair. Net tutu, detachable plastic wings All vinyl. Underskirt, panties, ballet slippers, wand.
49 N 3737—17½ inches tall Shpg. wt 2 lbs. $7.77

R Walking Undressed Teen-Ager. She walks gracefully, turning her head from side to side. Slender hard plastic body, vinyl arms. Rayon satin chemise, hose, high heeled shoes.
49 N 3633—15 inches tall, Wt. 1 lb. 6 oz.... $3.97
49 N 3636—18 inches to 1, Wt. 1 lb. 12 oz.... 4.97

S Pony-tail Teen. Jointed elbows, flexible wired legs . . sits, kneels, poses. All vinyl. 1-pc. cotton-stuffed body Cotton dress, half slip, panties, hose, high heels, jewelry
49 N 3648—18 inches, tall, Shpg. wt. 2 lbs.. $7.67
49 N 3649—20 inches tall Shpg. wt. 3 lbs. . 9.57

T New! Meet Margie, our sweet sub-teen. She's as real looking as your sister with a turning waist and jointed elbows and legs so she can sit alone and pose naturally Made entirely of vinyl plastic that feels as smooth and soft as real skin. All dressed up for the school party in a flocked nitron dress, slip, panties, socks, shoes and necklace.
49 N 3642—17 in. tall, Shpg. wt. 2 lbs. 4 oz.. $7.77

V Roller Skating Set for regular little Girl dolls. Shoe skates, slacks, bonnet, and striped cotton jersey to make your dolly the smartest at the rink. Wt. 8 oz.
49 N 3440 Size 14-18 inches $1.27
49 N 3441—Size 16-17 inches 1.37
49 N 3442—Size 18-19 inches. . . . 1.47
49 N 3443 Size 20-21 inches 1.57

Revlon Walking Dolls

- Guide them . they'll walk
- Painted fingernails, lashed sleeping glassene eyes
- Stylish dresses, nylon hose, earrings, necklace
- Rooted Saran hair to comb, brush and set
- Skin-soft vinyl heads and "magic-touch" vinyl bodies
- Grown-up figures; jointed arms, turning waists

C 18-inch $10.87

A 18-inch $7.77

B 18-inch $10.97

E 87c 14-15 in.

F $2.37 14-15 in.

D $14.37 18-inch

H $2.57 14-15 in.

G $1.67 14-15 in.

N $10.67 17 in.

J $1.37 14-15 in.

K $1.37 14-15 in.

L $1.97 14-15 in.

M $3.27 14-15 in.

VIEW-MASTER 3-DIMENSION PICTURES . .

· Travel Scenes, Fairy Tales, Adventures, Cowboys, Movie Stars . . all spring to life in true-color 3-D

Thrills for children and adults alike. Real-as-life Kodachrome photographs—2 per scene to give you true stereoscopic effect—impel you to reach out—even behind—every object in view. You're part of a scene almost as live as life itself!

See your View-Master pictures in the handsome 3-D viewer at left, or project them in 3-dimension on your own wall or screen. However you see them, you'll delight in the full splendid color of the original scene. Select your favorites now!

View-Master Packets . . Each title below is a packet with 3 reels

Some new, some old favorites—all guaranteed to please or your money back. Each packet contains a series of three 7-scene reels on title listed. *Please state catalog number, title number, and title.*
3 N 6444—Postpaid. (Shipping weight per packet 3 ounces) . . . . . Packet $1.25

VACATION LAND SERIES

101 Alabama (State Packet)†
102 Arizona (State Packet)
164 Grand Canyon National Park (3)
165 Grand Canyon National Park (1)
173 Mesa Verde
179 Painted Desert and Petrified Forest
180 Arkansas (State Packet)†
104 California (State Packet)*
105 California Missions†
106 Disneyland (1): Main Street, U.S.A.
113 Disneyland (II): Frontierland
114 Disneyland (III) Adventureland
115 Disneyland (IV): Fantasyland
116 Disneyland (V): Tomorrowland
110 Los Angeles Area
184 Redwood Highway
190 San Francisco
191 Sequoia and Kings Canyon National Parks
197 Yosemite National Park
105 Colorado (State Packet)†
180 Denver and Mt. Parks*
205 Grand Teton Nat. Park*
183 Pike's Peak
186 Rocky Mountain Nat. Park
187 Royal Gorge
106 Connecticut (State Packet)†
108 Florida (State Packet)†
111 Cypress Gardens
167 Greatest Miami Area
172 Marine Studios, Marineland†
192 Silver Springs
109 Georgia (State Packet)†
110 Idaho (State Packet)†
193 Sun Valley
111 Illinois (State Packet)†*
204 Chicago
112 Indiana (State Packet)†
113 Iowa (State Packet)†
114 Kansas (State Packet)†
115 Kentucky (State Packet)†
171 Mammoth Cave Nat. Park
116 Louisiana (State Packet)†
176 New Orleans
117 Maine (State Packet)†
118 Maryland (State Packet)†
119 Massachusetts (St. Pkt.)†
120 Michigan (State Packet)†
121 Minnesota (State Packet)†
122 Mississippi (State Packet)†
123 Missouri (State Packet)†
209 Ozark Mountains*
124 Montana (State Packet)*
163 Glacier National Park
125 Nebraska (State Packet)*
126 Nevada (State Packet)†*
168 Hoover Dam
169 Las Vegas
185 Reno—Virginia City—Lake Tahoe
212 New England Packet*
127 New Hampshire (St. Pkt.)†
128 New Jersey (State Packet)†*
156 Atlantic City
129 New Mexico (State Packet)*
158 Carlsbad Caverns Nat. Park
130 New York (State Packet)†
156 Brooklyn
159 Coney Island
206 Jamestown Festival*

(New York continued)
207 Long Island*
177 New York City
178 Niagara Falls
202 United Nations†
131 North Carolina (St. Pkt.)†
132 North Dakota (State Pkt.)†
133 Ohio (State Packet)†
134 Oklahoma (State Packet)
135 Oregon (State Packet)
160 Crater Lake National Park
136 Pennsylvania (State Packet)†
182 Philadelphia
137 Rhode Island (State Pkt.)†*
138 South Carolina (State Pkt.)†
139 South Dakota (State Pkt.)†
153 Black Hills—Badlands
140 Tennessee (State Packet)†
141 Texas (State Packet)
142 Utah (State Packet)†
157 Bryce Canyon Nat. Pk.
175 Salt Lake City
208 Zion National Park
143 Vermont (State Packet)†*
144 Virginia (State Packet)†
175 Mount Vernon—Home of George Washington
210 Shenandoah Nat. Park*
145 Washington (State Packet)†
174 Mount Rainier Nat. Park
174 Washington, D.C.
146 West Virginia (State Pkt.)†
147 Wisconsin (State Packet)†
149 Wisconsin Dells
148 Wyoming (State Packet)†
195 Yellowstone National Park
149 Alaska (Territory Packet)

FOREIGN TRAVELOGUES

(Africa)
803 Egypt†
806 In Darkest Africa

(Asia)
807 India†
809 Japan†

(Europe)
832 France*
836 Germany†
838 Italy†
815 Sweden†
819 Switzerland†
833 Inside Moscow*
835 Russia Today*†

(North America)
811 Banff, Canadian Rockies, Alberta, Canada
811 Mexico†
812 Montreal (Canada)
820 Victoria and Butchart Gardens (Canada)

(Pacific Ocean)
150 Flowers of Hawaii and National Park
151 Hawaiian Medley
152 Hula Dancers (Hawaii)
153 Islands of Romance (Hawaii)

STORIES AND ADVENTURES

(Adventure Stories)
846 20,000 Leagues Under Sea†
904 Brave Eagle
837 Johnny Mountain*†
213 Riders of the Desert†
837 Rin Tin Tin
838 Robin Hood†
845 Treasure of the Apes†
844 Tom Corbett, Space Cadet†

(Animal Stories)
902 Walt Disney's Bambi†

(Cartoons)
853 Bobby the Bunny†
826 Donald Duck†
855 Goofy—Gray Salesman†*
847 Two Mouseketeers
849 Woody Woodpecker

(Christmas Stories)
806 A Christmas Carol†
807 Christmas Story†
840 Rudolph Shines Again†
803 Santa's Workshop*

(Cowboys)
805 Buffalo Bill, Jr.
809 Cowboy Stars
810 Cowboy Stars' Adventures
811 Dale Evans, "Queen of the West"
832 The Lone Ranger in "Mystery Rustler"†
839 Roy Rogers, "King of the Cowboys"

(Fairy Tales)
800 Alice in Wonderland†
801 Arabian Nights†
828 Fairy Tales (I)†
829 Fairy Tales (II)†
830 Fairy Tales (III)†
831 Fairy Tales (IV)
854 Peter Pan*†
845 Snow White and the Seven Dwarfs†
848 The Wizard of Oz†

(Mother Goose Rhymes)
835 Mother Goose Rhymes†

(Real Life Adventures)
879 Aircraft Carrier in Action at Sea*
808 Circus (Ringling Brothers)
200 Hunters of the Plains†
833 Mickey Mouse Club Circus Visits Disneyland
834 Mickey Mouse Club Mouseketeers†

NATURE SERIES

(Animals)
675 Battle of the Monsters (from "The Animal World")†
530 Performing Animals (St. Louis Zoo, Missouri)
789 San Diego Zoo†

(Birds)
181 Parrot Jungle
677 Wild Birds†

(Fish)
678 Wonders of the Deep†

(Flowers)
162 Desert Wild Flowers†
199 Garden Flowers

(Insects)
676 Butterflies†

RELIGIOUS SERIES

650 Birth of Jesus†
637 Easter Story†
651 Jesus Teaches Forgiveness†
656 Littlest Angel*†
652 Miracles of Jesus†
653 Parables of Jesus†

FAMOUS PEOPLE SERIES

203 Cherokee Indian*
834 People of Russia*†
899 Royal Canadian Mtd. Police†

WORLD EVENTS AND FESTIVALS

851 Boy Scout Jamboree†
897 Coronation of Queen Elizabeth II†

NOTES: (1) †after title indicates story folder included.
(2) * after title indicates brand new 1957 release.
(3) With each order of 3-reel packets above or View-Master products shown on opposite page we will send you the latest complete list of View-Master Reels and Packets available.

Good things do come in small packages . .
Silent 8mm Castle Home Films—35 titles

- Headline Editions—streamlined, 3-minute quickies
- Complete Editions—3 times longer, 3 times the fun!

Real home fun—at Christmas or the year around. Your favorite titles in either the Headline Edition -about 50 feet long; or the Complete Edition—about 180 feet long. Shipped from N Y. *State catalog number and titles.*
3 N 8600F Silent 8mm Headline Pgd (WI, 4 oz) Ea. $1.79
3 N 8602F—Silent 8mm Complete, Pgd (Wt 6 oz) . . Ea. 3.65

Foreign Legion (Abbott and Costello)
No Bulls, Please (Abbott and Costello)
Midget Car Maniacs (Abbott and Costello)
Small-Fry Circus (Jimpy the Clown)
The Great Chase (W. C. Fields)
Railroad Stowaways (Old-time Comedies)
Night Before Christmas
The Indian Raiders
Cinderella and the Silver Skates
All Baba, Forty Thieves
Howdy Doody's Trip to Funland
Three Little Brums Make Friends
A Dog Gone Story
Fun at the Circus
Carnival at the Zoo
Climp the Sailor
Deep Sea Adventure
Indian Whoopee
The Great Magician
Pony Express
Jack and the Beanstalk
Big Bad Wolf
Doomed Wagon Train (Hopalong Cassidy)
Lone Wolf (Hopalong Cassidy)
The King and the Cowboy (Tom Mix)
The Flying Turtle
The Mouse and the Lion
The Dog Who Cried Wolf
Andy's Blacksmith Shop (Andy Panda)
Nutty Pine Cabin (Andy Panda)
Happy Scouts (Oswald the Rabbit)
Cat and the Bell (Willie Mouse)
Babe Ruth In Perfect Control (Sport Parade)
Harlem Globetrotters (Sport Parade)
Junior Bronc Busters (Sport Parade)

For a complete list of the Castle films, write Sears, Dept. 139, for circular number 6360N. Do it today—in time for Christmas shopping!

For more photographic accessories . . (including our famed TOWER line) see pages 644-653 in your Fall General

Each packet contains 3 individual reels on your favorite subject. Order on next page.

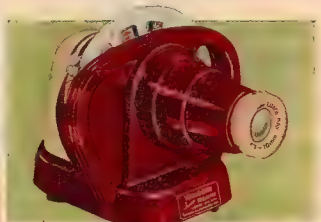
Packet of 3 reels $1.25

See the World.. with View-Master!

Your passport to adventure . . in dashing, full-color 3-D

AA $2.00
light attachment sold separately

A $2.50
3-D viewer only



Rugged Junior Projector with 30-watt projector lamp **$9.95**

The Junior Projector . . a wonderful, low-cost way to bring the whole family together - sure as Mom's call to dinner! And for good reasons your View-Master Junior takes all standard View-Master reels and *projects them up to a full, dramatic 22 inches wide.* Ground 1.3 Luma-Kry lens brings you original brilliant color in 2-dimension sharpness. Push-button design assures quick, easy action—a flick of the finger and out pops another scene. Handsome in two-tone red and ivory, your View-Master Junior is rugged, too—plastic and metal, with a minimum of moving parts.

Uses 110-120-volt, 60-cycle AC DC UL listed. Order 3-reel packets from wide selection on facing page.

3 N 6434—With 30-watt lamp. Postpaid (Shpg. wt 4 lbs). **$9.95**
3 N 8573—Extra 30 watt lamp for Projector. Shpg. wt 8 oz. **66c**

A Stereoscope Viewer. Wondrous scenes come alive with the flick of a lever. Scenes of Hawaiian enchantment, the wilds of darkest Africa, the cascading falls of Niagara. Scenes from every corner of the world—brought thrillingly into your living room through the magic of brilliant full-color 3-dimension. Plan your "living room vacation" today! Pick from the best of 3-reel packets on next page.
3 N 6453—Sturdy Brown Plastic Viewer. Postpaid (Shpg. wt 12 oz.). **$2.50**

AA Light Attachment. Brings out the full natural beauty of each magnificent scene. Fastens to viewer in a second. Batteries not included, order below.
3 N 6424. Sturdy brown plastic. Postpaid. (Shpg. wt 1 lb). **$2.00**
3 N 9718 Batteries for Attachment above. Shpg. wt. 6 oz. . . . . 2 for 39c

Both Gift Paks come in two handsome, sturdy Christmas gift case

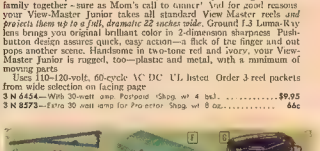
B De Luxe Gift Pak **$6.95**

C Budget Gift Pak **$4.95**

B De Luxe Gift-Pak. Includes viewer (A) above, light attachment (AA), and your choice of any 2 packets (three 7-scene reels to a packet) listed on facing page. (To save you money, batteries are not included if you buy one, order separately above.) In ordering De Luxe Gift Pak, *state catalog number and any 2 packet titles and numbers wanted* (for example 3 N 6425 (508) Circus, (530) Flowers of Hawaii.
3 N 6425 Postpaid. Shpg. wt. 1 lb. 13 oz. **$8.95**

C Budget Gift-Pak. Includes viewer (A) above and your choice of any two 3-reel packets listed on facing page. *Please state catalog number and any 2 packet titles and title numbers) selected from the next page.* Shpg. wt. 1 lb. 10 oz.
3 N 6426—Postpaid. **$4.95**

A point to remember: New reels are always being added to the giant View-Master library. So give View-Master—and you give continuing enjoyment



D Projection Screen. Glass-beaded for clear pictures. Hangs on wall. Rolls up compactly. 18x24 in.
3 N 8522—Shpg. wt 3 lbs . . . **$1.95**

E Storage and Carrying Case. For View-Master Viewers, Jr. Projector, and 50 reels . . or projector only and 125 reels (none included). Plywood, plastic coated covering, blue tweed design, 7½x5¾x11 in.
3 N 8367—Shpg. wt. 2 lbs. 12 oz. **$3.95**

F Library Box. Holds View-M ister Stereoscope (A), up to 100 reels (not included). Grayish green plastic body, 12 index cards included.
3 N 6456—Postpaid. (Wt. 2 lbs.) **$2.25**

G View-Master Stereoscope Focusing Viewer. With built-in light unit. Simply press light bar and scene lights up. Focusing device allows easy focusing to your own requirements. Easy access lever changes scenes. A jet-black beauty in durable plastic. Batteries for light unit not included, order 3 N 9718 at left.
3 N 6417—Postpaid. (Wt. 2 lbs). **$9.75**

H Transformer. For light attachment (3N6424) or viewer (3 N 6417) above. No need for batteries. 10-foot cord 110-120-volt, 60-cycle AC, UL listed.
3 N 6423 Postpaid (Wt 12 oz.) **$3.50**

A $6.97

Complete Outfit
B $4.97
C $5.77

D Viewer only $1.97
Each Album 97c

Let's Take Pictures..View 3-D

Junior Flash Camera Outfits . . 3-dimensional Viewer

A **New! Imperial Debonair Camera Photo Outfit.** Our best children's photo set! Includes camera, detachable flash unit with hot bulb ejector, 4 bulbs, 2 batteries, 12 picture roll of 620 film plus handsome plastic gadget bag with handy front pocket, and instructions. Ebony bakelite camera casing
49 N 4886—Shipping weight 1 lb. 12 oz. $6.97

B **New! Mark XII Economy Camera Outfit.** Includes camera, detachable flash unit, plastic gadget bag, 12-picture roll of 620 film, 2 batteries, 4 bulbs and instructions. Camera has sturdy plastic casing.
49 N 4826—Shipping weight 1 lb. 9 oz. $4.97
49 N 4881—Mark XII Camera, flash unit, roll of 620 film, 2 batteries, 2 bulbs. No bag. Shpg. wt. 1 lb. $3.97

C **Reflex Camera.** See exact size photo you'll get as you snap it. Detachable flash unit, 2 bulbs, 2 batteries, 12-picture roll of 620 film included. Plastic camera casing. Instructions
49 N 4882—Shipping weight 1 lb. 2 oz. $5.77

D **3-dimensional Viewer.** Famous scenes, favorite characters stand out in rich color and true-to-life detail—makes you feel as though you were part of the picture! Big convex windows let in plenty of light for a true view. Sturdy black plastic casing. 6½ inches long. Fun for children of all ages . . for grown-ups, too. Easy to operate . . just slide in cards (not included). Order color cards below for a complete gift that's sure to please
49 N 5261—*Postpaid* (Shipping weight 8 oz.) $1.97

3-dimensional Color Albums. Each album contains 3 cards. *Be sure to state the title of the albums you want on your order.*

Roy Rogers Album	Fairy Tale Album
Robin Hood Album	Disney Album
Wild Bill Hickok Album	Western Album
Lone Ranger Album	Robinson Crusoe Album
Christmas Stories Album	Performing Animals Album

49 N 5263—*Postpaid.* (Shpg. wt. 4 oz.) . . . . . Each Album 97c

Combination Safe $6.77

Replica of the Hercules-Merlink office safe. Double number combination dial lock. Sliding drawer. Electrically welded steel. 12½x9½x8 in.
49 N 5104 Wt. 7 lb. 13 oz. $6.77
49 N 5101 8½x7x6-in. safe. Not shown. Shipping weight 2 lbs. 6 oz. $3.77

New! Tally Register $2.77

Press any of 9 keys on Happy-Time cash register, amount or "No Sale" shows in window. Write amount on "Tally Recorder" . . erase by touching tab. Hit push lever . . drawer opens, bell rings. Steel. Play money.
49 N 5258—8x6x3 in. Wt. 4 lbs. . . $2.77

E F

New! Hand Puppettes $1.84 each

First time offered, full length hand puppettes with plastic head, moving eyes and mouth. 15 inches high from toe to head. Shipping weight each, 12 ounces.

(E) 49 N 4948—Prince Charming	$1.84
(F) 49 N 4949 Cinderella . . .	1.84

G H

Plastic Marionettes $2.77 each

New! Mickey and Minnie Mouse marionettes . . have eyes that blink, sleep, and roll. Wear colorful cotton costumes. Simple controls can be worked with 1 hand. 16 in. tall. Shpg. wt.' each 1 lb.

(G) 49 N 4950—Mickey Mouse	$2.77
(H) 49 N 4951 —Minnie Mouse. . . .	2.77

Shop the easy, modern way from Sears Catalogs . . Satisfaction guaranteed or your money refunded

A $4.77

F $2.77

B $7.17

H $3.77

G $1.87

D $7.73

K $3.77

C $3.77

E $2.77

J $7.73

L $3.87 Set

M $12.37

N $4.97

Remote control panel.
Press button to raise or lower barrel
Press button to swivel cannon.
Press button to fire missiles.

New! Big Capacity Express Transports for long hauls

A Refrigerated Express Transport. Carries "perishables" safely to market. Reinforced steel construction. Chrome-plated hub caps, imitation compressor on front of trailer. Big swinging double doors. Floating tandem dualsh & rubber wheels, 2 retractable dolly wheels. 21 inches long. Order early in time for Christmas.

49 N 5589—Shpg. wt. 8 lbs. 4 oz... $4.47

B Express Hauler and Closed Van Trailer. Junior truckers unlock swinging trailer doors, load, rear down highway to destination, unload then load up again for return trip. Lithographed steel cab and trailer. Rubber tires. Miniature standard brand cartons, plastic hand truck included. 23 inches long.

49 N 5627 -Shpg. wt. 3 lbs. 4 oz.. $2.87

Ride It.. It's Electric!

Safely powered by battery motor

Goes forward or backward without pumping $21.95 $2.20 down

Glides smoothly at a safe speed powered by its battery-operated electric motor. Goes forward or backward by moving lever on side . . motor stops automatically when lever is released. Steel with rubber tires, chrome-plated trim, rubber bumpers front and rear. Comfortable trunk-seat. Telescoping footrest

79 N 05854—30 in. long. Uses 6-volt battery (not included). Shpg. wt. 15 lbs. . . $21.95
34 N 4702—6-volt Battery for above. Shipping weight 1 lb. 6 oz..... 79c

New! Rider Fire Truck with Siren, Searchlight

- Siren screams to clear the road
- Searchlight beams a warning signal . . tilts, turns in all directions

C Ride and steer to the scene of action seated on your big red fire truck. Turn the crank . . the siren wails to clear your path. Flick on your giant battery-operated searchlight to spot trapped "victims." 2 steel interlocking ladders extend to 38 inches. Steel body and seat. Rubber tires. 30 inches long. Batteries not included.

79 N 05610—Shpg. wt 16 lbs. $8.77
34N4650-Batteries. Wt. 8 oz. 2 for 33c

New! Rider Wrecker Truck for roadside rescue work

- Boom has heavy chain, die cast hook
- "Wrecks" raised and lowered by easy-to-operate, sturdy hand crank

D Moppet mechanics ride and steer to the rescue of stalled "motorists" in this big tow truck that looks and works like those used in real service stations. Working boom equipped with heavy duty chain, die-cast hook. Raise and lower by hand crank, attach "wrecks" and haul them away for repairs. Heavy gauge steel body and seat. Rubber tires. Colorful baked-on enamel finish. 34 in. long, 16 in. high.

79 N 05608—Shpg. wt 18 lbs.. . . $8.77

Shop early from Sears Catalogs . get the widest selection, the biggest values

Roy Rogers

All Aboard for the Rodeo . . Roy Rogers Hauler, Trailer $1.97

Roy and all the gang are ready for the big rodeo tour. Trigger and Trigger Jr are waiting to be led up the side and rear gate ramps into the trailer. Roy, Dale Evans and their dog, Bullet, are there along with Pat Brady and his famous jeep "Nellybelle." They've got the riding equipment too. Figures and jeep are 3-dimensional flexible plastic. Sturdy all-steel hauler and trailer is 15½ inches long.

49 N 5567—Shipping weight 2 pounds $1 97

Roy Rogers "Nellybelle" Jeep and Plastic Figure Set $2.83

Dale Evans and Pat Brady take a spin in "Nellybelle," the jeep, while Roy rides Trigger and Roy's dog, Bullet, runs alongside. Steel jeep has movable windshield and hood, dummy engine. 5 rubber tires including spare. 3-dimensional flexible plastic figures. Separate saddle, bridle

49 N 5584—Jeep 11 inches long. Shipping weight 2 pounds 12 ounces. $2.83

Steel Construction Toys for Junior Engineers

Ruggedly made models with lifelike action and detailing for building imaginary roads of the future

ITEMS DESCRIBED BELOW ARE SHOWN ON OPPOSITE PAGE

A 32½-in. long Carry-all and Trailer. Hauls high lifts, steam shovels, etc. from job to job. Real winch with cable, hook pulls machines up detachable ramps Swivel cab. Detachable trailer with loading gear Rubber wheels. Heavy-gauge steel.
49 N 05598—Shpg. wt. 8 lbs.... $4.77

B 21½-in. Ready-Mix Concrete Truck. Mixer barrel rotates, makes realistic mixing sound when truck is moved just like real truck. Load and unload mixer through opening . . turn crank to raise barrel for unloading. Heavy-duty rubber wheels. Heavy-gauge steel.
49 N 5562—Shpg. wt. 8 lbs.....$7.17

C Automatic Power Shovel. Scoops, lifts load and dumps all by turning 1 crank! Boom lowers, shovel scoops load, boom raises, shovel opens to dump. Cab revolves in full 360° circle. Heavy-gauge steel. Rubber treads. 18 inches long.
49 N 5646—Shpg. wt. 4 lbs.....$3.77

D New! Hydraulic Load and Dump Truck. Picks up its own load with front scoop, fills truck bed and dumps—all automatically by real hydraulic cylinder. Scoop may also be used as bulldozer. 6 rubber tires. 14 in long. Heavy-gauge steel
79 N 05594—Shpg. wt. 9 lbs.....$7.73

E High Lift Loader. Digs, scrapes, dumps its load into truck or hopper loader. Scoop lifts, locks in place until lever is released for dumping. Dummy diesel motor, exhaust stack. Heavy-duty rubber tires. 15¼ inches long. "Two" plastic action figures. Heavy-gauge steel.
49 N 5616—Shpg. wt. 4 lbs.... $2.77

F Earth Hauler with Scoop. Front scoop raises, drops dirt into dump-type body. Release lever, load spills through bottom. Swivel-mounted cab. Dummy diesel motor, exhaust stack. Heavy-duty rubber tires. 18¼ inches long. 2 plastic figures included. Heavy-gauge steel.
49 N 5613—Shpg. wt. 5 lbs.....$2.77

G New! Load and Dump Truck. Picks up its own load with front scoop, fills truck bed and dumps . . hand-operated cranks Scoop may also be used as bulldozer 4 firmly gripping, heavy-duty rubber tires. Heavy-gauge steel, baked enamel finish. 17¼ inches long.
49 N 5625—Shpg. wt. 3 lbs. . $1.87

H Conveyor Loader. Large loading scoop spirals to force dirt onto endless conveyor belt . . to chute . . into truck. Loading unit raises for road clearance. Heavy-duty rubber treads Heavy-gauge steel. 14 inches high. Two plastic figures included.
49 N 5620—Shpg. wt. 3 lbs. 8 oz...$3.77

J Mobile Crane Construction Truck. 26-inch boom folds back for transportation; raises, lowers 4¾-inch clam bucket closes on load, trip arrangement drops load. Demolition ball. Heavy-gas. steel. Rubber wheels. 16¼ in. long 2 figures incl.
49 N 5622 Shpg. wt. 10 lbs....$7.73

K New! Mechanical Dump Truck. Simulated hydraulic cylinder transmits dumping action from newly developed mechanical power unit in cab . . emits power noise as truck spreads dirt evenly through swinging tail gate. 4 heavy-duty rubber tires. Heavy-gauge steel. 19¼ in. long.
49 N 5586 Shpg. wt. 3 lbs. 4 oz $3.77

New! Land Clearing, Road Grading Equipment with plastic figures

F New! Bulldozer Crane. Like those used to clear land for housing projects, etc. Bulldozer scraper can be raised or lowered, crank on rear raises, lowers crane hook. Plastic dummy engine and exhaust stack. Heavy gauge steel with baked-on enamel finish. 4 heavy-duty rubber wheels. 16 inches long overall. 2 plastic figures in action poses included. A thrilling gift for any youngster.
49 N 5596—Shipping weight 5 lbs..... $3.77

E Road Grader. Scraper raises and lowers, blade angle adjusts. Turn grader's front wheels with steering wheel. Plastic dummy diesel engine and exhaust stack. Heavy-gauge steel with baked-on enamel finish. 6 rubber wheels. 17 inches long. 2 plastic figures in action poses included Order early in time for Christmas.
49 N 5614 Shipping wt. 5 lbs...$2.77

Steel Army Equipment

Ready-for-action scale models

L Army Transport and Cannon. Sturdy heavy-gauge steel truck with tarpaulin cover. Heavy-duty rubber wheels. 18¼ inches long. Breech-loader-type plastic Howitzer that shoots harmless wooden shells. Spring-action trigger on cannon for rapid firing. Attaches to rear of transport Crew of five plastic soldiers in realistic action poses included.
49 N 5631—Transport, Cannon and Soldiers. Shipping weight 6 lbs. 12 oz. $3.87
49 N 5250 Transport only. Shipping weight 6 pounds.. . 2.67

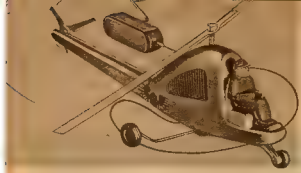
M New! Mobile Atomic Cannon. Giant gun barrel raises and lowers . . elevation registers on encased dial. Swivel gun mount revolves full 360°. Press the fire-control button . . caps explode and harmless missiles hurtle through space in simultaneous action. 5 rubber-tipped plastic missiles can't scratch or mar furniture. Metal army half-track has polyethylene plastic wheels, rubber treads. Caps can be loaded, fired by trigger. Runs on 2 batteries (not incl.)
79 N 05606—23 inches long. Shipping weight 14 pounds.....$12.37
34 N 4650—Batteries for above. Shpg. wt. for two, 8 oz.....2 for 35c

N Jeep and Searchlight Trailer. Rugged army jeep tows trailer with big searchlight that splits the sky with its powerful beam. Jeep has movable windshield, hood that raises, lowers. Searchlight tilts and turns in all directions. Steel. Rubber wheels. Jeep 11 inches long. Trailer 13 inches long. Searchlight runs on 2 batteries (not incl.). 5 action figures.
49 N 5632 Shipping weight 6 pounds. . $4.97
34 N 4650 Batteries for above. Shpg. wt. for two, 8 oz.... . 2 for 35c

Big 3-foot long Fire Truck with 5-foot extension ladder $7.73

Small smoke-eaters rush to the "scene" of the fire in this bright red heavy-gauge steel hook and ladder truck. They swing the movable tiller seat with the rear steering wheel, and quickly raise the ladder with the hand-operated crank to rescue trapped "victims" from even the tallest skyscrapers. Will add many hours of exciting fun for aspiring young firemen . . . please be sure to order early in plenty of time for Christmas.
79 N 05558—Order now. Shipping weight 11 pounds.....$7.73

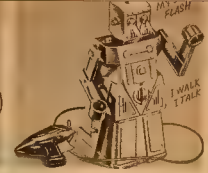
NOTE: Plastic figures included with some items on these 2 pages may vary from those shown, but will always be appropriate to the item you choose.



Really Flies . . Remote Control Helicopter $2.83

Pilot your own whirly-bird! Turn the hand crank . . see it twirl off into space . . control its direction and elevation with the 35-inch long metal cable . . make it hover. Two roto blades are made of soft, flexible plastic for safety. Plastic body 9 in long, has pilot in seat. Takes off, lands smoothly on rubber wheels. It's like those used in police and rescue work. Order early in plenty of time for Christmas.

49 N 5762—Shipping weight 12 ounces. $2.83



Robert the Animated Robot $5.67

He walks . . he talks . . with flashing eyes he obeys your every command. All his movements . . forward, left, right, backwards . . are directed by remote control from a crank and trigger mechanism you hold. Made of tough heavy plastic, detailed to look just like riveted metal. 14 inches high. Battery included.

49 N 5067—Shpg. wt. 3 lbs. $5.67

New! Flying Commando $2.77

Launch your "human" helicopter into space for his secret mission behind enemy lines. . . move him left or right, up or down . . make him hover. You guide every movement with the hand crank control in your hand. Soft, flexible plastic propeller for safety. High-impact plastic body. Hours of exciting entertainment.

49 N 5771—6 in. high. Shpg. wt. 1 lb. 8 oz. . . $2.77

To Stir Tots' Imaginations

Fascinating action toys from home and abroad

New! Friction Air Force Searchlight Truck $3.67

Big 4-inch diameter spotlight on giant-size truck casts powerful beam far out to spot "enemy" aircraft . . swivels, tilts, turns in all directions. On-off switch. Heavy-gauge steel truck runs on powerful friction-drive motor . . rolls smoothly along on rubber wheels. Shiny hub caps. Realistic dummy generator, motor and housing with exhaust stack. Bright baked-on enamel colors. Uses 2 batteries (not included).

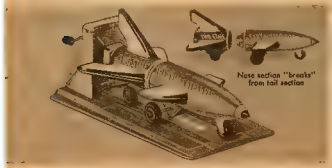
49 N 5735—6x17x9 in. high over-all. Shpg. wt. 5 lbs. 4 oz. . . . $3.67
34 N 4650—Batteries for above. Shpg. wt. for two 8 oz. . . . . 2 for 35c

Junior Giants of the Skies . . 3 New Friction-powered Airplanes

A **Constellation.** 4 "props" twirl. Wing, tail lights use 1 battery (not incl.). Steel; rubber wheels. 19½-in. wingspread. From Japan.
49 N 5763—Wt. 1 lb. 8 oz. $3.67
34 N 4650 Batteries.
Shpg. wt. 8 oz. . . . . 2 for 35c

B **Pan American Passenger Plane.** 'Props' spin as it rolls smoothly along on rubber wheels. Brightly colored steel body 14½-in. wingspan. Made in Japan. Shpg. wt. 1 lb.
49 N 5756. . . . . $1.84

C **B-52 Stratofortress.** Mighty air force jet bomber. Powered by 2 friction motors, it glides along on rubber wheels. Steel body 17-in. wingspan 13½-in. long. Made in Japan.
49 N 5671—Wt. 9 oz. . . . 87c



Prepare for Launching . . New! 2-stage Rocket $1.83

Turn hand crank on launching station to "rev up" powerful friction motor . . release lever . . Zoom! Swish! . . rocket zips away on rubber wheels, its siren screaming. Nose section "breaks away" continuing forward; tail section drops off to side. Lithographed steel. 10 in. long. Made in Japan.

49 N 3853—Shipping weight 1 pound 4 ounces . . $1.83

Thrilling Realism . . Husky Mechanical Toys for Playroom Highways

D **Overhead-type Operating Crane.** Two manual controls revolve cab, raise, lower boom, bucket loader. Metal and plastic. From West Germany.
49 N 4245—18½ in. high. Shpg. wt. 3 lbs. $2.77

E **Big Friction Touring Bus.** Modern sightseeing bus rolls along powered by friction motor. Lithographed steel body. Rubber wheels. From Japan.
49 N 4288—15½ in. long. Shpg. wt. 2 lbs. 8 oz. . $2.77

F **New! Double Decker Bus.** All aboard the highway cruiser . . friction powered, rolls along on rubber wheels. Lithographed steel. From England.
49 N 4287—7 in. long. Shpg. wt. 1 lb. 6 oz. . . . $1.77

Weber
STEVENS POINT
WORLD'S LARGEST IN FLY TACKLE

Your "one-stop" source for

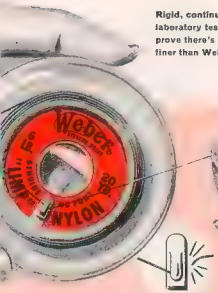
all nylon needs

See 1957 Catalog No. 33 for other nylon items

Priced to give you the profit you need!

For greater volume and profits . . . feature WEBER nylon. High quality (only genuine DuPont Nylon used) . . . attractive, sales-making packaging . . . an accepted name . . . and a price structure that assures you of the margin you need! These are the reasons why Weber nylon will show a better net profit at year's end than any "specials" or "price" items that look good at first glance.

Rigid, continuous laboratory tests prove there's none finer than Weber Nylon



Handiest, most convenient package.

plastic **Redi-Pak**

25¢ Retail

SOFTER, MORE LIMBER GENUINE DU PONT LIMP NYLON

Specially designed metal cutter snaps nylon with just a light pull Redi-Pak is flat, compact . . . ½" deep, 2¾" dia. Nylon strips smoothly and freely . . . tangleproof! Made of durable molded plastic . . . clear top . . . opaque white bottom Floats indefinitely

PACKAGED FOR QUICK SALES

One coil in Redi-Pak dispenser with cutter, 1 doz in display carton.

COLOR: No-C-Um Camouflaged. Mist, Haze Green or White furnished when specified.

LIMP SPINNING LINE

2-Spool Pack – 100 yds. each spool

6-Spool Pack – 100 yds. each spool

Genuine DuPont nylon monofilament . . . most practical for spin-casting . . . in attractive, clear plastic display boxes.

"NO-SHEEN" KNOTLESS TAPERED LEADERS

Exclusive finish eliminates reflections of sun or light that scare fish. From 1¼ lb. to 5 lb. tests.

KWIK-CAST NYLON LEADERS

Changes lures quickly. Regularly furnished with brass snap-swivels 6 lb. to 20 lb. tests. TWO in each envelope

KANT KINK LEADERS

Nylon-covered flexible stainless steel wire. Can't rust . . . guaranteed secure For salt or fresh water.

TYPICAL SALES-MAKING WEBER NYLON DISPLAYS

Nos. 58R AND 59R ASSORTMENTS
Each contains 12 doz. Redi-Paks on RR12 revolving racks.
Per asst. **$36.00**

Nos. 68R AND 69R ASSORTMENTS
Each contains 6 doz Redi-Paks on R6 rack.
Per asst. **$18.00**

No. 117—LIMP SPINNING LINE ASSORTMENT
Contains 24 100 yd coils on R4 rack
Per asst. **$22.50**

No. SCL12A KANT KINK LEADER ASSORTMENT
Four doz light wt leaders (6" and 9") on M9 panel.
Per asst **$6.30**

Mystic ¼ oz.

Grooved body vibrates for sound and sight. Creates a shimmering illusion fish can't resist. Molded of clear, indestructible Tenite II plastic. Three patterns . . . all with 2-color protruding eyes. 2 size 8 Bronze French treble hooks.

No. MY—Ea.....$1.25 Doz.....$15.00

Little Sam ¼ oz.

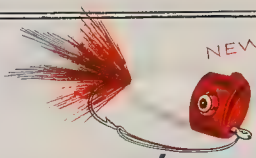
Looks for all the world like a "Crippled" Minnow. Floats on side at rest . . . dives and wobbles on retrieve. For best results fish it with "still-and-twitch" method. Hollow body of Tenite II plastic . . . 8 patterns. 2 size 8 bronze French treble hooks.

No. LM—Ea.....$1.25 Doz.....$15.00

Tri-Trix

Triple-threat lure . . . adjusts to three fishing depths—three different actions. Weights for spinning, bait and salt water casting, trolling. Hand-buffed GOLD or NICKEL finish.

⅓ oz.....8 Treble Hook—Ea.. .$1.00 Doz....$12.00
½ oz.....2 Treble Hook—Ea. .$1.15 Doz....$13.80
1⅓ oz...3/0 Treble Hook—Ea....$1.50 Doz....$18.00



Bass Bomb

Molded Dylite Body

½ oz., 1/0 hook
⅓ oz., 3/0 hook
Plain & Weedless

High-floating, noisy, fish-provoking trouble maker. Deep cupped face makes every "pop" an explosion. Durable Dylite body. Six patterns . . . two sizes.

No. BPS—Plain (⅓ oz.) Ea.....90c Doz. . $10.80
No. BPL—Plain (½ oz.) Ea.... ...90c Doz.... $10.80
No. BWS—Weedless (⅓ oz.) Ea. $1.00 Doz. . $12.00
No. BWL—Weedless (½ oz.) Ea. $1.00 Doz.... $12.00

Bottom Knocker

¼ oz.

Deep riding lure . . . dished metal lip digs way down. Torpedo shaped durable plastic body. Six patterns . . . size 6 gold finish treble hooks.

No. BK—Ea. $1.25 Doz. $15.00

Hi-Gloss Jigs

¼ oz., 2 hook
¼ oz., 1/0 hook
½ oz., 3/0 hook

Spinning or casting . . . fresh or salt water! Molded metal body, de-luxe high-gloss finish. Four patterns . . . plain or weedless. **Priced from 55c to 75c**

Frenchi

½ oz., 10 treble hook
¼ oz., 8 treble hook

Weber's version of popular French-type spinning lures. "Quick-Change" catch for easy hook changes. Four finishes . . . two sizes

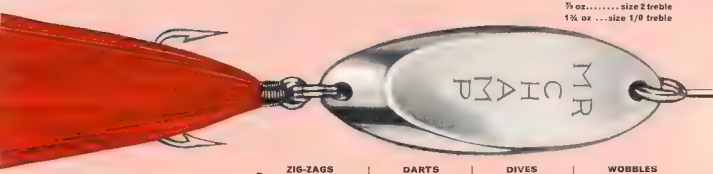
No. FS Series, ½ oz.—Ea. 50c Doz. $5.50
No. FL Series, ¼ oz.—Ea. 65c Doz. $7.80

Weber
STEVENS POINT
WORLD'S LARGEST IN FLY TACKLE

Spinning Lures...

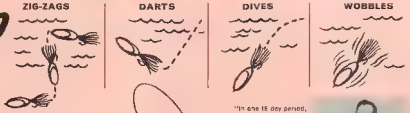
also... sizes for Bait and Salt Water Casting, Trolling

4 Sizes
¼ oz..... size 6 treble
½ oz .. ... size 4 treble
⅞ oz..... size 2 treble
1¾ oz ... size 1/0 treble



Mr. Champ

U.S. PAT No 2,494,093


ZIG-ZAGS
DARTS
DIVES
WOBBLES

"In one 15 day period, October 15—31 1956, my 1 shirp series caught 1370 Sand (White) Bass and 33 Black Bass on Mr Champ" Max Engleston Professional Guide, Lake Texoma, Denison Texas

AMERICA'S MOST SENSATIONAL FISH-GETTER!

Wild, furious action even on a s-l-o-w retrieve. Unique elliptical design lets Mr. Champ cast like an arrow . . . smoothly, easily, much farther. Solid metal blades heavily plated in GOLD or CHROME (Chrome only in salt water size). Six Bucktail patterns.

¼ oz.....	Ea. $1.15	Doz. ...	$13.80
½ oz..	Ea. $1.25	Doz...	$15.00
⅞ oz.	Ea. $1.35	Doz.... . ..	$16.20
1¾ oz.....	Ea. $1.95	Doz.	$23.40

Spinning Frog

WEEDLESS—¼ oz.
Realist c kick and swim action on retrieve. Molded rubber Green frog color and markings with yellow belly; protruding yellow eyes.
No. SPF—Ea. 85c Doz. $10.20

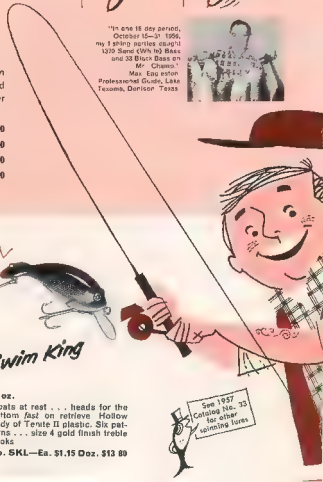
Spinning Crawdad

WEEDLESS—¼ oz.
Retrieves tail first like live crawfish (also known as crayfish) Molded natural rubber. Lifelike colors . . . tones of brown and gray; red tipped pincers.
No. SPC—Ea. 85c Doz. $10.20

NEW

Swim King

⅛ oz.
Floats at rest . . . heads for the bottom *fast* on retrieve Hollow body of Tenite II plastic. Six patterns . . . size 4 gold finish treble hooks
No. SKL—Ea. $1.15 Doz. $13 80


See 1957 Catalog No. 33 for other spinning lures

You "Catch" big profits

when you feature

Weber
STEVENS POINT
WORLD'S LARGEST IN FLY TACKLE

Exclusive, outstanding items for

Spinning | **Bait Casting** | **Fly Fishing**

Most fishermen don't "shop" . . . *they buy!* And, when they walk into your store this spring, be sure the items they *buy* from you are items you'll make a normal profit on. The Weber line is that kind of merchandise . . . highest quality, known and wanted by fishermen, attractively packaged . . *priced to make you money!*

Actual Size 10 — Actual Size 12

No. NW—NITWIT

Twelve patterns, three sizes—10, 12 or 14.

Ea. . . 35c Doz. . $4.20

¾ Actual Size 1/0

No. DF—FROG

Three patterns, size 1/0 only.

Ea. . . . . 85c Doz. . $10.20

¾ Actual Size 4

No. PX—POPPERAKLE

Six patterns, three sizes.

Size 8—Ea 50c Doz $6.00

Size 2 or 4—Ea . . 60c Doz $7.20

Actual Size 14 — Actual Size 16

No. HW—HALF-WIT

Six patterns, three sizes—12, 14 or 16.

Ea. . . . 35c Doz. $4.00

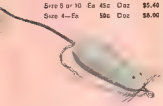
½ Actual Size 4

No. CRP—CRAZY-POP

Six patterns, three sizes

Size 8 or 10 Ea 45c Doz $5.40

Size 4—Ea 50c Doz $6.00



¾ Actual Size 1/0

No. DMW—WEEDLESS MOUSE

Three patterns, size 1 0 only

Ea 85c Doz $10.20

Plain—Ea 75c Doz $9.00

Weber—*first in* Dylite* poppers

the plastic bodies that make cork obsolete

Tough and durable for long hard use . . . yet feather-light. Weber's exclusive 'Anchor-Tite' molded construction holds hook firmly in place . . . can't twist or loosen, ever! Dylite, unlike cork, will not crack or deteriorate with use.

See Complete Dylite Line in 1957 Catalog No. 33

TOUGHER THAN CORK	LIGHTER THAN CORK
EXCLUSIVE "ANCHOR-TITE" MOLDED CONSTRUCTION	ALL WITH BULGING POPEYES

*T M of Koppers Co Inc

½ Actual Size 4

No. SB—SLIM-BUG

Six patterns four sizes

Size 6, 8 or 10—Ea 45c Doz $5.40

Size 4—Ea 50c Doz $6.00

No. SSP4 ASSORTMENT

Four dozen poppers—1 doz each Nitwit, Scaly, Zebra Popperakle

Per Asst $24.60

(other combinations available)

A COMPLETE LINE OF NEW *Strato-Flite*

N-24
26" BOY'S

N-25
26" GIRL'S

SPECIFICATIONS

FRAME: 18½" hydrogen brazed. All joints reinforced for double strength
FORK: Murray triple truss crown
FENDERS: Custom fit lightweight, crescent design, chrome plated
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, chrome plated
COASTER BRAKE: Bendix, chrome
PEDALS: Vinyl two tone black and white, ball bearing
TIRES: U.S. Royal or Goodyear, white sidewall 26" x 1.75" with inner tube
SADDLE: Troxel, boy's tan, girl's white vinyl plastic, waterproof top and compound chrome plated springs
HANDLEBAR: Boy's 26 x 8 SB, girl's U-bar chrome plated
GRIPS Plastic finger grip Boy's black, Girl's white
STEM Chrome plated **TRUSS RODS:** Chrome plated
CHAIN GUARD: Deluxe, full skirted
LUGGAGE CARRIER: New deluxe, dual fin-type design
PARKING STAND: Side kick-up type, plated
TANK: New motorcycle type with Murray slip-stream color styling
REFLECTOR: Stimsonite mounted in chrome plated housing on rear fender
HEADLIGHT: Deluxe, with jeweled safety signals, enameled bottom, chrome top Mounts on front fender
HORN: Delta unit in tank

FINISH

BOY'S: Black and gold with white panels and vermilion trim
GIRL'S: Turquoise flamboyant with white panels and white and vermilion trim

PACKING

One per carton. Weight 59 lbs.

26" SUPER DELUXE BICYCLES

With SPRING FORK

"Fleet Line"

N-28
26" BOY'S

N-29
26" GIRL'S

America's Finest

SPECIFICATIONS

FRAME: 18½" hydrogen brazed. All joints reinforced for double strength
FORK: Drop forged with twin spring assembly
FENDERS: Murray Ohio deep section crescent design. Chrome plated
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, chrome plated
COASTER BRAKE: Bendix, chrome
PEDALS: Clear vinyl with jeweled end plate Boy's: Red and white, Girl's Blue and white
TIRES. U.S. Royal or Goodyear, white sidewall, 26" x 2.125" balloon with inner tube
STEM: Chrome plated
TRUSS RODS: Chrome plated
CHAIN GUARD: Full skirted deluxe design with chrome trim
LUGGAGE CARRIER: New simulated jet airplane design
LUGGAGE CARRIER BRACES. Dual support guard rails, chrome plated
PARKING STAND: Side kick-up type, plated
TANK: New motorcycle type with attractive chrome trim
REFLECTORS: Stimsonite mounted in attractive chrome plated housing on rear fender Also in rear of luggage carrier
HEADLIGHT: Murray, with jeweled safety signals. Enameled bottom, chrome top. Mounts on front fender
SADDLE: Troxel, vinyl plastic, waterproof top. Compound chrome plated springs and crash rail. Boy's: Tan, Girl's: White
HANDLEBAR: Chrome plated Boy's 26 x 8 SB, Girl's: "U" bar
GRIPS: Plastic Finger Grip Boy's Red, Girl's: White
HORN: Delta unit in tank

FINISH

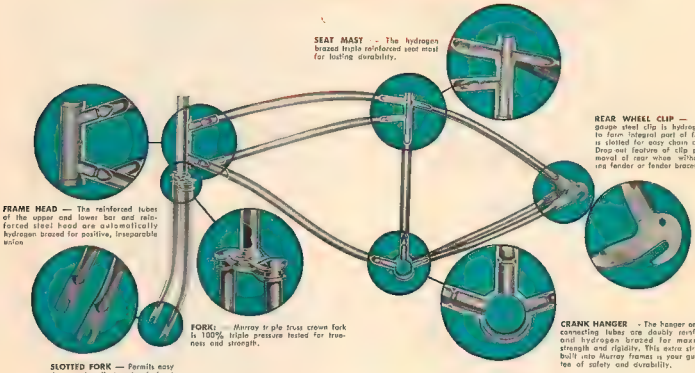
BOY'S: Red flamboyant with white panels and chrome trim
GIRL'S: White with flamboyant blue panels and vermilion and chrome trim

PACKING

One per carton. Weight 68 lbs

MURRAY Bicycles

EXCLUSIVE CONSTRUCTION FEATURES



PROTECTIVE LIFETIME FINISHES

"EVER-GLO" ENAMEL Baked on automotive Finishes for lasting beauty and protection.

TRIPLE PLATING - Provides and insures long life and sparkle to your bicycle.

SIZE RECOMMENDATION

HOW TO SELECT THE PROPER SIZE MURRAY BICYCLE

Because Murray Bicycles are available in a wide range of wheel diameters, you can readily determine which size is exactly right. The following handy chart, besides listing age ranges, also includes trouser inseam measurements The latter method of size selection is more accurate.

WHEEL DIAMETER	AGE RANGE	TROUSER INSEAM
16″	4 to 7 years	17″ to 22″
20″	6 to 8 years	20″ to 25″
24″	8 to 10 years	23″ to 28″
26″	10 years or more	28″ or more

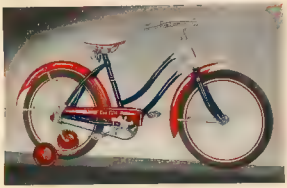
Note: Specifications in this catalogue subject to change when necessary because of material shortage or to conform to any government regulations

THE MURRAY OHIO MANUFACTURING CO., CLEVELAND 10, OHIO

SPECIAL MODELS

"Cub Flite" with 1.75" Puncture Proof Tires

N-510
20" BOY'S



N-511
20" GIRL'S

20" SPECIFICATIONS

FRAME: 1⅞" hydrogen brazed. All joints reinforced for double strength. Boy's Single Bar, Girl's Double Bar
FRAME BEARINGS. Full ball bearing head and hanger sets
FENDERS: Custom fit lightweight, crescent design
FORK: Murray trapze truss crown
CRANK: Three piece, 4.5" throw
RIMS: All steel Murray, baked enamel
COASTER BRAKE: Kornet, chrome
TIRES: Black 20" x 1.75" Semi Pneumatic
PEDALS: Bicycle type, junior size
SADDLE: White vinyl top with Red trim, Black coil springs
HANDLEBAR: Double adjustable, chrome plated
GRIPS. Boy's Red plastic Girl's White plastic
CHAIN GUARD: Full length, deluxe design enamaled
TRAINER: Heavy gauge steel 6" double disc wheels with nylon bearings and ⅜" tires

FINISH

BOY'S: Black and vermilion with white panels and trim
GIRL'S: Sapphire blue and vermilion with white panels and trim

PACKING

One per carton. Weight 45 lbs.

N-508
16" BOY'S

N-509
16" GIRL'S

16" SPECIFICATIONS

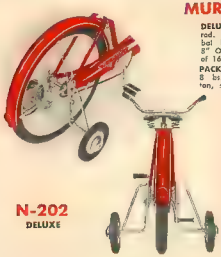
Same as 20", except

FRAME: 13⅞" Mast
FORK: One piece heavy gauge steel
CRANK: 3.5" throw
TIRES: Black 16" x 1.75" Semi Pneumatic

PACKING

One per carton. Weight 39 lbs.

MURRAY BICYCLE TRAINERS



N-202
DELUXE

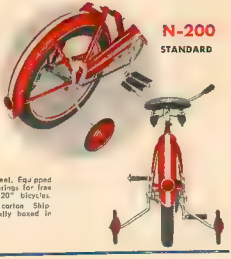
DELUXE — Heavy channel steel reinforced with ⅜" steel rod. Convenient step plate. Bright zinc plated. Sturdy, ball bearing double disc steel wheels, heavy duty tires, 8" O.D. White with Black trim. For use on all makes of 16", 20", 24" and 26" Bicycles

PACKING — N-202 one per carton, Shipping weight 8 lbs. N-202-4 Four individually packed in master carton, shipping weight 35 lbs.

Easily attached, adjusted or removed. Helps child to learn with safety.

STANDARD—Heavy gauge bright plated steel. Equipped with 6" rubber tired wheels and nylon bearings for free rolling. For use on all makes 16" and 20" bicycles.

PACKING — N-200 individual shipping carton. Shipping weight 3 lbs. N-200-6 Six individually boxed in master carton. Shipping weight 20 lbs.



N-200
STANDARD

Speed Flite" Bicycles

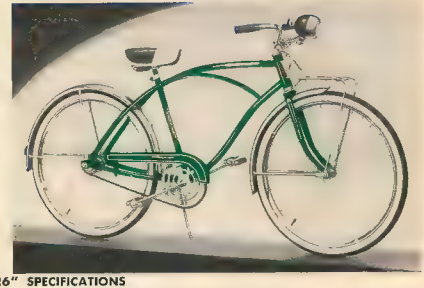
★ Strong, sturdy rims—a must for the Young American rough rider.

★ 1.75" W.S.W tires. Combines safety and comfort with lightweight, speed and long coasting.

★ Custom fit fenders to accommodate the 1.75" tires.

★ Murray triple truss crown fork engineered for the "Speed Flite." Insures safety and provides strength where needed most.

N-56
26" BOY'S



N-57
26" GIRL'S

26" SPECIFICATIONS

RAME: 18½" hydrogen brazed. Boy's Murray twin truss, Girl's Double Bar. All joints reinforced for double strength
ORK: Murray triple truss crown
ENDERS: Custom fit lightweight, crescent design, chrome plated
RANK: One piece drop forged with 7" throw
INS: All steel hook-type, chrome plated.
OASTER BRAKE: Bendix, chrome
IRES: W.S.W. 26" x 1.75 with inner tube
EDALS: Ball bearing, two tone black and white vinyl
ADDLE: Lightweight, vinyl two tone black and white waterproof top with coil springs
ANDLEBAR: Lightweight chrome plated
IRIPS: Plastic. Boy's Black, Girl's White
TEM: Chrome plated

CHAIN GUARD: Lightweight design
LUGGAGE CARRIER: Wire construction "Spring type", lightweight design
PARKING STAND: Side kick-up type, plated
REFLECTOR: Stimsonite, on rear fender
HEADLIGHT: Northeast, handlebar mounted

FINISH

BOY'S: Green flamboyant with white trim
GIRL'S: Blue flamboyant with white trim

PACKING

One per carton. Weight 52 lbs.

N-67
24" GIRL'S

N-66
24" BOY'S

24" SPECIFICATIONS Same as 26," except:

RAME: 15⅞" Mast
RANK: 5.5" Throw
RES: W.S.W. 24" x 1.75 with Inner Tube

FINISH

BOY'S: Red flamboyant with white trim
GIRL'S: Turquoise flamboyant with white trim

PACKING

One per carton Weight 48 lbs.

MURRAY BICYCLES 1957

Slip Stream
Color Styling

MURRAY PRICES—WHEEL GOODS AND BICYCLES

No. N-470 M-O Velocipede .....$28.80 Each
No. N-471 M-O Velocipede ..... 30.50 Each
No. N-472 M-O Velocipede ..... 34.00 Each
No. N-460 Deluxe ..... 23.40 Each
No. N-461 Deluxe ..... 25.20 Each
No. N-462 Deluxe ..... 27.80 Each
No. N-439 Velocipedes ..... 25.00 Each
No. N-440 Velocipedes ..... 26.80 Each
No. N-441 Velocipedes ..... 29.40 Each
No. N-442 Velocipedes ..... 32.20 Each
No. N-430 Velocipedes ..... 20.90 Each
No. N-431 Velocipedes ..... 22.80 Each
No. N-432 Velocipedes ..... 25.40 Each
No. N-420 Velocipedes ..... 17.00 Each
No. N-421 Velocipedes ..... 19.00 Each
No. N-422 Velocipedes ..... 21.60 Each
No. N-400 Velocipedes ..... 15.20 Each
No. N-401 Velocipedes ..... 17.20 Each
No. N-402 Velocipedes ..... 19.80 Each
No. N-385 Velocipedes ..... 12.70 Each
No. N-386 Velocipedes ..... 14.70 Each
No. N-387 Velocipedes ..... 16.70 Each
No. N-380 Velocipedes ..... 11.40 Each
No. N-506 Park cycle ..... 41.00 Each
No. N-507 Park cycle ..... 39.80 Each
No. N-505 Park cycle ..... 35.50 Each

No. N-501 Park cycle ..... 29.00 Each
No. N-585 Chain Drive three wheel 43.00 Each
No. N-764 Auto ..... 41.00 Each
No. N-760 Auto ..... 39.00 Each
No. N-740 Fire truck ..... 38.50 Each
No. N-762 Deluxe Fire Chief ..... 43.50 Each
No. N-763 Auto ..... 43.20 Each
No. N-741 Ranch Wagon ..... 38.50 Each
No. N-742 Dump truck ..... 34.60 Each
No. N-610 Champion Auto ..... 22.50 Each
No. N-611 Fire Chief ..... 25.40 Each
No. N-614 Police Captain ..... 33.00 Each
No. N-615 Sports Car ..... 33.00 Each
No. N-616 Safari ..... 35.40 Each
No. N-621 Fire Truck ..... 33.80 Each
No. N-950 Good Humor Truck ..... 44.00 Each
No. N-951 Police cycle ..... 47.00 Each
No. N-952 Fire Patrol ..... 45.50 Each
No. N-300 Deluxe Tractor ..... 40.00 Each
No. N-302 Tractor ..... 33.20 Each
No. N-320 Dump tractor ..... 15.00 Each
No. N-900 Atomic Missile ..... 46.40 Each
No. N-90 Deluxe Wagon ..... 24.80 Each
No. N.111 Murray-Go-Round ..... 26.70 Each
No. N-58 Bicycle .....104.00 Each
No. N-59 Bicycle .....104.00 Each

No. N-56 Bicycle ..... 88.00 Each
No. N-57 Bicycle ..... 88.00 Each
No. N-66 Bicycle ..... 85.00 Each
No. N-67 Bicycle ..... 85.00 Each
No. N-24 Bicycle ..... 95.80 Each
No. N-25 Bicycle ..... 95.80 Each
No. N-28 Bicycle .....115.00 Each
No. N-29 Bicycle .....115.00 Each
No. N-22 Bicycle ..... 84.00 Each
No. N-23 Bicycle ..... 84.00 Each
No. N-36 Bicycle ..... 81.00 Each
No. N-37 Bicycle ..... 81.00 Each
No. N-42 Bicycle ..... 76.00 Each.
No. N-43 Bicycle ..... 76.00 Each
No. N-20 Bicycle ..... 71.60 Each
No. N-21 Bicycle ..... 71.60 Each
No. N-34 Bicycle ..... 68.00 Each
No. N-35 Bicycle ..... 68.00 Each
No. N-40 Bicycle ..... 64.50 Each
No. N-41 Bicycle ..... 64.50 Each
No. N-510 Bicycle ..... 55.30 Each
No. N-511 Bicycle ..... 55.30 Each
No. N-508 Bicycle ..... 49.70 Each
No. N-509 Bicycle ..... 49.70 Each
No. N-200 Bicycle Trainers ..... 4.00 Each
No. N-202 Bicycle Trainers ..... 7.50 Each

MAKE OUR BIG TOY SHOW ROOMS YOUR ONE-STOP SEASONAL SHOPPING CENTER

EACH YEAR MORE AND MORE DEALERS ARE LEARNING BY EXPERIENCE A VISIT TO OUR TOYLAND SAVES THEM BOTH TIME AND MONEY.

OUR FLOORS, TABLES, SHELVES AND WALLS, UTILIZE THE VERY LATEST CREATIONS, BEAUTIFULLY AND CONVENIENTLY ARRANGED FOR SELECTION.

THE EARLIER YOUR VISIT IS YOUR ASSURANCE OF THE WIDEST POSSIBLE CHOICES OF MERCHANDISE.

MURRAY LIGHTWEIGH

N-58

26" BOY'S

N-59

26" GIRL'S

★ Lightweight handlebars, saddle, char guard and spring type carrier.

★ Beautiful new Murray twin truss fram construction with low seat mast for Ame ican youngsters.

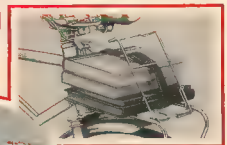
★ Bendix Multi Speed rear hub. Easy, pos tive gear shift. Safe, powerful coaste brake.

With the new

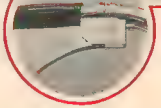
twin truss frame

EXCITING NEW FEATURES

HEAD LIGHT — Handsome black and chrome finish, double adjust able, full beam. Unbreakable lens.



GEAR SHIFT — Convenient and easy to shift. Easy pedaling and safe braking.



CARRIER — Spring type light weight carrier. Sturdy and con venient.

SPECIFICATIONS

FRAME: 18½" hydrogen brazed. Boys: Murray Twin truss, Girls: Double Bar. All joints reinforced for double strength

FORK: Murray triple truss crown

FENDERS: Custom fit lightweight, crescent design, chrome plated

CRANK: One piece drop forged with 7" throw

RIMS: All steel hook-type, chrome plated

COASTER BRAKE: Bendix Multi Speed Power Brake

TIRES: W.S.W. 26" x 1.75 with inner tube

PEDALS: Vinyl, bow type, ball bearing Boy's: Black, Girl's White

SADDLE: Lightweight, two tone black and white, vinyl waterproof top. Chrome crash roll. Coil springs

HANDLEBAR: Lightweight chrome plated

GRIPS: Plastic. Boy's: Black, Girl's. White

STEM: Lightweight chrome plated

CHAIN GUARD: Lightweight design

LUGGAGE CARRIER: Wire construction "Spring type", lightweight design

PARKING STAND: Side kick-up type, plated

REFLECTOR: Stimsonite, on rear fender

GEAR SHIFT: Bendix 2 speed, handlebar mounted control

HEADLIGHT: Northeast, handlebar mounted

FINISH

BOY'S: Red flamboyant with white trim

GIRL'S: Turquoise flamboyant with white trim

PACKING

One per carton. Weight 54 lbs.

COMMENDED BY THE PARENTS MAGAZINE

E LUXE BICYCLES FEATURING 1.75'' TIRES

Styled for beauty and eye appeal this line is sure to make a hit. The Meteor-Flite meets the demand for an equipped bike in the moderate price range.

Meteor-Flite

N-22
26" BOY'S

N-23
26" GIRL'S

26" SPECIFICATIONS

FRAME: 18½" hydrogen brazed. All joints reinforced for double strength
FORK: Murray triple truss crown
FENDERS: Custom lightweight, crescent design
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, chrome
COASTER BRAKE: Bendix, chrome
TIRES: Black 26" x 1.75" with inner tube
SADDLE: Vinyl waterproof top with black coil springs and cups Boy's tan, Girl's white with blue trim
HANDLEBAR: Boy's: SB. Girl's: Scout chrome plated
PEDALS: Ball bearing two tone vinyl black and white
STEM: Chrome plated
CHAIN GUARD: Deluxe, full skirted
TRUSS ROD: Chrome plated
GRIPS: Black plastic
LUGGAGE CARRIER: New deluxe, dual fin-type design
PARKING STAND: Side kick-up type, plated
TANK: New motorcycle type with Murray slip stream color styling
REFLECTOR: Stimsonite, on rear fender
HEADLIGHT: Delta Torpedo, two tone, chrome trim, mounted on fender

FINISH

BOY'S: Red flamboyant with white panels and gold and white striping
GIRL'S: Blue flamboyant with white panels and vermilion and white striping

PACKING

One per carton Weight 37 lbs

N-36
24" BOY'S

N-37
24" GIRL'S

24" SPECIFICATIONS

FRAME: 13⅞" Mast
CRANK: 5.5" throw
TIRES: 24" x 1.75" with inner tube

Same as 26", except:

PACKING

One per carton. Weight 52 lbs

N-42
20" BOY'S

N-43
20" GIRL'S

20" SPECIFICATIONS

FRAME: 14⅞" Mast
CRANK: 4.5" throw
TIRES: 20" x 1.75" with inner tube
SADDLE: White with red trim
LUGGAGE CARRIER: New ultra modern, stamped grid pattern

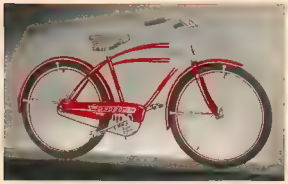
Same as 26", except:
HEADLIGHT: Delta two tone single cell with visor

PACKING

One per carton. Weight 42 lbs.

MURRAY STANDARD MODELS

"Space Flite" Bicycles Featuring 1.75" Tires



N-20
26" BOY'S

N-21
26" GIRL'S

26" SPECIFICATIONS

FRAME: 18½" hydrogen brazed. All joints reinforced for double strength
FORK: Murray triple truss crown
FENDERS: Custom fit lightweight, crescent design
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, baked enamel
COASTER BRAKE: Kamat, chrome
TIRES: Black 26" x 1.75" with inner tube
PEDALS. Ball bearing, Black rubber treads
SADDLE: Vinyl waterproof top with coil springs
Boy's Tan, Girl's White with 8 up trim
HANDLEBAR: Boy's S8, Girl's Scout chrome plated
GRIPS: Black plastic **STEM:** Chrome plated
CHAIN GUARD: Deluxe, full skirted
PARKING STAND: Side kick-up type, plated
REFLECTOR: Stimsonite, on rear fender

FINISH

BOY'S: Scarlet red baked enamel with white trim
GIRL'S. Sapphire blue baked enamel with white trim

PACKING

One per carton. Weight 52 lbs.

N-34
24" BOY'S

N-35
24" GIRL'S

24" SPECIFICATIONS

Same as 26", except:

FRAME: 15⅞" Mast
CRANK: 5.5" Throw
TIRES: 24" x 1.75" with inner tube

PACKING

One per carton. Weight 46 lbs.

N-40
20" BOY'S

N-41
20" GIRL'S

20" SPECIFICATIONS

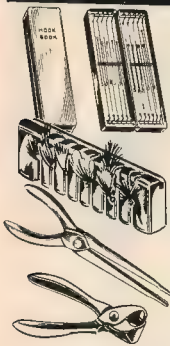
Same as 26", except:

FRAME: 14⅞" Mast
CRANK: 4.5" Throw
TIRES: 20" x 1.75" with inner tube
SADDLE: White with red trim

PACKING

One per carton. Weight 38 lbs.

TOPS IN *fishing* TACKLE



HOOK BOOK
Holds 24 snelled fish hooks individually. Closes completely, keeping hooks and snells tangle free. All Aluminum. Retails $1.50 plain finish. $1.95 gold finish.

"HOOKIE"
Magnetic fly, hook and lure holder. Pins to shirt or jacket. Strong magnet holds flies firmly. Can't blow away or shake loose. Perfect gift item. Retails $2.95

BARTELT'S LONG NOSE PLIERS
For removing hooks safely from fish's mouth. Self opening and locking feature. Made of high grade steel with rust proof nickel finish. Retails $1.25

CLIPPING PINCHERS
For clipping horns and fins and skinning fish. Self opening feature. Made of high grade hardened steel for cutting edge. Rust proof nickel finish. Retails $1.25

STOCK THEM ALL! THROUGH YOUR JOBBER

MAYBRUN MFG. CO. 2230 Clybourn, Chicago 14

(For More Information Circle No. 473 on Page 263)

NEW
for Ladies and Junior Archers

King

Field and Hunting Quiver—No. 418

Designed with the exclusive 2-strap harness and generous pocket Proportioned for the comfort and convenience of all who use shorter arrows. Available in rich brown or two-tone elk and in beaver grain.

For finest quality and guaranteed satisfaction look for the name King on all archery accessories: quivers, arm guards, gloves and sundries. Ask your jobber or send direct for our new 1957 catalog

KING SPORT-LINE CO.
212 W. Colorado Street, Pasadena 1, California
Since 1939 the first name in fine quality archery accessories.

(For More Information Circle No. 474 on Page 263)

New Pearson Series of Matched Arrows

A new Ben Pearson series of matched black hardwood footed arrows includes the following precision-made models:

No. 109 and No. 113 matched footed tournament arrows with parallel target points; No. 114 small game footed hunting arrow with flared blunt point; No. 122 matched footed hunting arrow with bodkin three-blade point; No. 123 Howard Hill footed hunting arrow equipped with tempered spring steel broadhead; No. 125 Ben Pearson Deluxe matched footed hunting arrow with one-piece forged steel barbless point, and No. 126 Ben Pearson Deluxe matched footed hunting arrow with barbed hunting point of one-piece forged steel

All the arrows in the series are accurately spined for various bow weights and weight-matched within three grains for target arrows and ten grains for hunting arrows (437½ grains equal one ounce); spiral-fletched with natural barred turkey feathers, and equipped with plastic IndX nocks. Literature is available on request. **Ben Pearson, Inc.**

(Circle No. 769 on Page 263)

Ben Pearson Hardwood Footed Arrows.

Buoyant Golf Balls Uniformly Made

The floating Rocket Flite golf ball is fabricated and constructed under precision factory techniques for uniformity. A specially compounded V-2 gum flex center is bound in virgin latex thread and the cover is made of precipitated balata.

Rocket Flites are packed in reusable polyethylene bags to keep the golf balls fresh and clean—in threes and by the dozen.

The price of Viking Rocket Flites is $14.75 per dozen. **Viking Sports Products, Inc.**

(Circle No. 770 on Page 263)

Changeable Blades on Al's EZ4 Spinner

An interchangeable blade spinner with a sonic vibrator, the EZ4 introduced by Al's Goldfish Lures includes four blades to meet varying water conditions.

The vibrator is engineered to attract fish. Whirling in the turbulence created by the revolving blade, it throws out sonic waves which modern research indicates have a strong attraction for fish.

An EZ clevis makes blade-changing easy even in cold weather. A feathered treble is optional

The EZ4 outfit comes packaged in a window-topped box for visual sales appeal. It weighs ¼ ounce and is priced at $1.10 or $1.25, depending on color combinations. **Al's Goldfish Lure Co.**

Al's Goldfish EZ-4 Lure Outfit.

(Circle No. 771 on Page 263)

FOR FASTER TURNOVER

stock up with the world's most famous lure and

WATCH YOUR PROFITS SOAR!

the original, genuine, huge profit-building

LAZY IKE

- 12 self-selling colors
- all sizes
- fast-moving display cases
- used *everywhere!*

NATIONALLY ADVERTISED IN 10 LEADING OUTDOOR MAGAZINES—PROVED FOR REPEAT SALE ACTION!

KAUTZKY LAZY IKE CO.
FORT DODGE 12, IOWA

(For More Information Circle No 469 on Page 263)

Rutledge the ROYALTY of CARTS that has everything

EASY TO SELL
Because it's the Easiest to Use

Show it to any golfer. Let him run it across the floor with a full bag and he'll buy it!

The Original Cart that Rolls when Folded

Fastest opening and closing cart takes only 5 seconds—and locks open or closed.

PRICED RIGHT *for Profitable Sales*

- Adjustable brackets take any style bag
- Vinyl plastic handle grips
- Handle adjusts to user's height
- Rustproof
- Ball bearing wheels
- Semi-pneumatic tires
- Auxiliary handle for use when cart is closed

Write for Literature and Discounts on the entire Rutledge Line of Carts and Clubs.

THE RUTLEDGE COMPANY
3331 BELMONT AVE. CHICAGO 18, ILL.

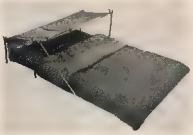
(For More Information Circle No. 470 on Page 263)

Tapatco Offers Line of 15 Sleeping Bags

A complete line of Tapatco sleeping bags, every one said to be brand new in styling, color and comfort is available for 1957.

For auxiliary bedding on boats, in cabins or anywhere, the bags come in 15 styles with filling materials of down, dacron, rayon, arnel and tanners' wool.

An example of the new line is No 455, The Highlander. The outer shell is rayon acetate, water repellent treated, with Scotch plaid pattern. It is filled with 100 per cent arnel triacetate fiber and lined with rayon satin.



Tapatco Suburban Sleeping Bag.

The canopy and bottom of bag are made of grey rubberized material and the overall cut size is 36x82 inches

Additional features include a full length zipper with separating feature which enables two bags to be zipped together to form a double bag, a double air mattress pocket and inside weather stripping. **American Pad & Textile Co.**

(Circle No 768 on Page 263)

AQUA SPEED
RAWLMARINE

OUTBOARD SPEEDOMETER

- A "MUST" for every outboard skipper!
- No tubes to connect or holes to drill
- Calibrated in MPH and KNOTS
- Accurate and Durable
- ON-OFF in a jiffy

$8.00

Packed in its own counter display

A Profitable Item for Your Gift and Accessory Department

RAWLMARINE
167 Valley St., Providence, R. I.

(For More Information Circle No. 471 on Page 263)

Minton
FISHING ROD HOLDERS

Frees fishermen's hands! Nation's favorite for still fishing or trolling. Polished die-cast aluminum, adjusts vertically and horizontally. Two sizes, for rods up to ½" or up to ⅝". Also a model for permanent attachment.

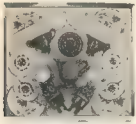
$3.95
Retail

Regular Dealer and Jobber Discounts

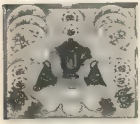
R. M. MINTON · BOX 824 · SAN ANGELO TEXAS
R. M. Minton · A. H. Hamner · Owners

(For More Information Circle No. 472 on Page 263)

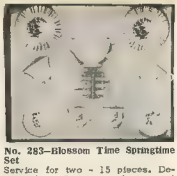
No. 125—Pine Cone Tea Set
Service for four - 26 unbreakable pieces. Size 18-3/8x13¾x4 inches. Packed one dozen in a carton in a window display box. Shipping wt. approx. 18 lbs.
$1.98 Each



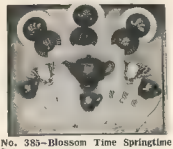
No. 345—Pine Cone Everlas Tea Set
Service for four - 28 unbreakable Life Size pieces. Decorated in Pine Cone design. Size 19x16x4 inches. One dozen in a carton. Shipping wt. approx. 26 lbs. Each $2.98



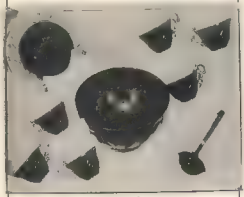
No. 447—Pine Cone Everlas Tea Set
Service for six - 40 unbreakable Life Size pieces. Decorated in Pine Cone design. Size 19x16x4 inches. One dozen in a carton. Shipping weight approx. 29 lbs. Each $3.98



No. 283—Blossom Time Springtime Set
Service for two - 15 pieces. Decorated in Springtime design and with silver metalized pieces. Size 16½x14x4 inches. One dozen in a carton. Shipping wt. approx. 17 lbs
Each $1.98



No. 385—Blossom Time Springtime Set
Service for three - 22 pieces. Decorated in Springtime design and with silver metalized pieces. Size 19x16x4 inches. One dozen in a carton. Shipping wt. approx. 19 lbs.
Each $2.98



No. 9351—Punch Bowl Pary Set
Consists of:
1 Spiral Motif Punch Bowl (7 in. dia)
1 Punch Bowl Ladle
6 Spiral Cups with contrasting "Hook-on" Handles
1 Third Dimensional 2-tone cake plate Colors Ruby and crystal combination
Each set packed in colorful lithographed display box, one dozen in a carton. Weight 14 lbs. per carton.
$1.98 Each

No. 159 Poly Set
Thirteen piece set of soft, poly plastic in life-size pieces. Pot, 2 each Tumblers, Cups, Saucers, Plates, Butter Plates, Spoons. One dozen ctn. 11 lbs.
$1.98 Each

NO. 171 TEA SET
Twenty-one pc. set. Bright litho. 8x10" tray, 6 cups, 6 saucers, 6 plates, tea pot and lid.
1 dozen to case
18 lbs. per dozen.
$1.00 Each

No. 523—Twilight Tea Set
Service for Three - 22 unbreakable pieces. Size 16-3/8x13¾x4 inches. One dozen in a carton in window display box. Shipping wt. approx. 17 lbs.
$1.98 Each

No. 534—Twilight Tea Set
Service for four - 28 unbreakable pieces. Size 18x15x4 inches. One dozen in a carton in window display box. Shipping wt. approx. 22½ lbs.
$2.98 Each

NO. 74 "ORIENTAL DESIGN" TEA SET
Twenty piece tea set. Large 9x13" heavy Tray, 4 Cups, 4 Saucers 4 1/8" diam., 4 Dinner Plates 5¼" diam., 4 Salad Plates 2½" diam., Tall Pot 4 3/8" high. Footed Creamer and Footed Sugar Bowl.
½ doz. ctn. 20 lbs.
$2.00 Each

Campbell Kids
COOKING SET

512/6: Four-color display-gift package. Height 4½"; length 19"; width 13½" with cupboard closed. Packed ½ doz. to 200-lb. test corrugated carton, weight 70 lbs. per doz. $4.98 Each

They love to help mother fix their lunches with this exciting cooking set! Here's everything to delight a "junior" chef's heart, including 6 kid-size cans of delicious Campbell's soup . . . real aluminum sauce pan . . . "Campbell Kids" Cook Book . . . chef's apron and cap . . . soup bowls and spoons . . . even a gay "pantry shelf" cupboard with a place for everything!

JELL-E-MAKER

563/6: Full-color display and gift package. Height 2¾"; length 16¾", width 16¾". Packed ½ doz. to 200-lb. test corrugated carton, weight 54 lbs. per doz. $2.98 Each

Bread and jelly at breakfast, lunch or snack-time will taste much better to the child who owns this easy-to-use set! All the equipment any child needs to make four full containers of delicious jelly: Welch's grape juice, box of Sure-Jell, jelly dish and spreader, Ball Mason jar units, carrying rack . . . measuring spoon, stirring spoon . . . Jell-E-Maker hat and step-by-step instruction booklet.

Campbell Kids
CHUCK WAGON SET
(516)

516/6: Full-color display-gift package. Height 4½", length 19"; width 15½" with cupboard closed. Packed ½ doz. to 200-lb. test corrugated carton, weight 64 lbs. per doz. $4.98 Each

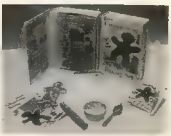
They'll fix their own lunches, Wild West style, with this deluxe cooking set! Includes 2 cans Campbell's Soup . . . can Campbell's Pork & Beans . . . can Franco-American Spaghetti and for fun, 2 colorful frontier neckerchiefs . . . record of gay Western tune . . . Chuck Wagon Cook Book packed with recipes! Rugged utensils, too: real "Chow Kettle", 2 "Range Mugs", big ladle and stirring spoon!

Campbell Kids
CHOW TIME SET

All the Fixin's for Real "Western" Meals!

Delicious Campbell's Pork & Beans, Campbell's soups and Franco-American spaghetti whet young appetites as young cowboys and cowgirls get fun out of cooking with their own utensils! Authentic "chow" plates, spoons, mug, "chow" kettle, ladle and stirring spoon. There's a box of Scotkins napkins and a colorful "Chuck Wagon" cook book.

517/6: Full-color display-gift package. Height 3¾"; length 17¾"; width 15½". Packed ½ doz. to 200-lb. test corrugated carton, weight 44 lbs. per doz. $2.98 Each



1120
GINGERBREAD STORY AND BAKING SET
With Gingerbread Boy Cookie Cutter

The story of the gingerbread boy is told in full color inside this delightful and brand new book-shaped baking set. It has a package of real gingerbread mix and a gingerbread boy cookie cutter, a measuring cup, spoon, mixing bowl, wood rolling pin, and cookie tray. Refills available too! A full-color recipe book is included so that every little boy and girl can make perfect gingerbread cookies the very first time. Size of "book box": 10 x 7 x 2-1/4.

Two dozen to carton **Weight 22 Lbs.**

$1.00 Each

the finest

Babe Ruth was not only one of the greatest baseball players who ever lived, he is considered by many to be one of the most popular of all time.

Just as the Bambino ranks as one of the leading ball players of all time, the sporting goods industry has its leader, too. Among buyers guides,

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The DIRECTORY's growth is a direct result of profitable advertising for manufacturers of sporting goods and its great usefulness to buyers

The 17,000 retailer and jobber buyers who use The DIRECTORY will send you your share of orders if you place space in the new edition of this buyer's "bible".

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THE SPORTING GOODS DEALER

2018 WASHINGTON AVENUE • ST. LOUIS 3, MISSOURI

(For More Information Circle No. 28 on Page 263)

Sweet Little Baby Faces

ITEMS DESCRIBED BELOW ARE SHOWN ON THE FACING PAGE

A 13-inch Baby with bath. She cries real tears, drinks and wets, and likes tubbings in her metal frame bath with waterproof plastic tub, shelf, pocket and drain hose. All vinyl plastic with jointed arms, legs, turning head. Molded hair. Lashed glassene eyes close. Coo voice. Wears shirt, diaper. Extra diaper, washcloth, pack of tissues, soap, booties, bubble pipe, bottle.
79 N T3073L—Shipping weight 6 lbs. $7.94

C Baby in Basket. She drinks and wets, too. Ready to go visiting in a daintily-trimmed split-oak basket with organdy flounce, rayon satin pillow and bersbboned blanket. All vinyl plastic baby likes baths. Jointed arms, legs and turning head; sits alone. Molded hair. Lashed glassene eyes close for naps. Coo voice. Wears cuddly cotton fleece jacket with hood. Diaper, bottle 13 inches tall. Basket is 16 inches long, has plastic handles for carrying.
49 N 3058—Shipping weight 4 lbs. $7.67

E Baby Doll Layette. Organdy dress, bonnet. Lawn slip. Socks, shoes. Shipping weight 14 ounces.

49 N 3418—Size 12 to 13 inches	$2.27
49 N 3425—Size 14 to 15 inches	2.27
49 N 3426 Size 16 to 17 inches	2.27
49 N 3427 Size 18 to 19 inches	2.57
49 N 3428—Size 20 to 21 inches	2.57
49 N 3429—Size 22 to 23 inches	2.87

G Happi-Time Baby in Coat and Bonnet. Rooted "Superlex" legs you can bend to make her sit, kneel and pose. All vinyl plastic; turning head. Cotton stuffed. Lashed glassene eyes close. Coo voice. Embossed cotton coat, cotton velvet tam, cotton pique dress, panties, socks, shoes.
49 N 3681—17-inch. Shpg. wt. 2 lbs. 1 oz. ..$4.81

H Happi-Time Candy Cane Baby wears a Sears exclusive "Candy Cane Red" pajama outfit just like the rest of the family's as shown on page 9. Rooted Saran hair to comb, brush and set. Wired "Superlex" arms and legs you can bend to make her sit and pose. All vinyl plastic; turning head. Cotton stuffed. Lashed glassene eyes close. Coo. 2-pc. cotton flannel p.j.'s, cap, booties.
49 N 3618—15-inch. Wt. 1 lb. 10 oz. $3.97
49 N 3630—17-inch. Shpg. wt. 2 lbs. 4.82

B Happi-Time Baby with Rooted Saran Hair . drinks, wets and cries real tears. Comb, brush and set her locks. Vinyl plastic. Jointed arms, legs and turning head; sits. Lashed glassene eyes close. Coo. Cotton dress, bonnet. Slip, diaper, socks, shoes. Extra diaper, tissues, soap, pins, bottle.

49 N 3162 12½-in. Shpg. wt. 1 lb. 10 oz	$6.97
49 N 3163—13½-in. Shpg. wt. 1 lb. 13 oz.	7.97
49 N 3164—14½-in. Shpg. wt. 2 lbs. 9 oz.	9.97

D Happi-Time Baby with Play Pen cries real tears! She drinks and wets, too. Comb, brush and set her rooted Saran hair . . . put her in the 17x17x12-in. wood pen for play time. All vinyl plastic; fun to bathe. Jointed arms, legs, turning head; sits alone. Lashed glassene eyes close. Wears cotton play suit and sandals. Extras: Acetate nylon dress and bonnet, rayon taffeta slip, diaper, pins Bottle, pacifier. 15 in. tall. Pen has casters, teething rail, plastic-coated pad.
79 N 03097 Shipping weight 6 lbs. $9.67

F Baby Doll Snowsuit and Bonnet. Cuddly cotton fleece with wool loop trim. Knit cuffs on legs. Tassel tie. Separate belt. Shipping weight 8 ounces.

49 N 3436—Size 12 to 13 inches	$1.67
49 N 3437 -Size 14 to 15 inches	1.67
49 N 3439—Size 16 to 17 inches	1.67
49 N 3444—Size 18 to 19 inches	1.97
49 N 3445—Size 20 to 21 inches	1.97

I Big 20-inch Love-Bug, an outstanding value at this thrifty price. You can comb, brush and set her lustrous Saran hair over and over again—it's rooted to stay in. As cuddly as a real baby, made entirely of skin-soft vinyl plastic that wipes clean. Turning head and jointed arms. Cotton stuffed. Lashed glassene eyes close. Coo voice. Lace-trimmed acetate nylon dress and bonnet. Rayon slip, panties, socks, shoes.
49 N 3240—Shpg wt. 2 lbs. 11 oz. $5.77

ITEMS DESCRIBED BELOW ARE SHOWN ON THIS PAGE

K 17-inch Christening Baby. An embraceable honey at a purse-pleasing price. Dressed for her big day in a long nylon christening dress and bonnet lavishly trimmed with lace and embroidery. Her plant vinyl plastic head turns. Molded hair. Cuddly-soft, one-piece cotton-stuffed body with latex covering wipes clean. Lashed glassene eyes close. Coo voice. Panties, socks, shoes.
49 N 3659—Shpg. wt. 1 lb. 12 oz. $3.81

M Baby with Bath and Layette. Drinks, wets, likes her baths. Has tinted molded hair. Jointed arms, legs; sits alone. Head turns. All vinyl plastic. Lashed glassene eyes close. Wood frame bath. Cotton sunsuit, jacket and booties. Bottle, sponge, soap, powder, swabs. 10½ in. Tall.
49 N 3108—Shpg. wt. 1 lb. 10 oz. $3.77

P Baby and Her Bath. She drinks, wets, likes to be bathed in her tub. Jointed arms and legs; sits alone. Turning head. All vinyl plastic. Molded hair. Lashed glassene eyes close. Vinyl tub, bottle, diaper, washcloth, sponge, soap. Doll is 10 in. tall.
49 N 3116—Shpg. wt. 1 lb. 6 oz. $2.83

N Snoozie, a tiny tyke at a tiny price . . . perfect for toddlers. Soft, squeezy vinyl plastic head turns. Molded hair. One-piece rubber skin body with cotton stuffing. Pretty painted features. She keeps toasty-warm in a cotton flannelette nightie and wrapper. Diaper, bootees. 11½ in. tall.
49 N 3609—Shipping weight 14 oz. $1.83

R Huggable Baby with Layette. Jointed arms and legs; sits alone. Turning head; molded hair. All vinyl plastic; cotton stuffed. Lashed glassene eyes close. Wears diaper. Has cotton romper and bonnet, socks, shoes. Coo voice. 17 inches tall
49 N 3082—Shpg. wt. 2 lbs. 14 oz. $6.37

J 20-inch Christening Baby on Pillow. Modeled by a famous doll maker after a real baby with every feature as life-like as can be. All skin-soft vinyl plastic with turning head and jointed arms. Molded hair. Soft fiber stuffing. Lashed glassene eyes close. Coos. Lace-trimmed organdy dress and bonnet, rayon taffeta slip, diaper, booties. Pillow, rattle, identification bracelet.
79 N 03691—Shpg. wt. 4 lbs. $10.97

K $3.81

L $10.97

M

H $1.83

F $2.83

R $6.37

TO ORDER DOLL CLOTHING: Measure doll from head to foot, order size nearest height of doll.

Tiny Tears Cries Real Tears

She wets, drinks and blows bubbles, too . . she's America's most lovable tear baby!

C $18.95

B 11½ inches $9.37

A 13½ inches $7.46

Squeeze her, see the big tears well up in her eyes and roll down her chubby cheeks, hear her cry, too—she'll melt your heart! When Tiny Tears is sad, give her the pacifier for comfort, put her to bed and she'll close her eyes to nap. Just like baby sister, she drinks from her bottle and wets her diaper. At play time Tiny Tears likes to blow bubbles with her own little bubble pipe.

Bathe Tiny Tears in neck high water to keep her soft molded rubber body sweet and neat. She's easy to dress because she has jointed legs so she can sit, jointed arms and a hard-to-break plastic head that turns. Thick-lashed glassene eyes highlight her delicate baby features. Tiny Tears comes with a layette and instructions so you can give her the tender care she loves.

A **Tiny Tears with Molded Hair.** She looks just like a new-born baby with her smooth molded hair. Easy to care for and low priced. She comes in a colorful gift box. Dressed in a dainty cotton romper Her layette includes a lace-trimmed cotton dress and bonnet, panties, nipple bottle, diaper, Kleenex, pins, sponge, soap, plastic bubble pipe, washcloth pacifier, knit booties, instruction booklet.

49 N 3031—13½ inches tall. Shpg. wt. 3 lbs. $7.46
49 N 3032—16 inches tall. Shpg. wt. 4 lbs. 9.46
49 N 3055—20 inches tall in a de luxe display box. Shipping weight 7 pounds. $11.97

49 N 3030—11½ inches tall. Not shown. In embossed cotton romper; layette as above, but no dress, bonnet, panties, or pins. Shpg. wt. 1 lb. 12 oz. $5.57

B **Tiny Tears with Rooted Saran Hair.** A beautiful baby with a crowning glory of thick, glossy curls. Each strand of hair is securely rooted so you can comb, brush and set it over and over again. She comes with a leather-effect fiberboard suitcase. Dressed in a cotton romper. Layette includes a cotton bathrobe, lace-trimmed cotton dress and bonnet, panties, nipple bottle, diaper, Kleenex, pins, sponge, soap, plastic bubble pipe, clothes pins, washcloth, pacifier, shoes and socks (except 11½-inch size which has bootees). Instruction booklet. Suitcase has a plastic carrying handle, snap lock.

49 N 3035—11½ inches tall Shpg. wt. 3 lbs. $9.37
49 N 3036—13½ inches tall Shpg wt. 4 lbs. 11.37
49 N 3038—16 inches tall. Shpg. wt. 6 lbs. 13.90

C **Tiny Tears with Rooted Saran Hair and Play Pen.** As playful as a real baby and just as tall—20 inches! It's easy to keep Tiny Tears entertained, just put her in her big 18-inch square plastic play pen with her pail and shovel and she'll play merrily for hours. Her play pen has quilted plastic pad that's easy to wipe clean. Before you take Tiny Tears visiting, it's fun to comb, brush and set her lustrous Saran hair—it's rooted to stay in. In attractive gift box. Dressed in cotton romper. Layette includes a lace trimmed cotton dress and bonnet, panties, nipple bottle, diaper, Kleenex, pins, sponge, soap, plastic bubble pipe, washcloth, clothes pins, pacifier, shoes, socks. Instruction booklet.

79 N 03043L—Shipping weight 11 pounds. . . . $18.95

Make this the gayest Christmas ever! Buy everything on your children's lists on Easy Terms for only 10% down

A

$8.98

- She walks with you
- Jointed knees bend
- She's 25 in. tall

B C

"Life-Size" Drink-Wet Babies

A SHE "WALKS," STANDS, SITS, KNEELS. Assumes life-like poses. Fully jointed plastic body with bending knees. Vinyl head, rooted ponytail, cry voice. Organdy pinafore and taffeta pellicoat attached to plaid taffeta dress. Panties, socks, shoes.
48 T 4357 - Abt. 25 in. tall. Wt. 4 lbs. 8 oz. 8.98
48 T 4356—Like (A) but no bending knees. . . . 7.98

B "TOODLES" CAN KNEEL AND SIT DOWN. She can even play with her toes and fingers just like a real baby. She's made entirely of vinyl and has a baby-soft complexion. Jointed at the elbows and knees so she can bend. With molded head and sleeping eyes

Toodles drinks from her bottle, wets and can be bathed. "Coos" when you squeeze her.

She's dressed in a gingham romper with a carefully embroidered collar. Matching bonnet. Sandals, socks, bottle. Ship. wt 5 lbs. 8 oz.
48 T 4343—Abt. 21 in. tall 13.98

C BIG BABY CRIES REAL TEARS. Just squeeze this adorable, cuddly tot and big, wet tears will roll down her chubby cheeks.

Feed her from her own bottle. She'll drink, then wet. She wears an appealing printed romper and matching bonnet. Stockings and vinyl booties complete her outfit

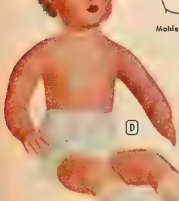
Made entirely of new, flesh-tone vinyl. Fully jointed, with big, sleeping eyes and curly rooted hair. Mouth is formed to hold her soft plastic bottle, with nipple.
48 T 4359 Abt. 20 in. tall. Ship. wt. 3 lbs. 8.45

BABY TO DRESS

D BIG-AS-LIFE. Large enough to wear child's own outgrown clothes. She has a soft vinyl head, sleeping eyes, coo voice, lovable baby features. She comes with washable rooted hair, or molded hair. Cotton-stuffed, flexible vinyl body. Wears training pants, socks, shoes. Wt. 4 lbs. 8 oz.
48 T 4353—About 26 in. tall with rooted hair . 5.98
48 T 4352 About 26 in. tall with molded hair. 4.98

ADORABLE LITTLE GIRL WITH HER OWN DAINTY WARDROBE

E DRESS HER IN HER BRAND NEW CLOTHES. Comb and wash her lovely rooted ponytail. She has beautiful little girl features, soft, flexible vinyl body, big sleeping eyes. Wired legs can be bent into "baby" positions. Soft "coo" voice. Dressed in nimon dress with flocked design and collar, belt ties in back. Combination slip and panties have dainty lace trim. Vinyl shoes, socks, hair ribbon. Her fashionable wardrobe includes a taffeta party dress trimmed with rickrack, lace and ribbon bows. Snap fasteners. Corduroy coat with binding, button fastening and matching corduroy hat. Print 2 pc. taffeta pajamas. Sweet nimon robe with lace trim. Clothes in plastic bag.
48 T 4355—Abt. 17 in. tall. Wt. 2 lbs. 8 oz. . 6.98



Molded Hair

D

E

Five Fully Formed, Unbreakable Vinyl Dolls

(F) BALLERINA WITH PINK ROOTED HAIR. This "prima ballerina" is all ready to dance in her filmy net "tutu" laced with silver. Attached satin panties, satin bodice trimmed with net and braid. Elastic straps at shoulders. Matching nylon "tights" and ballet slippers.

All vinyl doll with turning waist, jointed arms and legs. Her beautiful pink rooted hair is fashioned in a ponytail. Glassene sleeping eyes.

48 T 3964—18 in. tall. Wt. 1 lb. 12 oz. 4.98

(G) "WALKING" DOLL IN A PARTY DRESS. She'll walk along at your side if you guide her. She's dressed in a print nylon gown with soft lace trim. Separate taffeta slip has a gay net ruffle. Rayon and lace panties. Straw hat, big streamers. She wears nylon hose, pearl plastic shoes with high heels, pearl earrings.

Full-formed vinyl body with swivel waist. Glassene sleeping eyes. Rooted hair.

48 T 3963—Abt. 18 in. tall. Wt. 2 lbs. 7.98

(H) "TEEN-AGER" IN A SWEATER AND SKIRT. She wears an attractive two piece outfit, just like older sister's. Cotton sweater with white and gold knit around neckline. Matching cotton-and-shantung-weave skirt. Rayon and lace panties. Pearl earrings, plastic high heel shoes.

Fully formed vinyl body, jointed arms and legs. Swivel waist turns to assume charming, life-like poses. Sleeping eyes, rooted hair.

48 T 3965—Abt. 18 in. tall. Wt. 1 lb. 10 oz. . 4.98

(J) "JUNIOR MISS" WITH 2 OUTFITS. Dainty vinyl doll with wired arms and legs that can be bent, posed. Vinyl head, rooted hair, sleeping eyes. Wears lace-trimmed panties, bra, nylon hose, shoes. Outfits include chintz dress with pique collar; taffeta dress, velvet bow.

48 T 3962—About 18 in. tall with 2 Outfits. Ship. wt. 2 lbs. 8 oz. . 5.98

(K) "PETITE MISS" IN SCOTCH PLAID. Fully formed vinyl body, jointed arms and legs. Vinyl head, delicately molded features. Sleeping eyes, rooted hair. Dressed in plaid taffeta dress, lace-trimmed panties, nylon stockings, dainty high heeled shoes, pearl earrings.

48 T 3961—About 15 inches tall. Ship. wt. 1 lb. 4 oz. 3.98

DOLL-E-LAYETTE

(L) EVERYTHING FOR DOLLY. Overnight basket, 13¾x10x5½ in. high, with metal handles, hinged lid. Diaper, hair brush. 2 unbreakable bottles with caps, nipples. Feeding dish, spoon, cup, funnel, measuring spoon. Q-tips, bottle brush. Bib.

48 T 4171—Wt. 1 lb. 12 oz. 14-Pc. Set 2.79

DIAPER BAG SET

(M) JUST LIKE MOTHER'S. Diaper bag with shoulder strap, zipper opening, clothing compartment, bottle loops, outside pocket. Zippered bottle carrier with strap. Ruffled bib. Training pants. 2 bottles, nipples, caps. Soiled diaper compartment, diaper, diaper protector, safety pins, purse. Gold name marker for writing name.

48 T 4133—Ship. wt. 1 lb. 1 oz. . . . . Set 1.69

GIFTS FOR A LITTLE GIRL

(N) LOVABLE CHUNKY AND LAMBKIN. Decorated vinyl, squeeze voices. Lambkin, 6x6½ in., moveable head.

48 T 4101—8-in. Chunky. Boxed. 1 lb. 5 oz. . . . . Set 1.69

(P) DOLLY'S LAUNDRY CLOSET AND LINEN CLOSET. Everything the little mother needs from soap to sock stretchers. Linens, diapers, laundry basket, etc.

48 T 4102—Ship. wt. 1 lb. 1.79

Sportsmen will see more Ray-Ban advertising

Ray-Ban Signet
Sun Glass

in 1957 than ever before! If they

Ray-Ban (Large Metal)
Sun Glass

see Ray-Ban Sun Glasses in your store—

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Wayfarer Sun Glass

you'll see the largest profits on any

Ask for and display this Ray-Ban emblem!

Ray-Ban
Shooting Glass

sun-glasses in the entire field!

Bausch & Lomb Optical Co., 93462 Smith Street, Rochester 2, New York

(For More Information Circle No. 101 on Page 263)

COLT

goes direct..

(For More Information Circle No. 102 on Page 263)

Colt's new, selective distribution policy will make its "Registered" dealerships the most valuable in the firearms industry

New Colt management offers handgun dealers greatest opportunity ever. Effective February 1, Colt's will sell only through selected registered dealers. And every qualifying dealer will be backed to the hilt with all the tremendous new force at Colt's command. This break with tradition . . . this naming of the dealer as the key man in the Colt picture . . . is the result of a nationwide survey to pinpoint dealer wants in the handgun field. It is further evidence of Colt's determination to make the most famous name in handguns even more famous.

New Colt distribution policy will assure dealers bigger profits. Registered Colt dealers will automatically receive longer discounts than before and, therefore, a wider profit margin. Planned merchandising and promotion will rekindle the interest of former customers in Colt's and stimulate the interest of new prospects. And every effort will be augmented by the personal services of Colt district salesmen. They will help dealers with their individual merchandising problems and train their personnel. Although the prime goal will be a faster turnover of Colt handguns, the net result will be greater store traffic and increased sales of all lines of merchandise.

New Colt merchandising package will make selling easier. Starting with exciting, eye-appealing packaging, the registered Colt dealer will get everything he needs to sell handguns: door, window, wall and counter identification, attractive displays, a beautifully illustrated guide to the whole Colt line, handout literature, envelope stuffers, newspaper mats, etc. Colt's famous exhibition shooter will be available for bookings in dealer stores.

New, improved manufacture will make Colt quality even more famous. Skillful new engineering brains and modern, streamlined production facilities will assure Colt dealers of quality even surpassing that for which Colt's has been famous since 1836.

New, exciting Colt models will stimulate tremendous consumer demand. Many of these guns are already in the works. When they are in stock and ready for immediate shipment, their availability will be announced. The registered Colt dealer will be able to count on a superb handgun for every purpose.

New advertising program will give the dealer full support. Paving the way for his own sales efforts, the registered Colt dealer will have the most powerful publication advertising support ever scheduled for handguns. Full page ads, directed to target shooters, plinkers, outdoorsmen, and law enforcement agencies, will appear on a regular basis in leading national magazines.

Write us for complete information.

COLT

FAMOUS IN THE PAST • • • FIRST IN THE FUTURE

COLT'S PATENT FIRE ARMS MANUFACTURING COMPANY, INC.
Hartford 15, Connecticut

A Distinguished Member of the PENN-TEXAS CORPORATION Family of Progressive Companies

(For More Information Circle No. 103 on Page 263)

Dew Drop $5.98

CRIES, DRINKS, WETS

- Cries real tears, coos when you squeeze her
- Give her a bath, she loves to be washed

A DEW DROP WITH LAYETTE. Was $9.98 last year. Adorable cry-baby only at Wards by mail. When you squeeze her she coos like a real infant. Big tears well up in her pensive eyes and roll down her cheeks. She drinks from her very own bottle and she wets her panties . . . just like baby sister. She has baby-soft vinyl body and head; jointed, moving arms and legs, turning head. Rooted hair can be washed and combed. Big, blue sleeping eyes, long lashes. Dressed in training panties and shirt. She sits up, enjoys being bathed and dressed.

Her layette includes baby sack set of pink-and-white knitted sweater and panties with matching bonnet and booties. Soft bottle, plastic bottle brush, clothes pins, soap. Gift boxed.

48 T 4322—Abt. 16 in. tall. Wt. 2 lbs. 8 oz.....5.98

B PLAYPEN FOR DEW DROP. Let her play, like a real baby, in her own sturdy playpen. Use also as toy chest. Wood frame. Vinyl-covered tie pad is washable. Pen is about 16¾ in. square. Height 10½ in. Easily assembled with eight screws.

48 T 4323 Ship. wt. 2 lbs. 12 oz..... 2.98

Combination Offer . . . Only $7.98

SAVE 98c COMBINATION DEW DROP (A) AND HER PLAYPEN (B). Lovable crying doll with entire layette described above. Bathe her, "feed" her, change her panties, dry her tears. Let her play in her own colorful, durable playpen also described above.

48 T 4324—Ship. wt. 5 lbs. 4 oz. . . . .Combination 7.98

Ward Extra, Cries Real Tears $3.98 to $9.98

C "LINDA" WITH LAYETTE AND SUITCASE. Special low price for a doll that cries real tears. Drinks from her bottle, wets her panties, too. She has lovely, long rooted hair, styled in a pony-tail. Her hair can be washed, set and combed into any fashion. Petal soft vinyl head and body, jointed arms and legs. Big sleeping eyes, long lashes. Linda is dressed in panties and shirt. Her layette includes dainty Ninon dress, hat, and waffle piqué coat. Matching diaper and short jacket. Powder puffs, booties, socks and shoes. Soft bottle, washcloth, sponge, soap. Her own comb, tiny mirror and rattle.

48 T 4010 About 16 in. tall in Suitcase with Layette. Wt. 4 lbs. 8 oz..9.98
48 T 4009 About 14 in. tall in Gift Box with Layette. Wt. 3 lbs 6.98
48 T 4008-14-in. doll with pants, shirt, bottle. No Layette. Wt. 1 lb. 3 oz.3.98

Twinkle Tears With Her Own Bathinette $4.98

D ADORABLE CRY BABY LOVES TO BE BATHED. Cuddly baby, 12 in. tall, cries real, sad, wet tears when you hug her. She drinks and wets . . . her mouth supports her bottle! Twinkle's durable bathinette actually works. Fill it with water . . . give Twinkle a bath. Bathinette measures 12½ in. long, 7 in. wide, 10 in. high. Wood frame, printed vinyl sheeting bath, rubber drain with removable plug to let water out.

Twinkle Tears has soft, vinyl skin, big, blue sleeping eyes, long lashes. Movable jointed arms and legs, turning head. Curly, rooted hair can be washed, set and combed. Twinkle Tears wears training pants, shirt.

Her layette includes soft nursing bottle, plastic bottle brush, Booties, washcloth, diaper, baby powder, sponge, soap and Q-tip. In attractive hat-box type carrying case

48 T 4321—Twinkle Tears with Bathinette, Layette. Ship. wt. 2 lbs. 8 oz.4.98

K

L

Betsy Cries Big Tears

K "BETSY-WETSY WITH LAYETTE. So adorable, just like a real baby. Soft fleshtone vinyl, with sleeping eyes. Rooted saran hair can be washed and waved. Dressed in diaper. Layette includes organdy dress, matching bonnet. (2 larger sizes have slips). Booties, rubber training pants, washcloth, 3 powder puffs, bottle and nipple, soap, 6 clothespins, shirt, diaper, tissues. In gift case.

48 T 4327—About 16 in. tall. In suitcase with metal handle. Ship. wt. 4 lbs.. 12.45
48 T 4326—About 13½ in. tall. In suitcase with metal handle. Ship. wt. 3 lbs. 9.95
48 T 4325—About 11½ in. tall. In gift case, metal handle. Ship. wt. 2 lbs. 8 oz. 7.95

Baby in a Basket

L SHE DRINKS, WETS, BIG TEARS ROLL DOWN HER CHEEKS when you squeeze her. She has her own nursing bottle, and tiny plastic rattle. She can be carried about in her big plastic basket with two handles, which she uses as a bed. Baby is softest vinyl, fully jointed, with rooted saran hair, sleeping eyes. Dressed in cotton shirt and training panties, booties. Basket 16½x11½x5 in., with a satin pillow and ribbon rosette on the handle. Satin covering with dainty lace trim.

48 T 4339—About 15 in. tall. Ship. wt. 2 lbs. 10 oz. . . . 7.98

THREE HUGGABLE VINYL TOTS THAT DRINK, WET AND CRY REAL TEARS

M LOVABLE "CRY BABY" WITH LAYETTE. Fully jointed tot made entirely of soft, unbreakable vinyl. Rooted hair can be brushed and combed. Sleeping eyes, lovely baby features.

Little mother's will love to care for her. "Feed" her from her own bottle, change her panties, dry her tears and give her a "bath". She wears a cotton "baby" shirt and panties.

Her layette includes a soft, plastic bottle, and nipple. Adorable knit booties. Powder and three powder puffs. Sponge and Q-tips. Boxed.

48 T 4328—Abt. 11 in. tall. Wt. 1 lb. 12 oz. 3.69

N HUGGABLE TOT WITH HER OWN LAYETTE. Soft Vinyl baby drinks, wets and cries real tears! She has molded vinyl hair and glassene sleeping eyes. She wears soft, knit panties.

Her layette includes adorable ninon dress trimmed in dainty lace, over a taffeta half slip. Matching ninon bonnet with net and ruching. Checked cotton romper for playtime. Diaper, safety pins. Her own pacifier, bottle, sponge and washcloth, clothes pins, soap. Booties for her tiny feet. Clothing in plastic bag.

48 T 4304—Abt. 12 in. tall. Wt. 2 lbs. 4 oz. 4.98

P PERKY PONYTAIL BABY WITH LAYETTE. Fully jointed, unbreakable vinyl. Sweet baby features, sleeping eyes, long rooted ponytail. Drinks, wets, cries real tears. With soft nursing bottle, pacifier. Ninon panties, lace trim.

Rayon socks, vinyl shoes. Sponge for bathtime. Wardrobe includes 2 nylon dresses. One dress with lace collar and cuffs, yarn trim, attached taffeta and net petticoat. The other is a gay print with lace, velvet belt. Matching net and lace bonnet. Ribbon tie. In plastic bag.

48 T 4303—15-in. tall. Wt. 3 lbs. 6 oz. 8.98

M

N

P

Co., Chicago, No. 1 winner in its field for 1955.

In the running for hardware honors are three previous recipients of Certificates of Distinction. They are Walter Byde Co., Fresno, Calif. (1955); H. H. Bennett Hardware Co., Easton, Pa. (1951), and Johnson's Self Serve Hardware, Sioux Falls, S. D. (1955).

The following also have qualified for the finals:

Al Forgit Hardware, Newport Beach, Calif.; Blevry Hardware, Montreal; Peninsula Hardware, Daytona Beach, Fla.; G. E. Meyer & Son, Inc., South Bend, Ind.; Petersen's Cash Hardware, Charlotte, Ia.; Carlisle Hardware Co., Springfield, Mass.; W. J. Sewell Hardware Co., and South Side Hardware & Variety, both of Butte, Mont.

Bickel, Union-Paramus, N. J.; Lewis & Conger, Manhasset, N. Y.; Pickard Hardware, White Plains, N. Y.; McKeithan Hardware, Red Springs, N. C.; David's Hardware Co., Houston; Arco Hardware, Norfolk, Va., and Ernst Hardware Co., Seattle.

Each finalist has been invited to submit a detailed and illustrated presentation covering his 1956 advertising and other brand promotional activities. These presentations will form the basis for the final selections.

Winners To Be Picked in March

The presentations will be reviewed in New York, March 6 to 8, and the 120 winners selected. Five awards are made in each of 24 retail classifications. The Brand Name Retailer-of-the-Year winner receives a plaque; Certificates of Distinction go to four runners-up.

The awards will be presented May 3 in the Grand Ballroom of the Waldorf-Astoria Hotel, at a dinner honoring these retailers. The dinner climaxes national Brand Names Week, April 28 to May 4, and will be attended by approximately 2,000 of the nation's leaders in manufacturing, media, advertising and retailing.

During Brand Names Week, the 120 winning presentations will be displayed at the Waldorf.

Sporting goods was included for the first time in the Retailer-of-the-Year competition in 1950. The top award winner was Davis-Klunder, Colorado Springs, Colo. In 1951, the top award went to Andy Anderson's Oklahoma City, Okla.; in 1952, it was Corrie's, Minneapolis; in 1953, Bob Zehentner's, Dubuque, Iowa; in 1954, Dingler Sporting Goods, Fort Collins, Colo., and, in 1955, Mages.

. . . is where you start to get paid for stocking, showing, selling

That number under the magnifying glass is designed to enlarge your profits. We believe we can deliver the profit margin to which you are entitled. At least we have a plan. If you're ready to change complaints to cash, then let's hear from you. WE'RE PREPARED TO PROTECT YOUR LEGITIMATE MARK-UP ON A FINE SPINNING REEL!

The Bretton reel is one of Europe's best. French crafted, it embodies materials and workmanship that make demonstration a convincing and profitable pleasure. A coin quickly removes the side plate revealing metal and milling to withstand salt water corrosion and years of wear. Two sets of ball bearings deliver the ultimate in precision action. You'll be proud to show the Bretton. What's more, you'll be paid for it!

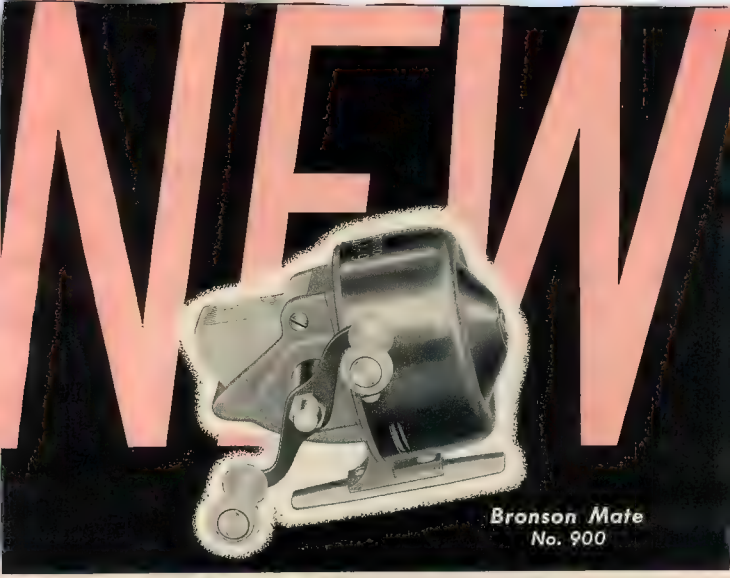
See your jobber for complete details on this profit-protection plan. Also ask him for the special certificate that entitles you to purchase one Bretton reel for demonstration purposes for $9.86

The Bretton 804 will sell EVERYWHERE at $24.95!

BOEHM-SHELDON, Inc. **ANTIGO, WISCONSIN**

Exclusive importers of the unequalled Mepps *Original French Spinner*

(For More Information Circle No. 547 on Page 263)



Look what Bronson's got at $15.95!

The brand-new Bronson Mate—complete with Dial-a-Drag setting and a silky free-flow action—gives you a real seller at just $15.95.

This handsome closed-face spinning reel gives fishermen accurate drag adjustment. The easy-to-reach, easy-to-read dial sets and locks at a touch, at any one of eight stations. Drag action is smooth, spool-slip type with click.

And wait 'til your customers get a crack at casting with the Mate. Its free-flow action lets line skim off smooth and sure.

The Mate also features six-point line pick-up and push-button line feathering. Comes filled with approximately 100 yds. of 6-lb. monofilament line and weighs just 8½ oz.

Anodized aluminum spool housing is a sparkling blue-green, with frame of satin-finished aluminum. Ivory handle grips and push button.

Bronson *Dial-a-Drag*

The "easy 8" drag adjustment—fast, accurate, smooth.

BRONSON REEL COMPANY • BRONSON, MICHIGAN

DIV. HIGBIE MFG. CO.

Bronson

FISHING REELS

Big Sit'n Ride Steel Toys

Ride-'em Air Force Jeep $11.45

A Big Ride 'em Jeep steers like an auto, is strongly constructed of heavy gauge automotive steel. Tailgate opens to roomy compartment underneath seat. Windshield raises and lowers. Rubber tires, steering wheel, rubber bumper. Red, white and blue durable finish. Push with feet.
48 T 1250 M—Abt. 25½ in. long. Wt. 18 lbs. *Mailable* 11.45

B SIT-N-RIDE DUMP TRUCK. Big sturdy dump truck of heavy automotive steel, has high-ride driver's seat to attract little "truckers." Lock lever secures dump box for safer riding; just trip lever to unload. Steers like an auto, child pushes with feet.
Bright baked enamel finish; heavy-duty rubber tires. Decorated with chromed grille, shiny plated hub caps. Removable seat for convenient loading and unloading. Abt. 20½ in. long, 12 in. high.
48 T 1218—Ship. wt. 8 lbs. *Mailable*. 5.69

C RIDE 'ER FIRE TRUCK. Siren operates with plunger action. Red lights flash as truck moves. Steel ladders on each side interlock, extend to 38 in., can be mounted on rear of truck. Heavy steel, red enamel finish, yellow trim. Has seat, steering wheel, rubber tires; child pushes with feet. Light operates on standard flashlight battery, not included (order below). Truck measures about 30¾ in. long.
48T1221MO—Ship. wt. 16 lbs. *Mailable* 8.45
62W23—FLASHLIGHT BATTERY. Wt. 4 oz. Ea. 12c

Wrecker Truck With Blinker Lights $4.49

D Like a real "service" wrecker, this big steel emergency truck has 2 flashing lights mounted on crane to caution traffic. Powerful steel crane operates by die cast winch with chain and hook. Crane assembly demountable from base of truck. Tool box in front contains jack and lug wrench to remove rubber wheels, replace with "spare" wheel. Soft plastic "chains" for rear tires. Lights operate on standard flashlight battery (not included, order below). 21x6x8 in. high.
48 T 1339—Ship. wt. 5 lbs. 8 oz. *Mailable*. . . . 4.49
62W23—FLASHLIGHT BATTERY. Wt. 4 oz. . . . Ea. 12c

Searchlight Emergency Truck $3.59

E Just turn the "switch" and the large searchlight mounted in the back of the truck tilts and turns in all directions, casting a powerful beam. Light is 4⅜-in. in diam. It is self-contained and operated by two standard flashlight batteries (not included, order under (C)). Cab-over-engine design, lithographed and brightly colored. All steel construction. Equipped with sturdy rubber wheels with shiny hub discs. Replica of searchlight emergency truck. Abt. 18 in. long, 9½ in. high, 6 in. wide.
48 T 1252—Ship. wt. 5 lbs. *Mailable* 3.59

U.S. Air Force Transportation Truck $2.79

F Like the latest design Air Force Transport Truck as used by the U.S. Air Force for heavy duty transport work. All-steel heavy-gauge construction in regulation Air Force colors and insignia in full detail. Hook at rear of truck is for pulling extra loads and equipment. The tarpaulin cover is fitted to the truck by a heavy wire frame that is easily removable. The truck is equipped with easy rolling rubber wheels with shiny hub discs. Abt. 18½ in. long, 6 in. wide, 9½ in. high overall.
48 T 1223—Ship. wt. 6 lbs. *Mailable* . . . 2.79

Auto Transport $2.79

G Double deck auto transport constructed of colorfully decorated heavy-gauge steel. Van is detachable; hauls four cars, two on top deck and two on lower deck. A metal ramp hitches to the rear of the van for easy loading. Sturdy cab features wide-view design, bumper, fender, headlight details. Spare wheel incl. *Mailable*. Wt. 3 lbs. 8 oz. Abt. 23 in. long.
48 T 1220. . . . 2.79

Coca Cola Beverage Truck $1.79

H Deliveries will be prompt and regular with your own all steel delivery truck. Built-in shelves make it look like a real beverage delivery truck. It also includes six Coca Cola cases each with 24 tiny empty bottles, not removable from the case. Metal hand truck to help in loading and unloading cases. Sturdy heavy duty rubber tires. Truck measures about 12⅝ inches long. Small scale model of a real Coca Cola truck, brightly colored. *Mailable*.
48 T 1301—Ship. wt. 2 lbs. 4 oz. 1.79

Willys Jeep With Trailer $2.98

J Replica of world-famous Jeep, with latest design 2-wheel Trailer. Made of heavy gauge steel, finished in regulation Army colors. Jeep, about 11 in. long, has movable windshield; hood raises, has compartment underneath. Trailer, about 6¼ in. long, has drop tailgate and tow bar for attaching to jeep. Rubber tires. "Spare" wheel included. Length overall about 22 in. *Mailable*.
48 T 1222—Ship. wt. 5 lbs. 2.98

Exciting "Live Action" Toys by Structo

A TO **P** RUGGED TRUE-TO-LIFE STRUCTO TOYS are scale models of real heavy-duty equipment. All with parts which move realistically. Made of heavy-gauge steel, die-cast aluminum finished with 2 coats of lustrous baked-on enamel as durable as the finish on Dad's car.

A MOBILE COMMUNICATIONS CENTER. Sends or receives coded messages by flashing lights, Morse Code or buzzer. 3-position control switch. Wire drum reel with 25-ft. shielded wire, plug. 7-in. antenna. Operates from 2 flashlight batteries (not incl., see under (L) below). Truck heavy steel, baked-on enamel finish. Morse Code decal. 6 rubber tires. Abt. 20 in. long.
48 T 1245—Wt. 5 lbs. 8 oz. *Mailable*.....6.98

B HIGHWAY MAINTENANCE SERVICE TRUCK. Turn crank to raise, lower swivel extension platform. Heavy-gu. steel, baked-on enamel. 4 heavy-duty rubber wheels. Abt. 12 in. long, 13½ in. high with boom.
48 T 1244—Ship. wt. 2 lbs. 12 oz. *Mailable*.....2.59

C POWER SHOVEL AND MACHINERY HAULING TRUCK. Truck has fifth wheel coupler to connect trailer to tractor; hinged ramp for loading. Crank-operated steel winch. Abt. 31¾ in. long incl. ramp. Power Shovel has 2 die-cast wheels to raise and lower boom, load and unload shovel. Abt. 26½ in. long. Heavy-gauge steel, baked-on enamel finish. Rubber wheels and treads.
48 T 1241M—Wt. 9 lbs. 12 oz. *Mailable*.....Set 6.19
48 T 1358—Power Shovel only as in (C) above but bright orange color. Ship. wt. 4 lbs. *Mailable*.....3.59

D READY-MIX CONCRETE TRUCK. Mixer geared to axle; rotates when truck moves. Opening in barrel for loading; body raises to empty. 10 rubber wheels, chromeplated hub caps. Steel, baked-on enamel finish. *Mailable*.
48 T 1350—Abt. 21½ in. long. Wt. 9 lbs. 8 oz.....6.89

ROCKER DUMP. Wheel-operated winch raises dump to empty. Universal coupler connects rocker to tractor. Heavy-duty rubber wheels. Steel, baked-on enamel finish. Diesel "motor". Abt. 20¼x6½x5¾ in. high.
48 T 1381—Ship. wt. 5 lbs. 4 oz. *Mailable*.....3.59

E HEAVY DUTY ROAD GRADER. Front wheels steer, scraper blade rotates, raises, lowers, tilts. Heavy-gauge steel, baked-on enamel finish. 5 rubber wheels, floating rear tandems. Diesel "motor". Abt. 18 in. long.
48 T 1296—Ship. wt. 4 lbs. *Mailable*.....2.69

F CATTLE TRANSPORT. Large rear doors swing open for loading. Heavy-gauge reinforced steel, baked-on enamel finish. 8 rubber wheels, chrome plated hub caps. 2 retractable daily wheels; floating tandems. *Mail.*
48 T 1371—Abt. 21 in. long. Wt. 5 lbs. 4 oz.....3.59

G HYDRAULIC TRAILER DUMP TRUCK. Body raises and lowers automatically by means of a real hydraulic cylinder liquid non-toxic will not stain. Heavy-gauge steel, baked-on enamel finish. 14 rubber wheels, chrome plated hub caps. Floating tandem dualx. Swinging tail-gate. About 25½x3½x5¾ in. high.
48 T 1246—Ship. wt. 6 lbs. 8 oz. *Mailable*.....3.59

H DUMP TRUCK. Heavy duty steel, baked-on enamel finish. Body raises, operates automatically. 6 rubber tires, chrome plated hub caps.
48 W 1370—Abt. 20 in. long. Wt. 5 lbs.....2.59

I U.S. MAIL TRUCK. Van-type body heavy-gauge steel, baked-on enamel finish. Rear doors open. Rubber tires, chrome plated hub caps. Bumper.
48 T 1247—12¼ in. long. Wt. 4 lbs. *Mailable*.....2.69

L HYDRAULIC HOOK AND LADDER TRUCK. The signal light flashes; hand wheel sounds the siren; a lever operates the aerial ladder from a hydraulic cylinder. Ladder raises to 60° angle, extends to 34 in. and swivels in complete circle. Auxiliary ladder incl. Flashing signal light operates from regular flashlight battery (not incl.), sold separately below. 8 rubber tires, metal wheels. Movable tiller seat. Steel, baked-on enamel finish; chrome trim. Abt. 33¼ in. long.
48 T 1357 M—Ship. wt. 11 lbs. *Mailable*.....11.95
62 W 23 X—1 Battery. Wt. 4 oz.....Ea. 12¢ / 2 for 24¢

M PUMPER FIRE TRUCK. It actually sprays water! Hose unwinds, attaches to hydrant which attaches to your garden hose. Wrench to control pressure. Light flashes as truck moves; operates from regular flashlight battery (not incl., see (L) above). Heavy-gauge steel, baked-on enamel finish; chrome trim. Rubber wheels, chrome plated hub caps. Abt. 22¾ in. long.
48 T 1240—Ship. wt. 7 lbs. *Mailable*.....7.19

Structo's Popular "Big Job" Transcontinental Fleet

N Deluxe truck, trailer set with 2 cabs to couple to the 4 massive trailers. Includes 18 "animals", 6 cartons, 2 cars, 3 highway signs. Cabs (1 blue, 1 yellow), steel, baked-on enamel finish; rubber wheels.

The Deluxe Auto Transport is heavy steel with yellow baked-on enamel finish. Heavy duty rubber wheels, chrome plated hub caps, 2 die-cast metal automobiles—one green, one blue, to load from ramp at rear. Abt. 27 inches long including cab.

The Cattle Transport is heavy-gauge steel with green baked-on enamel finish. Rubber wheels, chrome plated hub caps. 2 retractable daily wheels floating tandems. Rear doors swing open for loading. About 21½ inches long including cab.

The Freight Hauling Trailer is heavy steel with bright orange baked-on enamel finish. Rubber wheels, floating rear tandems. About 17¾ inches long including cab.

The Semi Freight Truck Hauler is heavy-gauge steel with 14-gauge steel reinforcements; red baked-on enamel finish. Rubber wheels, chrome plated hub caps floating tandems. Abt. 20 9/8 in. long incl. cab.
48 T 1248 MO—"Big Job" Transcontinental Fleet (complete 37-Piece Assortment), boxed as pictured above. Shipping weight 13 lbs. *Mailable*.....15.95
48 T 1242—DeLuxe Auto Transport Trailer similar to one in Set (N) above but chrome plated, die-cast aluminum Cab. 2 small cars, truck incl. Wt. 6 lbs. *Mailable*.....5.29

Modern Mobile-Action Farm Set With "Play" Animals

P This smart 15-Piece Farm Set is designed to handle all of Junior's farm transport operations. All "vehicles" made of heavy-gauge steel or die-cast metal to withstand rough usage. Each has colorful "2-coat" baked-on enamel finish with contrasting grille. All equipped with rubber wheels.

Set includes the following 15 pieces:
BLUE PICK-UP TRUCK about 8¼ inches long.
YELLOW HORSE VAN about 4¼ inches long.
GREEN DUMP TRUCK with yellow cab. Lever raises body; tail gate opens. Abt. 8 in. long.
TWO TRANSPORT TRUCKS—one bright red, one orange; each about 7¼ inches long.
GREEN "CANDY" SEDAN—Abt. 6¼ in. long.
NINE VINYL ANIMALS. Includes cows, pigs, lambs and a horse and colt to be transported in the Horse Van.
48 T 1249—15-Piece Farm Set (boxed). Ship. wt. 3 lbs. 12 oz. *Mailable*.....3.59
48 T 1243—Pick-up Truck with Horse Van like in Set (P) above; about 10½ inches long overall. Vinyl Horse, Colt included. Shipping weight 1 lb. 2 oz. *Mailable*.....89¢

*STOCK and FEATURE . . .

DUBOW
*BASEBALL GLOVES and MITTS

. . . for outstanding performance on the diamond. Many different gloves and mitts in every variety are included in the **DUBOW** line.

The "TOM BREWER" FIELDER'S GLOVE

New high-grade professional model. Many adjustable features permitting individual preference on fit.

The "CARL FURILLO" FIELDER'S GLOVE

Large professional model made of finest selected cowhide. Fully lined.

New 1957 Line of DUBOW
*WOODS and IRONS

5 Outstanding Models:

- Personal
- Championship
- Power Pakt
- Rivalist
- Starlet

Acclaimed by every dealer and player who has seen and used them as the best clubs on the market in their particular price ranges.

Performance Plus with **DUBOW GOLF BALLS**

Our complete catalog will be sent to you upon request.

J.A. DUBOW
SPORTING GOODS CORP.
1901-15 MILWAUKEE AVE.
CHICAGO 47, ILLINOIS

(For More Information Circle No. 39 on Page 263)

Watch-Jewelry Sets Make "Pretend Time" Real

"Junior Nurse" $7.95

(A) "Junior Nurse" watch and charm bracelet will add to the fun of playing nurse when daily is "sick." Smiling young nurse appears on full-numeral dial. Neatly styled chromed case, unbreakable crystal. White nylon and leather stretch band fits small wrists comfortably and snugly. Charm bracelet of silver-finished metal with simulated pearls, nurse's emblem. Plastic gift box with 3-dimensional hospital scene

45 T 717—Ship. wt. 8 oz. 7.95

Ballerina $7.95

(B) To please any little girl. Graceful ballerina dances around dial her legs point to the time. Colored minute, hour track stand out against bright center. Nylon and leather stretch band fits small wrists. Chromed case. Rhodium plated bracelet with simulated pearls, ballet slippers and tiny stone-set ballerina charms. Ballerina in graceful poses decorates plastic gift box.

45 W 733—2-Piece Set. Wt. 8 oz. 7.95

45 T 40—Watch only. Wt. 4 oz 6.95

"Junior Leaguer" $7.95

(C) For your "Junior Leaguer"—a gift as exciting as a home-run. Player at bat pictured on watch dial. Unbreakable crystal, chromed case, stainless steel expansion band. Baseball-glove cuff links with a baseball mounted in the center, tie bar with replica of major league player, in silver-finished metal. Comes in colorful gift box.

45 T 737—4-Piece Set. Wt. 8 oz. 7.95

45 T 738—Watch only. Expansion. Wt. 4 oz. 6.45

45 T 739—Watch only. Leatherstrap. Wt. 4 oz. 5.45

Featuring "Story Book Favorites" by Timex

- Well-made, inexpensive watches designed for young people.
- All have polished chromed cases, stainless steel backs.
- Each watch is shock-resistant and electronically timed.
- Gift boxes make delightful Christmas packages. *Postpaid.*

Hopalong Cassidy $7.65

(G) For all young "cowhands" who ride the bookyard "range"—their favorite cowboy hero pictured on dial to help make time-telling easy and fun. Neatly saddle-stitched leather strap branded with reminders of the Wild West. Texas style silver-color metal buckle and tip have that real buckaroo look. Colorful gift box with saddle stand to hold watch when not being worn. An ideal gift for all Hoppy fans.

45 TP 88—*Postpaid* 7.65

Mickey Mouse $7.65

(E) Here's just the right gift for all young "Mouseketeers", members of the popular T.V. Mickey Mouse Club. Cheerful Mickey points to the time on full-numeral dial. Snappy Vinyl-ite plastic band is washable and takes plenty of hard wear. Unbreakable crystal. Colorful gift box with gay drawings of many Disneyland characters and statue of Mickey in box to hold watch. A gift to make their eyes sparkle.

45 WP 68—Sent *Postpaid* . 7.65

Cinderella $7.65, $8.75

(F) (G) Demure Cinderella, just as she appeared in the Disney movie, is pictured on easy-to-read dial. She is dressed in her lovely gown, ready for Prince Charming's ball. Unbreakable crystal. Colorful charms from the movie pictured on gift box and "Magic Glass Slipper" of clear plastic provides handy "put-away" place. Will be her most prized possession

(F) 45 TP 37—Stainless expansion *Postpaid*. . 8.75

(G) 45 WP 33—Grosgrain band. *Postpaid*. . 7.65

"Grown-Up" Styling $7.65

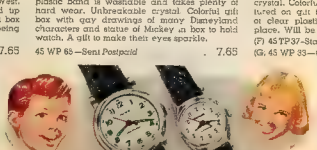
(H) Boy's "Sweep" watch by Ingersoll—excellent for the young sportsman in use in timing sports, photography, other events. Red sweep second hand so easy to see. Thin polished case, sturdy leather strap sized for boys. "Glow-in-the-dark" luminous dial, an extra feature.

45 TP 13—*Postpaid*. Gift boxed 7.65

Girl's "Deluxe" $7.65

(J) Neat, all-round Ingersoll watch sized for the young miss. Unbreakable crystal, full-numeral dial, sweep second hand. Slim leather band, chrome case. *Postpd.*

45 WP 14—Gift boxed . 7.65



Prices include 10% Federal Excise Tax

JOTTINGS About the JOBBERS

in rural areas and communities of less than 25,000 population as his best customers.

Distribution of the company's catalog is widespread, as many who have felt the barb of Kritzik's competition can attest.

Kritzik's first mail order catalog was an eight-page affair. The book comes out twice a year now and the fall edition totals 700 pages. He is said to be Milwaukee's largest user of parcel post and express.

His only helper at the start was **Mrs. Kritzik.** Now he has 800 full-time employes. At Christmas time there were 2,500 on his payroll.

* * *

Can't give his name here, but there's a tackle jobber in the Midwest who had this to say about the American sporting goods jobber's future, when The DEALER asked him for a list of 50 retailers to verify his declared status as a sporting goods jobber:

"Glad someone is making an effort to protect the many fine legitimate jobbers in the country. The retail outlets and discount houses who buy at jobbers' prices are rapidly making a joke of the tackle business.

"Personally, I'm afraid to do any buying. There isn't a souvenir stand, filling station or store of any kind in our territory around here that doesn't get several catalogs from discount houses. The factories pretend to be interested but they really do nothing about it.

"One of my best retail accounts bought out a jobber and the factories, or some of them, continue to sell the firm at jobbers' prices, giving that store a 25 per cent advantage over every other one around here. It's an advantage as a jobber, too, for if he makes a bad buy, all he has to do is cut it down to cost and get rid of it in the retail store, while jobbers like me have to eat it practically.

"Another big store in our town has seen this deal and the owner says he is going to do the same thing.

"We have been in the tackle business ten years and I have never sold a dime's worth of merchandise retail. Hope you have the answer."

* * *

Ed. Kruger, who has been selling and trading guns all his life, has grown into the jobbing business with his firm, **The Trading Post,** Tribes Hill, N. Y., he announced January 1.

(For More Information Circle No. 574 on Page 263)

(For More Information Circle No. 575 on Page 263)

It's a BIG tent . . . 11′ 8″ x 9′ 4″, and the spacious awning area can be enclosed to make a second room. The 9′ picture windows keep it cool, light, airy.

and a pretty profit for you—$40.00 per SALE!

Yes, that's the average retail profit on Bemis Deluxe Bungalow Tents $40.00 per sale. And it's an amazing seller, with terrific customer appeal. Many dealers sell 40 to 50 a season.

Cash in on this big tent . . . big value . . . big profit.

The All-New 1957 Bemis DRI-TITE® Sales Kit Is on the Way—*Get on the Mailing List*

New low-priced tents . . . the revolutionary Station Wagon Sleeping Porch . . . new umbrella tents . . . boat covers . . . these and many more money-making numbers are in the new Bemis DRI-TITE Sales Kit and Catalog now in preparation. It's a must for you. Get on the mailing list now.

BEMIS BRO. BAG CO.
612 S. Fourth St., St. Louis 2, Mo.

Please send me, as soon as available, the new 1957 Bemis DRI-TITE Sales Kit and Catalog.

*Name*_____

*Firm Name*_____

*Address*_____

*City*_____ *Zone*____ *State*____

(For More Information Circle No. 423 on Page 263)

Compac Spin Reel in Die-Cast Housing

The basic housing of the new "volume priced" Compac Capri spinning reel is die-cast aluminum finished with pearl gray baked enamel.

Compac Capri Spin Fishing Reel.

Other features include a heavily chrome plated full ball pickup with a hardened line roller, positive anti-reverse switch located for finger tip operation, full race ball bearing mounted spinner cup and virtually frictionless worm gearing.

The handle folds, allowing compact storage of the reel. One-screw take apart is easy to achieve for lubrication and maintenance. The drag has a wide adjustment range.

A 4.65 to one gear ratio allows fast retrieve. The Capri weighs ten ounces and its spool holds 225 yards of eight-pound test monofilament line. **Commerce Pacific, Inc.**

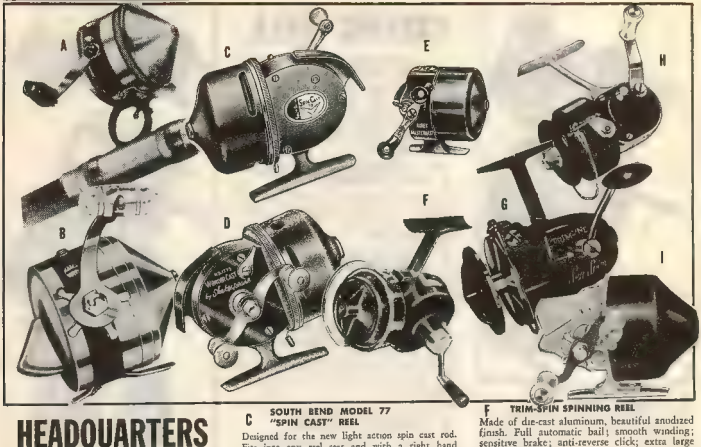
(Circle No 731 on Page 263)

Allan Roller Guides of Stainless Steel

New Allan roller guides for wear and abuse are made of 302 stainless steel, which means no rust, corrosion or deterioration.

The specially hardened stainless steel line roller revolves freely and easily on an Oilite bearing, offering negligible friction and line wear. The bearing is extremely close fitting on the sides so the line cannot slide in. **Allan Mfg. Co.**

(Circle No. 732 on Page 263)



HEADQUARTERS FOR SPINNING REELS

EXTRA SPOOLS FOR ZEBCO #33 WITH MONOFILAMENT LINE INSTALLED

	Test	Yds	Retail
No. WA7324-PD1440P122	4 lb.	200	$2.00
No. WA7316-PD1440P122	6 lb.	150	$2.00
No. WA7317-PD1440P122	8 lb.	100	$2.00
No. WA7318-PD1440P122	10 lb.	85	$2.00

EXTRA SPOOL FOR MODELS 33 AND 44 WITHOUT LINE

No. WA7315-PD540P47 ..... Retail 75c

A ZEBCO MODEL 44 SPINNING REEL

With new feathertouch control. Finger trigger for line control; anti-reverse; star drag. Specially balanced for straight-handled spinning rods.

No. WA4167-P1170 ..... Retail $19.50

B ZEBCO MODEL 55 HEAVY-DUTY "SPINNER" REEL

Designed for steelhead, salmon and muskie fishing, and for surf casting. Equipped with 200 yards 12-pound test line; anti-reverse; star drag; stainless steel and non-corrosive material throughout.

No. WA4166-P1497 ..... Retail $24.95

Zebco Extra Spools for No. 55.

Without line.

No. WA7325-PD900P77 ..... Retail $1.25

COMPLETE STOCK SAVE NOW

C SOUTH BEND MODEL 77 "SPIN CAST" REEL

Designed for the new light action spin cast rod. Fits into any reel seat and with a right hand retrieve. Cannot backlash. Knurled and indexed rings for easy, accurate, and smooth drag control. Aqua-therm green finish. Pre-spooled with 120 Yds. 6-Lb. test Monofilament line.

No. WA4023-P1197 ..... Retail $19.95

No. WA7270-P90 EXTRA SPOOL (No line) ..... Retail 1.50

No. WA7271-P150 EXTRA SPOOL, with 125 Yds. 6# Mono. Line ... Retail 2.50

No. WA7272-P150 EXTRA SPOOL, with 200 Yds. 8# Mono Line ... Retail 2.50

D SHAKESPEARE No. 1775 "PUSH-BUTTON" WONDERCAST REEL

A rugged spin-type bait casting reel. Nychrometer-like "Safety Drag." Duo tone black anodized frame. Deluxe chromed crank and drag adjusting ring. 4-to-1 gear ratio. Comes filled with 125 yards 6-lb. test Monofilament line. Actual Wt. 9 Ozs.

No. WA4015-P1197 ..... Retail $19.95

No. WA7270-P90 Extra Spool (No line) ..... Retail $1.50

EXTRA SPOOLS FOR SHAKESPEARE No. 1775 REEL

With Monofilament line installed.

No.	Test		Retail
WA7271-P150	6 Lb.	125 Yds.	$2.50
WA7272-P150	8 Lb.	100 Yds.	2.50

E AIREX MODEL 320 "MASTERCAST" REEL

Can be used with either casting or spinning rod and right or left handed. Positive anti-reverse. Packaged with 2 handles—double grip as shown for use on casting rod; single grap handle for use on spinning rod. Line can be controlled by thumb. Cap. 150 yds., 8 lb. test line. Green finish. Wt. 7 oz PREWOUND with 100 yds., 6 lb. test monofilament line.

No. WA4109-P1077 ..... Retail $17.95

EXTRA SPOOL FOR MASTERCAST REEL

No. WA7268-P90 ..... Retail $1.50

F TRIM-SPIN SPINNING REEL

Made of die-cast aluminum, beautiful anodized finish. Full automatic bail; smooth winding; sensitive brake; anti-reverse click; extra large spool capacity; fully guaranteed, individually boxed.

No. WA4078-P360 ..... Retail $5.98

G TRIMLINE "SEA-SPIN" SALT WATER SPINNING REEL

300 yds. 12 lb. test line. All ball bearing construction support. Full bail, anti-reverse and click, die-cast aluminum frame. Torpedo handle. Wt. 1 lb. 5 oz.

No. WA4107-P960 ..... Retail $15.98

H BRONSON MODEL 800 "BUDDY" SPINNING REEL

Precision made, has full bail pick-up, hardened roller guide, click-type spool, slip drag, operates smoothly without jerking. Brown anodized aluminum plate, satin-finish aluminum frame. Line capacity 110 yards. 6-lb. Monofilament line. Wt. 7 Ozs.

No. WA4210-P597 ..... Retail $9.95

EXTRA SPOOL FOR No. 800 "BUDDY" REEL

No. WA7326-P90 ..... Retail $1.50

I BRONSON MODEL 700 "SPIN-KING" SPINNING REEL

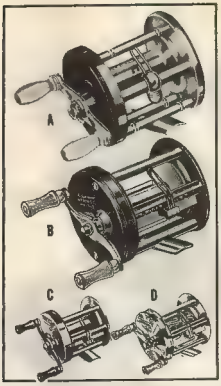
Has the exclusive "Crank-O-Matic" clutch that provides maximum fetrieve action, assures positive line control at all times. The first push-button spinner with Star-Wheel drag-type adjustment. Finished in rich brown, satin aluminum and beige. Fits either bait casting or spinning rod. Reel spool filled with 100 Yds. 6-lb. test Monofilament line. Wt. 10 Oz.

No. WA4052-P1197 ..... Retail $19.95

EXTRA SPOOL FOR No. 700 "SPIN-KING" REEL (No line)

No. WA7265-P75 ..... Retail $1.25

FAMOUS BRANDS



A **J. A. COXE MODEL 25-C LEVEL WIND CASTING REEL**

Only level-wind casting reel with automatic free spool—handle disengages on cast, automatically engages on retrieve. New "Duo-Line" aluminum spool for braided or monofilament line. Spool revolves on stationary shaft. Gears and bearings, phosphor bronze. Extra level-wind pawl fits inside head cap. Quadruple-multiplying. Adjustable drag. Formed, top-grain cowhide case. Capacity: 100 yards of 15-lb. test braided line or 250 yards of 6-lb. test monofilament line. Wt. 4⅞ Ozr.

No. WA4042W-P1980 ..... Retail $33.00

J. A. COXE MODEL 25-N LEVEL WIND CASTING REEL

Narrow "Duo-Line" spool model of 25-C, for extremely light plugs and tournament casting. Capacity: 75 yards 10-lb. test braided line or 175 yards of 6-lb. test monofilament line. Wt. 4½ Ozs.

No. WA4042N-P1980 ..... Retail $33.00

B **SHAKESPEARE MODEL 1903 "INTRINSIC" LEVEL WIND CASTING REEL**

A light but sturdily built reel. Green anodized aluminum finish. Stainless steel bearing and brass bushing, has adjustable spool cap. Cap. 100 Yds. 15-lb. test line. Wt. 6.1 Oz.

No. WA4013-P357 ..... Retail $5.95

C **SHAKESPEARE MODEL 1956 "TRUE BLUE" CASTING REEL**

Level wind. Such construction is unusual in reels which sell at this price. Chrome-plated brass. Adjustable spool caps. Capacity 100 yards. 15 lb. test line. Wt., 7.9 oz.

No. WA4004-1956 List $6.95 Each $4.17

D **SHAKESPEARE MODEL 1915 WONDEREEL**

Chrome-plated brass frame; adjustable spool; wt. 7.9 oz. 50 to 100 yd. line capacity.

No. WA4002-P537 ..... Retail $8.95

CASTING REELS

E **SHAKESPEARE MODEL 1900 GLASKYD DIRECT DRIVE CASTING REEL**

Made of a new glass reinforced material. Can be used for bait casting or trolling with braided nylon or monofilament line, in fresh or salt water. Brass gears; adjustable spool cap. 200 yd. capacity monofilament line or 100 yd. capacity casting line. Wt. 8.3 oz.

No. WA4003-P660 ..... Retail $11.00

F **SHAKESPEARE MODEL 1926 "DIRECT DRIVE" CASTING REEL**

Nylon gear reel. Forest green anodized aluminum alloy frame. Nylon gears. Wt., 5.6 oz. Automatic thumb. Casting drag. Snap-on plastic arbor. Line cap. 100 yds.

No. WA4025-P750 ..... Retail $12.50

G **SHAKESPEARE MODEL 1921D DIRECT DRIVE WONDEREEL**

Green anodized aluminum frame; nylon gears; light plastic arbor; 50 to 100 yd. line cap Wt. 6 oz.

No. WA4001-P780 ..... Retail $13.00

H **SHAKESPEARE MODEL 1973D "DIRECT DRIVE SPORTCAST" CASTING REEL**

Nylon gear reel. Smart green anodized aluminum nylon gears, carboloy bushings. Green anodized aluminum frame. Plastic arbor. Capacity 50 yards. 100-lb. test line. Chrome-plated palm rest. Weight 7.5 Ozs.

No. WA4021-P960 ..... Retail $16.00

I **SHAKESPEARE MODEL 1970A "PRESIDENT" CASTING REEL**

Nylon gears and lifetime carboloy bushings. Teardrop design; green anodized aluminum end plate, and contrasting pearl white plastic head and tail ring; matching parts. 100 yds. line cap. Wt. 6 oz.

No. WA4005-P1800 ..... Retail $30.00

J **NEW! ZEBCO MODEL 11 CASTING REEL**

Fits all casting rods. With this reel you completely eliminate backlash. Improved thumbing device for added casting comfort. Interchangeable spool with 10 lb. test monofilament line installed for immediate use.

No. WA4170-P750 ..... Retail $12.50

K **SUPER ZEBCO MODEL 22 CASTING REEL**

Completely eliminates backlash without restricting free spooling action. Fits any casting rod. Interchangeable spool with adjustable drag. Stainless steel cover. Interchangeable spool with 8 lb test monofilament line installed.

No. WA4183-P1050 ..... Retail $17.50

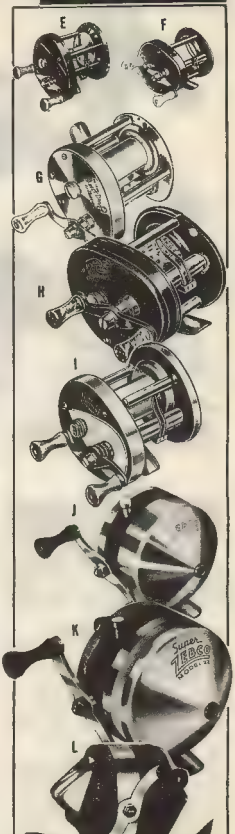
ZEBCO EXTRA SPOOLS FOR MODELS #22 & #11

No. WA7311-PD540P47 ..... Retail 75c

L **ZEBCO MODEL 33 SPINNING REEL WITH NEW FEATHERTOUCH CONTROL**

Fits all spinning or casting rods. Features thumb control, eliminating manipulation of bail or pick-up members. The pick-up members are carboloy, and gears are bronze, all enclosed in a lightweight aluminum case. The drag is adjustable, and an interchangeable spool with 6 lb. test monofilament line installed.

No. WA4169-P1170 ..... Retail $19.50



No. 1160 Daisy Super Scope Rifle

New bronze-and-gold color combination adds even more sales appeal to this popular big value play rifle. Shoots harmless smoke, loud noise only. Bronze-colored 11" magnifying scope, barrel, receiver jacket. Golden lever Silvery trigger Full-fashioned stock. Rifle full 32" Daisy Air Rifle durability, looks Commended by Parents' Magazine.

Each in colorful gun-case-type carton. Twelve (12) in a shipping container. Weight: 33 lbs. Retails **$4.98 ea.**

No. 967 Daisy Annie Oakley Super Smoke Rifle

Brilliantly-improved harmless smoke-noise rifle for girls as well as boys! Golden decorations on snow-white forearm, stock. Bright silvery carbine band, hammer, trigger. Silvery easy-cocking lever. Bronze-color gun barrels. Blue web, adjustable sling. Gun 32". Commended.

Each in colorful gun-case-type carton. Twelve (12) in a shipping container. Weight: 35 lbs. Retails **$4.98 ea.**

No. 960 Daisy Automatic Smoker

Biggest-selling smoke rifle! Shoots harmless smoke, noise. New forearm, new silvery carbine band, lever, trigger. A full-fashioned, checkered stock. Gun 32". Adjustable web sling. A lot of gun for little money.

Each in colorful gun-case-type carton. Twelve (12) in a shipping container. Weight: 27 lbs. Retails **$3.98 ea.**

No. 961 Daisy Big Smoke Super Play Rifle

This brand new rifle has new improved Cocking Action! Realistic Muzzle Blast Chamber! All parts heavy steel except stock. Gun bangs, smokes! Harmless. Length: 25½". Another Daisy "first!" A sturdy, durable gun.

Each in colorful corrugated carton. Twelve (12) in a shipping container. Weight: 21 lbs. Retails **$2.98 ea.**

No. 1965 Daisy Frontier Scouting Kit

Big value set! Durable 32" scope smoke rifle has bronzed barrel, receiver. Real 11-inch scope. Compass inset in the pint canteen. Genuine leather belt, holster, canteen holder. "Western" pistol. New golden metal strips on holster, holder are "turquoise styled"!

Each in colorful 2-pc. display-type carton. Six in a shipping container. Weight: 34 lbs. Retails **$9.95 ea.**

NO. 966 ANNIE OAKLEY'S GOLDEN DAISY SMOKE RIFLE

New harmless smoke-and-noise rifle "high styled" in white, blue, gold colors—named for TV's "Annie Oakley"—appeals to girls and boys. Full 32" Snow-white stock, forearm. Golden barrel. Golden color checkering on forearm design. Golden color design on stock. Silvery band, cocking lever, trigger. Full length blue sling.

Each in colorful box 1 doz. in a shipping container. Weight: 30 lbs. Retail: **$3.98**

NO. 1069 DAISY AUTOMATIC SUPER-SMOKER

Harmless "man-size" 36 inch rifle shoots smoke and louder noise than any cap rifle or cap pistol yet never needs ammunition! Air rifle styling, lever-action. Realistic hammer, carbine band, trigger, cocking lever—all bright-plated. Checkered forearm, stock. Full-length sling. Sale to parents, younger kids, and all juvenile-where air rifles may not be sold.

In gun-carrying case Dozen. 12 in a shipping container. Weight: 32 lbs. Retail: **$3.98**

No. 1967 Daisy Annie Oakley Smoke Rifle Outfit

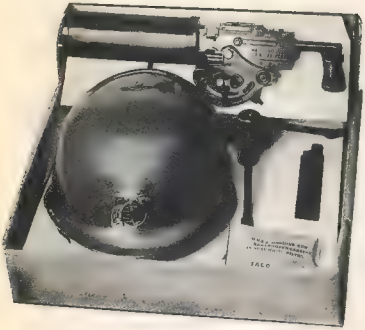
Husky 32" smoke rifle has bronzed barrel, receiver; white stock, forearm. Top grade leather holster set is dark blue: holster front, patch, blue metallic embossed. Stallion "Colt Special" pistol. Metal plate on pistol holster. Pint canteen, compass inset.

Each in colorful 2-pc display-type carton. Six in a shipping container. Weight: 28 lbs. Retails **$9.95 ea.**

No. 1961 Daisy Cowboy King Shootin' Outfit

Big western set has 35" super smoke rifle, real scope—a genuine leather double holster set, 2 "Western" pistols—a pint cowboy canteen that snaps on gun-holsters or the special canteen-holster. All the West in a box! Parents' Commended.

Each in colorful 2-pc. display-type carton. Six in shipping container. Weight: 52 lbs. Retails **$14.95 ea.**



#470 U.S. MACHINE GUNNER

Plastic reproduction of an authentic U. S. A. type 1917A1 Water Cooled Machine Gun on a tripod.

Gun swivels all around and can be aimed in any direction including up and down.

Shoots 10 Harmless "glow in the dark" Tracer Pellets.

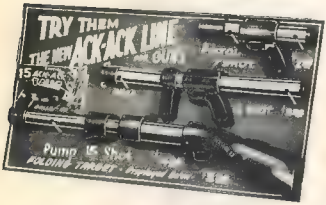
Fed by magazine and has automatic repeater device.

The Helmet has an Adjustable Head Size Band, Chin Strap and Insignia. Molded of Heavy-Gauge High Impact Material to withstand hard usage, in authentic color.

suggested retail price

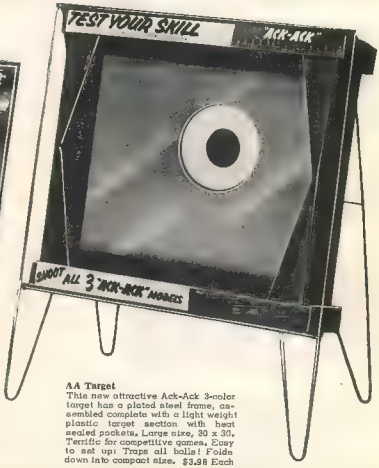
3.98

packed 1 doz. • weight 21 lbs.



AA Pump Model No 22 with 15 balls $4.98 Each
AA Bump Model No 33 with 15 balls $4.98 Each
AA Pistol Model No 11 with 7 balls $2.98 Each
AA Plastic Balls 15/bag $0.69 Each

New designed muzzle — longer life and greater accuracy. New foam type unbreakable plastic balls. New type patented design ... gives surprising accuracy for competitive games! One loading provides rapid fire of 15, 1¼ in. dia. balls (7 with pistol) Sturdy design ... for rough abuse. Makes realistic "Ack Ack" sound Each gun complete with balls! Easy loading ... just flip back rubber nozzle and drop in balls.



AA Target
This new attractive Ack-Ack 3-color target has a plated steel frame, assembled complete with a light weight plastic target section with heat sealed pockets. Large size, 30 x 30. Terrific for competitive games. Easy to set up: Traps all balls! Folds down into compact size. $3.98 Each

No. 106 Daisy Standard Repeating Air Rifle

It's Daisy's newest air rifle! It's husky—30 inches long has amazing new break-action cocking! A 250-shot type repeating Daisy that looks, feels, handles like a real gun. Wooden stock. Daisy's lowest-priced BB gun! With a supply of BBs.

Each in attractive corrugated carton. Ten in a shipping container. Weight. 22 lbs. Retails **$4.98 ea.**

No. 102 Daisy Cub

Here is Daisy's lowest-priced, value-packed air rifle ideal for the mass market group! This "every inch a Daisy" Cub is a genuine Daisy 500-shot type lever-action repeater. Gun 32" long. Full-fashioned, checkered stock. Bright-plated trigger enhances appeal. It's a genuine Daisy Air Rifle!

Each in gun-carrying-case carton. Ten (10) in a shipping container. Weight: 24 lbs.

Retail Price: **$3.95 ea.**

No. 75 Daisy Scout

New—and packed with value, sales features and quality. Daisy Scout is a 500-shot type lever-action repeater. It is 32" long. Adjustable sight. Full-fashioned, checkered forearm, bright-plated steel forearm band. Full-fashioned carbine-type stock checkered. Bright-plated trigger. Has attractive yellow sling—adjustable for carrying, shooting. Bright-plated swivels, hardware. New golden jacket design.

Each in gun-carrying-case carton. Ten (10) in a shipping container. Weight: 26 lbs.

Retail Price: **$6.95 ea.**

No. 80 Daisy Long Rifle

This new Daisy beauty offers many plus "sell" features! Famous 1000-shot type, lever-action repeating air rifle. Full 35" long. Double-notch rear sight adjustable for elevation. Full-fashioned forearm with nice checkering. Bright-plated carbine band. Full-fashioned stock with checkering and gold Long Rifle design. White line between butt plate and stock. Brown sling adjustable for carrying, shooting—bright-plated swivels and hardware. Bright-plated trigger. New golden design now on receiver jacket.

Each in gun-carrying-case carton. Ten (10) in a shipping container. Weight: 31 lbs.

Retail Price: **$7.95 ea.**

No. 94 Daisy Red Ryder Carbine

Most popular air rifle in the world! Carbine style 1000-shot type lever-action repeater with secondary barrel that has the Lightning Loader feature. Gun 35" long. Carbine-type forepiece and stock both checkered. Combination peep-and open sight is adjustable for windage, elevation. Bright-finish carbine band. Bright-plated carbine ring on jacket swivel. Bright-finish cocking lever. Golden Red Ryder "Steer Roping" design on jacket. Realistic hammer for western appearance. Genuine leather butt boot, thonged. Swivels for attaching a sling if desired. Gold Red Ryder design on stock.

Each in gun-carrying-case carton. Ten (10) in a shipping container. Weight 33 lbs.

Retail Price **$6.95 ea.**

No. 25 Daisy Pump Gun

This famous take-down model Daisy sells better every year! A 50-shot forced-feed repeater full 37" long. Some of its many features are: peep-and-open sight, adjustable for windage and elevation; ramp-type front sight, bright-plated trigger; gold-filled "engraving" on jacket; full oval stock. Even more sales value has been added by including a special new screw-driver made of bright metal letters forming the word "DAISY." Letter "I" fits large receiver screw head for assembling gun and taking apart. This useful tool, packed with gun, appeals to kids and emphasizes this exclusive take-down feature.

Each in gun-carrying-case carton. Ten (10) in a shipping container. Weight: 40 lbs.

Retail Price **$9.95 ea.**

No. 1094 Daisy Red Ryder Cowboy Outfit

Introduced late in 1955, this brand-new air rifle outfit quickly became a big seller! Set includes the famous Red Ryder Cowboy Carbine (minus boot) with BBs, cowboy canteen, genuine leather "holster" for canteen, leather belt. The 35" rifle is a Daisy top-seller. The molded pint-capacity, six inch dia. canteen carries on special "holster" by two snap-fastening leather straps. Belt and holster richly hand-tooled.

Each outfit in 2-pc. display-type carton. 10 in a shpg. pkge. Weight 46 lbs.

Complete with Rifle, Holster for Canteen, Canteen, Belt, BBs.

Retail Price **$9.95 ea.**

No. 98 Daisy Eagle with 2X Scope Mounted

This brilliant Daisy—new from muzzle to butt—sets a new standard for appearance, performance, salesability. Looks exactly like Dad's expensive hunting rifle . . . with its streamlined, 2 power factory-mounted scope (11" long)! Scope has 2 lens caps. Gun has new ramp style front sight; combination peep-and-open rear; full ovalled stock, extra long forepiece both resembling polished "natural mesquite" colors of custom-made rifles. Golden decorated barrel, receiver. These features plus a heavy top grain leather sling make this 1000-shot type 37-inch repeater "tops." Comes in quality carton with Scope Book, Lens Caps, NRA Targets, BBs.

Each Daisy "Eagle" is carefully packed in a 2-piece corrugated display carton, printed in colors Ten "Eagles" are packed in a shipping case, and this case weighs 56 pounds.

Retail Price **$13.95** complete

No. 303 Official Daisy Air Rifle Scope

Real 2X Scope for extra sales! Looks like costly hunting scopes; 4-Lens system; 2 power magnification. Cross-hairs adjustable windage, elevation. Detachable. Universal mount adjustable. Length 11". Fits all Daisy Air Rifles. With two Lens-Guard Caps, Scope Instruction Book and mounting fixture.

Each in cartons, 10 in shpg container; Weight 7 lbs.

Retails **$4.98** each

No. 510 Daisy Bulls Eye BB Steel Tube
Copper-coated BBs in a tube. *100 shpg. case Weight 9 lbs.*

No. 500 Daisy Red Ryder BB Refill Pack
Copper-coated BBs in pouch. *100 shpg. case Weight: 11 lbs.*

FAMOUS BRAND GUNS & ACCESS.

A CROSMAN MODEL 150K PISTOL HOME SHOOTING SET

Includes the No. 150 .22 cal. pistol; bell ringing target inserts; powerlets; box of pellets; game book; attractively boxed.

No. WB5648-P1395 ..... Retail $19.95

B NEW! CROSMAN MODEL 180 CO_2 GAS-POWERED PELLGUN RIFLE

18" precision rifled barrel, easy fingertip cocking; positive push-type cross-lock safety; smooth, easy bolt-action. Overall length 34", Wt. 4 lbs.

No. WB5692-P1185 .177 Cal. Retail $16.95
No. WB5692-P1185 .22 Cal. Retail 16.95

C CROSMAN MODEL 231 PELLGUN POWERLETS

Contains 6 Powerlets per box. 12 boxes per counter display.

No. WB5625-P880 ..... Retail Box $1.15

CROSMAN PELLETS FOR ALL AIR GUNS

Accurately formed (not cast), ballistically correct. Box of 500.

.177 caliber

No. WB5624-PB118 ..... Retail Box $1.75

.22 caliber.

No. WB5620-PB143 ..... Retail Box $2.15

D SHERIDAN "BLUE STREAK" PNEUMATIC RIFLE

.20 caliber, wt., 5 lbs. Compact, over-all lgth., 37". Bolt action. Single shot. Durable silver-satin finish.

No. WB5690-P1796 ..... Retail $23.95

SHERIDAN AMMUNITION

Packed 500 per can.

No. WB5689-PB167 ..... Retail Box $2.50

E DAISY NO. 98 "EAGLE" RIFLE WITH SCOPE

Golden decorated barrel, receiver with adjustable mount. Leather sling. 850-shot. Boxed with scope book, lens caps, BB loaded, BB's, wt. 6 lbs.

No. WB6071-PB86 ..... Retail $13.95

F DAISY NO. 25 PUMP GUN

Packed with two paks of No. 707 shot and leather BB holder. Wt. 4 lbs.

No. WB6072-P633 ..... Retail $9.95

G DAISY NO. 94 "RED RYDER" CARBINE GUN

Carbine-type "1000-shot," lever-action repeater. Packed with two paks of No. 707 shot and leather BB loader. Wt. 3½ lbs.

No. WB6070-P570 ..... Retail $8.95

H NEW! DAISY NO. 1094 "RED RYDER" COWBOY OUTFIT

Outfit includes No. 94 gun, 2 BB packs, cowboy canteen; genuine leather holster for canteen, leather belt, packed in attractive carton. Wt. 5 lbs.

No. B1094-P633 ..... Retail $9.95

I DAISY NO. 75 "SCOUT" RIFLE

"100 Shot" lever-action repeater holds over 350 BB's. 32-in. long. Adjustable sight. Full-fashioned, checkered forearm. Full-fashioned carbine-type stock checkered. Wt. 3 lbs.

No. WB6088-P443 ..... Retail $6.95

J DAISY NO. 102 "CUB" RIFLE

The Daisy "Cub" is a "500-shot" lever-action repeater holding over 350 BB's. 32" long. Full-fashioned, checkered stock. Bright plated trigger Wt. 2½ lbs.

No. B102-P378 ..... Retail $5.95

K DAISY NO. 303 "BULL'S EYE" SCOPE

World's first low cost scope with 2-power magnification. New exclusive Daisy 4-lens system; cross-hair adjustable both for windage and elevations. Detachable mount, fits any Daisy air rifle. With 2 lens-guard cap, scope back. Wt. ½ lbs.

No. B303-P315 ..... Retail $4.98

DAISY NO. 500 RED RYDER BB REFILL PACK

Cellophane pouch, copper-coated BB's. 100 pouches per shipping case. Wt. 13 lbs.

No. WB6073-P(Case 325)...Retail Case $5.00

DAISY NO. 5 BULLS-EYE BB SHOT TUBE

Copper-coated; in capped cylindrical paper tubes. 100 tubes per shipping case. Wt. 12 lbs.

No. B520-P(Case 675).....Retail Case $10.00

MARKSMAN SPORT AIR PISTOL

The only gun made that shoots B.B.s, pellets and darts from the one permanent nozzle. It looks like the U. S. Army .45 automatic. Has front and rear sight. Complete with liberal supply of B.B.s, pellets and darts. .177 caliber. Black finish.

No. WB5656-P420 ..... Retail $6.95

M KRUGER .177 CALIBER B.B. PISTOL

Single shot. Steel and plastic construction, 4" steel barrel. Over-all lgth., 8¾". Comes complete with darts and B.B.s, instructions. Individually boxed.

No. B112-PD2146P181 ..... Retail $2.98

N RED HEAD NO. TDS GUN COVERS

Made of brown rubberized suede outside with fleece lining. 52" overall length.

No. WB5601-PD925P80 ..... Retail $1.95

O RED HEAD No. P80 "FRONTIERSMAN" ZIPPER GUN CASE

Attractive tan horsehide grain plastic. Contrasting brown trim and handles. Tan Duvetyn lining covers protective padding. 15" lock type zipper opening. Leather thong on muzzle end. Choice over-all length: 40, 42, 44, 46, 50, 52".

No. WB5588-P297 ..... Retail $4.95

For bolt action rifle with telescope. Choice 45 or 47". State length.

No. WB5591-P345 ..... Retail $3.75

No. 2396
SMOKY JOE SHERIFF'S OFFICE SET
The most unique western outfit ever offered! A deluxe top-grain holster set in a handsome four-color box that serves both as carrying case and attractive display. The box sets up with die-cut insert piece to depict an intriguing western jail break scene. Set is complete with handcuffs, Sheriff's badge, and jail keys and is packed in an individual mailing carton. Holster is of natural and white top-grain leathers, complete with the all-new Halco Swivel pockets—that move with the action of the hip. With a wide, low-slung belt—adjustable to size—and smartly shaped pockets, trimmed with fringe. Decoration of holster includes large leather rosettes, jewel ed medallions, and many large nickel studs. Scored edges on belt and pockets, which are complete with leg ties. Belt has western buckle, keeper, and tip. Holster includes two Western repeating pistols. Packed. ½ doz., 21 lbs.
$4.95 Each

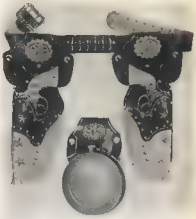
SMOKY JOE SHERIFF'S OFFICE SET

This exciting western set includes an embossed Smoky Joe holster, handcuffs, jail keys, and badge in a colorful carrying case that sets up as a sheriff's office, telling a complete story of a western jail break. The holster, which is complete with Smoky Joe repeating pistols, is of cream cowhide leather with black embossing and is additionally decorated with many nickel studs, leg ties, and six bullets. Belt has snap-fastened adjustment and western buckle, keeper, and tip. The carrying case with metal handle and leather strap closure is individually packaged in outer corrugated carton that serves as gift or mailing package. Smart buyers will be sure to include this set in their western lineup!

PISTOL	DOUBLE
SMOKY JOE	NO. 8405

Packed: ½ doz.—23 lbs

$5.98 Each



DAISY NO. 2562 "FULL-HOUSE"
COMBINATION CANTEEN, DOUBLE HOLSTERS, CARTRIDGE HOLSTER, BELT

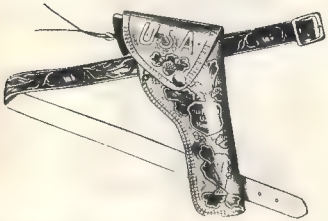
$7.98 Each

No. 1800 Daisy Cross Country Canteen

This is another Daisy origination! A sensational seller and getting bigger. New pebbled finish molded canteen is a full six inch diameter. Holds 1 pint. Non-breakable, non-toxic Captive lock-tite cap removable. Adjustable shoulder strap

Each in colorful carton. Two dozen in a shipping container. Weight: 10 lbs.

Retails **98c ea.**



NO. 5073—SINGLE HOLSTER SET
Size 10 x 4½"

Just like Uncle Sam gives to his fighting men. Genuine top grain natural leather holster. Embossed with military design and large snap over 3" pocket. Leather embossed 1" belt with bright plated large buckle. Includes one No. 50 repeating smoker Red Ranger 9¾" cap gun. ½ dozen in shipping container. Weight. 8 lbs.

$1.98 Ea

This set offers a large fringed pocket and big repeating pistol at a moderate price. Styled in a smart combination of black and tan cowhide leathers. In addition to the fringe, the pocket is richly decorated with floral oval conchas set on leather backing, leather cross straps, and large nickel studs. Three red bullets on belt piece. Removable belt with attractive embossed prong buckle.

SINGLE	PISTOL
NO. 1906	WESTERN

Packed: 2 doz.—32 lbs. $1.98 Each

NO. 4457 HIGHWAY PATROL HOLSTER OUTFIT

A brilliant new police holster outfit tied in with Broderick Crawford and the national television series "Highway Patrol." The outfit includes SWIVEL POCKET holster with Patrol repeating pistol; wide belt with nickel prong buckle; a Sam Browne shoulder belt; bullet holder with three silver bullets; official Highway Patrol metal badge, handcuffs; leather belt pouch for carrying handcuffs; plastic whistle with metal clip for attachment to belt; magnifying glass to check clues; and identification card case. With all this play value at a popular price, this set is sure to be a best seller! Beautifully packaged on insert in four-color window box.

PACKED ½ dz Wt 15 lbs per ctn
$5.00 Each

NO. 4409 CAPTAIN GALLANT FOREIGN LEGION HOLSTER OUTFIT

Giving all kids a chance to play Captain Gallant of television fame, as portrayed by popular Buster Crabbe, this outfit provides the necessary equipment for desert patrol duty. Included are: black cowhide holster with gold lettering and trim; Army repeating pistol; gilt metal badge; Captain Gallant identification case; enameled wooden swagger stick; large binoculars with carrying strap, and plastic canteen with Captain Gallant insignia and shoulder strap. All items displayed on insert in four-color window box.

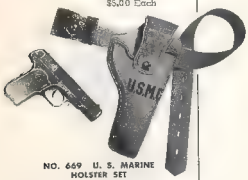
PACKED ½ dz Wt 15 lbs per ctn
$4.98 Each

SERGEANT BILKO HOLSTER OUTFIT

Tying in with famous Sergeant Bilko of CBS' national television program, "You'll Never Get Rich," this set offers a complete Army Sergeant's outfit! Included are top grain cowhide U.S. Army holster set, Army repeating pistol; adjustable U.S. Army hat, and Sergeant Bilko felt armband. All items packaged on insert in an eye-catching window box

SINGLE NO. 4809	PISTOL ARMY

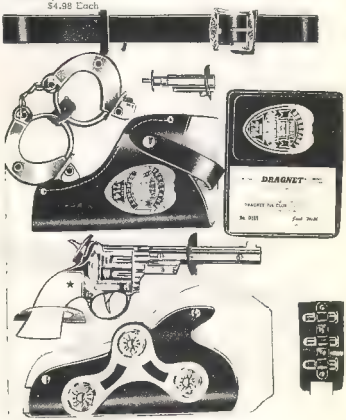
Packed: ½ doz.--15 lbs
$4.95 Each



NO. 669 U. S. MARINE HOLSTER SET
W/Army Repeating Pistol

This ever-popular U. S. Marine single holster set is made of natural top grain cowhide leather and has appropriate Marine embossing and buckle showing official Marine emblem. Lettering "U S M C" embossed on front pocket and Marine emblem embossed on flap. Removable belt and holster both have hold seared edges. Belt is adjustable with sliding hook-type buckle.

PACKED 2 dz. Wt 32 lbs per ctn.
$3.00 Each



OFFICIAL "DRAGNET" DETECTIVE AND WESTERN HOLSTER COMBINATION SET. **STYLE No. WDR-22**

"2 in 1" Hubley 50 shot repeater-convertible pistol.
A change of barrels makes the gun a detective or a western pistol.

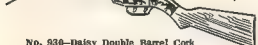
- One Western holster and one **DRAGNET** police holster.
- Handcuffs, **BADGE 714**, identity card in carrying case, and bullet clip.

PACKING: Individually packed in combination box, all on platform, one dozen per carton.
WEIGHT: 21 pounds per dozen. **APPROXIMATE RETAIL PRICE: $3.98**

No. 900
POP-UM GUN

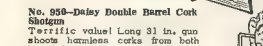
No. 900—Daisy Fun Gun in "Scabbard"
This big value low-priced fun rifle shoots harmless corks! Metal parts made of heavy gauge steel colored gun-blu. Molded brown stock. Rifle is 14 in. long. Break action easily cocks it. Comes inside colorful "rifle scabbard" with 2 corks. Each in colorful self-display scabbard package. Six dozen in shipping container. Weight 25 lbs. Each $0.59

No. 938
DOUBLE BARREL POP GUN

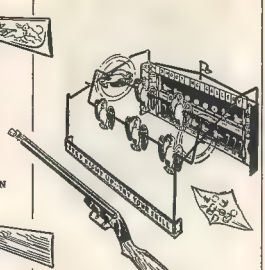


No. 938—Daisy Double Barrel Cork Gun
Best buy in the field of double barrel cork guns! This gun is full 23¼ in. metal parts of heavy gauge steel in Daisy's new gun-bronze color. Wooden stock. Break action cocks each trigger; shoots corks from both barrels. Has 4 corks in a bag. Each in individual corrugated container. One dozen in a shipping container. Weight 18 lbs.
Each $1.39

No. 950
DOUBLE BARREL TRAINING & HOT GUN



No. 950—Daisy Double Barrel Cork Shotgun
Terrific value! Long 31 in. gun shoots harmless corks from both barrels! Heavy gauge steel parts colored new Daisy gun-bronze — molded stock and forepiece. Break action cocks both of the triggers. For training young hunters, and fun. Six corks in bag. Each in individual colorful corrugated container. One dozen in a shipping container. Weight 27 lbs. Each $1.98



NO. 903 ROCKY MOUNTAIN GAME HUNT
Sturdy steel target showing colorful *Rocky Mountain* animals also has 4 molded "birds" that spin when hit. Fixed seat. Sturdy 14" target gun of heavy gauge steel shoots harmless corks. Includes 6 corks.

Each in colorful box.
1 doz. in shipping container
Weight: 11 lbs.

$0.98 Each

No. 931 Daisy DOUBLE-GUN Action Shooting Gallery
Gallery is made of sturdy lithographed steel and heavy wire frame; 14" wide, 9" high, and 13¼" long. Six shock resistant molded birds with wings spread are mounted on a double row on wire frame. Frame comes whirling down ramp with "ferris-wheel" motion creating illusion of birds in flight and providing unique moving target. Target gun is heavy gauge steel double barrel cork shooter 21" long; 10 corks included.

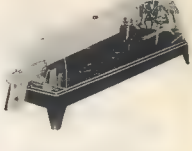
Each game in colorful two-piece box
One (1) dozen in shipping container
Weight: 36 lbs.

$2.98 Each

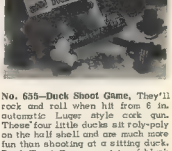
NO. 965 DAISY CORK BULLET CARBINE
Harmless lever-action Western-style carbine 38" long shoots big cork bullets with amazing velocity, accuracy! Makes loud bang with or without ammunition. Won't shoot 8 lbs. Looks, cocks like Daisy Air Rifle. Checkered forearm, stock. Bright-plated carbine band, trigger. Comes with harmless cork bullets.

In gun-carrying case carton.
10 in a shipping container.
Weight 35 lbs.

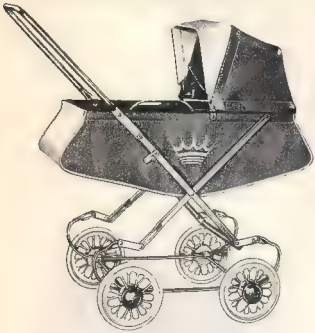
Retail: $4.98



No. 150—Park's Jungle Water Shooting Gallery
Park's ingenuity has done it again! A fascinating all plastic shooting gallery with climbing monkeys; a witch doctor with spinning shields and twirling bone in his head dress; 4 sitting ducks waiting to be shot down; 4 bull's eyes. This glittering game has a powerful water gun mounted on a universal ball swivel, with automatic, self feeding continuous ammunition water supply. Fully covered with clear plastic dome. The entire assembly is leak-proof and water-tight ... Perfect for many fun-filled hours. 15 Action Targets ... 4 ducks, 4 monkeys, 2 shields, 1 head dress bone and 4 bull's eyes. Powerful Park Water Gun. Self-feeding water supply. Big 9½x17½ inches. Leak-proof ... Water-tight. Colorful background and targets. Individually boxed. Packing 6 only and 1 dozen. Shipping weight 13 and 25 lbs.
Each $2.98



No. 655—Duck Shoot Game. They'll rock and roll when hit from 6 in. automatic Luger style cork gun. These four little ducks sit poly-poly on the half shell and are much more fun than shooting at a sitting duck. Duck Shoot Game consists of black Styrene gun with gold-painted handle, four 3¼x3 in. brightly colored ducks (red, yellow, blue and green) made of high impact plastic, and a supply of corks. Packaged individually in a colorful display box. $1.00 Each



No. 47 Folding Doll Carriage

HOOD — Two color, 4 bow VISO-RAMIC (Pat) with full length visor, concealed hood spreaders.

BODY — New longer 25½" x 10½"; two color; stenciled decoration.

HANDLE — Full length ½" tubular; 29" high; Silver baked enamel.

GEAR — Channel steel; Duchess link action; brake; Silver baked enamel.

WHEELS — Tubular spoke 6½" wheel; ½" White Vinyl tire.

COLOR — Turquoise and Gold or Red and Gold with White.

PACKING — 1 in carton, 9 lbs.

$10.95 Each

No. 487—Convertible Carriage Stroller.
The pride of any "little mother" ... converted easily, quickly from carriage to stroller. Heavy gauge plastic hood with contrasting trim. Multi-color heavy steel frame, double-walled metal sides. New, reinforced under-carriage for extra strength. Large molded tires on 5 in. plated spoke wheels, with hub caps. Tubular steel handle. Individual carton, one-half dozen per master carton. Weight 53 lbs.

$6.98 Each

705	**Body**	20" long—9" wide.
	Wheels	5" Steel stamped—⅜" rubber tires.
	Features	Handle height 24"—Foot brake.
	Packing	Three in carton—approximately 12 lbs. per carton. (Single pack display carton available.)
	Age Group	Two to five years.

$5.00 Each

719 K	**Body**	23½" long with foot extension—10" wide. Half draft rail.
	Wheels	6½" wire—⅝" shaped rubber tires.
	Features	Chrome plated tubular handle—29" high. Shackle-type duchess undergear—Foot brake—Sun visor.
	Packing	One in carton—approximately 9 lbs. per carton.
	Age Group	Three to nine years.

$9.98 Each

No. 427 FOLDING DOLL CARRIAGE. Beautiful blue and silver heavy-gauge plastic body and hood. Two-tone baked enamel body stripping. 3-bow folding hood. 5" plated spoke wheel and hub cap, with large molded tires. Fully assembed. Length: 23". Width: 9". Height: 24". One dozen per master carton. Weight: 38 lbs.

$2.98 Each

MAGIC MARY ASSORTMENT
Magic Mary and her pals in a popular assortment for children 3 to 8 years. Concealed magnet holds dresses in position without tabs or glue. Each doll is over 10" tall, each has 15 different stylish and colorful cut-out dresses. Metal stand for each doll. Magic Mary Ann, Magic Mary Jane and Magic Mary Lou are blond, brunette and redhead respectively, and all of their dresses are interchangeable. Colorful, lithographed cover 10½" x 10½". 4 Dolls.

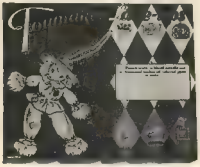
No. 4010 — 24 to Carton
Retail $1.00 — Wt. 16 lbs.
(6 each doll)
$1.00 Each

6079 DARLING DOLLS with WAVY HAIR
Two beautiful dolls to capture the heart of any little girl. One doll has red wavy hair, the other blond wavy hair. Box top features a "window" which displays the dolls.
Box is 11⅞" x 13¼" and contains two costume sheets in full color. Sheets are 32⅜" x 12⅝", folded to fit into the box.

$0.98 Each

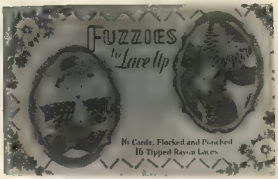
6194 DARLING DOLLS with Wavy Hair
Costumes with the Velvet Touch
A doll box that is certain to be a "hit" with every little girl. Box contains 2 die-cut dolls with wavy hair, 2 standards. Six sheets of *FLOCKED* costumes in gay colors.
Box size, 16⅜" x 12". Wt. per unit, 15 lbs.

$1.98 Each



6086 TOYMAKER LACE-UPS — 6 to 10 Years
A box full of fun. There are 6 sewing cards, 3 balls of yarn in assorted colors, 1 tapestry needle and instruction sheet.
Box size, 11⅜" x 13⅜". Wt. per unit, 30 lbs.

$0.98 Each



6196 FUZZIE'S — 16 Lacing Cards
Box contains 16 *FLOCKED* sewing cards in gay colors. Cards are punched ready for lacing. Also 16 tipped rayon lacings in assorted colors. A box filled with entertainment.
Box size, 16¼" x 9½". Wt. per unit, 20 lbs.

$1.98 Each

Packed in units of 1 dozen to a carton. Wt. per unit, 8 lbs.

OLT'S GAME CALLS

Our No.	Fact. No.	Item	
WB5556-PD1800P152	D2	Olt Regular Duck Call	Retail $2.50
WB5546-PD2800P242	A5	Olt Perfect Goose Call	Retail $4.00
WB5548-PD1400P152	E1	Olt Regular Crow Call	Retail $2.50
WB5547-PD2520P112	P17	Olt Regular Squirrel Call	Retail $3.50
WB6302-PD1440P122	D100	Olt Mallard Duck Calling Record	Retail $2.00
WB6303-PD1800P152	G101	Olt Goose Calling Record	Retail $2.50
WB5549-PD2160P182	L22	Olt Regular Goose Call	Retail $3.00

A DEEK'S "SELF-INFLATING" RUBBER DUCK DECOYS

New, natural latex rubber Lifelike in size and color Packed 6 drakes and 6 hens per dozen

No. WB5111-PD1197 ..... Retail Doz. $19.95

B AIRDUK "THRIFTY" DUCK DECOYS

Completely waterproof. Molded pulp durable decoy, 6 drakes and 6 hens per dozen. Mallard specie. Wt. per doz., 13 lbs.

No. WB5108-PD950 ..... Retail Doz. $14.95

CARRY-LITE No. 920 DE LUXE DUCK DECOYS

Furnished with variable positions, assorted in the carton with head turned to left, right and center. Seamless bottom. Packed 6 drakes and 6 hens per dozen.

No. WB5109-PD1200 ..... Retail Doz. $18.95

CARRY-LITE No. 75 DE LUXE GOOSE DECOY

Oversize decoy. Each decoy consists of one standard and 2 feeder heads.

No. WB5110-P3T285 ..... Retail $4.50

C VICTOR MAJESTIC TENITE PLASTIC DECOYS

Standard size. Adjustable, detachable heads Mallard species. Packed 6 per carton, 3 hens, 3 drakes Wt. per carton, 8 lbs.

No. WB5105-PD2135 ..... Retail Doz. $35.95

VICTOR MAJESTIC "CHAMPION MODEL" TENITE PLASTIC DECOYS

Mallard species. Packed 6 per carton, 3 hens, 3 drakes. Wt. per carton, 6½ lbs.

No. WB5112-PD1600 ..... Retail Doz. $24.95

D AIRDUK CROW SHOOTERS KIT

Two air crow decoys and one F&S two-faced owl. Individually boxed together to make an excellent hunting item.

No. WB5821-P475 ..... Retail $7.50

Air crow decoys.

No. WB5822-PD960P85 ..... Retail $1.25

Two-faced owl.

No. WB5823-P300 ..... Retail $4.75

CROW SHOOTERS KIT

With great horned owl. Otherwise same as above.

No. WB5820-P345 ..... Retail $5.45

E "SLAP JACK" SLAPPER

13 oz., 10¾" length, brown heavy sole leather.

No. WX5065-PD2400P210

F SLEEVE BILLIE

6 oz., 7½" length, black and brown leather. Hand-sewed spring handle, sliding loop.

No. WX5066-PD2100P185

G BILLIE

6 oz., 6½" length, black calf and russet 8 plait, swivel hand loops, high grade

No. WX5067-PD1440P130

H BILLIE

9 oz., 8½" length, black, 4 plait, snug loaded, plain loops.

No. WX5068-PD1800P160

I BILLIE

10 oz., 9½" length, black cowhide, shot loaded, sewed loops.

No. WX5069-PD2400P215

BILLIE

12 oz., 9" length, grated body and head. Two-tone. End looped.

No. WX5070-PD2700P235

J BILLIE

13 oz., 10¾" length, black cowhide, shot loaded, sewed loops.

No. WX5072-PD2700P235

PRICES ON "AMITY" BILLFOLDS AND LEATHER GOODS AS SHOWN ON FACTORY PAGE. Your cost is 50% of the parenthesses ( ) price. For example (750), 50% is $3.75, your cost.

K SAMSONITE SERIES 8700 FOLDING TABLE

Features are: Brass ferrules on legs; ⅞" Masonite top, padded vinyl covering; leg locks; metal parts resist rust; 34" square; open 27½" tall; folds to 1-7/8" thick. Shipping wt. 18 lbs. See color chart below.

No. 8700-P970 ..... Retail $13.95

SAMSONITE SERIES 6820 FUTURA FOLDING CHAIR

Features are: Brass ferrules on legs; well-padded seat and back rest; colorful Samsonite vinyl upholstery; protective rubber feet. Seat: 11½" wide, 16" deep Open: 29¾" tall, 17½" wide. Closed: 37½" tall, 17½" wide, 1" thick. Shipping wt. 12 lbs. See color chart below.

No. 6820-P700 ..... Retail $8.95

PRICES ON ATLANTIC "VAL-A-PAK," "CARSAC" AND ACCESSORIES AS SHOWN ON FACTORY PAGES. Your cost is coded. For example: 661A2100, Retail $35.00. Your cost is $21.00. The figure after the letter A is your cost. On some items allow 10 days for factory direct shipment.

SAMSONITE COLOR CHART ORDER BY NUMBER

COLOR	8700 SERIES TABLE	6820 SERIES CHAIR
METALLIC TAN with Tan Frame	8773	6873
GREEN with Tan Frame	8707	6807
METALLIC CHARTREUSE with Black Frame	8724	6824
METALLIC GRAY with Black Frame	8726	6826
METALLIC FLAME with Black Frame	8728	6828

PRICES ON "MAXIMILLIAN" LUGGAGE AND LEATHER GOODS AS SHOWN ON FACTORY PAGES. Your cost is coded. For example: 5314A3670, Retail $55.00. Your cost is $36.70. The figure after the letter A is your cost. On some items allow 10 days for factory direct shipment.

No. 1459—Twinkle Eyes Doll
17 inches tall. The only vinyl head doll with rolling, flirting, sleeping eyes. All-washable life-like vinyl body with beautiful molded head. Attractive rooted pony tail Saran wig that can be washed and waved. Dressed in attractive deluxe pinafore outfit and bonnet, with undies, socks and vinyl shoes. One in a box, one dozen in a carton. Weight 33 lbs.
$7.98 Each

No. 1469—Twinkle Eyes Doll
19 inches tall. The only vinyl head doll with rolling, flirting, sleeping eyes. All-washable life-like vinyl body with beautiful molded head. Attractive rooted pony tail Saran wig that can be washed and waved. Dressed in attractive deluxe pinafore outfit and bonnet, with undies, socks and vinyl shoes. One in a box, one-half dozen in a carton. Weight 24 lbs. $9.98 Each

No. 1029—Deluxe Betsy Wetsy Doll With Vinyl Head and Rooted Hair
Now, with a soft, life-like vinyl head ... America's most popular drink, wet and tear doll has all the features every little girl wants most Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Betsy Wetsy is the only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. Her lustrous rooted Saran wig can be washed, waved and shampooed. She comes packed in a deluxe suitcase with handle with complete layette including: dress, bonnet, cotton powder puggs, bottle and nipple, bar of baby soap, clothespins, shirt, diaper. Size 13½ in. Packed ½ dozen to carton. Wt. 20 lbs.
$12.98 Each

No. 1001—Betsy Wetsy Doll ... She Cries Real Tears. America's most popular drink, wet and tear doll has all the features every little girl wants most: Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Betsy Wetsy is the only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. She comes in a colorful display box with a layette including: kimono, booties, diaper, safety pins, bottle and nipple, wash cloth and cotton powder puffs. 11½ in. tall. Packed each in box, 1 dozen to carton. Weights 19 lbs.
$6.98 Each

No. 1066—Twinkle Eyes Doll with Wardrobe in Carrying Case
Something new and different in a baby doll. An all vinyl baby doll packed in a deluxe carrying case with handle with a complete wardrobe and layette. Features Ideal's exclusive rolling, flirting, sleeping eyes. Wardrobe includes extra dress, petticoat, panties, vinyl shoes, socks, wash cloth and bar of baby soap, cotton powder puffs, clothespins. Twinkle Eyes wears an attractive play suit. She can be bathed and her rooted Saran wig can be washed and waved. Crying voice. 17 inches tall. One-half dozen in a package. Weight 25 lbs. $9.98 Each

No. 1006—Betsy Wetsy Doll ... She Cries Real Tears. America's most popular drink, wet and tear doll has all the features every little girl wants most: Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Betsy Wetsy is the only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. She comes with complete layette consisting of dress bonnet, bottle and nipple, clothes pins, shirt, slip, diaper, bar of baby soap, cotton powder puffs. 13½ in. tall. Packed each in box, ½ dozen to a carton. Weighs 14 lbs.
$8.00 Each

No. 1025—Deluxe Betsy Wetsy Doll with Vinyl Head and Rooted Hair
Now, with a soft, life-like vinyl head ... America's favorite drink, wet and tear doll has all the features every little girl wants most! Betsy Wetsy drinks, wets, cries real tears, cries and goes to sleep. Betsy Wetsy is the only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. Her lustrous rooted Saran hair can be washed, waved and shampooed. Betsy Wetsy comes packed in a sturdy carrying case with a complete layette including: dress, bonnet, cotton powder puffs, bottle and nipple, bar of baby soap, clothespins, diaper, safety pins, wash cloth, booties, rubber panties, package of tissues. 11½ inches high. One dozen in a package. Weight 22 lbs. $8.98 Each

No. 1026— 13½ in. tall. One-half dozen in a package. Weight 24 lbs. $10.98 Each

Stuffed and Plastic Dolls

No. 1976—19 in. all vinyl, unbreakable doll, moving eyes, rooted long bobbed hair, cotton stuffed, wire in arms and legs forbending action, dressed in panties, slip, dress with striped taffeta skirt, embossed nylon waist with leatherette jerkin and belt trimmed with buckle; straw hat trimmed with velvet ribbon and flower; carry-all bag of leatherette and plastic, long nylon hose, high heel shoes, individually boxed. Weight 3 lbs. Per dozen $48.00

No. 1564—15 in. all vinyl, unbreakable doll, moving eyes, rooted pony tail hair, cotton stuffed, wire in arms and legs for bending action, dressed in panties, velvet skirt with ninon blouse trimmed with lace and rhinestone buttons, earrings, nylon hose, high heel shoes, individually boxed. Weight 2 lbs.

Per dozen $36.00

LILO

Lilo is captivating in her chic, black Parisian inspired cocktail gown, hat and evening gloves.

Her gown of nylon tulle over a shimmering satin underskirt, with bodice, gloves and hat of a choice woven black jersey, lavishly spun with glamorous silver filament.

Wears a beruffled crinoline of nylon net with black satin lace trimmed panties, Rhinestone Earrings, Nylon Hose, high heeled evening slippers.

Elaborate Rooted hair-do of striking silver saran, swept back into a dramatic chignon.

Lilo is an all Vinyl doll, 20" tall, with a jointed action torso so that she can assume many life-like poses. Her arms and legs are exquisitely shaped and formed, with manicured fingernails and pedicured toenails.

Style No. 75/20 **$11.98 Each**

9670 — Official Annie Oakley blue corduroy skirt and vest set. Plastic pockets on skirt and vest beautifully silk screened with pictures of Annie Attractively trimmed with white fringe Sizes S-M-L.

$3.95 Each

No. 9676—Authentic Annie Oakley Cowgirl. Red drill skirt with 2 plastic pockets, screened with Annie Oakley Attractively multi-color screened vest, and trimmed with white fringe Moiae poplin blouse Complete with kerchief and tie-holder Sizes S-M-L.

$4.95 Ea

9540—Official Tonto Indian Brave. Brown suede and brown twill blouse. Colorful motif silk screened on front Attractively trimmed with yellow fringe. Brown twill trousers, trimmed with yellow fringe and red braid Matching head dress. Sizes S-M-L.

$4.95 Each

No. 9585

$4.98 Each

9717 — Authentic Hopalong Cassidy Cowboy. Black sanforized twill wide sweep pants, vividly multi-color screened. Black sanforized poplin shirt with colorful flannel plaid yoke. Complete with kerchief and tie-holder Sizes S-M-L.

$4.95 Each

9330—Pistol design brown and white printed duveteen, wide sweep pants, matching vest. Complete with red poplin shirt, kerchief and tie holder Sizes S-M-L.

$3.95 Each

9780—Official Lone Ranger. Brown twill wide sweep pants, with colorful pictures of Lone Ranger and Tonto. Brown twill shirt with colorful flannel plaid yoke and cuffs. Complete with kerchief and tie holder Sizes S-M-L.

$4.95 Each

No. 9586

$4.98 Each

Mouseketeer Playoutfit

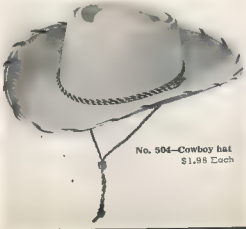
Made of durable Sanforized cotton fabric . . . jacket and trouser or skirt, belt, a full face Mickey Mouse Mask and the OFFICIAL Mouseketeer Hat. Press — on letters included to add name to front of jacket as worn by original Mouseketeers.

Individually Boxed. Sizes: Small, Medium and Large.

NO. 5206 SERGEANT BILKO HAT

Tying in with famous Sergeant Bilko of CBS' national television program, "You'll Never Get Rich," this set offers Sergeant Bilko adjustable U.S. Army hat

$1.98 Each



No. 504—Cowboy hat

$1.98 Each

Three Lovable Vinyl "Cry Babies"

(A) "DEWDROP" DRINKS, WETS, CRIES. Sad, wet tears roll down her cheeks. All vinyl, movable arms, legs. Big go-to-sleep eyes, rooted hair. Cotton romper, elastic at legs. Cap. Vinyl shoes; socks. Coo voice. Bottle, rattle. Wt. 2 lbs. 8 oz.
48 T 4332—16 in. tall 5.98

(B) DEWDROP'S DOLLY BATH KIT. Sturdy, lightweight aluminum frame, 15½x8½ in., with vinyl plastic bath. Pastic apron, washcloth, diaper, pins, sponge, soap, cotton tips, cotton, clothes pins.
48 T 4308—Aluminum bath, 15½x8½ in. Ship. wt. 8 oz. 1.98

COMBINATION OFFER, SAVE 98c. Dewdrop (A) and Bath Kit (B).
48 T 4309—Dewdrop with Bath Kit at Saving. Ship. wt. 3 lbs . . . 6.98

(C) A WARD EXTRA: "LINDA" CRIES BIG TEARS when you squeeze her. Wets her diaper and drinks from her own bottle like a real baby. Flesh-tone vinyl head and body; rooted ponytail hair, sleeping eyes. Movable arms, legs.

She wears a checked nylon dress with attached petticoat and pinafore, all lace trimmed. Diaper; shoes and socks. Straw ball-hat trimmed with ribbon and flowers.
48 T 4361—About 20 in. tall. Ship. wt. 3 lbs. 9.98
48 T 4360—About 16 in. tall. Ship. wt. 2 lbs. 7.59

(D) "SUNNY TEARS" WITH LAYETTE. Cries real tears, drinks from her bottle, wets her diaper. Made entirely of flesh-tone vinyl with movable head, arms, legs. She can be bathed. Rooted "poodle cut" hair, sleeping eyes with lashes. Coo voice. Dressed in flannel diaper, cotton shirt, plastic bib.

Layette includes pique dress and panties, flannel bathrobe, nursing bottle, bubble pipe, washcloth, 4 powder puffs, sponge, soap, Kleenex, funnel, bottle brush, 4 Q tips. Shoes and socks. Weigh her on her own baby scale. In suitcase.
48 T 4336—18 in. tall. Wt. 5 lbs. 8 oz. 13.98
48 T 4335 18 in. tall. Wt. 3 lbs. 8 oz. 9.49

SOFT, CUDDLY, UNBREAKABLE . . . EACH WITH HER OWN NURSING BOTTLE

(E) "CRIB MATE". Drinks from her bottle, wets her diaper. Adorable tot that loves to be bathed (for dolly bath see (B) above). Made of soft washable vinyl, will not peel or crack. Jointed arms, legs. Sleeping eyes, rooted hair.
48 W 4066—About 11½ in. tall. Wt. 7 oz . . 1.98

(F) TOT IN SWEATER DRINKS, WETS, CRIES TEARS. Fully jointed, unbreakable vinyl body with sleeping eyes, molded hair, charming baby features. Dressed in two tone knit sweater and panties, booties and bonnet. Bottle incl.
48 T 4330 -About 11½ in. tall. Wt. 1 lb. . . . 3.45

(G) "TWINKLE TEARS" CRIES LIKE A BABY. She drinks from her bottle, wets her panties too. Soft, unbreakable vinyl with jointed arms and legs, rooted "poodle cut" hair, sleeping eyes. Wears lace-trimmed nylon dress and bonnet over taffeta slip. Panties, socks, shoes.
48 T 4331—About 12 in. tall. Wt. 1 lb. 6 oz 3.98

(H) "SO WET" WITH HER OWN BOTTLE. Lovable coo voice. Drinks, wets. Wears flannel diaper with ribbon ties. Bottle, bottle brush, bib, 4 powder puffs, bubble pipe, plastic funnel.
48 T 4334—About 10 in. tall. Wt. 1 lb. 3 oz. .2.98

(J) "MIRACLE" HAIR BABY WITH LAYETTE. She's just a baby—drinks from her bottle, wets her panties and cries real tears. Made entirely of soft, unbreakable vinyl, with movable head, jointed arms and legs, big go-to-sleep eyes. Luxurious rooted "miracle" hair, won't pull out. She wears it in ponytail style.

Dressed in cotton sunsuit with neat binding, lace trim. She has a white terry cloth snuggle robe and hood to wear after she is bathed. She wears baby shoes, will drink from her own nursing bottle, which is included.
48 T 4329 -About 15 in. tall. Wt. 2 lbs. 6 oz. 5.45

Delightful "Twin" Sisters

F G "LITTLE SISTERS" WITH PERKY PONYTAILS. Exactly alike except for color of hair and clothing. Perfect for two little girls you want to treat exactly alike . . . twins or sisters. They're so ladylike and demure.

Both little girls are made of soft, smooth, flesh tone vinyl, stuffed with cotton. Their lens are wired and can be bent into life-like positions. Rooted hair can be combed and set. Glassene sleeping eyes, lashes. Sweet "coo" voices. They wear training pants and polished cotton dresses with button fastenings, lace and velvet trim. Pique cuffs and collars. Rayon socks, vinyl baby shoes.

(F) 48 T 4349—Abt. 17 in. tall with Red ponytail. Turquoise dress. Ship. wt. 2 lbs. 4 oz. 4.98

(G) 48 T 4349 - Abt. 17 in. tall with Blonde ponytail. Red dress. Ship. wt. 2 lbs. 4 oz. 4.98

Sweater Baby

H TURNING HEAD, BEAUTIFULLY DETAILED FEATURES, the winsome smile of a happy baby. Head is flexible vinyl. Molded tinted hair. Big sleeping eyes, lashes. Cotton stuffed vinyl body with flexible legs "Coos" when squeezed. Fluffy nylon dress, attached slip, panties. Soft knitted sweater and hood, socks, shoes.

48 T 4037 Abt. 24 in. tall. Ship. wt. 3 lbs. 8 oz. . 5.98
48 T 4036—Abt. 20 in tall Ship. wt. 3 lbs. 4 oz. 4.98
48 T 4035—Abt. 16 in. tall. Ship. wt. 2 lbs. 4 oz. . .3.98

FOUR VINYL TOTS IN DAINTY OUTFITS, JUST WAITING TO BE LOVED

J BABY IN A FRILLY DRESS A darling armful with her sweet "coo" voice and appealing features. All vinyl, stuffed with soft cotton. Legs wired for baby poses. Moving eyes, rooted hair. Nylon dress, trimmed with lace and ribbon. Attached matching taffeta half slip. Knit panties, plastic shoes, socks, hair ribbon. Ship. wt. 1 lb. 10 oz.

48 T 4351—Abt. 16 in. tall 4.98

K SNOWSUIT BABY. A soft, cuddly baby all dressed for a cold winter day. Soft, realistic vinyl, body. Washable rooted hair. Sleeping eyes, lashes.

So adorable in her flannel snowsuit trimmed with looped wool braid. Zippered top makes her easy to dress. Matching flannel bonnet with satin ribbon. Ship. wt 2 lbs.

48 T 4354—About 15 in. tall... 2.98

L KINDERGARTEN KIDDIE is all ready for school. Such a big girl . . . she stands up all by herself! Vinyl head with lovely features, moving eyes, rooted "bob." Fully jointed vinyl body. Dainty cotton dress with a colorful embroidered skirt and rick-rack trim. Ribbon bow around waist matches her pert hair ribbon. Shoes, socks. Ship. wt. 2 lbs.

48 T 4350—About 18 in. tall...5.69

M LITTLE BOY IN BLUE. Dressed like a rugged little rascal in a plaid, button-up shirt and gabardine trousers. His hat matches his slacks. He wears saddle shoes. All vinyl with lively bending legs, sleeping eyes, "coo" voice. A doll to please boys or girls. Ship. wts. 1 lb. 12 oz., 1 lb. 8 oz

48 T 4297 Abt. 18 in. tall... 3.98
48 T 4295—Abt. 15½ in. tall . .2.98

Sporting Goods.. Santa's Favorite Gifts

Full-size Fielder's Glove

Don Mueller Model. Autographed and endorsed by this star outfielder. Features streamlined fingers, leather-welted seams. Grease set pocket. I-pc. leather trap, rawhide-laced. Wt. 1 lb. 6 oz.

6 N 1646—For right handed throwers. Wear on left hand.....$4.77
6 N 1645—For left-handed throwers. Wear on right hand.....$4.77

Junior Baseball Outfit

J. C. Higgins Junior Glove, Baseball, Bat Set. For boys to age 9 Nelle Fox model top grain oiled cowhide glove. I-pc. tunnel trap, leather lined palm. Wear on left hand. J. C Higgins baseball, tough horsehide cover. Junior-size hardwood bat.

6 N 01752—Shpg. wt. 4 lbs.... Set $4.89
6 N 1799—Glove only. As above. Shipping weight 1 lb. 4 oz..... 2.94

Complete selection of baseball gear! See page 1077, Sears Big Fall Book!

Skating Skirt 'n' Briefs.. Chic, sweet and sleek

Like a living doll! That's how you'll look as you glide and spin in your very own skating costume. Brighten your wardrobe! Wherever you skate—roller rink or ice rink—be foremost in style.

Skating Skirt. Lovely Trudy Tremaine styling. Soft, pinwhale-ribbed corduroy. Full circle skirt swirls into form-fitting waist band with zipper side. Twirls reveal smooth satin lining in bright contrasting color. Two smart color styles: black skirt with red lining, or red skirt with Royal blue lining. *State color choice. State waist size: 27, 28, 26, 28, 30.*

6 N 2390—Belt not incl. Wt. 12 oz. $4.94

Skating Briefs (not shown). Tillie Originals! Form fitting Celanese acetate with elastic thigh, waist bands.

State size small (20-22), medium (24-26), large (28-30). *State color* black or red.

6 N 2389—Shpg. wt 4 oz.....$1.34

SKATERS! See page 1069 of Sears Big Fall Book for a complete lineup of rink skates and go-together skating accessories.

Steel Camp Table folds to form own carrying case!

Perfect for family outings or game-room parties! Table folds to half-size for easy carrying, space-saving storage. Luggage-type carrying handle fastened right to table. Positive center lock. Rounded nickel-plated corners won't rip clothes. Heavy gauge steel top has baked-on finish in attractive design. Resists stains, wipes clean. Non-wobble tubular steel legs have V-shaped bracing. Table stands 30 inches high. Choice of two sizes.

6 N 07211—2x5-foot top. Seats 6. Shipping weight 25 pounds.....$10.93
6 N 10724—2½x4-ft. Seats 10. Freight, express or truck. Shpg. wt. 29 lbs. . 14.97

J. C. HIGGINS Rink Skates

Our Best. Laminated jumbo maple wheels outwear regular wood 2 to 11. 10" action trucks. Shock absorbers. Top grain leather uppers. Padded tongue. Arch support. *State size* Men's 5, 6, 7, 8, 9, 10, 11, 12; Women's 3, 4, 5, 6, 7, 8, 9, 10.

(A) 6 N 2355—Women's. Wt 8 lbs. Pr. $16.46
(B) 6 N 2356—Men's. Wt. 8 lbs. Pair 16.46

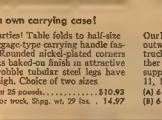
Warm feet in coldest weather!

Battery-Heated Socks—the latest in sports equipment! Keep feet warm while hunting, ice fishing, at football or hockey games. Safe, waterproof heating wires are sewn into foot-top of each sock. No walking on wires. Durable tan plastic battery case and plug-in connector strap to belt. Heavy knit red 85% wool, 15% nylon socks are washable. 2 batteries (included) operate socks for several days, except in extreme cold weather.

Please state sock size when ordering

Sock size	10	11	12	13
fits shoes	6½-8	8½-9	9½-11	11½-12

34 N 6992—Shipping weight 4 lbs. 2 oz. $12.95
Extra 6-volt Batteries for above socks.
34 N 4702—Shpg. wt. for 2, 2 lbs. 12 oz. 2 for $1.49



Pocket Hand Warmers, Body Belt

C Hand Warmer works on reaction to lighter fluid. Warms 24 hours on single filling. Nickel plated case. Fits in glove!

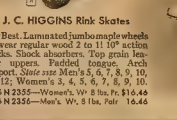
6 N 3810—Hand warmer, bag. Shpg. wt. 8 oz. $1.14
6 N 3811—2 extra burners. Shpg. wt. 4 oz. . .33c

D Jon-E Hand Warmer lights cigarettes, too—even in wind! Chrome-plated case. Bag.

6 N 3815—Standard size. Heats 24 hours on one filling. Postpaid. (Shipping wt. 6 oz.).....$3.95
6 N 3816—Large size. Heats 48 hours on one filling. Postpaid. (Shipping wt 8 oz.).....$4.95

E Jon-E Body Belt adjusts, holds hand warmers (not incl.) over kidneys. Effective even at 28° below zero. Red cotton twill.

6 N 3817—Postpaid. (Shipping wt. 4 oz.)...$1.95



Picnic Kits for Camp or Car

F J. C. HIGGINS Picnic Kit with two I-qt. vacuum bottles. Water-resistant rubberized plaid fabric case. 12½x4½x12-inch size. Zipper close. Easy-grip handle. Plastic sandwich box.

6 N 7309—Shpg. wt. 7 lbs. $8.47

G Car-Snac Picnic Kit. Bright plaid lithographed-on-steel case. Two hooks fit over car seat for travel, swing together for carrying. Big food compartment has piano-hinged cover. Outfit includes two 1-qt. vacuum bottles in matching plaid finish. Cork stoppers, 3 extra cups.

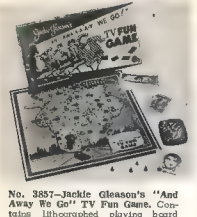
6 N 07343—5x8x14-in. case. Wt. 9 lbs. $9.66

Bowling Bags

Regulation-size Bowling Bag. Black plastic, white trim. Rubberized backing resists dust and moisture. 24-inch zipper opens wide for easy access. Molded Tenite handle. Heavy-duty rubber ball seat. ID card holder. 10% Fed. Ex. Tax incl.

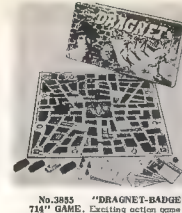
6 N 14455—Wt. 2 lbs. $4.97

Complete selection of bowling equipment! Page 1076, Sears Big Fall Book!



No. 3857—Jackie Gleason's "And Away We Go" TV Fun Game. Contains lithographed playing board 19x18¾ in.; 8 character cards of Jackie Gleason in 8 different character roles; 30 TV laff playing cards; new plastic molded spinner; 6 plastic playing markers; 60 TV laff money bills. Implements in a separately cellophane wrapped compartment. Box 19⅝x10 in. with multi-color lithographed and varnished wrapped cover. Packed ½ dozen in a carton. Weight 16 lbs.

$2.98 Each



No.3855 "DRAGNET-BADGE 714" GAME. Exciting action game based upon the exploits of Jack Webb in the role of Sgt. Joe Friday on national TV and radio programs ...in comic strips of "Dragnet" and "Badge 714". Top program on the NBC-TV network and shown in 273 major markets. Fun for all the family as they track down and throw a dragnet around suspect. Contains lithographed playing board 19x18 in.; mystery clue cards; police and suspect cards; 8 game markers; easy to follow instructions. Implements cellophane wrapped. In box 19⅝x10 in. with multi-color lithographed and varnished wrapped cover. Packed one-half dozen per carton. Weight 16 lbs. per carton.

$2.98 Each

TIC-TAC-AROO

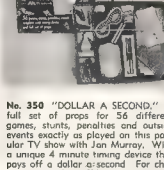
Double play value. A fun-filled, easy-to-play game for youngsters from 3 to 10 years old. Based on the principle of tic-tac-toe; large easy-to-handle, animated playing pieces are used to complete winning patterns on big, colorful playing board. As an extra play bonus, shaped pieces may be used with the reverse side of playing pieces for the child to construct imaginative designs of his own or those suggested on the board. This happy-go-lucky game is played by Capt. Kangaroo on his nation-wide TV show.

Contains: Large colorful built-in playing board 15¼" x 13½"; 10 large animated playing pieces; 18 multi-colored design pieces in a variety of shapes, instructions for play and suggestions for designs. Packaged in colorfully lithographed 15⅝" x 13¾" display box.

No. 4604 **Ctn. Quan. 12**
Ctn. Wt. 17 lbs. $1.00 Each

No. 3865—Jack Barry's "Tic Tac Dough" Game
Contains exclusive plastic "Tic Tac Dough" mechanical category selector and playing area 8x8½ in.; a plastic category container 1½x2½ in. with nine compartments; 540 questions printed on heavy stock with the answers on the back - questions are divided into 8 - 12 year old group and 12 to adult group. Also contains scoring device; 14 "Tac Tac Dough" covering squares; money and easy-to-follow instructions. Entire contents cellophane wrapped and packed in a sturdy reinforced box 19x13x2¼ in. with a multi color lithographed and varnished wrapped cover. One-fourth dozen in a carton. Weight 8 lbs. per carton.

$3.98 Each



No. 350 "DOLLAR A SECOND." A full set of props for 56 different games, stunts, penalties and outside events exactly as played on this popular TV show with Jan Murray. With a unique 4 minute timing device that pays off a dollar a second For children and adults—alike

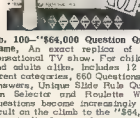
$2.98 Each

CAPTAIN KANGAROO

A merry, fun-packed game for youngsters from 4 to 8 years old. Players go through his Treasure House. They try on funny hats; wind the grandfather's clock; pet the lamb, etc. Most important of all they ride on a merry-go-round that actually turns. The Funny Rabbit tries to prevent players from getting the keys to the Captain's Treasure Vault. No reading required. Play is made by matching colors.

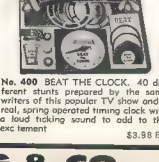
Contains Five animated playing pieces; 64 colorful playmaker cards; 18½" x 18½" folding playing board. All implements in cellophane-wrapped tray. Lithographed cover measures 19" x 9½".

No. 4610 **Ctn. Quan. 12**
Ctn. Wt. 23 lbs. $2.00 Each



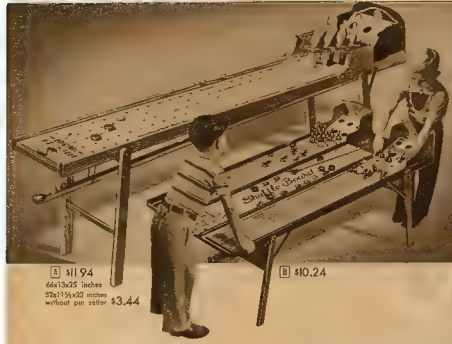
No. 100—"$64,000 Question Quiz" Game. An exact replica of this sensational TV show. For children and adults alike. Includes 12 different categories, 660 Questions and Answers, Unique Slide Rule Question Selector and Roulette Wheel. Questions become increasingly difficult as the climb to the "$64,000 Question". Any number can play.

$2.98 Each



No. 400 BEAT THE CLOCK. 40 different stunts prepared by the same writers of this popular TV show and a real, spring operated timing clock with a loud ticking sound to add to the excitement

$3.98 Each



A $11.94
66x13x35 inches
52x11½x22 inches without pin setter $3.44

B $10.24

Fun-packed Four-In-One Game Alleys

A Play shuffleboard, horse racing, skill ball and bowling on one alley! Pin setter lets you lift pins into place with one motion. Hardboard surface with automatic ball return. 4 each of bowling balls, shuffleboard pucks, horses. Skill ball board, spinner, 10 pins. Folds compactly for storage. Easy to set up. Instructions for games.

79 N 0339—66x13x25 in. Shpg. wt. 16 lbs. $11.94
79 N 0338—40x12x34½ in. Shpg. wt. 14 lbs. 9.94
79 N 0211L—52x11 1/2x22 inches. No pin setter, only 2 bowling balls. Shipping weight 9 lbs. $3.44

Play 5 Games on this triple Alley!

B More fun for the whole family. Two alleys for bowling, skill ball, horse or auto racing plus center alley for shuffleboard. Each alley has its own game set. Bell-ringing automatic ball return. Composition surface is enameled red and black. Equipment includes 4 bowling balls, 6 shuffleboard pucks, 4 race horses, 2 skill ball boards, 2 spinners, 20 pins, 4 racing cars and 2 poles. Easy to set up. Instructions for games are included. 60x29½x26½ inches high. Freight, express or truck.

79 N M385 Shipping weight 24 lbs. . . $10.24

Dragnet Target with cork and dart guns $2.72

C New! Every good policeman practices his shooting. Take aim with either the dart or cork gun and sing! See one of the four targets on the steel board spin. A complete outfit for smallfry sergeants with plastic whistle and gold color badge. Styrene® plastic guns; cork gun is 6 inches long, dart gun is 5½ inches long. Suction cup darts, corks. 11½x19x3 inches.

49 N 149—Shipping weight 2 pounds. $2.72

Exciting new Nike Launching Dart Game $1.82

D Take aim with the ¼-scale Luger dart gun, hit the bull's eye on the target and see the Nike missile take off for the stratosphere. 7-inch plastic gun is accurate up to 20 feet. 4 darts. Colorful scene on 16x6x13-inch high fiberboard target. Order early for Christmas.

49 N 397—Shipping weight 2 pounds $1.82

Dart Game with lights, automatic scorer $8.77

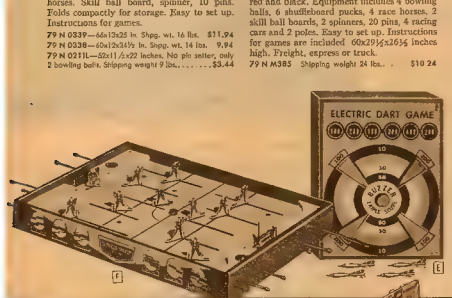
E Brand new and a carnival of fun! Lights flash when darts hit scoring area, buzzer sounds when dart hits bull's eye. Score registers automatically. Fun both indoors and outdoors. 4 darts. 18x24-inch cork target. Batteries included

79 N 0386—Shipping weight 6 pounds. $8.77

Magnetic Hockey . . every play of the rink! $12.97

F New and as fast moving as the real game. Pass, shoot, block, duplicate all the plays of the rink. You make every play yourself as though you were on the ice. You control all the players of your team with knobs, make them turn in all directions, move forward and back on the "ice" as you defend your goal and set up defensive and offensive plays. When magnetic puck hits the goal, light flashes, buzzer sounds. Wood and fiberboard. 34 in. long, 23½ in. wide. Uses 2 batteries, not included.

79 N A396—Freight, express or truck. Shpg. wt. 22 lbs. $12.97
34 N A650—Batteries for above. Shpg. wt. of two 8 oz. . . . 2 for 35¢



Push-button Baseball $6.17

Major league thrills for minors. Push button, pitcher throws curves, fast balls to batter. 3 magnetic balls and 9 metal men. Masonite Presswood and steel 19x18x6 inches. Score sheet and rules.

79 N 0215—Shpg. wt. 6 lbs. $6.17

Electric Football $7.87

Players realistically race down field. Plastic players, kickers, passers. 2 magnetic balls, goal posts. Masonite Presswood field. 28x15x8 inches. UL approved. 110–120 volt, 60-cycle AC. Rules.

79 N 0236—Shpg. wt. 7 lbs. $7.87

Electric Basketball $5.97

As fast as the real game! 5 red, 5 blue plastic players. 1 shooter scores with 1 magnetic ball. Masonite Presswood, steel. 15x28x2 inches. UL approved. 110–120 v., 60-cycle AC

79 N 0309—Shpg. wt. 7 lbs. . $5.97

Mickey Mouse Game $4.52

Balls roll down the chimney into Mickey's haunted house, light up windows to show his pals or they are caught on surface. Wood and metal. 21x15 inches. 2 batteries included.

49 N 378—Shpg. wt. 6 lbs. 8 oz. . . . $4.52

Pay only 10% down on orders of $20 or more, on Sears Easy Terms . . Sears guarantees satisfaction or money refunded

MICKEY MOUSE TAP-A-TUNE—For pre-school youngsters. Hit the pedal and ring the bell. 8 tuned brass bells play a full musical scale. Circus-style stand finished in beautiful colors. Sturdily built of finest wood and brass. Complete with balanced mallet and song book.

No. 808—1 doz. pack—37 lbs. *Suggested Retail, ea* **$4.00**

CONSOLE XYLOPHONE—Most beautiful table-top xylophone. About 16" long, 4" high. Built-in fidelity tone chamber for finest tonal quality. 8 precision tuned, varicolored metal-tone bars. Plays full-scale melody. The 2 new-type hammers with 2-way heads, together with unique tone chamber, produce completely new tone variations. Color music book.

No. 805—1 doz. pack—30 lbs *Suggested Retail, ea.* **$3.00**

MICKEY MOUSE RHYTHM BAND—The most popular rhythm playing instruments, including tambourine, cymbals, triangle, sandpaper blocks, wrist bells, maraca balls, ratchet board, and rhythm sticks. Complete with explanation booklet and instructive accompanying record.

No. 733—½ doz. pack—24 lbs. *Suggested Retail, ea.* **$5.00**

PIANO HARMONICA—Distinctively styled harmonica designed to resemble a piano keyboard. 26 tuned reeds, plays full range of musical scale. 10" long, 2⅛" wide. With song book and handsome case.

No. 360—1 dozen in a display dispenser.
Minimum pack—2 dozen (2 dispenser packs).
Suggested Retail, ea. **$1.00**

SANDY WIRTH BATON—Regulation size for smooth performance. Made of steel with vari-colored metal-tone finishes.

No. 744—2 doz. pack, assorted colors—12 lbs.
Each pack, its own display stand.
Suggested Retail, ea. **$1.00**

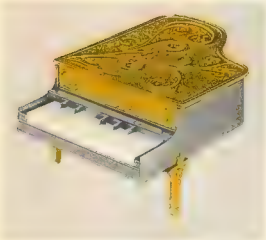
POCKET HARMONICA—Compact, beautifully engraved metal cased harmonica with 20 tuned reeds. Comes in sturdy molded plastic, transparent pocket carrying case—keeps the harmonica sanitary at all times.

No. 350—2 dozen in a display-dispenser.
Minimum pack—6 dozen (3 dispenser packs).
Suggested Retail, ea. **60 cents**

EMENEE
MUSICAL TOYS

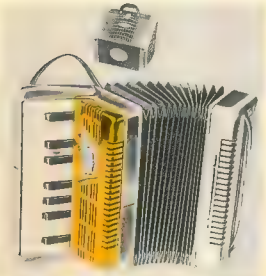
Easy to play... no lessons needed

Educator approved Musical Playthings of the finest quality



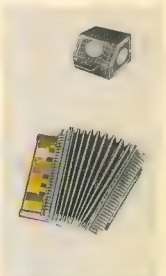
GOLDEN GRAND PIANO — Authentically designed, sturdily built baby grand piano with magnificently sculptured gold finish. Full scale keyboard. Music book.
No. 150—1 doz. pack—24½ lbs.
Suggested Retail, ea. **$4.00**

GOLDEN HARP -- Richly carved and styled like a concert grand instrument. Permanently in tune Luxurious Emenee gold finish 21 inches high. 8 unbreakable strings mounted in acoustic sound chamber. Plays a full scale of musical tones. Complete with music book and luggage style case.
No. 901—½ doz. pack—14 lbs. *Suggested Retail, ea.* **$7.00**



GOLDEN PIANO ACCORDION One foot high, e-x-t-e-n-d-s to nearly two feet Professional-like full scale piano keyboard for right hand; bass notes and chords for left hand to play harmony and rhythm. 52 tuned reeds. Gold finish trim and fittings. Adjustable shoulder harness; music book; luggage type case.
No. 405—½ doz. pack—19½ lbs. Sugg. Retail, ea. **$8.00**

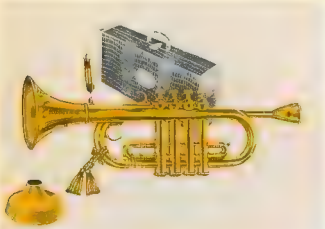
KEYBOARD ACCORDION—Full scale keyboard has 13 white and black keys that play sharps and flats. Contains 26 tuned reeds for wide tonal range. Easy action bellows. Music book. Luggage style case.
No. 403—1 doz. pack—22 lbs
Suggested Retail, ea **$4.00**



COLORTUNE ACCORDION—Keyboard has 8 varicolored keys for "playing by color." Easy action bellows. 6" high, extends to almost 1 foot. Budget priced for the pre-school "musician." Music book and luggage style case.
No. 402—2 doz. pack.—30 lbs.
Suggested Retail, ea **$2.00**

EMENEE MUSICAL TOYS

Easy to play...no lessons needed

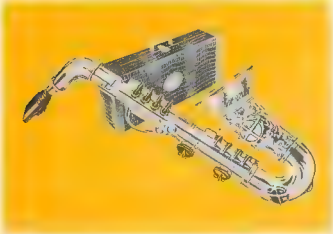


GOLDEN TRUMPET—Over 13" long. Heavy gold finish on beautifully engraved break-resistant plastic. Tuned reeds. Sanitary, sealed mouthpiece. Trumpet mute, music book with dozens of easy-to-play songs, marches, bugle calls Luggage-type case.

No. 531—1 doz. pack—17 lbs. *Suggested Retail, ea.* **$4.00**

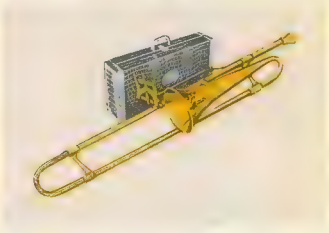
EBONY AND SILVER CLARINET — Over 17" long. Break-resistant plastic. Has 14 tuned reeds (full scale), including two triple reed harmony chords. Sanitary, sealed mouthpiece. Adjustable strap. Music book and holder. Luggage type case.

No. 521—1 doz. pack—18 lbs. *Suggested Retail, ea.* **$4.00**



SILVER SAXOPHONE—Over 17" long. Heavy silver and gold finish on elaborately engraved break-resistant plastic. Sanitary, sealed mouthpiece. 14 tuned reeds (full scale) including two triple-reed harmony chords. Adjustable strap; music book; luggage type case.

No. 541—½ doz. pack—14 lbs. *Suggested Retail, ea.* **$6.00**



GOLDEN S-L-I-D-E TROMBONE — Over 27" long. Dial automatically indicates notes played as slide is operated. Sanitary, sealed mouthpiece. Gold finish on engraved, break-resistant plastic; solid brass metal tubing for slide. 8 tuned reeds (full scale). Music book and stand. Luggage type case.

No. 551—½ doz. pack—17 lbs. *Suggested Retail, ea.* **$7.00**

GOLDEN TUBA — Nearly 3 feet high, with bell over 3 feet in circumference and 4 feet of wrap-around body. Gold finish on engraved break-resistant plastic. 8 tuned reeds; adjustable swivel mouthpiece. Music book and stand. Luggage type case.

No. 1561—¼ doz. pack—21 lbs. *Suggested Retail, ea.* **$10.00**

GOLDEN GLOCKENSPIEL—Beautiful marching band instrument over 25" long, 11" wide. Gold finished frame with full-scale, perfectly tuned, highly polished metal tone bars. Can be used as xylophone. Music book and holder, luggage type case.

No. 571—1 doz. pack—24 lbs. *Suggested Retail, ea.* **$4.00**

EMENEE
MUSICAL TOYS

Easy to play...no lessons needed

GENE AUTRY COWBOY GUITAR — with Emenee Automatic Guitar Player — Full size, nearly 3 feet long Body handsomely sculptured with decorative, inlaid-type Western motifs. Rich, professional tone. Gear action metal tuning pegs. Complete with silk shoulder cord, felt pick and music book Luggage type case.

No. 601—½ doz. pack—24½ lbs. *Suggested Retail, ea.* **$10.00**

GOLDEN BANJO—with Emenee Automatic Banjo Player —Authentic banjo, with Emenee's famous gold finish and engraving. 8 adjustable lugs to regulate tension of genuine animal skin top. True banjo tonal quality. Screw type, adjustable tuning pegs. Over 22" long. Complete with song and instruction book. Luggage style case.

No. 120—½ doz. pack—12 lbs. Suggested Retail, ea. **$7.00**

ARTHUR GODFREY UKE PLAYER *plus* **FLAMINGO (Self-Tuner) UKE**—Professional size ukulele with 4 built-in reed pitch pipes for easy tuning. Magnificent tone. Screw type tuning pegs. Complete with felt pick and song book. Luggage type case.

No 101—1 doz. pack—19 lbs.
Suggested Retail, ea. **$5.00**

JIMMY DURANTE "HOT-CHA-CHA" UKE—Full professional size. Fine tonal quality. Beautiful finish in 2-tone design Nylon strings. Friction tuning pegs. Felt pick and song book. Attractively boxed

No. 110—1 doz. pack—16 lbs.
Suggested Retail, ea **$2.00**

"HOWDY DOODY" UKE - Jumbo size in color plastic with Howdy Doody design. Fine tone. Nylon strings. Friction tuning pegs Felt pick. Individual carry case

No. 103—2 doz. pack—16½ lbs
Suggested Retail, ea. **$1 00**

golfer, and his troupe in "The Swing's the Thing;" Kent Strain, 9-year-old goose caller; Pat Peacock, world's champion duck caller, and the Shooting Linds of Western-Winchester.

Retrieving dogs, Phil Bennett and Jackie, his talking crow, and other features will round out the hour-long entertainment program, according to G. Edward (Gus) Budde, show director.

In addition, there will be public fishing and numerous educational exhibits.

PEORIA

UNDER the seasoned management of Sidney J. Page for the first time, the Peoria Sport, Boat, Home & Vacation Show this year will present such crowd-attracting features as the internationally-famous Dancing Waters.

There also will be an hour-long stage attraction called Sport-O Rama

Page reports excellent trade support.

The event will be held March 26 to 31 in Robertson Field House. Sponsor is the Bradley University Alumni Association

SIOUX FALLS

THE fourth annual South Dakota Sportsmen's Show is scheduled for the Coliseum at Sioux Falls, April 29 to May 1, under sponsorship of the state Power Boat Association.

The event is open free to the public and there is no vaudeville or other professional entertainment. Displays include hunting and fishing equipment and general sporting goods as well as marine supplies.

Dealer Day will be presented April 30 from 10 a. m. to 4 p. m. A courtesy buffet luncheon is planned.

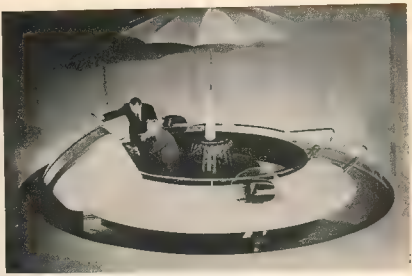
Further information is available from Harry B. Hendricks, 311 North Spring avenue, Sioux Falls, S D.

NASHVILLE

TIMED to provide activities on two Mondays, the first annual Great Lakes of the South Outdoor Show at Nashville, Tenn., March 11 to 18, will open with a special Dealer Day and close with a barbecue for exhibitors.

Sponsored by the Nashville Sertoma Club and The Nashville Tennessean, with Vice-President Amon C. Evans as director, assisted by Bob Steber, outdoor editor; Jim Whiteshield, boating editor, and Bill Maples, promotion manager, the show will be reserved for boating, rod and gun club members the final Monday, with exhibits open from 9 a. m. to noon.

The event will be held in the Coliseum of the State Fairgrounds. Features will include a state casting tournament, Red Cross water safety show, coon hunt, outdoor clothing style show, trout fishing and log rolling.



Evinrude Dreams Up Sailing Saucer

This futuristic saucer-shaped outboard boat, custom-made by Evinrude Motors at a reported cost of $14,000, caused much comment at the National Motor Boat Show in New York City. Shown at the simulated electronic controls is W. J. Webb of Evinrude while Brooks Stevens, the designer, explains how the craft would be guided by throttle handles and levers turning the two motors. Another suggested feature of this "adventure in design and development" is a television screen to scan for fish. Evinrude said it is not necessarily advocating the saucer design, but suggesting that the boat industry should not be bound by tradition.

PHILADELPHIA

AN ESTIMATED $3,000,000 worth of equipment for the outdoor sports and boating will be spotlighted in the city's famous Convention Hall during the twenty-second annual Philadelphia Motor Boat & Sportsmen's Show, March 1 to 9.

George R. Smith, Jr., president of the show organization, and Clinton W. Smullen, secretary, characterize the coming event as "the greatest since the inaugural in 1935."

The displays, covering everything from a 42-foot cruiser to tackle and firearms, will transform the big building into a sportsman's paradise.

One of the headline events of the show will be the annual casting tournament sponsored by the Middle Atlantic Association of Casting Clubs.

WINTER SPORTS

NOW expanded to include the annual but heretofore separate Canadian Winter Sports Exposition, the National Winter Sports Show this spring will present the products of 29 prominent Dominion manufacturers in addition to those of 60 or more U. S. firms.

The show will be held in the Hotel Sheraton-McAlpin, New York City, May 12 to 15, under the direction of J. Andrew Squires.

The event will place on display a complete round-up of equipment and apparel for all of the winter sports, from curling to skiing.

Information is available from Squires at 23 East 26th street, New York 10, N. Y.

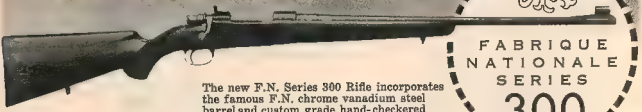
TOYS

MORE than 16,000 buyers and 1,600 manufacturers are expected to be present at the 54th annual American Toy Fair in New York City, March 6 to 15.

Motivated by retail sales of $1,334,064,000 registered in 1956, and the continued high U. S. birthrate,

FIREARMS INTERNATIONAL EXCLUSIVELY PRESENTS
THE SENSATIONAL NEW SERIES 300

THE MOST ADVANCED BOLT ACTION RIFLE IN THE WORLD!



FN
FABRIQUE NATIONALE
SERIES
300

The new F.N. Series 300 Rifle incorporates the famous F.N. chrome vanadium steel barrel and custom grade hand-checkered French walnut stock with a new streamlined action, an action that features: (1) Push-pull safety on right side of action, (2) Dual mounted adjustable trigger, and (3) Non-snag *engraved* hinged floor plate. **$175.00**

Actions, and Barreled Actions available separately if desired.

SIGHT AND BOLT SLEEVE

Close-up showing streamlined bolt sleeve and F.N. Tri-range receiver sight furnished with the Series 300 Rifle and barreled action. A rugged and dependable peep sight instantly selective for 100, 200, and 300 yards.

HINGED FLOOR PLATE

The floor plate release is so positioned that it cannot be accidentally released. Pressure must be applied to the release catch on the outside of the bow. Available with anodized aluminum trigger guard or gold engraved aluminum trigger guard at nominal extra cost.

SAFETY

A rocking thumb safety on the right of the receiver is employed, considerably streamlining the appearance of the bolt sleeve. This type safety has proven less susceptible to accidental repositioning while hunting.

All F.I. Guns are guaranteed for a full year. Parts and service readily available. Send for free catalog, which illustrates and details the complete F.I. line.

FIREARMS INTERNATIONAL CORP. WASHINGTON 22, D. C.

(For More Information Circle No. 109 on Page 263)

SOUND SLEEPING and SOLID PROFIT!

IN FOSTER'S COMFORT COMBO

Your sportsman customers like to rough it by day, but at night they demand soft sleeping. Show them Foster's durable, comfortable camp beds . . . at a price that will spur them to buy . . . at a profit attractive to you!

• **FOSTER'S DOUBLE DECK BUNK**

816X—Rigid angle-iron frame . . . famous FOSTER link springs . . . quickly converts to single cots, if desired. Ideal for cabins or lodges . . . or for the children's room, spare room or porch at home!

815—The non-convertible Double-Deck Bunk, bolted and braced for extra strength . . . great space-saver for camps and dormitories!

• • • • • • • • • • • • • • • •

• **FOSTER'S RUGBY COT 2/6**

FOSTER-strong frame with famous-for-comfort link springs . . . Folds quickly for storing and packing. Low-priced for more sales appeal. Fine for tenting . . . or for visitors' rooms and sleeping porches at home!

FOSTER BROS. MANUFACTURING COMPANY

SELL *Faster* with FOSTER

86 Years of Engineered Comfort

There's solid profit in this sound-sleeping, fast-selling Comfort Combo from FOSTER . . . famous for bedding since 1871. Start getting your share of this profit now! Immediate shipment! Mail coupon today for prices and complete information.

FOSTER BROS MANUFACTURING CO.
2101 S. Vandeventer, St. Louis 10, Mo.
Send for FREE prices and complete information about FOSTER'S best-selling Double-Deck Bunks and Rugby Cot 2/6.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

(Circle No. 419 on Page 263)

Penn-Craft Ski Line Announced by Bliss

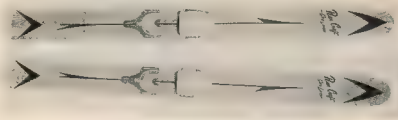
In response to increasing sales of quality water sports equipment, Pennsylvania Athletic Products has added water skis to its lines for 1957.

In announcing the new products, Howard Bliss, sales manager, said, "The Pennsylvania water ski line, featuring both regular and slalom models, offers a ski for every budget with a performance range to meet the needs of learners and water ski experts alike."

The water skis are to be merchandised under the Penn-Craft label.

Each is manufactured of selected kiln-dried wood, which, together with all-rubber toe and heel pieces and long-wearing metal bindings, affords proper fit for good performance. **Pennsylvania Athletic Products.**

(Circle No. 723 on Page 263)



Penn-Craft Water Skis in Complementary Design.

Monterey Cruiser Offers Twin Bunks

The Endura Craft 17-foot Monterey fiber glass luxury cruiser is built with a fast "brawny" hull for safe speed on large bodies of water.

It comes with twin bunks, head, binnacle box, red mahogany cabin interior and deck trim, chrome-plated hardware and wraparound windshield. The Monterey will accommodate motor installations providing speeds of up to 35 miles an hour. The price is $1,575, FOB factory.

All Endura Craft have double bottom hulls and are marine-engineered to combine agility, speed, maneuverability and plenty of beam and freeboard. **Dorsett Plastics Corp.**

(Circle No. 724 on Page 263)

$1,575 Endura Craft 17-foot Monterey luxury cruiser.

Agate Hardware for Rod Hobbyists

For the do-it-yourself fisherman who likes to build his own spinning rods, Garcia now offers a special complete sets of genuine diamond-ground agate guides and tip-tops.

The Garcia agate guides are guaranteed harder than any steel, and are polished to a smooth precision finish by skilled jewelry craftsmen. A salt water set is priced at $5.40, and a fresh water set is $3.50.

Another new Garcia item is a protective reel bag made of top quality leather with a dust-free zipper closure. Fresh water reel bags are $3.50 each, and salt water bags are $4.50 each. **Garcia Corp.**

(Circle No. 725 on Page 263)

Garcia do-it-yourself set of guides.

Schlueter Coolers Sparkleen Lined

Hot dipped galvanized insets in Arctic Boy water cans and coolers are sprayed during manufacture with Schlueter's new Sparkleen liner, which is pliable after the company's infra-red baking. The liner keeps the interiors of the containers clean and keeps beverages free of undesirable odor or foreign taste.

The coolers are available in two,

Schlueter's Arctic-Boy Portable Cooler.

three, five, ten and 15-gallon sizes in both standard weight and heavy duty models. They also can be obtained with stainless steel liners. **Schlueter Mfg. Co.**

(Circle No. 720 on Page 263)

Colored Track Shoe Light and Flexible

Among colored track shoes made by Wilson from soft, mellow leather that hugs the foot snugly is a sprint model, both light and flexible. The style is afforded by Wilson's Flexibond construction — a new method of cementing soles to uppers.

Spikes are detachable and are hardened to withstand hard surfaces, yet are not brittle. The inner sole plates are made from a special alloy and resist cracking or breaking, even after long seasons of rugged use. **Wilson Sporting Goods Co.**

Sprint Model Wilson Track Shoe.
(Circle No. 721 on Page 263)

HULA POPPERS

HOTTEST-ACTION SURFACE POPPER—SPINNING, CASTING OR FLY-ROD

◄ **"HULA POPPER REALLY DID THE TRICK"** —writes C. L. McAlister of Pineville, La. "I've had wonderful success with your Hawaiian Wigglers for years, and thought I'd try a Hula Popper. I'm really proud of this heavy string, proof of my good luck with my first Hula Popper."

BORROWED HULA POPPER GETS BASS ► "I wanted to fish, but didn't have a casting bait," says Mrs. W. H. Hathcock, Memphis, Tenn. "I'm very happy that I was able to borrow a black Hula Popper!" With it, she caught these three swell bass—total weight 14-1/2 lbs. at Horseshoe Lake, Ark.

CASTING SIZE—5/8 oz. Choice 6 Reflector Finish and 6 Standard Colors. Price $1 35 each.

Action-packed Hula Popper obeys your slightest wrist command. You make it pop, plunk, twitch or jerk under perfect control. At rest colorful rubber Hula Skirt goes into wriggling, squirming action, imitates live bug. Everything you want in a top-water lure!

(NOT SHOWN) FLY-ROD SIZE—1/16 oz. 5 colors. 75¢ each. Weedless model 85¢ each. MIDGET SIZE—1/32 oz. 6 colors 50¢ each.

SPINNING SIZE—1/4 oz. Choice 6 Reflector Finish and 6 Standard Colors. Price $1 35 each ▼

NOW—Both 1/4 oz. and 5/8 oz. HULA POPPERS HAVE NEW REFLECTOR FINISHES!

Choose Hula Poppers from 6 brand new, sparkling Reflector Finish colors, in addition to the 6 Standard Colors. Gold and silver reflector inserts in crystal-clear bait bodies catch and reflect light rays penetrating water. Tests at all depths prove game fish strike viciously at these flashy non-fade Arbogast Reflector Finishes! Clear plastic bodies protect the reflector...keep it bright and shiny.

FREE COLOR MOVIES

NEW 16 mm (SOUND) Color Film "Lake Erie White Bass." Also 16 mm (silent) Color Movies of sport fishing in U. S. and Canada. Available without charge to clubs. Write for information.

(For More Information Circle No. 418 on Page 263)

MAIL FOR BIG FREE CATALOG

FRED ARBOGAST CO., INC.
2652 W. North St., Akron 3, Ohio

Please send my FREE copy of the NEW Arbogast Color Catalog of baits—full of pictures of catches.

Name

Address

City State

Road King Trailer for Easy Launching

Launching is said to be simple, even in shallow water, when the sportsman uses Lone Star's precision-built Road King trailer, which incorporates lower lines, steel box frame construction and softer riding springs

The boat is supported at the transom, eliminating boat overhang and the danger of damage.

Engineer-designed for 14 through 16-foot boats, the Road King also features 12-volt wiring and lights. **Lone Star Boat Co.**

Launching Boat From Road-King.
(Circle No. 722 on Page 263)

Helbros

ENGINEERED TO LAST A LIFETIME!

Unmatched in beauty...split-second accuracy
★ Lifetime Jewel Movements
★ Guaranteed Unbreakable Mainsprings

AS ADVERTISED IN
LIFE · The Saturday Evening POST
TELEVISION • RADIO

A NEVADA. A 23-jewel masterpiece! Self-winding automatic is waterproof*, anti-magnetic, shock/dust protected. 10K yellow rolled gold plate case, stainless steel back. Luminous hands, dial. Sweep second. Combination leather expansion bracelet.
71830H4760 . . . . . Retail **$95.00**
NEVADA W. As above, with stainless steel case.
71809H3995 . . . . . Retail **$85.00**

C MONARCH. A rugged beauty that is waterproof*, anti magnetic, and shock/dust protected! Handsome yellow top case has stainless steel back Luminous hands and skip-figure dial. Sweep second hand. Matching expansion bracelet 17 Lifetime Jewel movement.
33083H2375 . . . . . Retail **$49.75**
MONARCH W. With chrome top case
34088H2095 . . . . . Retail **$39.75**

D CADET W. Perfect for dress or sport wear! Features a 17-jewel movement . . . waterproof*, anti-magnetic, shock/dust protected. Trim, all stainless steel case. Luminous hands, dial. Sweep second hand Smart combination leather expansion bracelet
34699H2655 Retail **$55.00**
CADET. As above in 10K yellow RGP.
34690H3075 . . . . Retail **$62.50**

E WINDSOR B. Distinctive! Waterproof*, shock/dust protected, anti-magnetic! Yellow top case, stainless steel back. Luminous hands, dial; sweep second. Matching expansion band. 17 jewels. **Specify: black or white dial.**
34383BH2515 . . . . Retail **$52.50**
WINDSOR. As above, with chrome top case. **Specify: black or white dial.**
34388BH2155 . . . . Retail **$42.50**

F CORSICA. A watch he'll wear with pride! Deftly designed . . . stainless steel back, yellow top case . . matching expansion bracelet Modern numeral and marker dial. Second hand Dependable 17-jewel movement
41610H2195 . . . . Retail **$47.50**

*Waterproof when opened and closed by a competent watchmaker

G GODIVA. Fashion find! Chic combination leather expansion bracelet . . . charming 10K yellow rolled gold plate case, stainless steel back. 17 jewels!
22600H2795 . . . . Retail **$57.50**
GODIVA W. As above in 10K white RGP.
22600WH2795 . . . . Retail **$57.50**

H CONSTANCE. Captivating! Classic 10K yellow rolled gold plate case, stainless steel back. Trim matching expansion bracelet. 17 jewel movement.
31480H3355 . . . . . Retail **$67.50**
CONSTANCE W. In 10K white RGP.
31480WH3355. . . . . Retail **$67.50**

J LOUELLA. Lovely lines of the 14K yellow gold case flow beautifully into a matching expansion bracelet. 17 Lifetime Jewels Skip-figure dial
31344H3775 . . . . Retail **$75.00**
LOUELLA W. With 14K white gold case.
31344WH3775 . . Retail **$75.00**

K IVY. Stunning costume watch . . . yellow top case, stainless steel back . . . matching bangle bracelet. 17 jewels
22920H2795 . . . . . Retail **$57.50**
L CHARLENE. 21 Jewels! 10K yellow rolled gold plate case, stainless steel back Matching expansion band
24620H3355 . . . . Retail **$67.50**
CHARLENE W. In 10K white RGP.
24620WH3355 . . . . Retail **$67.50**

Helbros

World-famous watches for men and women . . . superbly styled . . . engineered by master craftsmen for a *lifetime* of accuracy . . . with Guaranteed Unbreakable Mainsprings . . . Lifetime Jewel Movements.

A VALOR. Top styling, top accuracy . . . low price! Water and shock resistant, anti-magnetic! Handsome chrome top, stainless steel back case. Radium hands and dial, sweep second hand Matching expansion bracelet. Dependable 7 jewel movement.
42088H1250 Retail **$24.75**

B ESTELLE W. Smart sport watch at a special saving! Trim chrome top, stainless steel back case is water-resistant! Luminous hands and dial, second hand. Leather strap. 7 jewels
11088H1250 Retail **$24.75**
ESTELLE. With yellow top case
11083H1550 . . . Retail **$33.75**

C DARIUS. "Plus" styling . . "minus" price! Dapper dress watch features a distinctively designed yellow top case, stainless steel back . . matching expansion bracelet Smart skip-figure dial Second hand. Time-worthy 7-jewel movement.
42973H1450 . . . Retail **$29.75**

D ALYCE. Exciting beauty for any woman . . . price perfect for any purse! 7 Lifetime Jewels. Lovely yellow top case, stainless steel back. Matching expansion bracelet.
21360H1450 . . . . Retail **$29.75**
ALYCE W. With white top case
21360WH1450 . . . Retail **$29.75**

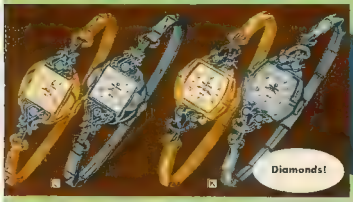
E MONTANA W. Winds itself as you wear it! Waterproof*, shock/dust protected, anti-magnetic! 17 jewels. Chrome top, stainless steel back case. Sweep second Matching expansion band
63658H2655 . . . . . Retail **$55.00**
MONTANA. With yellow top case.
63683H2935. . . . . Retail **$59.75**

F DAKOTA B. Self-winding! 10K yellow RGP case, steel back. Black dial. Waterproof*, shock/dust protected Radium hands, dial Sweep second. 17 jewels. Gold mesh/expansion bracelet.
69820H4195. . . . . Retail **$85.00**
DAKOTA. As above with white dial
69820H4195 . . . . Retail **$85.00**

G FORTUNE. A triumph of design and accuracy! Impeccably executed yellow top case with stainless steel back. Ultra-modern sunburst dial has raised numerals and markers. Second hand. Perfectly matched expansion bracelet. 17 Lifetime Jewel movement.
41833H2275 . . Retail **$47.50**

H NORMANDY. For active women! 17 jewels. Water/shock resistant. Tailored yellow top, stainless steel back case; matching combination leather expansion band. Radium hands, dial, sweep second.
16083H2935. . . . . Retail **$59.75**
LORELEI. With chrome top case.
16088H2655 . . . . Retail **$55.00**

**Waterproof when opened and closed by a competent watchmaker*



J CONTESSA. Crowned with the matchless elegance of 2 brilliant diamonds . . . majestically set in a stunning 10K yellow rolled gold plate case stainless steel back. 17 Lifetime Jewel movement. Matching expansion bracelet.
22516H2935. . . . . Retail **$59.75**
CONTESSA W. In 10K white RGP.
22516WH2935 . . Retail **$59.75**

K VICTORIA. Exquisitely conceived end pieces, illuminated with 4 sparkling diamonds . . . form a superb complement to the dainty 10K yellow rolled gold plate case stainless steel back Matching expansion bracelet 17 jewels.
22396H3495 Retail **$69.75**
VICTORIA W. In 10K white RGP.
22396WH3495 . . . . . Retail **$69.75**

L FRANCINE. Feminine beauty to grace her wrist . . . keep her fashionably on time! Cleverly carved case of 10K yellow rolled gold plate, stainless steel back . . combined with matching expansion bracelet 17 jewels.
22520H2195 . . . . . Retail **$47.50**
FRANCINE W. In 10K white RGP.
22520WH2195 . . . Retail **$47.50**

M JEAN. For the lady fair! A glamorous timepiece with 17 jewel lifetime accuracy. Gleaming 10K yellow rolled gold plate case, stainless steel back Trim skip-figure dial. Sleek matching expansion bracelet. The perfect gift!
22350H2515 . . . . . Retail **$52.50**
JEAN W. As above in 10K white RGP
22350WH2515 . . . . . Retail **$52.50**

No. 131—Horsman's "Baby Precious" All vinyl babies with rooted curly bob hairdo - attractive fancy and printed dresses - coo voice - turning head - sleeping eyes with lashes - knit panties - vinyl shoes, rayon socks - "super-flex" legs - individually boxed. 13 lbs. tall, 1 dozen to a shipping carton. Weight 19 lbs. per dozen. $3.98 Each

No. 236—Horsman's "Baby Precious" All vinyl babies with rooted curly bob hairdo - attractive fancy and printed dresses - coo voice - turning head - sl eping eyes with lashes - knit panties - vinyl shoes, rayon socks - "super-flex" legs - individually boxed. 15 inches tall. ½ dozen to a shipping carton. Weight 28 lbs. per dozen. $4.98 Each

No. 433—Horsman's "Baby Precious" All vinyl babies with rooted curly bob hairdo - attractive fancy and printed dresses - coo voice - turning head - sleeping eyes with lashes - knit panties - vinyl shoes, rayon socks - "super flex" legs - individually boxed. 19 inches tall. "super-flex" arms and legs. ½ dozen to a shipping carton. Weight 40 lbs. per dozen. $6.98 Each

HORSMAN'S "BABY PRECIOUS" WITH BONNETS

All vinyl Babies with rooted curly bob hairdo. Dresses of sheer nylons and assorted cottons, lace-trimmed - with matching bonnets - coo voice - turning head - sleeping eyes with lashes - knit panties - Vinyl shoes, rayon socks - "Super-Flex" legs- Individually boxed.

No. 474—19 inches tall. With "Super-Flex" arms and legs. Packed ½ doz. to shipping carton. Weight 42 lbs. per dozen. $8.00 Each

No. 6V35—23 inches tall. With "Super Flex" arms and legs. Packed ¼ dozen to shipping carton. Weight 62 lbs. per dozen. $10.00 Each

No. 332—Horsman's "Baby Precious" With Bonnets. All vinyl babies with rooted curly bob hairdo. Dresses of sheer nylons and assorted cottons, lace-trimmed - with matching bonnets - coo voice - turning head - sleeping eyes with lashes - knit panties - vinyl shoes, rayon socks - "super-flex" legs - individually boxed. 17 inches tall. ½ dozen to a shipping carton. Weight 36 lbs. per dozen. $5.98 Each

HORSMAN'S "BABY PRECIOUS" IN SWEATER

All vinyl Babies with rooted curly hair-do. Coo voice - turning head - sleeping eyes with lashes - attractive dress with pleated skirt and tam to match. Knit panties - vinyl shoes, rayon socks - individually boxed. Super-Flex legs.

No. 2V37—15 inches tall. Packed ½ dozen to shipping carton. Weight 30 lbs. per dozen. $4.98 Each

10½ IN. - "CINDY" (MINIATURE TEEN-AGERS)

10½ in. Tall - All Vinyl Teen-Ager. An exact replica of her famous big sister "CINDY". Fully jointed arms (at shoulders) and legs (at hips). The waist is also jointed and can turn in any direction. Life-like glassine sleeping eyes with long lashes. The long rooted hair comes in many beautiful hair styles. The delicately formed body, shapely legs and long tapered arms faithfully reproduce a lovely teen-age girl. "Cindy" is available either dressed in bra, panties and negligee or dressed in various attractive costumes and street dresses. The outfits are also available separately.

No. C-11—DOLL ASSORTMENT - Each doll is individually boxed in an attractive box. Packed one dozen assorted styles (2 of each style) to shipping carton. Weight 9 lbs. per dozen. [redacted] Each $48.00

No. 1106—Dressed in bra, girdle, nylon net negligee - pony-tail hair-do high heel shoes.

No. 1107—Dressed in velvet slacks, checked jacket, buttoned down front - pony-tail hair-do - high heel shoes.

No. 1117—Party dress - plaid taffeta skirt and bodice - large puffed sleeves - velvet streamers - taffeta panties - pony-tail - high heel shoes

No. 1111—Two-piece suit of embossed cotton - bolero jacket - taffeta panties - pony-tail hair-do - high heel shoes.

No. 1116—Beach outfit - Swim suit - wrap-around skirt - terry-cloth jacket - pony-tail - high heel shoes.

No. 1120—Sailor outfit - attractive sailor dress -with matching beret - taffeta panties - curly hair-do - high heel shoes. [redacted] $4.00 each

No. C-12—DOLL ASSORTMENT — Each doll is individually boxed in an attractive box. Packed one dozen assorted styles (2 of each style) to a shipping carton. Weight 9 lbs. per dozen. [redacted] Each $60.00

No. 1110—Bride - Lavish satin dress - tiered net with metallic thread - satin crown - net veil - taffeta panties - curly hair-do - high heel shoes.

No. 1114—Formal gown - long flaring taffeta gown - nylon net over skirt and stole - embroidered bodice - taffeta panties - pony-tail - high heel shoes.

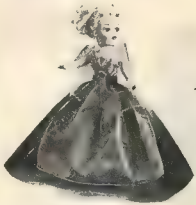
No. 1115—"Can-Can" - Short cotton skirt - puffed sleeves - taffeta underskirt - nylon mesh crown hat - taffeta panties - pony-tail - high heel shoes.

No. 1112—Southern Belle - Long dress of sculptured cotton - long embroidered white pantaloons - straw bonnet - pony-tail - high heel shoes.

No. 1118—Sheath Dress - Form-fit dress with flaring hem - white neckline - pony-tail - taffeta panties - high heel shoes.

No. 1119—Coat and Hat - Princess style - flaring hem - striped dress - taffeta panties - curly hair - high heel shoes. [redacted] $5.00 each

Packed 1 dozen to shipping carton - Weight 9 lbs. per dozen.



NO. 500 MARIONETTE ASSORTMENT

INCLUDING FREE ELECTRICAL DISPLAYS

QUANTITY	DESCRIPTION	RETAIL EACH	TOTAL RETAIL
3 pcs.	Mickey Mouse	$3.00	$9.00
3 pcs.	Minnie Mouse	3.00	9.00
4 pcs.	Howdy Doody	4.00	16.00
2 pcs.	Heidi Doody	4.00	8.00
3 pcs.	Boy Mouseteer	4.00	12.00
3 pcs.	Girl Mouseteer	4.00	12.00
1 pc.	Single Display		Free
		TOTAL RETAIL	$66 00

DISNEY STANDING TOYS

All-vinyl 8½" tall. Head turns. Colorfully decorated with non-toxic colors. These famous friendly characters squeak and squawk with every squeeze. Individually packaged in polyethylene bag. Assorted 6 each Mickey, 3 each Minnie and Donald

No. 14014—Packed 1 dozen Weight 4¾ lbs.
$1.00 Each

Washable
Packed in dust-free polyethylene
Odor-free

Tough, smooth, colored Vinyl
Permanent, hand painted detailing
Non-toxic — absolutely safe

CAT. NO 102
DISGUSTED GUS

Children will love to play with Disgusted Gus . . . parents will love to buy Disgusted Gus . . . yes, Disgusted Gus will be a top profit maker for you. Can also be used for autographs.

$1.98 Each

CAT. NO. 104
RUSTY

The friendliest lion you ever saw. He's "licking his chops" in anticipation of the sales he's going to make for you.
Rusty is 9" tall and weighs 15½ oz.

$1.98 Each

CAT. NO. 100
WEEPY

Squeeze Weepy and she actually cries. Add this to her pitiful expression and her pink color, and you have a natural sales appeal to all ages. Weepy may be crying, but you'll smile with joy at the profits she will bring you.

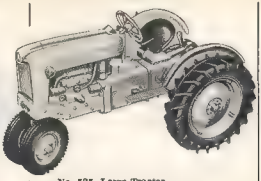
$1.98 Each

CAT. NO. 103

Squeeze Rita and you'll hear what only a very dignified lady Rhino could say. Her bright gay colors accent her smug expression, and she's ready to go places for you.

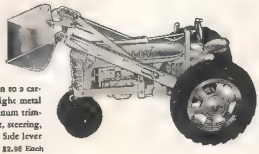
$1.98 Each

No. 472—Tractor
Metal. Length 7¼ inches. Colors assorted red and orange with aluminum trim. Treaded rubber tires. Realistic engine details. One in a box, one dozen in a carton. Weight per carton 14 lbs. $1.00 Each

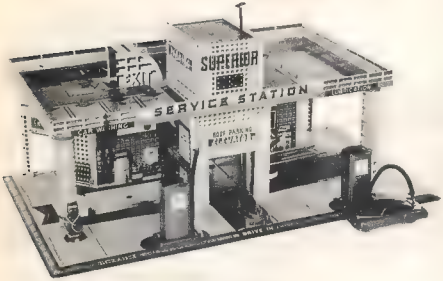


No. 525—Large Tractor
Metal. Length 12 inches. Grey and red combination with finely detailed, realistic engine details, visible from both sides. Red seat, nickel plated steering wheel. Metal wheels with black treated tires. "Tricycle" type front wheels operate through steering wheel. One in a box, one-half dozen in a carton. Weight per carton 30 lbs. $4.98 Each

No. 502—Tractor with Cultivator
Metal. Length 8¾ inches. Red tractor with bright metal cultivator and lowering mechanism. Aluminum trim. Realistic engine details. Steering wheel operates front wheels. Detachable cultivator rake. Side lever raises and lowers rake. Metal wheels with black treaded tires. One in a box, one-half dozen in a carton. Weight per carton 16 lbs. $2.98 Each



No. 501 Tractor-Loader
Length 13 inches. Packed 1 in a box; ½ dozen to a carton. Weight per carton 17 lbs. Red with bright metal loader mechanism and steering wheel. Aluminum trimming on radiator. Engine details, spring seat, steering, and wheels same as No. 490 Tractor Side lever raises, lowers and dumps loader. $2.98 Each



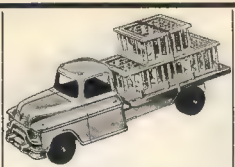
No. 572 LARGE TRACTOR, Vinyl
—Excellent tractor design and detail, consistent good seller. 7¼" long, 5" high, 3¾" wide. Assorted two colors, silver decoration, yellow and orange wheels. Individually packaged in a bright 2-color box. Packed 1 dozen in a 7¾ lb. shipping carton. $0.89 Each

#725 LITHOGRAPHED METAL SERVICE STATION

DESCRIPTION: A two story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, washing unit, car ramp from roof to lower level, 2 cars.
SIZE: Length 25 inches, Width 16¾ inches, Height 10¼ inches.
PACKED: Individually boxed, 6 pieces to the shipping carton, partially assembled. Weight 40 lbs. Forty pieces. $5.95 Each

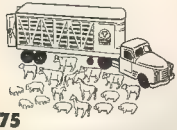
No. 961
CATTLE TRANSPORT

Constructed of heavy gauge steel. Eight rubber wheels with chrome-plated hub caps. Two retractable dolly wheels. Rear doors open; floating tandem duals. Green cab, orange body. 9 vinyl animals included. **L. 21½"; W. 5¼"; H. 7⅞".** Individually cartoned, 6 to shipping case. Weight, 33 lbs. to case. $4.98 Each



No. 497—Poultry Truck
Metal. Length 10 inches. Red chassis and truck bed with cream cab. Complete with three poultry crates with chickens and ducks. Black wheels. One in a box, one dozen in a carton. Weight per carton, 11 lbs.
$1.98 Each

No. 485—Grain Truck
Metal. Length 10 inches. Colors cream chassis blue cab and truck bed. Bright metal truck body sides. Tail gate lowers. Black wheels. One in a box, one dozen in a carton. Weight per carton 10 lbs.
$1.49 Each

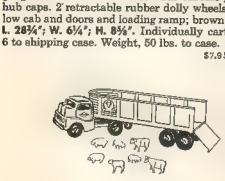


No. 275
DELUXE CATTLE TRANSPORT

A transport truck that will appeal to any young farmer and future rancher. Includes 18 head of vinyl live stock. Tractor and trailer built of heavy gauge steel. 14 rubber tires with chrome-plated hub caps. 2 retractable rubber dolly wheels. Yellow cab and doors and loading ramp; brown body. **L. 28¾"; W. 6¼"; H. 8⅝".** Individually cartoned, 6 to shipping case. Weight, 50 lbs. to case.
$7.95 Each

No. 5566—Buddy "L" Cattle Transport Truck. Six wheel cattle transport truck with removable stake sides. Rear gate converts into ramp. Complete with 3 black and 2 brown steers. Heavy gauge "Auto-Fender" steel construction. Six heavy duty rubber tires. Flashing, baked-on enamel finish with gleaming chrome grille. Length 19½ in.; Width 6 in.; Height 5 in. Packed individual box - ¼ dozen to carton. Shipping weight 21½ lbs.
$3.98 Each

PICK-UP WITH STAKE TRAILER AND ANIMAL 2-wheel trailer is easily coupled or uncoupled to a hitch on the Pick-Up Truck. Back stake panel lifts out for loading animal. Animal is tough polystyrene, trailer is all-steel with rounded stakes for safety. 20½" over-all length, 3½" high, 5¾" wide. Packed 6 to a shipper, weight 27 lbs.
No. 28 $4.98 Each



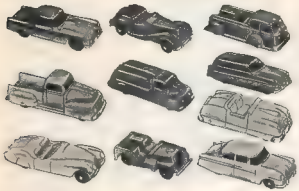
No. 213
FARM TRUCK AND TRAILER

Heavy gauge steel construction throughout. Here is a utility truck and trailer set that is one of the most important pieces of farm equipment. A very popular year 'round seller. Trailer is hooked on to the truck and easily disconnected 6 heavy rubber wheels with chrome-plated hub caps. Included in this set are 7 vinyl animals. Truck cab in blue, yellow body. Trailer—blue. **L. 28"; W. 6"; H. 6¼".** Individually cartoned, 6 to shipping case. Weight, 39 lbs. to case. $4.98 Each

No. 945
FARM TRAILER TRUCK

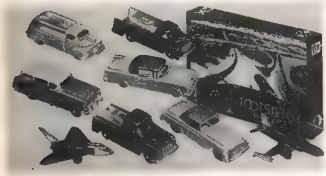
This is a general utility truck. Can be used for transporting of live stock, hauling grain and many other uses. Heavy gauge steel trailer and tractor. Floating tandems. Steel loading ramp slides into platform of trailer 6 heavy rubber wheels with chrome-plated hub caps and bumper. 7 vinyl animals included. Blue cab, red body, yellow tail gate. **L. 20½"; W. 5¾"; H. 5¾".** Individually cartoned, 6 to shipping case. Weight, 27 lbs. to case.
$3.98 Each

TONKA STOCK FARM 6 durable, polystyrene FARM ANIMALS frolic in a realistic WOOD CORRAL that even has a "chute" for loading into the big STOCK RACK TRUCK. These are the units that make up this beautifully detailed and flexible toy set. It will stimulate hours of creative play since it can be made a part of so many games and activities. Corral can be quickly dismantled for after-play storage. Truck Specs and animal sizes are same as those detailed on page 6. Additional accessories are available, see pages 14 & 15. Corral K.D. Truck 16¼" long, 6" wide, 7½" high. Packed 4 to a shipper, weight 29 lbs.
No. B-202 . . . . . $7.98 Each



No. 1210 CAR AND TRUCK ASSORTMENT. This assortment of 10 pocket size miniatures includes two European sport cars, made of durable metal and finished in high gloss enamel. packed 2 dozen to carton.
Size 3¼" x 1⅜". Wgt. 28 lbs. . . $0.15 Each

No. 1180 AUTO and TRUCK ASSORTMENT. Here's an assortment of medium size trucks and cars. "Rol-Ezy" construction. Rubber wheels. Two-tone colors. 4" long
packed 12 to box, 2 gross to carton, no display. . $0.25 Each



No. 7200 MOTOR SET. Six late model Cars and Trucks that really roll over the highways, plus two of the latest style Jet Planes. Durable Metal finished in high gloss enamels. Packing one dozen — Ship. Wgt. 21 lbs. . . . $2.00 Each

No. 740 DELUXE ASSORTMENT. Realistic assortment of the finest of all metal toys. 6 cars and trucks consisting of Cadillac, Packard, Hot Rod, Sports Car, Panel Truck and Pick Up Truck with removable top. All toys have base with simulated axles, etc Size 6" long, 1¼" wide and 1½" to 2½" high. Packed singly in printed poly bag, 1 doz. to box, 12 boxes to carton.
Ship. Wgt. 42 lbs. . . . . $0.39 Each

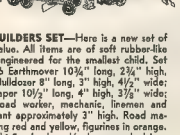
No. 5710
SERVICE STATION SET

Fill 'er up at Tootsietoys new Service Station Pumps — grease job and oil change on the lift rack. 8 cars and trucks can be kept in tiptop service with this set. Complete with road signs Packing one dozen — Ship. Wgt. 22 lbs.
$2.00 Each

STATE HI-WAY DEPARTMENT Four big, burly construction vehicles, realistically scaled and detailed, plus a full set of road signs. All of these are appealingly packaged, a complete answer to any Junior Highway Engineer's dreams Set contains: manually operated DUMP TRUCK with 2-position tail-gate, ROAD GRADER with all-weather cab; HI-WAY HYDRAULIC DUMP TRUCK that dumps its load automatically. PICK-UP TRUCK with simulated "flasher" light, 6 ROAD SIGNS, 2 ROAD BARRIERS. Basic vehicle specifications are same as those listed on pages 4 & 5. Set boxed: 30½" long, 19½" wide, 7½" high. Individually packed, weight 19 lbs.
No. B-208 . . . . . $19.95 Each

No. 75—Road Building Assortment Metal. Set consists of Hubley Jr. Tractor, 481 Road Scraper, 478 Dump Truck, 487 Cement Mixer and 488 Power Shovel. Packed 1 set in a box; ¼ dozen sets to a carton. Weight per carton 23 lbs. All toys have rubber wheels and have numerous play features. $6.95 Each

No. 5610 – *GMC HI-WAY MAINTENANCE SET – 10 PC. SET
L.28, W.20, H.6½ PKD. Individual WT. 12¼ lbs.
$18.00 Each



No. 944 ROAD BUILDERS SET—Here is a new set of exceptional play value. All items are of soft rubber-like vinyl, and safety engineered for the smallest child. Set consists of No. 346 Earthmover 10¾" long, 2¾" high, 3" wide; No. 348 Bulldozer 8" long, 3" high, 4½" wide; No. 350 Road Scraper 10½" long, 4" high, 3⅞" wide; and 4 figurines, road worker, mechanic, linemen and gas station attendant approximately 3" high. Road machinery in contrasting red and yellow, figurines in orange. Packaged in a bright 5-color box, ½ dozen packed in a 19¾ lb. shipping carton.
$2.98 Each

No. 76—Road Building Set Metal. Set consists of a Road Scraper, Dump Truck, Cement Mixer, Power Shovel and Pipe Truck. Toys in assorted colors with black wheels and have numberous play features. One set in a box, one-fourth dozen sets in a carton. Weight per carton 23 lbs.
$5.98 Each

No. 550 U.S. HIGHWAY SET

(12-Piece Assortment) $19.95 Each

A year-around best seller. Structo engineering skill together with the heavy gauge steel construction has produced a realistic set that will give many years of service. The set includes one each of Pickup Truck, Hydraulic Lift Dump Truck and Highway Maintenance Truck, all with imitation flasher light, and a Deluxe Road Grader. All are bright, highly visible, highway orange. Individually packed in display carton. 1 set to shipping case. Weight 20 lbs.

Hydraulic Lift Dump Truck...An outstanding Structo development. Body raises and dumps load automatically by means of real hydraulic cylinder. Dumping action is slow, permitting load to be spread evenly. Liquid in hydraulic cylinder is non-toxic—will not stain. 10 heavy duty rubber wheels, chrome-plated hub caps. **L. 20⅞"; W. 7⅞"; H. 6¾".**

Deluxe Road Grader...Constructed of heavy gauge steel. Front wheels steer, scraper blade rotates, raises, lowers and tilts. Floating tandem rear wheels, realistic "Diesel" motor. 6 heavy duty black tires. **L. 18⅛"; W. 7⅛"; H. 7⅝".**

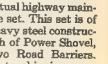
Highway Maintenance Service Truck...Built of heavy gauge steel to give many years service. Crank-operated extension platform. 4 heavy duty rubber wheels. **L. 12"; W. 4½"; H. 7"; 13½"** high with boom up.

Pickup Truck...Tailgate drops to platform level for loading and unloading Four rubber tires with chrome-plated hub caps. **L. 19¼"; W. 6⅜"; H. 6"**

Assortment includes 6 Highway Signs and 2 Road Barriers.

No. 510 HIGHWAY BUILDER

(5-Piece Assortment) $12.95 Each



Three fast-selling miniature reproductions of actual highway maintenance and road building equipment all in one set. This set is of special interest to young highway engineers. Heavy steel construction will last a child-time. Set includes one each of Power Shovel, Dump Truck and Deluxe Road Grader. Two Road Barriers. Packed 5 piece set in display carton—1 set to shipping case. Weight, 14 lbs.

Power Shovel...Sturdily constructed of heavy gauge steel. Two die-cast metal hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Rubber wheels, heavy duty tractor treads. Cab revolves. Finished in green. **L. 26½"; W. 7"; H. 6¾".**

DeLuxe Road Grader...Structo heavy duty construction and engineering assure a lifetime of service. Constructed of heavy gauge steel. Front wheels steer; Scraper Blade rotates, raises, lowers and tilts. Floating tandem rear wheels. Realistic "Diesel" motor. Six massive heavy duty wheels. Finished in "Highway Orange" with black tires. **L. 18⅛"; W. 7⅛"; H. 7⅝".**

Heavy Duty Dump Truck...Constructed of heavy gauge steel. Body raises and lowers automatically. Ten rubber wheels. Chrome-plated hub caps. Imitation flasher light on cab. Blue cab, yellow body. **L. 20"; W. 6¾"; H. 6¼".**

No. 73 — [illegible] COUNTRY SEDAN — 1957 model. Authentic style of the popular 9 passenger Ford. Made of high impact acetate with quick get-a-way SPIN-TORQUE motor. Steel chassis, rubber tires, silver grille and bumpers. New 1957 colors. [illegible] Packed 2 dozen. Weight 12 lbs.

$1.00 Each

No. 74 — RED CROSS AMBULANCE — New 1957 model of popular Chev station wagon. Equipped with SPIN-TORQUE motor and automatic loud-wailing siren. Rubber tires, metal chassis. Brilliant red color, acetate body. 8" long. 2 dozen pack. Shipping weight 12 lbs.

$1.00 Each

No. 75 — CHEV SPORT SEDAN — 1957 Hardtop model with the new style look. Powerful SPIN-TORQUE motor. New style black rubber tubeless tires with white wheels. Metal chassis. Metal-like grille and bumpers. New 1957 assorted colors. 8" long. Packed 2 dozen. Weight 12 lbs.

$1.00 Each

No. 76 — CHEV STATION WAGON — 1957 model of the new luxurious family-size car. Standard equipment includes SPIN-TORQUE motor, tubeless tires, new style wheels, metal chassis. Assorted 1957 colors. 8" long. Packed 2 dozen. Weight 12 lbs.

$1.00 Each

No. 46—Boxed Assortment — Metal Set consists of Navy Airplane, Dump Truck and Log Truck. Packed 1 set in a box; 1 dozen sets to a carton. Weight per carton 24 lbs. All toys have rubber wheels.

$2.49 Each

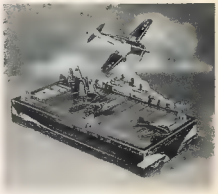
No. 45—Assortment (Metal). Set consists of bright metal No. 467 Navy Plane with red trimming, yellow No. 455 Sport Car, green No. 452 Stake Truck with bright metal sides, red No. 456 Tractor. Packed 1 set in a box; 1 dozen sets to a carton. Wt. per carton 30 lbs. Each $2.98

No. 495—Navy Fighter Bomber — Metal. Length 10 inches. Packed 1 in a box; 1 dozen to a carton. Wt. per carton 29 lbs. Colors — red wings and cowl, aluminum body with red, white and blue trim. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels.

$1.98 Each

No. 467—Navy Plane — Metal. Length 6½ inches, wing span 8¾ inches. Packed 1 in a box; 1 dozen in a carton. Weight per carton 9 lbs. Colors assorted red and blue with bright metal folding wings. Cockpit enclosed with transparent bubble. Rubber wheels, revolving propeller. Retractable landing gear.

$1.29 Each



No. 53—Plane Set Metal. Set consists of one 495 Airplane and four 430 Airplanes. Large plane red and aluminum combination; small planes two red and silver and two blue and silver. All toys have black wheels. Packed one set in an attractive box, which can be set up as the flight deck of an Aircraft Carrier; one-half dozen in a carton. Weight per carton 24 lbs.

$3.98 Each

No. 492

Transport - Metal
Length 14 inches. Packed 1 in a box; 1 dozen to a carton. Weight per carton 20 lbs. Color red with aluminum trimming. Realistic chassis details. Four plastic cars in assorted colors, which can be drive on or off trailer over removable ramp, which hooks under trailer. Black rubber wheels, dual on rear of tractor.

$2.50 Each

No. 3822—Polyethylene Auto Carrier
Rugged auto carrying truck with four unbreakable cars. Made of rugged Everlast polyethylene that has no sharp edges, never chips or peels. Loading ramp for easy loading and unloading. Cab and trailer separate by simple coupling device. 26¾ in. long x 7½ in. high x 8¾ in. wide. It's big ... it's unbreakable ... it's Everlast. One in a box, one-half dozen in a carton. Approx. weight 14 lbs.

$6.00 Each

No. 3820—Polyethylene Dump Truck
Sturdy dump truck with open and close tail gate. Made of durable, safe Everlast polyethylene ... no sharp edges, color never chips or peels. Truck is 20 in. long x 7½ in. wide x 7 in. high. Dumper raises by means of lever and locks into position. It's big ... it's unbreakable ... it's Everlast. One in a box, one-half dozen in a carton. Approx weight 14 lbs.

$4.00 Each

No. 540 "BIG JOB" TRANSCONTINENTAL FLEET

37 Piece truck and trailer assortment...A wonderful deluxe fleet that will handle almost every type of trucking problem and fire the imagination of active youngsters. The assortment consists of:—2 Tractors, 4 Trailers, 18 Animals, 2 cars, 6 play cartons, 5 highway signs.

Two Cabs...steel tractors with chrome-plated bumpers. One blue—one yellow.

Deluxe Auto Transport Trailer...Actually 4 toys in one. Yellow body made of heavy gauge steel with heavy rubber wheels and chrome-plated hub caps. Ramp extends at rear for loading and unloading. Two die-cast metal automobiles, one green, one blue. When attached to tractor. **L. 27"; W. 6"; H. 6¾".**

Cattle Transport Trailer...Constructed of heavy gauge steel. All rubber wheels with chrome-plated hub caps. Two retractable dolly wheels. Rear doors open; Floating tandem; green body when attached to cab. **L. 21½"; W. 5¼"; H. 7⅝".**

Freight Hauling Trailer...Heavy-gauge steel trailer... Floating rear tandems...(orange body). When attached to cab. **L. 17¾"; W. 4⅝"; H. 4⅛".**

Semi-Trailer Freight Truck Trailer...Made of heavy gauge steel reinforced with 14 gauge steel. Floating tandems; all rubber wheels with chrome-plated hub caps. Red body. When attached to tractor. **L. 20⅝"; W. 5¾"; H. 5⅝".**

Complete 37 piece Assortment individually packed in display carton. One to shipping case. Weight, 19 lbs.

$17.95 Each

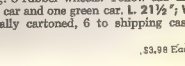
No. 508 Dump Truck
Length 17 inches. Packed 1 in a box; ½ dozen to a carton. Weight per carton 20 lbs. Green cab with aluminum trimming. Bright metal chassis, bumper and grill. Movable red dump with aluminum trimming. Pushing lever on side raises dump, tail gate opens automatically. 14 black rubber wheels. Rear wheels on trailer have knee action.

$3.98 Each

No. 946 AUTO HAULAWAY

Authentic fully-operative scale model. Sturdily constructed of steel. This unit consists of heavy duty type steel cab and trailer, 2 die-cast metal automobiles. Ramp extends at rear for loading and unloading. 8 rubber wheels. Yellow cab and ramp, red body. One blue car and one green car. **L. 21½"; W. 4½"; H. 6½".** Individually cartoned, 6 to shipping case. Weight, 26 lbs. to case.

$3.98 Each



No. 707 DELUXE AUTO TRANSPORT

Actually five toys in one—a real "he-man" toy for the automobile minded youngster. Bright chrome-plated aluminum cab with die-cast metal chassis. Heavy gauge steel trailer. Two die-cast metal automobiles and one die-cast metal pick-up truck. Ramp extends at rear for loading and unloading. Ten rubber tires with die-cast metal wheels. Green ramp, yellow body, 1 blue car, 1 green car, 1 maroon truck. **L. 27"; W. 6"; H. 6¾".** Individually cartoned, 6 to shipping case. Weight, 35 lbs. to case.

$5.95 Each

HOME ACCESS.

A PARAGON 3-BARREL MONEY CHANGER
For quarters, dimes and nickels. Individually boxed.
No. WX4325-P167 ..... Retail $2.95

B HI-SPEED 4-TUBE MONEY CHANGER
Brace feature on the rear of frame to be used in holder if desired. Handles quarters, dimes, nickels, 1 to 5 pennies. Individually boxed.
No. WX4324-P463 ..... Retail $7.95

C HAMILTON No. 6 PORTA FILE
Keeps personal records at your fingertips. Sturdy steel construction. Holds 800 8"x11" documents. Complete with A to Z index folders. Equipped with lock and key. Convenient carrying handle. Hammertone finish. Size 12½"L x 5½"W x 10"H. Shipping wt., 4 lbs.
No. WX4475-P6T160P165 ..... Retail $2.98
SAME AS ABOVE EXCEPT has a movable divider, lock and key. Size: 12½" x 9" x 10".
No. WX4476-P4T240P245 ..... Retail $3.98

D PHEASANT SET
Two-piece pinup wall set. Pheasants measure 8¼" and 6¾" in length, are distinctive and appealing with their hand-decorated irridescent coloring. In attractive gift box.
No. WX4302-PD1650P145 Retail Set $2.50

E DUCKS IN FLIGHT SET
Three-piece pinup set shows lifelike, hand-carved ducks — beautifully colored. Ducks measure 5¾", 4¾" and 4", in display gift box.
No. WX4303-PD1125P105 . Retail Set $2.00

F HEREFORD BULLS
Excellent gift because it is so real. Molded of durable Tenite plastic for long life. 10½" long, 8" high.
No. WX4295-P300 ..... Retail $5.00

G PALOMINO HORSE
An excellent gift item because it's so real. Exquisitely hand-decorated in authentic colorings—brown removable saddle, hand-decorated in gilt trimmed bridle and loose hanging reins. Stands 10½" high. Made of fine quality cellulose-acetate plastic.
No. WX4300-P216 ..... Retail $3.60

H LASSIE
So real . . . so natural, you'd expect him to breathe. Exquisite modeling and rich hand coloring. Molded of unbreakable Tenite plastic. 9" long, 6" high.
No. WX4296-P120 ..... Retail $2.00

I NEW HAVEN PEDOMETER
Registers to 100 miles. Adjusts for stride. Built like a watch. Zero adjustment. Ruggedly engineered. Clip onto belt.
No. WE6275-P357 ..... Retail $5.95

J BRADLEY TRAVEL ALARM
Imported 30-hour alarm movement, fully guaranteed; luminous figures and hands; clear bell-tone alarm. Smartly styled case of genuine imported leathers in red, brown and blue, also tan pigskin. Size 3½" x 3½" x 3½".
No. E21/59-P415 ..... Retail $5.95

K SEMCA 8-DAY TRAVEL ALARM CLOCK
Beautifully styled with decorative gilt edgings. The dependable movement is encased with genuine leather. Luminous dial. Positive bell alarm. Dial size 2¼"x3". Over-all size, 3¼"x 3½". Individually boxed.
No. E82-P737 ..... Retail $12.95

L ZIPPO "SPORTS MODEL" WINDPROOF POCKET LIGHTER
Motifs available: bowler, fisherman, golfer, hunter.
No. WE6108-P285 ..... Retail $4.75

ZIPPO WINDPROOF POCKET LIGHTER
Plain brush finish. Unconditionally lifetime guaranteed.
No. WE6106-P210 ..... Retail $3.50

M OSTER RAYCINE HAIRCUTTING SET
Maroon clipper, haircutting comb, and butch haircutting attachment plus high quality solid steel shears, haircutting instruction booklet packed in colorful display box. AC only, 115 volts, U. L. listed. Shipping wt., 2 lbs. 3 oz.
No. 104C-P768 ..... Retail $10.95

OSTER RAYCINE DE LUXE HAIRCUTTING KIT
Same as above except de luxe items and a neck duster and apron
No. 125-P1189 ..... Retail $16.95

PRICES ON "HELBROS" WATCHES
As shown on factory pages. Your cost is coded. For example: 30537H5195, Retail $100.00. Your cost is $51.95. The figure after the letter H is your cost.

LOWEST PRICES!

ORDER NOW!

PRICES ON "SHETLAND" POLISHERS, SCRUBBERS AND RUG CLEANERS AS SHOWN ON FACTORY PAGE. Your cost is coded. For example: T-6253702, Retail $64.95. Your cost is $37.02. The figure after the letter S is your cost.

PRICES ON "MAGIC MOTTERS" KITCHEN AIDS AS SHOWN ON FACTORY PAGE. Your cost is coded. For example: 556M930, Retail $13.95. Your cost is $9.30. The figures after the letter M is your cost.

PRICES ON "SHAVEX" AND "KAR-SHAVE" SHOWN ON FACTORY PAGE

No.	Item	Retail
911-P477	Shavex	$7.95
106-P863	Kar-Shave, 6 Volt Model	$12.95
112-P863	Kar-Shave, 12 Volt Model	$12.95

PRICES ON "NORELCO" ELECTRIC SHAVERS AS SHOWN ON FACTORY PAGE

No.	Item	Retail
SC7759-P1497	Norelco Double-Header Shaver	$24.95
SC7750-P1497	Norelco Sportsman Shaver	$24.95
SC7767-P1497	Lady Norelco Electric Razor	$24.95

SAVE AT SANTA FE

FAMOUS BRANDS

BENRUS WATCHES

A BENRUS "DONNA QUEEN" LADIES' WRIST WATCH

A 17-jewel beauty in 10K yellow RGP; stainless steel back. Gracefully feminine with a little square dial, and case with decorative end pieces; matching expansion band. Dome crystal; raised gold numerals and gold hands. Matching expansion bracelet.

No. E295-P2875 ..... Retail $57.50

Same as above, only in white.

No. E295W-P2875 ..... Retail $57.50

B BENRUS "TYPHOON" MAN'S AUTOMATIC WRIST WATCH

Watch is self-winding; 17-jewel movement. Yellow gold-filled case; full-sweep second hand, luminous hands, waffle-type dial. Matching expansion band.

No. E296-P4625 ..... Retail $92.50

C BENRUS "ORLANDO II" MAN'S WRIST WATCH

Sleekly styled case and expansion band harmonize perfectly. Clear dial has a small second hand, raised gold numerals and gold hands. 10K RGP; stainless steel back. 17 jewels.

No. E297-P3125 ..... Retail $62.50

D BENRUS "SHERWOOD" MAN'S WRIST WATCH

17-jewel movement in conservative square case. Yellow rolled gold-plate top; stainless steel back. Expansion bracelet with leather insets.

No. E298-P2975 ..... Retail $59.50

E 17 JEWEL WATERPROOF, SHOCKPROOF WRIST WATCH

Rugged, chrome top, stainless steel back. Sweep second hand. Luminous dial and hands. Attractively boxed.

No. E299-P1587 ..... Retail $39.95

F MEN'S AND LADIES' WATERPROOF IMPORTED JEWELED WRIST WATCH

- Jeweled Movement!
- Shock Resistant!
- Beautifully Gift Packaged!
- Stainless Steel Back!

Fifty per cent off! Imported from Switzerland. Retails at $11.95. Look at these features—Waterproof, shock-resistant, luminous dial and hands, yellow or white, gold colored case, leather watch band. Gift boxed. Guaranteed for 1 year.

Man's model —

No. E300-P595 ..... Retail $11.95

Ladies' model. Small size—

No. E301-P595 ..... Retail $11.95

G RONSON "WINDLITE" POCKET LIGHTER

Windproof. Satin finish.

No. 21204-P263 ..... Retail $3.95

H RONSON "SPORT" POCKET LIGHTER

Satin finish, engraved design.

No. 25643-P397 ..... Retail $5.95

I RONSON "WHIRLWIND" POCKET LIGHTER

Windproof lighter with retractable windshield. Engraved design.

No. 16655-P597 ..... Retail $8.95

J RONSON "ESSEX" POCKET LIGHTER

Sleek streamlined styling. Engraved design.

No. 50337-P597 ..... Retail $8.95

K RONSON "CAPRI" POCKET OR PURSE LIGHTER

Trim and slim. Black and floral enamel.

No. 27315-P730 ..... Retail $10.95

K RONSON "ADONIS" POCKET LIGHTER

Deep engraved design.

No. 18342-P700 ..... Retail $10.50

L RONSON "ESCORT" LIGHTER AND CASE COMBINATION

Very slim, holds 11 regular or 9 king-size cigarettes. Satin and bright finish, engraved design.

No. 39278-P1567 ..... Retail $23.50

M RONSON "FANTASY" TABLE LIGHTER

China with "plume arm" in gold finish.

No. 43286-P1000 ..... Retail $15.00

N RONSON "CROWN" TABLE LIGHTER

Silver plate.

No. 30600-P767 ..... Retail $11.50

CLOCKS

O JEFFERSON "GOLDEN MINUTE" ELECTRIC CLOCK

Fascinating "see-thru" dial and clean, perfectly balanced lines blends with any decorating motif. Base and outer ring are 24K. gold-plated . . . inner ring is satin chrome with radium-painted hands and numerals. Dimensions: 7" high, 6" diameter.

No. GM-P1663 ..... Retail $24.95

P CONTESSA ANNIVERSARY CLOCK

A true replica of the famous Anniversary clock. Two-day jewelled movement with rotating pendulum. Hand-decorated enamelled dial; beautifully finished, in gold, red, ivory, blue and green. Unbreakable crystal, clear dome. Size: 1" x 3½"

No. CON-P690 ..... Retail $11.95

Q JEFFERSON "GOLDEN HOUR" ELECTRIC CLOCK

The hands of the Golden Hour "float" in clear crystal with no apparent source of movement. 24K. gold-plated . . . brushed satin finish. Dimensions: 8⅞" overall height, 7 7/16" diameter.

No. GH-P1663 ..... Retail $24.95

R JEFFERSON "CONTEMPORAIRE" ELECTRIC CLOCK

Fine hand-rubbed woods contrast with the bold elegance of solid brass. Available in mahogany or ebony with solid brass face-plate and legs, or in limed oak with dull-black enamel over solid brass face and legs. Dimensions: 12" wide, 3½" high, 3½" deep.

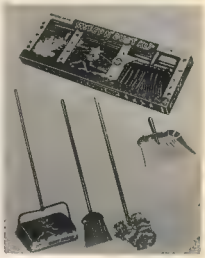
No. CO-P1863 ..... Retail $27.95

No. 9999—Betty Crocker Junior Baking Kit. A real baking set for little hands. Complete with food mixes and utensils to mix, bake and frost cakes and cookies. Set consists of: newest General Mills mixes ... white, yellow, devil's food and spice cake; white, chocolate, chocolate malted and peanut butter frostings; pie crust, biscuit, ginger cookie and brownie mixes. MIRO aluminum mixing bowl, 3 bake pans, 7 cookie cutters, 6 utensils, cookie sheet and muffin tin. Every child will love these exact miniatures of mother's baking equipment. Comes complete with recipe instruction booklet. Packed each in box, ½ dozen to carton. Weighs 24½ lbs.

$4.98 Each

No. 3913—"Py-O-My" Ice Box Pie Set. Contains three packages of graham cracker pie crust with four color lithographed wraps—attached to shell that folds flat or can be set straight back for display; three assorted packages of chocolate, butterscotch, and lemon chiffon filling with four color lithographed wraps, metal beater with wooden handle, plastic mixing bowl, plastic measuring spoons, plastic mixing spoons, two metal pie pans; easy to follow instructions. Entire contents in a sturdy box 17½x12-1/8 in. with lithographed and varnished wrapped cover. Packed 1 dozen to a carton. Weight 25 lbs.

$1.98 Each



No. M200C—Cinderella Sweep N' Dust Kit
Window Display box size 24¾x8-5/8 x1-11/16 inches.
Contents:
Carpet-Sweeper Metal MC51
Broom Plastic Fiber
Dustpan Metal
Floormop Multicolored
One dozen in a shipping carton. Weight 26 lbs. Dimensions of shipping carton 17½x12x25 inches.

$1.98 Each

Kitchen Jewels

These beautiful Miniature Kitchen Jewels are exact and detailed reproductions of the design features of Mom's Revere Ware. The seven utensils are made of sparkling stainless steel, with copper clad bottoms, hanging rings and cool bakelite handles and knobs.

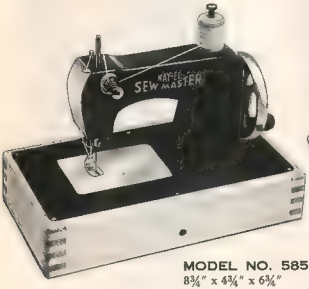
The utensils can be used for actual cooking. The large sauce pan will hold 2 small cans of baby food—the coffee pot one cup of chocolate—the skillet one egg and small slices of luncheon meat and the whistling tea kettle whistles when water boils!

CATALOG NO. 593—3-Piece Set
Covered Sauce Pan—1½" Deep
Open Skillet
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
6 sets per master carton.
$4.95 Each

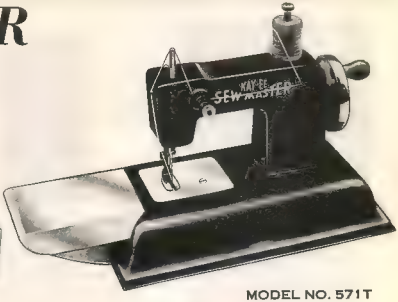
CATALOG NO. 597—7-Piece Set
Covered Sauce Pan—1" Deep
Covered Sauce Pan—1½" Deep
Covered Sauce Pan—2" Deep
Open Skillet
Covered Sauce Pot with Metal side handles
Coffee Pot with Cover
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
3 sets per master carton.
$14.95 Each

CATALOG NO. 595—5-Piece Set
Covered Sauce Pan—1" Deep
Covered Sauce Pan—2" Deep
Open Skillet
Covered Sauce Pot—Metal side handles
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
4 sets per master carton.
$9.95 Each

SEWMASTER



MODEL NO. 585
8¾" x 4¾" x 6¾"
Packed 1 dz.
Shipping weight: 32 lbs.



MODEL NO. 571T
10¼" x 4½" x 6"
(including extension table)
Packed 1 dz.
Shipping weight: 24 lbs.

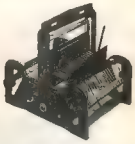
- *Fully guaranteed*
- *Safe to operate*
- *Precision built sturdy steel construction*
- *Bright metallic colors*
- *Sews strong chain stitch*
- *Standard needle No. 12 x 1*

- *Individually packed in 200 lb. test corrugated carton*
- *Simplified instructions*
- *Comes threaded ready to sew*
- *Contains metal clamp for holding machine to table to top* $5.00 Each

$6.98 Each

1542 LITTLE MISS SEAMSTRESS NECCHI SEWING KIT. A smart luggage style case with lock and handle, containing a miniature Necchi Sewing Machine that sews just like Mother's, complete with a lovely moving eye doll with real hair, dresses, material, patterns, plus needle, thread, scissors and instructions. Each machine factory tested to assure complete satisfaction. Ages 6 to 12. Size 14½" x 9¼" x 3¾", Ctn. ½ doz., 13 lbs., $4.00 Each

1565 JUNIOR MISS KNITTING SET. A beautiful and practical introduction to knitting for the young lady 6 to 16 Beautiful vinyl case, containing ample supply of wool yarn, knitting needles, plastic yarn holder, etc. Easy-to-follow instructions for knitting a complete doll s outfit. Size 9⅞" x 5" x 4", Ctn. 1 doz., 11 lbs., $3.00 Each



1560 WEAVE-RITE LOOM. The Weave-Rite Loom incorporates many of the features found in professional looms With special settings for children's fingers, it has easy, automatic threading that permits the threads to simply snap into a secure position. The lengthwise threads (warp) are spread automatically with the use of a specially designed comb easily controlled by a single lever. The horizontal threads (weft) are simply and easily woven into the warp The loom is sturdily constructed and can weave 6½" wide and any length desired. Easy to follow step by step illustrated instructions included. Individually boxed. Size 10" high, 10¾" wide, 10¾" long, Ctn ½ doz., 13 lbs., $5.00 Each

HURRY! Do not Delay! Order the NEW 1957
"SHOOTER'S BIBLE"
before they are all sold out

THE KRICO "CHUCKER"... World's newest and finest 222 caliber rifle, also available as a carbine. Just one of the many interesting new items you'll find in this 1957 "Shooter's Bible".

THE DEMAND HAS BEEN TREMENDOUS—SORRY THERE WILL BE NO REPRINT. Dealers everywhere are finding the new "Shooter's Bible" a two-way profit-maker. Sell on sight. Bigger, Better than ever, 512 Pages. Contains all latest models and manufacturers' price changes. Every item in book can be sold from stock or by ordering direct from Stoeger Arms Corp. or one of their distributors.

New liberal discounts for "Shooter's Bible".

STOEGER ARMS CORPORATION
45-18 COURT SQUARE, LONG ISLAND CITY 1, NEW YORK

(For More Information Circle No. 443 on Page 263)

Nylon-Glass Gear in Lawrence Reel

A new main gear made of nylon combined with fiber glass is featured by Lawrence Tackle in its Lightning 400 spinning reel. The construction is declared five times stronger than it would be if it were made of nylon alone.

Other features are an overriding spool to prevent snags and tangles in the line, positive anti-reverse, precisely controlled drag, hardened line pickup roller, self-lubricating bronze bearings and a gear ratio of 3½ to 1.

The housing is aluminum with a durable enamel finish applied for attractive appearance and service

The spool will hold 150 yards of six-pound test monofilament line. The Lawrence Lightning 400 spinning reel is listed at $9.98. **Lawrence Tackle Mfg. Co.**

(Circle No. 749 on Page 263)

Lightning 400 Spin Reel by Lawrence.

Matched Rackets in Tennis Luggage

A new week-end tennis luggage kit with fitted compartments for the new Bancroft matched pair tennis rackets also has lower sections with ample room for other traveling needs Bancroft Super Winner tennis rackets are made in perfectly matched pairs and in three grades of flexibility. They also can be registered so that identical replacements can be obtained later The price of the luggage with a registered matched pair of Super Winners is $75 to $95, depending on the type of stringing. **Bancroft Racket Co.**

(Circle No. 750 on Page 263)

Kit Firm Expands Boat Plan Service

Custom Craft, Buffalo, N. Y., is expanding its Plan Department to enable its dealers to have one of the most complete Plan and Pattern Catalogs.

With the increase in amateur boat building, according to the company, will be well worth the effort of dealers to include the sale of Plans and Patterns in their 1957 activities.

The expansion program is under the direction of Donald C LaDuca, **Custom Craft.**

Boat Made From Custom Craft Patterns.

(Circle No. 751 on Page 263)

Kinfolks INCORPORATED
LITTLE VALLEY N. Y.

FISH KNIVES • POCKET KNIVES

SEE YOUR JOBBER HE HAS IT!
•
SALES UNIT NO. F1 List $22.80

This eye-catching display will sell fish knives for you. Display Board furnished free with assortment of one sixth dozen of each knife.

(For More Information Circle No. 444 on Page 263)

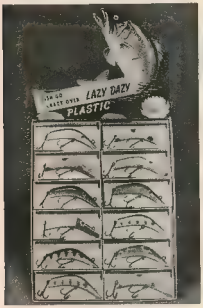
get your share of THE BOOMING HOBBY MARKET

with MAXWELL MODEL DISTRIBUTORS, INC.
3000 SOUTH HILL STREET • LOS ANGELES 7, CALIF.
All-Hobby Service ... For the 11 Western States

(For More Information Circle No. 445 on Page 263)

New Metal Finishes on Lazy Dazy Baits

Three new brilliant genuine metallic finishes—gold, silver and blue silver—have been added in the Lazy Dazy fishing lure line to the 25 colors already existing. Molded of tough, lightweight plastic, the Lazy Dazy comes in six sizes: 1¼-inch, 1/25-ounce; two-inch, 1/10-ounce; 2¼-inch, ¼-ounce; 2¾-inch, ⅓-ounce; three-inch, ⅜-ounce and 4½-inch, ¾-ounce.



Lazy Dazy Plastic Fishing Lures.

The finish will not crack or peel and the hooks will not pull out. A catalog is sent on request. **Lazy Dazy Bait Co.**

(Circle No. 747 on Page 263)

Sport-Line Quiver for Smaller Builds

The new King Sport-Line No. 418 quiver is specially designed to meet the needs of junior and feminine archers. It comes in brown and two-tone elk or in the more economical beaver grain.

The 418 has a two-strap harness which adjusts to fit the wearer's build comfortably and, at the same time, hold the quiver securely in place. **King Sport-Line Co.**

King Sport-Line 418 Quiver.
(Circle No. 748 on Page 263)

as advertised in BOWLING Magazine
official ABC Journal

mark of a champion

King Louie
UNION MADE

BOWLING SHIRTS and BLOUSES
with "LOCKED-IN" Colors

MEN! WIN $300
LADIES! WIN $275 Plus
See your King Louie dealer for details or write
KING LOUIE,
c/o Holiday Sportswear, Inc.
311 W. 8th, Kansas City 5, Mo.
DEALERS: A few territories still open. Contact us now.

Chicago Stock—888 Merchandise Mart Seattle Stock—Terminal Sales Building
(For More Information Circle No. 441 on Page 263)

THE NEW Magikooler®

Model 24-SP

Model 12-SP

AMERICA'S MOST BEAUTIFUL CHEST!

These smartly-designed chests achieve the pinnacle in new plaid design with that handsome "Luggage Look" . . . luxurious leather-like trim . . . simulated brass brads and name plate. Also available in bright new "Ribbed" aluminum bodies with contrasting red lids . . . Truly America's most beautiful chest.

Keeps food or beverages cold or hot for many hours. Exclusive "Rubber-lock" insulator with fiberglass . . . 100% insulation.
Automatic "Lid-Lock" and one-hand carrying convenience.
Large capacity . . . Model 24SP holds full case beverage plus foods and ice . . . Model 12SP holds half case beverage plus foods and ice.

Write in for details on the full profit story for your sales program.

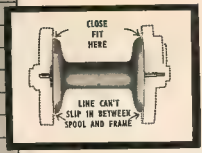
METALCRAFT MANUFACTURING CORPORATION
1025 Firestone Blvd. Memphis 7, Tenn.

(For More Information Circle No. 442 on Page 263)

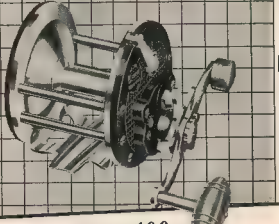
EXCLUSIVE

Monospool

Prevents line from sliding between spool and reel frame



It's mighty important for a fisherman to have his spool fit snugly against the frame of his reel. Lawrence Monospool reels eliminate the danger of line riding over the spool and catching—especially thin monofilament line. That's why the new Monospools on all Lawrence salt and most fresh water reels, are so popular with fishermen. It's the spool that keeps the line where it's supposed to be—*on the spool.*



Every important development in modern trolling reel design

LAWRENCE 205M with *Monospool*

Quickly becoming one of the most popular trolling reels, the Lawrence 205M has many features that make it a leader in trolling reels. Designed for both salt and heavy fresh water trolling all metal parts are carefully protected by heavy chrome plate. Its attractive black bakelite side plates are reinforced with metal rings. It has self-sealing lubrication, free spooling, strong, smooth synchromesh gears, efficient multiple-washer star drag, on-off click, and torpedo handle. Will hold 150 yards of No. 9 or 27-lb. test line, or 340 yards of 12-lb. monofilament.

$8.98

Lightning 400

PERFORMS LIKE MUCH MORE EXPENSIVE SPINNING REELS

The Lawrence Lightning 400 is built like spinning reels that cost much more. That's why it's in such big demand with thrifty fishermen everywhere. They go for its light, aluminum construction and its rugged, long-wearing enamel finish. Its over-riding spool prevents line from snagging or tangling. Other features are its handsome appearance, its positive anti-reverse, precision controlled drag, extra-hard longtime service line guide, self-lubricating bronze bearings, and cross-winding action. Here's a reel that will provide years of trouble-free service... years of pleasure.

$9.98

$2.98

No other fresh water reel gives so much for such a small price

THE *Stuart* BAIT-CASTER Model 500-R

The biggest bargain in bait-casting reels! No wonder the Lawrence Stuart is such a fast-seller. It features level wind that guarantees smooth, even operation. All metal parts are heavily nickel plated to take years of roughest abuse. Display this reel prominently and watch it sell.

OTHER FEATURES:

- Cork arbor
- On-off click
- Easy take-down construction
- Sturdy bakelite side plates
- Oil holes in side plates
- 100 yard line capacity

Dealers everywhere report unusual sales for the popular Lawrence reels. Order your supply now. Write for the complete catalog showing 35 famous Lawrence salt and fresh water bait-casting, spinning, and trolling reels, many in color for more eye appeal . . . more sales.

LAWRENCE TACKLE MFG. CORP.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

FACTORY: LAWRENCE, MASS.

Parts and service always available.

(For More Information Circle No. 193 on Page 263)

MacGregor
GLOVES and MITTS
Baseball's most complete
QUALITY-MADE Line

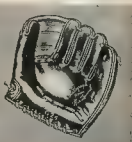
NEW!

Robin Roberts

Red Schoendienst

Willie Mays

Jack Jensen



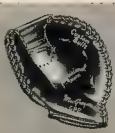
Gus Zernial

Don Mueller

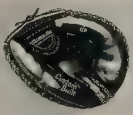
Gil McDougald

Ted Kluszewski

Ferris Fain



Custom Built



Custom Built

Bill Dickey

Del Crandall

MacGregor Gloves and Mitts are *modern* in design and style —based on recommendations of today's Major League players.

The sign of leadership . . .

Choose MacGregor . . . Preferred by the fastest growing list of Professional-league players in the U.S. To supply the demand of all your customers—from Little Leaguers on up—stock the complete line of 1957 models.

AUTHORIZED DISTRIBUTOR
MacGregor
SPORTS EQUIPMENT

THE MACGREGOR CO., CINCINNATI 32, OHIO • Baseball • Football • Basketball • Golf • Tennis

(For More Information Circle No 112 on Page 363)

Crystal Fixed Radio Kit
No. 106

- For beginners
- Build your own private radio set
- Durable high-impact cabinet
- Regulation hi-impedance head phone
- Super sensitive fixed crystal.
- Tuning coil and all other parts included

$3.95 retail

Packing 1 doz. to carton
Shipping Weight 16 lbs.

Transistor Radio Broadcast Kit
No. 108

- A professional radio set
- Features the new electronic wonder - the TRANSISTOR
- Pick up favorite radio programs on sensitive head set.
- Complete with: Big 18" handsome plastic cabinet 4" Alnico loudspeaker
- Powerful broadcast microphone
- Head set ... 3 batteries
- Selective station tuner
- Announce your own broadcast at home.

$9.95 retail

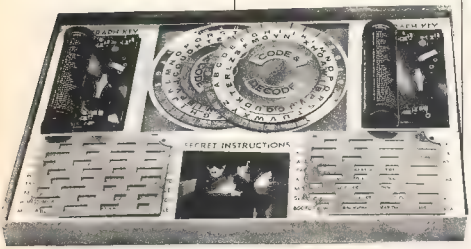
Packing 3 per carton
Shipping Weight 12 lbs.

Transistor Radio Kit
No. 107

- Newest electronic wonder
- Beautiful pre-assembled plastic cabinet
- Sensitive station tuner
- Regulation head phone
- Battery
- Diode detector and transistor amplifier.

$6.95 retail

Packing 6 per carton
Shipping weight 18 lbs.



Two Metal 3-Way Telegraph Keys, That Light, Buzz and Click

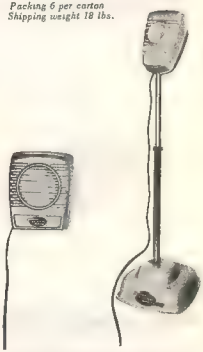
2 special triple action coding wheels.

2 coding stencils.

Complete simplified instruction book included. Boys and Girls will enjoy sending and receiving secret messages, while learning the morse code.

Box size: 18½" x 12" x 1½". $3.00 Each less batteries

One dozen to carton Weight 26 lbs.



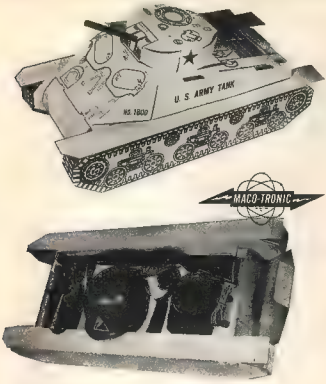
#1100 TALENT SHOW

This equipment consists of an Electronic Battery Operated Microphone which is used in conjunction with an Electronic Loud Speaker to amplify sound

The microphone comes with an aluminum stand adjustable in height from table size up.

9.98

packed ½ doz. • weight 15 lbs.

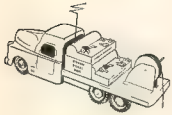


#1800 U. S. ARMY TANK ELECTRONIC COMMAND UNIT

Packaged in a new and unique replica tank this set contains a combination of Electronic Battery operated Walkie-Talkie Replica and Sound Amplifying Loud Speaker, Paratrooper Carbine, Regulation Helmet same as used by a Commanding Officer (C.O.) in directing field maneuvers.
The Walkie-Talkie is a replica of the one used by military personnel. It is operated in conjunction with the Electronic Loud Speaker to amplify sound. It is equipped with a Signal Flash, Retractable Antenna and Adjustable Carrying Strap.
The Paratrooper Carbine with removable flexible bayonet and sheath, shoots 10 Harmless "glow in the dark" Tracer Pellets which load in a removable magazine.
The Helmet has an Adjustable Head Size Band, Chin Strap and Insignia.
Molded of Heavy-Gauge High Impact Material to withstand hard usage.
International Morse Code to be used in connection with the flash light on your Walkie-Talkie.
A new and unique replica tank package for added play value.
Batteries not included.

$13.98 Each

packed ½ doz. • weight 30 lbs.



No. 109—Radar Rocket Cannon. Giant electronic cannon...launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically and picks up beep signals. complete electronic communication center with regulation microphone and head set ... permits aircraft spotter to talk with radar operator. Telegraph key for code. Packed 6 to carton. Weight 18 lbs.

$7.98 Each

Radar Rocket Cannon
No. 109

No. 270
MOBILE COMMUNICATIONS CENTER

From STRUCTO a new standard in Mobile-Action toys. Bound to be your best seller! Structo's electronic Mobile Communication Center is fully equipped and operative as a two set, three way sending and receiving station. On either the portable or truck set, boys are fully equipped to send or receive coded messages by flashing lights, Morse Code key or buzzer. Each set has 3-position control switch. Truck and communication station are built of heavy gauge steel, painted in bright Air Force colors, red, white and blue. Has 6 rubber tires. Back of truck contains authentic reproduction of Signal Corps wire drum reel with 25 feet of shielded communication wire, equipped with plug. Each sending and receiving station operates on two flashlight batteries (not included). Truck has decal with Morse Code Signals and alphabet. 7" antenna tower. **L. 20"; W. 6⅛"; H. 6⅛".** Individually cartoned, 6 to shipping case. Weight, 32 lbs. to case.

$7.95 Each

No. 110—Railroad Loudspeaker Tower and Microphone. Announce railroad instructions with powerful loudspeaker volume. Includes dramatic high impact tower housing powerful 4 in. Alnico speaker ... railroad type microphone and communication wire cable ... 4 batteries. Corrugated display box packed 6 to carton. Shipping weight 12 lbs.

$5.00 Each

For a BIGGER SEASON in *Marlin* SMALL-GAME RIFLES...

Marlin Model 56 Levermatic .22 | Marlin Model 55-Hunter, with Micro Choke | Marlin Model 322 .222

Telescopic sight is not standard equipment

Marlin PAY-LATER PLAN

SMALL-BORE weather is just ahead, and there'll be many prospective customers checking your small-caliber rifles and prices. Especially teen-agers, with big eyes and small budgets!

Make sure they know that any Marlin rifle or shotgun can be theirs immediately, for only 10% down-payment—and that monthly payments are low.

And remember that you get *full cash on the barrelhead* as soon as the nationwide Seaboard Finance Company approves your customer—and that Seaboard immediately assumes *all* responsibility and risk!

Be sure your Pay-Later Plan window-sticker and streamer are prominently displayed. Reports show that the Plan has been boosting Marlin Sales in all parts of the country. It will bring you extra small-bore sales in the coming season!

If you don't have the Marlin Pay-Later Plan Kit, or if you need additional window-stickers or streamers, this coupon will bring them to you.

MARLIN FIREARMS CO. S-27
P. O. Box 995, New York 17, N. Y.

Please send me:
.. The Marlin Pay-Later Plan Kit, with complete information.
.. Pay-Later Plan window stickers
.. Pay-Later Plan window streamers } (State How Many)
.. Customer-application forms

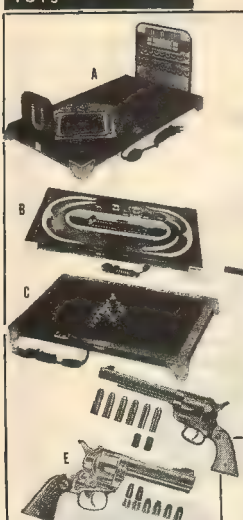
Name.....

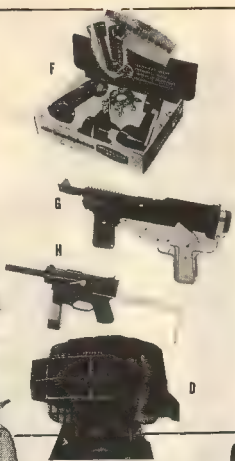
Company.....

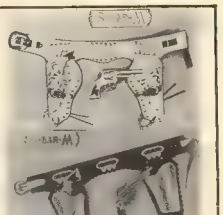
Address

City .....Zone State

(For More Information Circle No. 191 on Page 263)







ORDER NOW!

A

TUDOR NO. 550 ELECTRIC BASEBALL GAME

Vibration adjustment. Sure and simple. Players run the bases, and ball is fielded and thrown for double plays, stolen bases, practically every play in baseball! Permanently magnetized ball is fielded realistically to furnish the excitement of a stadium game! Electrical vibration, beautifully executed.

No. 500-P525 ..... **Retail $7.95**

B TUDOR NO. 525 ELECTRIC HORSE RACE GAME

Vibration adjustment. Sure and simple. Playing this exciting adult game is like being at the track in person! It's really TRU-ACTION—and cannot be fixed! Every player has a chance at the start of every race. For parties, for clubs—for every member of the family.

No. 525-P525 ..... **Retail $7.95**

C TUDOR NO. 500 ELECTRIC FOOTBALL GAME

Ball can be kicked and passed. Straight-arming, fumbling, action galore. The runner actually carries the ball. Sure and simple vibration adjustment. Unbelievably realistic! Players run, kick, pass, fumble, tackle, SCORE! 8 running backs, 14 crouching linesmen . . . a full team of life-like men in RED and a whole team in YELLOW, all of new high-impact Styrene with easier movement on the electrically vibrating field assured by their scientific Nylon "legs."

No. 500-P525 ..... **Retail $7.95**

D REMCO No. 110 RAILROAD LOUD SPEAKER TOWER

1956's best seller.

No. 110-P425 ..... **Retail $5.95**

E NICHOLS STALLION 45 CAP PISTOL

12½" full length; complete with 6 cartridges in cylinder. Individually boxed.

No. 45-P255 ..... **Retail $3.98**

NICHOLS STALLION 32 CAP PISTOL

9" full length. Individually boxed.

No. 32-P95 ..... **Retail $1.49**

F REMCO HANDIPHONE INTERCOM SET

Built-in 2-way signal buzzer system, with two complete battery operated telephones. Extra high volume . . . power signal . . . works up to one mile. Includes 25 feet of double electric wire with plug-in connections. Modern design plastic phone hangers for walls, desk, etc. Two batteries included ready to operate.

No. 700-P355 ..... **Retail $4.95**

G MATTEL NO. 536 NEW BURP GUN

Only fully automatic cap gun made. New design and improved mechanism. Safe! One to 10 shots at trigger touch. Noisy fire bursts and smoking barrel. All-metal working parts; rust-resistant plated grip. Easy to load and fire. Use perforated roll caps only. (Individually packaged in self-display box.) Size 13" x 6¼" x 2".

No. 536-P200 ..... **Retail $3.00**

H MATTEL NO. 546 LITTLE BURP GUN

A new kid-sized version of the famous Mattel Burp Gun, including the smoking action and the realistic wire stock. Note the double-action feature: turn the crank for machine gun bursts or pull the trigger for rifle-like single shots. All metal firing and loading mechanism. Easy to load and fire. Use perforated roll caps only. Size: 16" x 5½" x 2½".

No. 546-PB960P83 ..... **Retail $1.20**

I 5-BAR-M NO. 2407 DOUBLE HOLSTER SET

Top grain golden russet cowhide, top grain black buckle guard and strap. 3 sets of silver bullets. Holster is same as the belt, with tooled floral pattern. Belt adjustment from 23" to 32". Complete with two Texan Jr. pistols.

No. 2407-P633 ..... **Retail $9.95**

J 5-BAR-M NO. 2412 DOUBLE HOLSTER SET

Genuine cowhide belt, with welting, scalloped, chrome-plated bullets. Large western buckle. 21" to 31" waist. Western engraved holster. Complete with 2 western pistols.

No. 2412-P300 ..... **Retail $4.98**

CHECK EVERY ITEM

K DEN-RICKS POOL TABLE

Features include: Removable rubber cushions to simplify repair in the event of damage to the playing surface, automatic ball return, scientific construction, sturdily built with Masonite base, easily folded for storage.

40" x 22" x 26½" size; cloth playing surface; 15/16" numbered balls; 2 30" cues; instructions; rack. Ship. Wt. 19 lbs.

No. 1340-P1140 ..... **Retail $17.95**

44½" x 24½" x 26½" size; set of 1½" numbered balls; 2 36" cues; rack; instructions. Ship. Wt. 22 lbs.

No. 1344-P1710 ..... **Retail $26.95**

50" x 27¾" x 29½" size; set of 1¾" numbered balls; 2 38" cues; rack; instructions. Ship. Wt. 32 lbs.

No. 1350-P2855 ..... **Retail $45.00**

58" x 29½" x 30½"; set of 1½" numbered balls; 2 46" cues; rack; instructions. Ship Wt. 44 lbs.

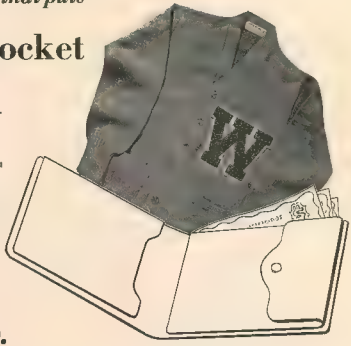
No. 1356-P3960 ..... **Retail $62.50**

66" x 36" x 30½" size. Set of 1¾" numbered balls; 2 46" professional cues; rack; instructions. Ship. Wt. 63 lbs.

No. 1366-P5700 ..... **Retail $89.95**

Feature the award sweater that puts

Money in Your Pocket



This is it! Imperial's 'Awardman', Style 58J . . . official choice of most universities, colleges and high schools because of its unvarying high quality year after year. You ring up a high markup on every team order you sell. Once sold, the Awardman sells itself again and again. Delivery on 'in stock' and special orders handled quickly and efficiently.

Imperial Knitting Co.

Fine Knit Goods Since 1903 • Milwaukee 12, Wisconsin

Write for new full color catalog and price list

(For More Information Circle No. 588 on Page 263)

Industry Presents Its Lines for NCAA

The athletic goods industry was heavily represented at the annual meeting of the National Collegiate Athletic Association and the various affiliated coaches' organizations, held the week of January 6 at the Hotel Sheraton-Jefferson, St. Louis, Mo

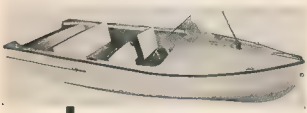
Team and school representatives from all areas were on hand to meet with coaches and athletic directors and advise with them on the selection of equipment for the coming season.

Display booths circled the mezzanine. Among the firms represented were A. G. Spalding & Bros., Inc., Rawlings Sporting Goods Co., MacGregor Co., Wilson Sporting Goods Co., Seamless Rubber Co., King-O'Shea Div. of Wilson, Cramer Chemical Co., Sand Knitting Mills, Logan, Inc., Bike Web, Plough, Inc., Protection Equipment Co., Johnson & Johnson, Spot-Bilt, Champion Knitwear Co., Southern Mfg. Co., Southern Athletic Co., Becton & Dickinson, Bircher Corp., William Skinner & Sons, W. J. Voit Rubber Corp., Fairplay Scoreboard Mfg. Co., John T. Riddell, Inc., and L. G. Balfour.

In addition several other companies were on hand with displays of their moving picture projection equipment and allied lines of accessories for use in the training of athletes through visual aids.

Some dealers and jobbers in the St. Louis area availed themselves of the opportunity to look over the various athletic goods lines.

"PERE MARQUETTE LEADS AGAIN"



DEALERS

Now, a complete line from one source and all models priced to SELL. From Boy Scout Tested Canoe at $225 to "Tornado" luxury runabout at $895. Six models priced to fit any budget.

Write: PERE MARQUETTE FIBERGLAS BOAT CO.
SCOTTVILLE 1, MICHIGAN

(For More Information Circle No. 589 on Page 263)

KANT-MAR PLASTIC-COVERED BOAT BUMPER AND CLEAT

Mounted upright on pier for a cleat. Mounted on side of pier for bumper. Thick "lifetime" plastic cover is baked on. Packed one pair to a box with brass screws.

QUICK-N-SAFE PIER FITTINGS
A pair for each section.
SAFE — STURDY — ECONOMICAL

ANCHORS
A wide variety of the most popular styles.

ANCHORS

SEND FOR PRICES

HUFFER FOUNDRY WARSAW 3, INDIANA

(For More Information Circle No. 590 on Page 263)

WATERLOO METAL BOXES AND CHESTS

WAREHOUSES—
435 No. Tillamook St., Portland 12, Ore
4801 East 30th St., Los Angeles 58, Calif.

10 SIZES and TYPES of TACKLE and UTILITY BOXES

. . . A MODEL TO MEET EVERY MARKETING NEED

Priced for Profitable Sale at Retail from $1.25 to $25.00. Write for FREE Catalogs

WATERLOO VALVE SPRING COMPRESSOR COMPANY . . . WATERLOO, IOWA

(For More Information Circle No. 433 on Page 263)

Polar Kraft Adds Inboard Runabout

After three years of experiments and testing, Polar Kraft is unveiling its new inboard sports runabout, a luxury model powered by the Fageol 44-35-horsepower motor.

Capable of speeds to approximately 35 miles an hour, the craft offers as standard equipment windshield, steering wheel, running lights, tachometer and fuel-oil-temperature gauges

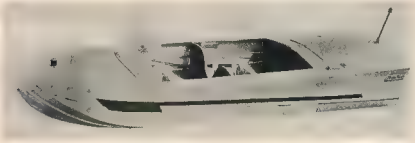
The inboard sport runabout is 15 feet, five inches in length and has a beam of 65 inches. It weighs 600 pounds (shipping weight 750).

Like all of the 30 models in the Polar Kraft Zephur Lite line, the inboard-runabout is of high strength aluminum.

Other features include reinforced transoms, latex-coated interior bottom to provide safer footing and quieter operation, Styrofoam-filled seats and full spray rails

Production of the inboard sport runabout will be on a limited basis in 1957. **Polar Kraft Mfg. Co.**

(Circle No. 742 on Page 263)



Polar Kraft Inboard Sports Runabout.

Coral King Name Registered by U. S.

The name Coral King has been registered with the U. S. Patent Office, as a trade-mark for the newest of Sunset's fishing lines. The new trademark identifies the series of casting, monofilament and surf-squidding lines of a distinctive coral pink shade recently introduced by Sunset, following extensive research said to have concluded that it was the color most nearly invisible to both fresh and salt water fish.

Also registered have been the trademarks of Starlite, for a new fly line, and Satin 66 for a special opaque monofilament of particular interest to Pacific Northwest and British Columbia steelhead fishermen.

A special counter display is being offered without charge to develop sales of Coral King Information is supplied to any member of the trade making inquiry. **Sunset Line & Twine Co.**

Only $7.00 for 24 ISSUES
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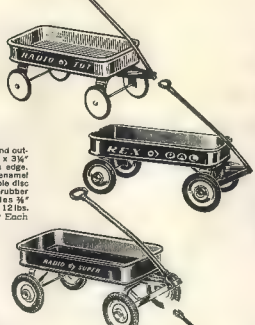
Sunset Coral King in Display.
(Circle No. 743 on Page 263)

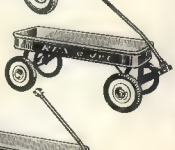
MODEL NO. 7 RADIO TOT

Tops for tots! Body 20" x 10" x 3" in new, brilliant red, baked enamel finish. 5" sparkling white double disc wheels. ½" solid molded rubber tires. Plain bearings. Axles ¼" round. Packed 6 in a carton, 39 lbs. Model No. 7/1 single pack in carton, 7 lbs. $3.25 Each



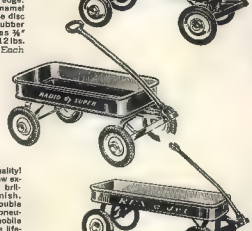
MODEL NO. 80 REX PAL

Junior's choice for indoor and outdoor play! Body 24" x 12" x 3¼" with new expanded bottom edge. In new, brilliant, red baked enamel finish! Sparkling white double disc wheels. 6" x ⅝" molded rubber tires. Steel bearings. Axles ⅜" round. Packed 1 in a carton, 12 lbs. $5.40 Each



MODEL NO. 8A RADIO SUPER

An "in-between" that's smart and special! Body 28" x 13" x 3¼" in new, brilliant, red baked enamel finish. Sparkling white, red striped double disc wheels, 7" x 1.25" semi-pneumatic automobile style tires. "Congo" Graphite lifetime bearings. Heavy gauge bolsters, front gear and fifth wheel. Axles ⅜" round. 1 to a carton, 18 lbs. $8.50 Each



MODEL NO. 90 REX JET

Handsome!—full size!—top quality! Body, 34" x 15½" x 4" with new expanded bottom edge. New, brilliant, red baked enamel finish. Sparkling white, red striped double disc wheels. 8" x 1 25" semi-pneumatic puncture proof, automobile style tires. "Congo" Graphite lifetime bearings, (never need oiling). Axles ½". 1 in a carton, 26 lbs. $11.20 Each

MODEL NO. 100 Ball Bearing ROCKET

Breathtaking speed and style! Radiant turquoise blue steel body, 34" x 15½" x 4", with new expanded bottom edge. Sparkling white red striped double disc wheels with patented extra heavy ball bearing housing, pressure-packed with greases! 8" x 1.25" semi-pneumatic puncture proof automobile style tires. Axles ½". 1 in a carton, 26 lbs. $12.60 Each

MODEL NO. 18 RADIO FLYER

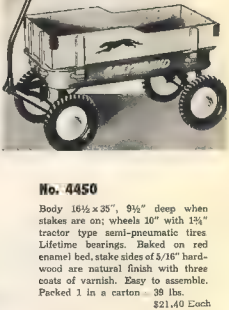
Dashing new high style for America's most popular wagon! New broad, rolled under flange body 36" x 17" x 4½" in new, brilliant, red baked enamel finish. Sparkling white double disc wheels with red stripe. 10" x 1.75" semi-pneumatic puncture proof automobile style tires. "Congo" Graphite lifetime bearings (never need oiling). Axles ½" round. 1 in carton, 35 lbs. $14.40 Each

MODEL NO. 19 RADIO RANCHER

For play or work—an "all-purpose" convertible of patented design. Features 4 removable sparkling white, steel panels trimmed in red; 36" x 17" x 9" body with broad, rolled under flanges, in a new, brilliant, red baked enamel finish; white double disc wheels with red stripe; 10" x 1.75" semi-pneumatic automobile style tires; "Congo" Graphite lifetime bearings and ½" round axles. Packed 1 in a carton, 38 lbs. $21.60 Each

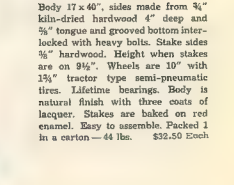
MODEL NO. 22 RADIO IMPERIAL

The ultimate in beauty and utility. A masterpiece in steel! Features 6 patented, removable and interchangeable steel panels in sparkling white and blue baked enamel. Handsome maroon body 41½" x 17½" x 10" — body depth 4½". Sparkling white, maroon striped, double disc steel wheels. 10" x 1 75" semi pneumatic automobile style tires. "Congo" Graphite lifetime bearings (never need oiling). Excellent for heavy work on farm or home. 1 to a carton, 45 lbs. $26.80 Each



No. 4450

Body 16½ x 35", 9½" deep when stakes are on; wheels 10" with 1¾" tractor type semi-pneumatic tires. Lifetime bearings. Baked on red enamel bed, stake sides of 5/16" hardwood are natural finish with three coats of varnish. Easy to assemble. Packed 1 in a carton — 38 lbs. $21.40 Each



No. 4455

Body 17 x 40", sides made from ¾" kiln-dried hardwood 4" deep and ⅝" tongue and grooved bottom interlocked with heavy bolts. Stake sides ⅝" hardwood. Height when stakes are on 9½". Wheels are 10" with 1¾" tractor type semi-pneumatic tires. Lifetime bearings. Body is natural finish with three coats of lacquer. Stakes are baked on red enamel. Easy to assemble. Packed 1 in a carton — 44 lbs. $32.50 Each

RALPH GUGLIELMI
Notre Dame All-American

DE488—Ralph Guglielmi. Attractive and sturdily constructed youths' helmet, bearing the autograph of the famous Ralph Guglielmi. Six point web crown suspension. "Absorbio" padded forehead. Lower part of ears "Absorbio" padded. Snap on adjustable chin strap. Sizes: Small (6⅝-6¾), Medium (6⅞-7) and (7⅛ to 7¼). Stocked in the following color combinations: Light Gold with Royal Blue Stripe; Royal Blue with White Stripe; Scarlet with White Stripe. Each **$4.95**

DH331

DH332

• DH331—YOUTHS' CANTILEVER MODEL

Fibre protection over chest, shoulders and back. Fibre shoulder caps and collarbone protectors. Drill covered resilient padding with extension over shoulders, drill covered padded shoulder caps. Bound neck, elastic underarm straps Each **$4.95**

• DH332—JUVENILE CANTILEVER PAD

Fibre protection over chest, shoulders and back, quilted padding. Web Cantilever. Fibre shoulder caps padded with quilted drill, fibre collarbone. Elastic arm bands. Each **$2.95**

DE484G—Boys' Combination Helmet and Bar Guard. Excellent face protection for those young boys who like to play a good, hard, but safe game of football. Special combination of DE484 Helmet and a bar guard designed especially for this helmet. Carried in stock in Scarlet with White Stripe. Available Made-To-Order in Royal Blue with White Stripe, White with Scarlet Stripe, Light Gold with Royal Blue Stripe. Sizes: Small (6⅝-6¾), Medium (6⅞-7), Large (7⅛-7¼).
Each **$8.45**

DE494—Boys' Helmet. An exceptional boys' Model, built to provide protection as well as provide attractive appearance. Web crown suspension, expanding elastic head band. "Absorbio" padding at forehead and neck. Adjustable military type chin strap. Carried in the following color combinations: Light Gold with Royal Blue Stripe; Royal Blue with White Stripe; Scarlet with White Stripe. Sizes: Small (6½), Medium (6¾) and Large (7).
Each **$3.95**

NO. 2010

No. 2010 (High School). Sturdy, one piece heavy plastic molded helmet. Well padded — adjustable chin strap — sturdy, one piece heavy clear plastic face protector.
(Packed 1 doz.—Wgt. approx. 16 lbs.)
$4.98 Each

No. 2005 (Sandlot). Properly padded with adjustable chin strap.
(Packed 1 doz.—Wgt. approx. 12 lbs.)
$2.98 Each

• DK464X—Medium Weight Cotton. In following color combinations: Royal blue with scarlet insert, light gold with royal blue insert, scarlet with white shoulder insert. Sizes: Small (24-26), Medium (28-30), Large (32-34). Each **$2.95**

• DC486X—Boy's Model. Gabracord One-Piece Pants. Molded fibre over kidneys, quilted padding over kidneys, hips and spine. Short belt with "D" rings, knee pads and thigh guards. Sizes: 22 to 32 inclusive. Colors: Army tan, scarlet, royal blue.
Each **$4.95**

BARR JUNIOR GRID
Item No. F-900-283

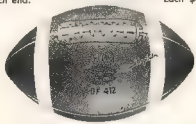
An appealing all rubber football. Pebble-grain finish, white lacing, black imprint, no valve.
Packed 12 to a carton. Weight 9 pounds per dozen. $1.00 Each

• **DF438—Miniature Football.** All rubber football in miniature size. Pebble-grain finish, simulated lacing. One white band around each end. Each $1.35

DF420—All America. Medium weight Pebbletex, plastic lace. One white stripe around each end. Each $2.95

• **DF418—Ralph Guglielmi White Football.** Heavy white pebbletex. Official size and weight. Plastic lace, one black stripe around each end. Each $3.95

• **DF436—Plylon Football.** An excellent long wearing football built to Draper-Maynard's high standards. Pebble-grain finish, water-proof, easy to clean. One white band around each end. Each $3.95



• **DF412—Ralph Guglielmi Football** Pebble grain dark aniline football leather, double reinforced leather lace, double lined. One white stripe around each end. Official size and weight. Each $6.95

• **DF414—Official Size and Weight.** For the junior player just becoming interested in football, here is an outstanding value. Genuine cowhide, double lined, double reinforced leather lace. White stripe around each end.
Each $5.95

• **DJR—JUNIOR OFFICIAL**
Made just like the regular official football but slightly smaller in size to permit easier handling by the junior football player. Genuine top grain football leather, double lined. One white stripe around each end. Each $6.65

No. 60—Intermediate Football
Brown. A ball designed for younger boys to pass and kick — reinflating valve — same high quality construction as official ball. Size 11x6 in. One-half dozen in a package.
$1.98 Each

No. 907-11—"Champ" Football
Boys of grade school age can handle this ball. It has the pebble grain and stitching just like the big football. Excellent for tough football. With or without valve. Brown. Size 9 in. One-half dozen in a package.
$0.98 Each

No. 374R
Sugg. Retail $2.98
Weight 14 ozs. Official size, weight and performance. Butyl bladder with ball check valve. One dozen to shipping container Weight 13 lbs.
$2.98 Each

No. 2150—PAL Football Set
Packed: 1 Small; 3 Medium; 2 Large.
Age groups: Small 2-4 yrs.; Medium 6-8 yrs.; Large 10-12 yrs. Six in a carton. Approximate weight 19 lbs.
$9.98 Each

• **INFLATOR**
D5061—Hand pump 6-inch barrel with check-valve. 1-inch diameter.
$1.25 Each

• **INFLATING NEEDLE**
DF030—Inflating Needle. Regulation style for inflating all rubber type balls.
Each $ .10

• **KICKING TEE**
D5681—Volt Jr. Light weight, colored plastic. Not intended for official play.
Each $1.25

THE Trapper TURTLE BACK MODELS

A RAWLINGS "JOE ADCOCK" TRAPPER MITT

A newly-designed three-piece back reinforcing the double crotch area Extended heel with a bigger and more flexible wrist opening. Thumb and little finger loops for better glove control. Extra large reinforcing pieces for more positive flexing on both the thumb and finger sides. Finest quality mitt leather, unoiled. "Never Rip" crotch reinforcements Leather "Web Controller" and flexible fibre reinforcement pieces at both thumb and finger sides of the mitt.

No. TM50-P1907 ..... Retail $29.00

B RAWLINGS "STAN MUSIAL" TRAPPER MITT

An entirely new model made from select quality mitt leather on large patterns with all of the top "Trapper" mitt features. Webb Controller, adjustable thumb and finger loops, all leather laces. Not oiled

No. TM65-P1200 ..... Retail $18.00

RAWLINGS "DEE FONDY" TRAPPER MITT

Full sized "Trapper" with leather Web Controller and all leather laces. Edges are roll bound, has "Never-Rip" crotch construction, cemented pad, inner-greased palm, adjustable finger loops. Hand oil-treated.

No. TM68-P880 ..... Retail $13.45

MacGREGOR TRAPPER MITTS

C MacGREGOR "FERRIS FAIN" PERSONAL MODEL TRAPPER'S MITT

Wider and longer than the standard "Trapper" mitt. Hand-formed, hand-built, "Trap Action" diagonal break felt pad. Palm, pad and back laced together. Palm and back of finest quality heavyweight premium mitt leather full-leather lined. Wider and longer Web Controller conforms to latest professional rules, full roll leather binding. Finger and thumb loop, wide fleece-lined adjustable wrist protector. Inner processed palm, hand oiled.

No. G150-P1733 ..... Retail $26.00

D MacGREGOR "WALTER DROPO" PROFESSIONAL MODEL TRAPPER'S MITT

A full-size mitt incorporating most of the features of G150-P1733 but made of a lighter weight selection of selected quality mitt leather not oiled.

No. G153-P1200 ..... Retail $18.75

E MacGREGOR "TED KLUSZEWSKI" PROFESSIONAL MODEL TRAPPER'S MITT

Full-size mitt on new wider pattern. Leather palm and back, leather-lined palm. Bound leather-laced edge, finger and thumb loop and wider and longer Web Controller Hand oiled.

No. GT-P787 ..... Retail $12.50

MacGREGOR "TED KLUSZEWSKI" AUTOGRAPH MODEL TRAPPER'S MITT

An excellent mitt for the junior player, slightly smaller than a regular pro mitt. Selected mitt leather, full oiled. Leather-lined palm; finger and thumb loops. Very sturdy construction

No. G157-P153 ..... Retail $8.50

F RAWLINGS "ROYAL LABEL" MODEL CATCHER'S MITT

Rawlings "Turtle Back" model features new heavy leather finger stalls for greater mitt control, hand-sewed skived finest quality wool felt pad with new built-up shoulder design in the "Deep Well" pocket. "Deep Well" laced pocket with "Pro-Laced V-Crotch." Adjustable loops in both thumb and finger sections "Inner Greased Pocket," cemented back with laminated lining reinforcement. Leather laced edge and "Laced-In" break for flexibility "Web Lock" construction tied down.

No. LM-P2613 ..... Retail $39.95

G RAWLINGS "DEL RICE" CATCHER'S MITT

Features Pro-Laced U Crotch, Nu-Grip streamlined back, inner-greased palm and cemented back, heel edge design, hand-formed pad with laced break at side, adjustable thumb and small finger loops, roll cowhide-bound edges. Leather-laced palm and thumb edge, with back opening, adjustable wrist strap, shearling lined. Leather-wound ball trap.

No. 241-P1280 ..... Retail $19.45

H RAWLINGS "STAN LOPATA" TURTLE BACK MODEL CATCHER'S GLOVE

A full-sized mitt with the same design and features of the top models. Professional "Heel Edge" design with "Laced-In" break and molded palm. "Pro-Laced V-Crotch," "Web Equalizer."

No. LM22-P1120 ..... Retail $16.95

RAWLINGS "HANK FOILES" CATCHER'S MITT

Medium-sized professional model boy's mitt made of tan color mitt leather. One-piece face molded over hand-formed pad, "Deep Well" model with "Laced-in" break, Inner-Greased pocket, edges full laced, adjustable wrist fastener, adjustable leather trap lace and web strain equalizer, horizontal lace tube covered.

No. 214-P480 ..... Retail $7.45

FAMOUS BRANDS FOR LESS

Rawlings Speedtrap Model

A RAWLINGS "JOHNNY GROTH" FIELDER'S GLOVE

Exclusive adjustable "Deep Well" pocket lace. Made of select quality heavy glove leather, pro-laced U Crotch, seamless thumb, rip-free crotch, extended finger stalls for greater finger control, laced fingers, shaped hand-formed pad and closed heel, solid leather ball trap with V-anchor web feature, leather welted seams, edges rolled cowhide bound, inner-greased pocket, streamlined fingers and thumb, Snugger Wrist Adjustment, hand oil treated.

No. JG-P1360 ..... Retail $21.00

B RAWLINGS "ANDY CAREY" FIELDER'S GLOVE

Top quality tan glove leather. Adjustable "Deep Well" pocket lace, wide pro-laced U Crotch, solid leather tied-down ball trap, full leather welted seams and rolled cowhide bound edges, shaped hand-formed pad with floating heel, inner-greased pocked, adjustable laced fingers, full leather lined, closed heel, streamlined fingers and thumb, Snugger Wrist Adjustment. Full oiled.

No. G800-P1200 ..... Retail $18.00

C RAWLINGS "MARTY MARION" FIELDER'S GLOVE

A full-size professional "Deep Well" model designed with the collaboration of Marty Marion, former star shortstop of the St. Louis Cardinals and now manager of the Chicago White Sox. Made of selected tan glove leather. Pro-Laced U Crotch gives greater width and extra thumb room. "Floating Heel" feature allows pad to break in exactly as the wearer likes it, streamlined fingers and thumb with adjustable laced fingers, all seams leather welted, rolled cowhide bound edges, "Deep Well" pocket permanently seated with inner-greased treatment, closed heel, solid leather ball trap, tied down. Hand oil treated.

No. G600-P873 ..... Retail $12.95

D RAWLINGS "ALEX GRAMMAS" FIELDER'S GLOVE

Full-size professional "Deep Well" model made of good quality tan flexible glove leather. Has full leather lining, leather laced heel and leather laces thrpughout, full leather welted seams, full U Crotch, adjustable finger laces, improved solid leather ball trap, inner-greased pocket. Hand oil treated.

No. G350-P560 ..... Retail $8.45

E RAWLINGS "JOHNNY PODRES" FIELDER'S GLOVE

A full-size "Deep Well" model of tan color glove leather. Full leather lined and all leather laces, solid leather ball trap, full U Crotch, bound edges and closed heel, adjustable laced fingers, inner-greased pocket. Full oil treated.

No. G300-P400 ..... Retail $5.95

RAWLINGS "JOHNNY PESKY" FIELDER'S GLOVE

A large size boy's "Deep Well" model with full U Crotch, palm, fingers and thumb leather lined, leather finger tip lace, all seams leather welted, bound edges and closed heel, solid leather ball trap. Full oil treated.

No. G250-P320 ..... Retail $4.95

F RAWLINGS "LITTLE DON LIDDLE" FIELDER'S GLOVE

A "Deep Well" boy's size glove. Made of tan color glove leather. Palm and thumb leather lined, has well-shaped thumb and little finger, leather welted palm and thumb, solid leather ball trap with full U Crotch. Full oil treated.

No. G150-P240 ..... Retail $3.95

MacGregor®

G MacGREGOR "RED SCHOENDIENST" PERSONAL MODEL FIELDER'S GLOVE

Double-laced "Spider Web," top-quality hand-stitched felt pad and adjustable wrist loop but with slightly shorter fingers. Lace through thumb, palm and little finger assures permanent deep ball pocket. Finest quality heavyweight premium glove leather, full cowhide lined. Welted streamline back fingers, loops for little finger and thumb, adjustable laces at finger tips, full-roll leather bound. Inner greased palm, not oiled.

No. GC1-P1813 ..... Retail $28.00

H MacGREGOR "JACK JENSEN" PERSONAL MODEL FIELDER'S GLOVE

Large-size professional model of heavyweight glove leather, full leather lined. Adjustable wrist loop, streamline "Natural Contour" finger construction, double-laced "Spider-Web." Hand-formed hand-built asbestos felt pad with hinged heel, inner processed greased palm. Lace through thumb, palm and little finger assures permanent deep ball pocket. Leather welted diverted finger seams, adjustable finger lace. Roll-leather bound throughout. Extra large laced crotch, laced wrist. Not oiled

No. G21-P1553 ..... Retail $24.00

I MacGREGOR "GUS ZERNIAL" AUTOGRAPH MODEL FIELDER'S GLOVE

Laced wrist large-size streamline finger model of heavyweight glove leather, full cowhide lined. Features the new "Wrist-Loop" and leather-laced palm. Welted seams and roll-leather bound throughout. Extra large laced crotch, large one-piece leather tunnel web. Hand-built pad, adjusting laces at finger tips. Inner processed greased palm, hand oiled.

No. G24-P1033 ..... Retail $16.00

J MacGREGOR "WILLIE MAYS" AUTOGRAPH MODEL FIELDER'S GLOVE

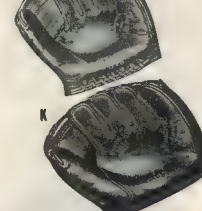
Laced wrist full-size streamline finger model of heavyweight glove leather, full cowhide lined. Welted seams and roll-leather bound throughout. Extra large laced crotch, one-piece leather tunnel web, leather lace through little finger, for deep ball pocket, hinged heel. Not oiled.

No. G25-P867 ..... Retail $13.50

K MacGREGOR "GUS BELL" JUNIOR MODEL FIELDER'S GLOVE

High-quality glove with full welted palm. Good quality glove leather, lined palm and fingers. Leather tunnel web, adjusting laces at finger tips, closed wrist. Hand oiled.

No. G122-P320 ..... Retail $5.00



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Quality Base Balls To Fit Any Budget

OFFICIAL AMERICAN LEAGUE BALL

Since 1900, when the league began, Reach has been setting records in quality and craftsmanship, producing an Official American League Base Ball that has no peer, and which offers assurance of dependability and promises uniform, superior performance. It's official for all American League regular season games and All Star & World Series games too.

Featuring the famous Cushioned Cork Center, it's wound with the finest white and blue gray wool and cotton yarn. Covered with select, top grade horsehide, double stitched by hand.

#0 Official American League.....Each, $3.25

Cushioned Cork Center Baseballs

234 OFFICIAL REACH LEAGUE BASEBALL
Blue-gray yarn-wound, Cushioned Cork Center. Rugged top grade horsehide cover, double stitched.....Each, $3.00

257 OFFICIAL LEAGUE BASEBALL
Blue-gray yarn-wound, Cushioned Cork Center. Rugged selected horseside cover, double stitched.....Each, $2.65

274 OFFICIAL BABE RUTH LEAGUE
Made to Babe Ruth League specifications. Blue-gray yarn-wound, Cushioned Cork Center. Double stitched, selected horsehide cover.....Each, $2.50

273 (LLO) OFFICIAL LITTLE LEAGUE BASEBALL
Made to Little League specifications. Blue-gray yarn-wound, Cushioned Cork Center. Double stitched, selected horsehide cover.....Each, $2.35

272 (RPB) OFFICIAL PONY LEAGUE BASEBALL
Made to Pony League specifications. Blue-gray yarn-wound, Cushioned Cork Center. Double stitched, selected horsehide cover.....Each, $2.35

266 OFFICIAL LEAGUE BASEBALL
Blue-gray yarn-wound, Cushioned Cork Center. Rugged selected horseside cover, double stitched.....Each, $2.45

Rubber Center Baseball

291 OFFICIAL LEAGUE
Blue-gray yarn-wound with cork and rubber center. Rugged, double hand stitched horsehide cover. Each, $2.25

Lively Center Baseball

271 OFFICIAL BASEBALL
Made with lively center. Tough horsehide cover. Double stitched by hand.....Each, $1.30

Rubber Covered Baseball

275 OFFICIAL RUBBERHIDE BASEBALL
Rubber-covered baseball that can take tough scuffing from playgrounds or other surfaces. Lively center.....Each, $1.20

Prices subject to change without notice.

A. J. REACH, WRIGHT & DITSON

PLAY REACH'S FINEST FOOTBALLS

427 EDDIE LeBARON OFFICIAL FOOTBALL
Lives up to the famous name of its designer. Official size, shape and weight. Selected, top quality, pebble-grained cowhide. Triple-lined, double-laced and lock-stitched for shape retention. Rubber-valve bladder. ____Each, $12.00

436 VAN BROCKLIN COLLEGE FOOTBALL
Official size, shape and weight. Selected, pebble-grained leather. Triple-lined, double-laced for longer wear. Rubber-valve bladder. White bands. ____Each, $10.50

446 BILL WADE VARSITY FOOTBALL
The right "feel" for bullet aerials. Official size. Top grain cowhide. Double-lined with durable fabric. Rubber-valve bladder. ____Each, $8.45

441 BILL WADE JUNIOR VARSITY FOOTBALL
Perfect performer for the Six-Man game. Selected, tough, pebble-grained leather. Lock stitched, triple-lined, and double-laced. Rubber-valve bladder. White bands. ____Each, $7.25

458 VAN BROCKLIN "ACE PASSER"
Fine quality pebbled grain leather. Double-laced, rubber valve bladder. White bands. ____Each, $7.25

462 OFFICIAL BILL WADE
Here's a rugged ball designed for pin-point aerial accuracy. Bright white bands at each end make it markedly visible during night play. Double-lined, lock-stitched ____Each, $5.95

463 EDDIE LeBARON JUNIOR SIZE
Slightly smaller than collegiate size. Pebble grain leather. Lock stitched. Double lined. Rubber valve bladder. Well made throughout. ____Each, $5.95

IMITATION LEATHER FOOTBALLS

491 TAN FOOTBALL—WHITE BANDS
Rugged and ready for rough treatment. This ball can "take it" because of the durable imitation leather. Official size and weight. Rubber-valve bladder. ____Each, $4.25

488 EDDIE LeBARON WHITE FOOTBALL
Same as 491 except foot ball is white with two black bands. Each, $4.25

RUBBER COVERED FOOTBALLS

OFFICIAL INTERCOLLEGIATE FOOTBALL
"Sure-grip" rubber cover provides extra control, results in more accurate passing and punting. Firmer finger-tip control in your assurance of smooth, deceptive ball handling. This great ball outwears other types of foot balls many times over . . . a really rugged performer.

456 Tan Official ____Each, $18.65
457 Tan Official, white banded ____Each, $19.25

484 GOAL-STAR OFFICIAL FOOTBALL
Constructed with long wearing qualities. Its rugged rubber cover can take tough scuffing from hard surfaces and playgrounds. Official in size and weight ____Each, $14.50

471 OFFICIAL COLLEGE (White banded)
Here's a rugged performer built for bruising gridiron play. White bands at each end make it easily visible during night play and in dull daytime weather. Official in size and weight. ____Each, $12.70

470 OFFICIAL COLLEGE FOOTBALL
Same as 471 without bands ____Each, $12.35

472 OFFICIAL VARSITY (Banded)
Made to wear and wear. Official in size and weight. Tan with White bands. ____Each, $7.85

473 VARSITY FOOTBALL (White)
White with black bands. Will stand up under any kind of use and come back asking for more. Perfect for practice under the severest of conditions. A good serviceable rubber covered ball ____Each, $7.85

474 JUNIOR VARSITY FOOT BALL
Specially designed for youthful gridders. Smaller size makes it easy to pass, handle, punt. Tough, long wearing rubber cover takes a lot of punishment. White bands improve visibility. ____Each, $7.85

Prices subject to change without notice.

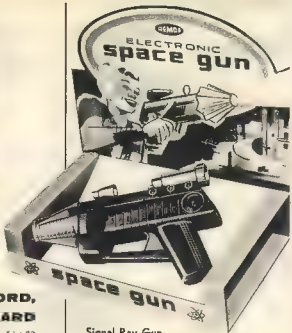
JEWELED SWORD, SHIELD, SCABBARD

Stock #517 List $2

Safe! Durable! Beautiful! 18" hi-impact flexible blade with 'can't-hurt-sta-on' rubber tip. Red, white or black Medieval hilt topped by King-sized jewel. All metal shield and scabbard and vinyl belt-hanging strap.

Size: 18" long (sword), 12" dia. (shield)
Std. Pack: 6/12 doz. (assorted colors).
Approx. Wt.: 8 pounds

$2.00 Each



Signal Ray Gun
No. 600

- Includes 2 batteries, bulb and electric buzzer, dual telescopic sights, electronic color beam

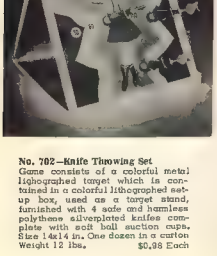
$1.98 retail

Shipping Weight 6 lbs.

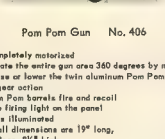
Packing 12 only 2 display racks)

No. 2400—Electronic Cannon. Here is wonderful action! Swivel the gun mount, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on a dial, then load and . . . Fire! Just a touch on the electronic firing button sends the harmless, colorful, plastic, sponge-nosed missile instantly and swiftly on its way. Requires two Size D flashlight batteries (not furnished). A rugged toy, of 20 gauge and heavier welded steel construction, with reliable motor, operating instructions permanently printed on bottom of platform, two missiles in clips. Finish is stoved-on baked enamel. 22¼ in. long, 6¼ in. wide. 16¾ in. high. Packed individual 200 lb. test carton, 6 units to standard shipping carton. Weight per dozen 132 lbs.

Each $12.95



No. 702—Knife Throwing Set Game consists of a colorful metal lithographed target which is contained in a colorful lithographed set-up box, used as a target stand, furnished with 4 safe and harmless polythene silverplated knifes complete with soft ball suction cups. Size 14x14 in. One dozen in a carton Weight 12 lbs. $0.98 Each



Pom Pom Gun No. 406

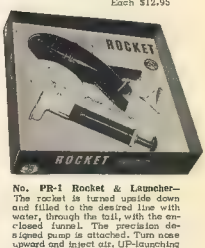
- Completely motorized
- Rotate the entire gun area 360 degrees by motor action
- Raise or lower the twin aluminum Pom Pom barrels by gear action
- Pom Pom barrels fire and recoil
- The firing light on the panel is illuminated

Overall dimensions are 19" long, 8½" deep, 8½" high.

Operates on 4 "D" flashlight batteries (not included)

Standard Pack 3 only
Shipping Weight 10 lbs

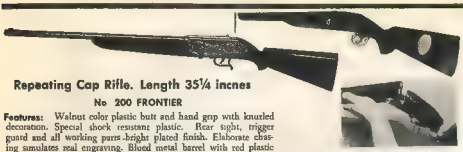
$12.98 retail



No. PR-1 Rocket & Launcher— The rocket is turned upside down and filled to the desired line with water, through the tail, with the enclosed funnel. The precision designed pump is attached. Turn nose upward and inject air. UP-launching is effected by releasing the trigger. The compressed air forces the rocket 300 feet or more into the air. The height of travel is controlled by the amount of water and air injections into the rocket.

The Park Rocket is one of the most exciting and interesting toys ever developed for use by both young and old. It not only operates on a scientific jet principle, but also resembles a real rocket in take-off and action. It emits a noticeable jet stream as it streaks upward with a Whoosh!

Made of almost indestructible colorful butyrate plastic, and 8 inch space rocket, compression pump and a filler funnel are included in the dramatically designed display box. Packed individual full color display box, 1 & 2 doz. in a shipping carton. Weight 8 & 17 lbs. Each $1.98



Repeating Cap Rifle. Length 35¼ inches

No 200 FRONTIER

Features: Walnut color plastic butt and hand grip with knurled decoration. Special shock resistant plastic. Rear sight, trigger guard and all working parts bright plated finish. Elaborate chasing simulates real engraving. Blued metal barrel with red plastic choke and front sight. Pressing catch in front of trigger releases cap loading chamber. Shoots standard roll caps.

Packed: One in a box; ½ dozen to a carton.

Weight: 336 lbs. per gross. $2.98 Each

No. 693—Dragnet Double Barrel Riot Gun. There's a thrill in quelling a riot with this *fine* looking double barreled cap gun. The official Dragnet seal is handsomely marked in silver on the mahogany plastic stock of this black barreled hi-impact Styrene gun. Realistic opening die cast mechanism has 2 "real" wood bullets. Packed individually in attractive display box. $2.98 Each

No. 633—Sub-Machine Cap Gun
An outstanding addition to Knickerbocker's gun line is this high impact styrene cap gun, 20½x7 in., which has a die-cast mechanism for foolproof shooting of caps. The submachine styling is added to by the elaborate paint decoration on the top and side of gun and a bonus feature is the compartment in the handle for carrying an extra supply of caps. Packaged individually in a colorful display box.

Each $1.98

No. 201 SPORTMAN RIFLE (Repeater)
Length. 35¼". Packed 1 in a box, ½ dozen to a carton. Weight per carton, 18 lbs. Walnut color plastic butt and grip with knurled decoration. Special shock resistant plastic. Realistic telescopic sight, trigger guard and all working parts bright nickel finish. Elaborate chasing simulates real engraving of hunting scene. Release at rear of scope breaks barrel for easy loading. Barrel and stock separate and gun can be taken down for easy cleaning. Blued metal barrel with red plastic choke and front sight. Shoots standard roll of caps. $3.98 Each

No. 202—Hubley Scout Rifle (repeater)
Length 35¼ inches. High impact plastic butt and grip with knurled decoration. Rear sight, trigger guard and all working parts bright nickel plated finish. Elaborate chasing simulates real engraving of Western scene. Blue metal barrel with red plastic choke and front sight. This is a replica of the Winchester 73 "the Rifle that opened the West". Shoots standard roll caps with a loud report, and smokes through barrel. One in a box, one-half dozen in a carton. Weight per carton 20 lbs.
$3.98 Each

BURP GUN

Stock #536 List $3

The toy with the sellout history.
Only fully automatic cap gun made. Safe!
1 to 50 shots at trigger touch.
Noisy fire bursts, smoking barrel.
Easy to load, fire. All-metal working parts, rust-resistant plated grip.
Use perforated roll caps only.
Individually packed in self-display box.
Size: 13" x 6¼" x 2"
Std. Pack: 6/12 doz. Wt: 9 lbs.

Age Group 3-8 years
K-21 ROOKIE KADET TRAINERIFLE

Authentic styled bolt action rifle. Wood stock, blued metal parts. Operating bolt action, clicker trigger. Complete with detachable rubber bayonet, adjustable ¾" web sling and 28-page Kadet Handbook. Overall length: 36". 1 dz. to ctn. 29 lbs.

Suggested List Price ..... $ 2.98

Age Group 5-12 years
K-23 KADET TRAINERIFLE

The official Kadets of America rifle Wood stock, blued metal parts. Has metal butt plate for added durability, stacking swivel, operating bolt action and clicker trigger Complete with Kadet Handbook, detachable bayonet, and adjustable heavy 1" web sling Overall length: 40¾". 1 dz. to ctn. 42 lbs.

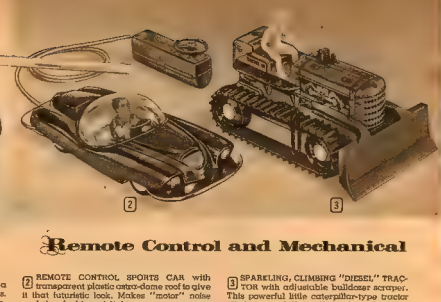
Suggested List Price ..... $ 3.98

NEW THUNDER BURP

Stock #545 List: $3.00

No Caps. No Batteries. Patented new machine gun with vibrasonic sound chamber. Fires loud chattering burst with vibrating action. Automatic fire or single shots. Safe, easy to operate. Tuff-to-break construction. All-metal bolt-action spring mechanism. Adjustable sight. Permanent wire stock. Individually packed in display package.
Size: 22½" long x 6½" high x 4¾" wide
Std. Pack: 6/12 doz. Wt: 13½ lb.

1 ONLY $3.59



2 3

Remote Control and Mechanical

Remote Control Flying Helicopter

1 ALL THE EXCITEMENT OF REMOTE CONTROL in a helicopter that really flies! Fascinating for all ages. Turning the remote control handle starts the flexible propeller whirling and the helicopter lifts into the air; crank faster and it flies higher and higher. Made of metal, about 9 inches long. Cable about 30 inches long incl. housing. Imported from Western Germany.

48 W 2808—Shipping weight 1 lb. 4 oz. 3.59

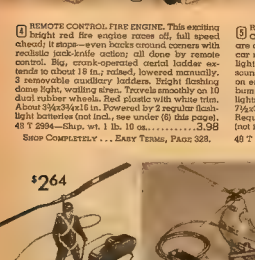
48 T 2876—Like (1) above but smaller; abt. 5½ in. long, cable 33½ in. long, incl. housing. Wt. 10 oz. .. 1.79

2 REMOTE CONTROL SPORTS CAR with transparent plastic extra-dome roof to give it that futuristic look. Makes "motor" noise and the dashboard lights up as car moves forward, backward, right or left. Steel with metallic color baked-on enamel finish; nickel plated bumper, grille. 4 heavy-duty tires. Abt. 12¼x6x3¼ in. high. From Japan. Requires 2 regular flashlight batteries (not included, order under (6) below).

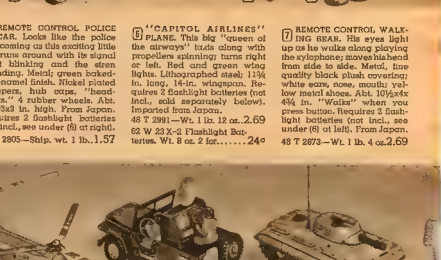
48 T 2871—Ship. wt. 2 lbs. 2.69

3 SPARKLING, CLIMBING "DIESEL" TRACTOR with adjustable bulldozer scraper. This powerful little caterpillar-type tractor climbs steep hills, pulls loads and crawls over objects; harmless sparks fly from exhaust stack. Wide, sure-grip rubber treads; strong clockspring motor. Equipped with brake lever and rear coupling hook. Steel with sturdy plastic scraper. About 10x6x6½ inches high. Winding key included.

48 T 2886—Ship. wt. 1 lb. 10 oz. 2.69



4 5



6 7

4 REMOTE CONTROL FIRE ENGINE. This exciting bright red fire engine races off, full speed ahead; it stops—even backs around corners with realistic jack-knife action; all done by remote control. Big, crank-operated aerial ladder extends to about 18 in.; raised, lowered manually. 3 removable auxiliary ladders. Bright flashing dome light, wailing siren. Travels smoothly on 10 dual rubber wheels. Red plastic with white trim. About 34½x3¾x16 in. Powered by 2 regular flashlight batteries (not incl., see under (6) this page).

48 T 2884—Ship. wt. 1 lb. 10 oz. 3.98

SHOP COMPLETELY . . . EASY TERMS, PAGE 328.

5 REMOTE CONTROL POLICE CAR. Looks like the police are coming as this exciting little car runs around with its signal light blinking and the siren sounding. Metal; green baked-on enamel finish. Nickel plated bumpers, hub caps, "headlights." 4 rubber wheels. Abt. 7½x3x3 in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) at right).

48 T 2885—Ship. wt. 1 lb. .. 1.57

6 "CAPITOL AIRLINES" PLANE. This big "queen of the airways" taxis along with propellers spinning; turns right or left. Red and green wing lights. Lithographed steel; 11¾ in. long, 14-in. wingspan. Requires 2 flashlight batteries (not incl., sold separately below). Imported from Japan.

48 T 2881—Wt. 1 lb. 12 oz. .. 2.69

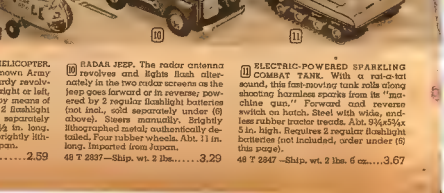
62 W 23 X-2 Flashlight Batteries. Wt. 8 oz. 2 for ..... 24¢

7 REMOTE CONTROL WALKING BEAR. His eyes light up as he walks along playing the xylophone; moves his head from side to side. Metal, fine quality black plush covering; white ears, nose, mouth; yellow metal shoes. Abt. 10½x6x 4¾ in. "Walks" when you press button. Requires 2 flashlight batteries (not incl., see under (6) at left). From Japan.

48 T 2873—Wt. 1 lb. 4 oz. .. 2.69

$2.64

8 9



10 11

8 "FLYING COMMANDO." Turn remote control crank; propeller spins, lifts durable plastic Commando into air. Turn faster, he flies higher. Flexible metal connecting cable, 5 in. tall. Ship. wt. 1 lb. 6 oz.

48 T 2867 ..... 2.64

9 REMOTE CONTROL HELICOPTER. Scale model of well-known Army Piasecki Helicopter; 2 sturdy revolving rotary blades; steers right or left, moves forward, reverse by means of control box powered by 2 flashlight batteries (not incl., sold separately under (6) this page). 11½ in. long. Durably constructed of brightly lithographed metal. From Japan.

48 T 2872—Ship. wt. 1 lb. 2.59

10 RADAR JEEP. The radar antenna revolves and lights flash alternately in the two radar screens as the jeep goes forward or in reverse; powered by 2 regular flashlight batteries (not incl., sold separately under (6) above). Steers manually. Brightly lithographed metal; authentically detailed. Four rubber wheels. Abt. 11 in. long. Imported from Japan.

48 T 2837—Ship. wt. 2 lbs. 3.29

11 ELECTRIC-POWERED SPARKLING COMBAT TANK. With a rat-a-tat sound, this fast-moving tank rolls along shooting harmless sparks from its "machine gun." Forward and reverse switch on hatch. Steel with wide, endless rubber tractor treads. Abt. 9¼x5¾x 5 in. high. Requires 2 regular flashlight batteries (not included, order under (6) this page).

48 T 2847—Ship. wt. 2 lbs. 6 oz. 3.67

$4.49

Army Truck with Cannon

K YOU'RE 100% TOP COMMANDER when you have your own cannon and ammunition, plus a transportation truck. Six plastic soldier "silhouettes" for "battle" practice included.

THE TRUCK IS A RUGGED AUTHENTIC military transport, used for transporting the soldiers to or from the "front." Constructed of durable heavy duty polyethylene, without sharp edges. Color will not chip or peel. Set about 26 in. long overall. The vinyl truck canopy is removable for added play.

THE CANNON can be attached to rear of the truck so that it can be towed easily and securely to its destination. This big Bertac cannon actually shoots the six harmless cannon balls that are provided. Cannon is about 10½ inches long.

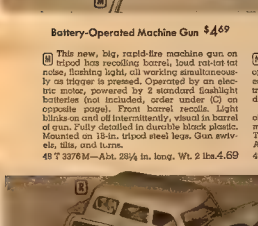
48 T 1210—Shipping wt. 2 lbs. 12 oz. Army Truck and Cannon Set... . .4.49

$6.49

New Elevator Tower Garage With 8 Autos

L Fun to operate your own garage! One crank raises and lowers cars in elevator, another places them in their tiered parking space. Push knob for locating cars in and out of parking space. Equipped with elevator, ramp, roof signs, pennants, 8 easy-roll cars.

48 T 2749 M—Abt. 24x9 in.; 15¼ in. high. Assembled. Wt. 6 lbs. 6.49



Battery-Operated Machine Gun $4.69

M This new, big, rapid-fire machine gun on tripod has recoiling barrel, loud rat-tat-tat noise, flashing light, all working simultaneously as trigger is pressed. Operated by an electric motor, powered by 2 standard flashlight batteries (not included, order under (C) on opposite page). Front barrel recoils. Light blinks on and off intermittently, visual in barrel of gun. Fully detailed in durable black plastic. Mounted on 18-in. tripod steel legs. Gun swivels, tilts, and turns.

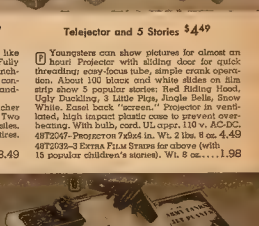
48 T 3276 M—Abt. 28¼ in. long. Wt. 2 lbs.4.69

U.S.A. Guided-Missile Launcher $3.49

N Have a guided missile all your own just like the latest developed fighting weapon Fully operative authentic reproduction. Actually launches missiles several feet into the air. Realistic controls on missile launching tube and range-and-direction finder.

Truck and cab heavy-gauge steel; Launcher of highly durable plastic, both olive drab. Two missile racks, complete with two plastic missiles. Truck equipped with 4 heavy-duty rubber tires. About 12¾ inches long.

48 T 1233—Ship. wt. 3 lbs. 12 oz. 3.49



Telejector and 5 Stories $4.49

P Youngsters can show pictures for almost an hour! Projector with sliding door for quick threading; easy-focus tube, simple crank operation. About 100 black and white slides on film strip show 5 popular stories: Red Riding Hood, Ugly Duckling, 3 Little Pigs, Jingle Bells, Snow White. Easel back "screen." Projector in ventilated, high impact plastic case to prevent overheating. With bulb, cord. UL appr. 110 v. AC-DC.

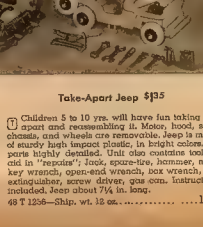
48T2047—PROJECTOR 7x6x4 in. Wt. 2 lbs. 8 oz. 4.49

48T2039—3 EXTRA FILM STRIPS for above (with 15 popular children's stories). Wt. 8 oz. 1.98

Take-Apart Station Wagon $3.89

R Be your own automobile mechanic. Children 5 to 10 yrs. take small car apart, piece by piece, easily reassemble it. Plastic replica of Station Wagon in bright colors. Accurate design insures simplicity in taking apart, reassembling. Transparent motor block reveals V-8 cylinder type motor showing action of individual cylinders and pistons. Demountable wheels and tires. Tools, auto jack, instructions.

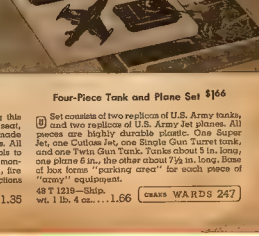
48T1267—Abt. 13½ in. long. Wt. 2 lbs. 6 oz. 3.89



Take-Apart Jeep $1.35

T Children 5 to 10 yrs. will have fun taking this jeep apart and reassembling it. Motor, hood, seat, chassis, and wheels are removable. Jeep is made of sturdy high impact plastic, in bright colors. All parts highly detailed. Unit also contains tools to aid in "repairs": jack, spare-tire, hammer, monkey wrench, open-end wrench, box wrench, fire extinguisher, screw driver, gas can. Instructions included. Jeep about 7¼ in. long.

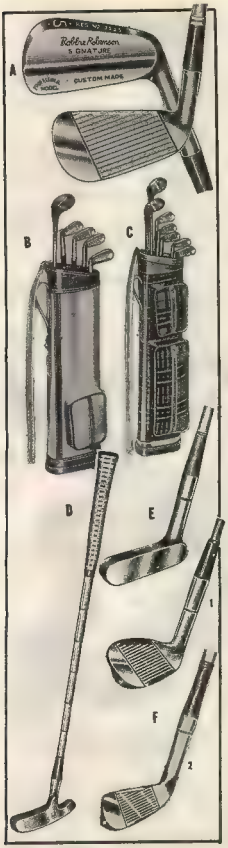
48 T 1236—Ship. wt. 12 oz. 1.35



Four-Piece Tank and Plane Set $1.66

U Set consists of two replicas of U.S. Army tanks, and two replicas of U.S. Army Jet planes. All pieces are highly durable plastic. One Super Jet, one Cutlass Jet, one Single Gun Turret tank, and one Twin Gun Tank. Tanks about 5 in. long, one plane 6 in., the other about 7½ in. long. Base of box forms "parking area" for each piece of "army" equipment.

48 T 1238—Ship. wt. 1 lb. 4 oz. 1.66



GOLF CLUBS

A ROBBIE ROBINSON REGISTERED GOLF CLUBS

Irons and woods have the Golf Pride Traction-Action Grip. The grip is a composition of rubber and cork vulcanized to the shaft.

CUSTOM-MADE REGISTERED IRONS

Made of carbon steel triple chrome-plated, sand-blasted face, chrome par step shaft. Brown golf pride grip. Numbers available: 2, 3, 4, 5, 6, 7, 8, 9 Putter. State numbers desired.

RIGHT-HAND MODEL IRONS

No. D210-P425 ..... Retail $12.00

LEFT-HAND MODEL IRONS

No. D211-P425 ..... Retail $12.00

CUSTOM-MADE REGISTERED WOODS

Selected persimmon wood with ebony finished with DuPont's "Duco." Natural face with black and white fibre inlay. Aluminum butterfly sole plate. Par step shaft. Brown golf pride grip. Clubs available: driver, brassie and spoon.

RIGHT-HAND MODEL WOODS

No. D212-P620 ..... Retail $18.00

LEFT-HAND MODEL WOODS

No. D213-P620 ..... Retail $18.00

B BOB HAGEY AND BOB STUART 8-PIECE GOLF SET

Bob Hagey is the right-hand model, Bob Stuart is the left-hand model. Set consists of five irons (3, 5, 7, 9, Putter) and driver and spoon in the woods in eleven-club capacity bag with zipper ball pocket, grey canvas with black trim. State for right- or left-hand model. Shipped F.O.B. Chicago, Ill.

No. D214-P3200 ..... Retail Set $79.50

C ROBBIE ROBINSON EIGHT PIECE GOLF SET

Available in right- or left-hand models. Set consists of five irons, (3, 5, 7, 9, P), two woods (drive and spoon). Scotch plaid canvas, eleven-club capacity bag. Shipped F.O.B. Chicago, Ill.

No. D306-P3850 ..... Retail Set $110.00

D "EAGLE-EYE" PUTTERS

"Pro" famous model. Brass center-shafted putter wish par-step shaft. Golf pride pistol grip, brown color.

No. D187-P600 Men's Model ..... Retail $15.00
No. D188-P600 Ladies' Model ..... Retail $15.00

E "KT-38" PUTTER

Two-way putter with a luster finish, chrome-plated head. Step-shaft and brown golf pride grip.

No. D189-P410 Man's Model ..... Retail $10.00
No. D190-P410 Ladies' Model ..... Retail $10.00

F PITCHING WEDGE AND CHIPPER UTILITY IRONS

Triple chrome-plated carbon steel with a luster finish with sand-blasted face. Par-step shaft with light brown Golf-Pride grip.

PITCHING WEDGE, Men's R.H.
1 No. D216-P500 ..... Retail $13.00
PITCHING WEDGE, Men's L.H.
No. D197-P500 ..... Retail $13.00
PITCHING WEDGE, Ladies' R.H.
No. D201-P500 ..... Retail $13.00
PITCHING WEDGE, Ladies' L.H.
No. D202-P500 ..... Retail $13.00
CHIPPER, Men's R.H.
2 No. D309-P500 ..... Retail $13.00
CHIPPER, Ladies' R.H.
No. D310-P500 ..... Retail $13.00

G SPALDING JERRY BARBER "PERSONAL" IRONS AND WOODS

The woods have black heads with natural face and two-tone fibre inserts. True temper shafts and red spiral perforated leather grips. The irons have mild carbon steel heads with shafts and grips to match the woods. Available in right- or left-handed models. State for which hand desired.

No. 4703-18P5040 Set of 8 Irons (2,3,4,5,6,7,8,9) ..... Retail Set $84.00
No. 4705-15P3150 Set of 5 Irons (3,5,7,9) ..... Retail Set $52.50
No. 4325-14P3600 Set of 4 Woods (1,2,3,4) ..... Retail Set $60.00
No. 4325-13P2700 Set of 3 Woods (1,2,3) ..... Retail Set $45.00
No. 4335-12P1800 Set of 2 Woods (1,3) ..... Retail Set $30.00

SPALDING FAY CROCKER "PERSONAL" IRONS AND WOODS

Same as above except, ladies model.

No. 4741-18SP5040 Set of 8 Irons ..... Retail Set $84.00
No. 4741-15SP3150 Set of 5 Irons ..... Retail Set $52.50
No. 4441-13SP2700 Set of 3 Woods ..... Retail Set $45.00
No. 4441-12SP1800 Set of 2 Woods ..... Retail Set $30.00

H MacGREGOR JIMMY DEMARET "PARWIN" GOLF CLUBS WOODS

Persimmon head is finished in coal black ebony with red fibre insert. True Temper Century shafts in chrome finish, with "Humidit" grips.

No.	Retail Set
D326W/3-P2340 SET OF 3 (1,2,3)	$37.50
D326W/2-P1560 SET OF 2 (1,3)	$25.00

IRONS.

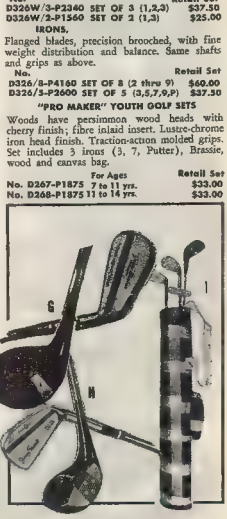
Flanged blades, precision brooched, with fine weight distribution and balance. Same shafts and grips as above.

No.	Retail Set
D326/8-P4160 SET OF 8 (2 thru 9)	$60.00
D326/5-P2600 SET OF 5 (3,5,7,9,P)	$37.50

"PRO MAKER" YOUTH GOLF SETS

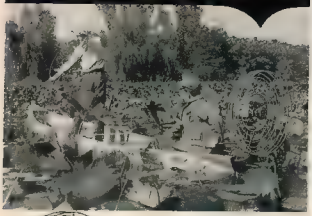
Woods have persimmon wood heads with cherry finish; fibre inlaid insert. Lustre-chrome iron head finish. Traction-action molded grips. Set includes 3 irons (3, 7, Putter), Brassie, wood and canvas bag.

	For Ages	Retail Set
No. D267-P1875	7 to 11 yrs.	$33.00
No. D268-P1875	11 to 14 yrs.	$33.00



HUNT & FISH IN SHALLOW WATERS WITH

DRAGONFLY



THE ALL-SEASON OUTBOARD IS BETTER THAN EVER!

Restyled from top to motor mount, now cushioned in rubber to reduce vibration. New-pitch propeller, improved safety guard and air silencer make Dragonfly better than ever! Air-steered, air cooled and air propelled without underwater disturbance—ideal for any boat or canoe that takes an outboard. Two models for all-season use: 2-hp Model 47 ($189.50) for slow troll fishing. 4-hp Model 80 ($229.50) hits 40 mph on ice sled. Water speeds equal to underwater outboards of the same hp. Dragonfly is advertised in 8 leading sports magazines. Dealers write!

Robertson-Hedges, Inc., Box D, 647 West 39th, K. C. 11, Mo.

(For More Information Circle No. 504 on Page 263)

Julee

America's Most Complete Most Competitively Priced Line of . . .

SLEEPING BAGS
COT PADS · BEACH ROLLS &
STATION WAGON MATTRESSES

Made of
COTTON · KAPOK · WOOL
ORLON · CELACLOUD
DACRON · DOWN

Winners of 1957 Gold Medal Award by Sportsman's Club of America

Write For Descriptive Catalog & Confidential Price List

JULEE COMFORTER Mfg. Corp.
Holyoke, Massachusetts

If you haven't already received our New Beautifully Illustrated Catalog, write for your copy today!

(For More Information Circle No. 505 on Page 263)

Gared Takes Over Nonpareil Firm

The Gared Corp., St. Louis, Mo., has purchased the inventory and manufacturing facilities of the Nonpareil Mfg. Co., Inc., also of St. Louis, and has moved inventory and equipment to the Gared plant at 918 Mullanphy street.

A. E. Sandeberg, former president of Nonpareil Co., whose athletic equipment experience includes thirty-four years of activity and service in the industry, will be associated with Gared Corp. in an advisory and consultant capacity.

Gared is publishing a new AE-57 athletic equipment catalog.

The original patent and No-Tie spiral net fingers will be featured on all goals manufactured by the Nonpareil Division.

Official and steel fan-shaped backboards as well as No-Tie basketball goals, goal nets, pole goals, volley pole standards, striking bag platforms, striking bag swivels and baseball bag spikes, will be offered to the trade and shown in the new AE-57 athletic equipment catalog.

The sale of the athletic equipment manufactured by Nonpareil division, Gared Corp., will be handled by George McNutt, sales manager.

Inquiries as well as catalog requests will be handled promptly. **Nonpareil Division, Gared Corp.**

(Circle No. 802 on Page 263)

12 Boxes of Sinkers in Keating Display

New dealer display carton containing 12 boxes of Keating's Floating Sinkers is now in distribution. In a market test in Colorado, where Floating Sinkers are made by the Keating Manufacturing Corp., more than a quarter million were sold in 60 days, according to Keating. The product now is distributed nationally.

(Circle No. 803 on Page 263)

City of New York Picks Brooks Skate

The City of New York has again adopted Brooks ice skating outfits in both the figure and hockey type, for use in its public rinks, it was announced recently

The Brooks construction has been specified in the city's proposals after tests were made showing that more hours of actual wear had been received from Brooks shoes.

All Brooks shoes are equipped with the Brooks patented side guards to prevent wearing away of the sole edges against ice. **Brooks Shoe Mfg. Co.**

(Circle No. 804 on Page 263)

Formed Plywood Boats

There are 26 boats in the Chippewa line for 1957. They include a mahogany runabout, 12 Big Chiefs and Big Scouts and 12 Special Chiefs and Scouts. All are formed of plywood under a process that permits it to be bent as much as 90 degrees so the boat takes the same shape as a strip, clinker-made or lapstrake boat. **C. S. Van Gorden & Son.**

(Circle No. 805 on Page 263)

DG920 - Robin Roberts Autograph Model

Low price full size glove with welted palm. Leather-lined palm and fingers. One-piece leather tunnel web, laced wrist, adjustable finger laces. Hand Oiled.

Each $6.95

DG921 - Grady Hatton Model

High quality glove with full welted palm. Good quality glove leather, leather-lined palm and fingers. Leather tunnel web, adjusting laces at finger tips, closed wrist. Inner processed greased pocket. Hand Oiled.

Each $4.95

DG942 - Gus Bell Junior Model

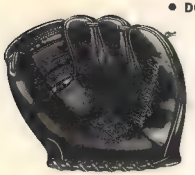
Juvenile model with streamline thumb. Full welted palm and thumb. Genuine leather with lined palm and fingers, felt pad. Leather tunnel web. Bound wrist.

Each $3.95

DG923 - Gil McDougald Junior Model

Juvenile model with streamline thumb. Genuine glove leather with lined palm, felt pad. Leather tunnel web. Bound wrist.

Each $2.95



• DG936—Harry Perkowski Model

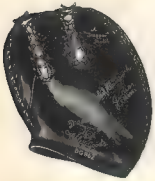
"Natural Pocket" full size three finger glove, full leather lined. Streamline back fingers with welted seams. New No-Rip palm construction with large one-piece leather tunnel web laced to crotch. "Flex-Pad" with narrow hinged heel provides a deep ball pocket. Adjusting lace at finger tips. Inner processed greased pocket. Hand Oiled.

Each $6.95

• DG937—Bobby Adams Model

A youth's model of selected glove leather, leather-lined palm, fingers and thumb. New No-Rip palm construction, extra large one-piece leather tunnel web. Narrow hinged heel provides a deep ball pocket, adjustable lacing at back of fingers, welted seams throughout. Inner processed greased palm. Hand Oiled.

Each $4.95



• DG962—Ted Kluzewski Junior Model

A fine mitt for beginners. Scaled down in proportion from a regular size mitt. Selected mitt leather, oil treated. Ideal for the little fellows.

Each $3.95

• DG957—Ted Kluzewski Autograph Model

"Trapper" Model. An excellent mitt for the junior player, slightly smaller than a regular pro mitt. Selected mitt leather, full oiled. Leather lined palm, small finger loop. Very sturdy construction.

Each $7.95

No. 0429—Baby Big Eyes Doll With Rolling Eyes
A soft, cuddly baby doll with great big blue eyes that roll, flirt and go to sleep. Baby Big Eyes has a vinyl head with rooted Saran hair that can be washed and waved. Her vinyl arms and legs have fine human detailing down to little baby fingers and toes. Completely washable vinyl-coated body. Dressed in colorful pajama outfit, wrapped in blanket. 23 inches tall. One in a box, one-half dozen in a carton. Weight 30 lbs.

$11.00 Each

No. 777—Basket Babe, Drink and Wet
10 inch fully jointed 5 piece. All vinyl doll. Moving eyes and lashes. Knit shirt and Panty. Flannel basket. Diaper. Powder. Sponge. Polyethylene bottle. An all vinyl carry-all tote basket, with handles. Colors Pink and Blue. Each packed in a polyethylene bag with ribbon bow. Each packed in box. One and one-half dozen in a carton. Weight 32 lbs.

$4.98 Each

No. 1103—Kewtie Doll — 15 in.
Made of high pile rayon plush. Foam filled and washable. Soft flexible face. Packed in clear polyethylene bags. One-half dozen to shipping container - weighing 5 lbs.

$2.98 Each

20/38—MR. CROAKER—A beguiling expression on his vinyl face makes this little frog a most attractive and unusual pet Made of pastel mint green crush resistant, washable rayon plush. Velveteen webbed hands, feet and tummy. White vinyl collar trimmed with ribbon bow tie Croaker in back. Stuffed with synthetic, non-allergic featherfoam. Approximately 16½ inches long.

$4.00 Each

No. 7813—J. Fred Muggs... Television Chimp. Television's lovable, irrepressible chimpanzee, J Fred Muggs' comes to life in a cuddly, stuffed toy. Molded vinyl face captures all of J. Fred Muggs' impish charm. Made of long pile plush, dressed in assorted costumes. Molded vinyl hands can clutch objects and Muggs can hang from table edges, etc. Individually boxed Packed ½ dozen to carton. 15 in. tall. Approx. weight 14 lbs.

$5.00 Each

200/3—SLEEPY PILLOW MUFF — Versatile as pillow, muff or pocketbook. Has beautiful vinyl doll face, cotton curls, ribbon around neck and wrists. Made of DuPont's new crush resistant, washable rayon plush. Stuffed with soft synthetic, non-allergic featherfoam Has zippered pocket on each side Colors: pink and blue. Approximately 13 inches tall.

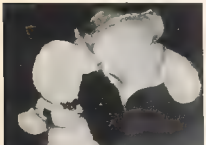
$3.50 Each

707/3—KEWPIE DOLL—Rose O'Neill's famous cuddle doll made of finest quality soft rayon plush with vinyl head and removable bunting hood—pink, blue, red—12 inches tall.

$3.00 Each

No. 641/4—Hollywood Hound
A limp, cuddly pup made of Dupont's new crush resistant, washable rayon plush. Stuffed with synthetic, non-allergic featherfoam. Has large brown felt eyes, and nose, red felt tongue. Ribbon bow around neck. Squeaker in nose. With zipper pouch and snap on red vinyl shoulder carrying strap which doubles as a leash or may be removed entirely so that he becomes a comfortable sleeping companion. Approximately 15 inches long. Colors white with assorted colored polka dots. One dozen in a carton. Weight 19 lbs.

Each $5.00



630/3—SLEEPY PUP—A basic staple for year round sales, Sleepy is an irresistable must. Made of DuPont's new crush resistant, washable rayon plush. Stuffed with synthetic, non-allergic featherfoam. Has jingle bells in ears Colors. maize with brown trim, brown with white trim Approximately 14 inches long

$3.50 Each

No. 1038 — MUGGSY

Fun-loving Muggsy is a mischievous mutt chock full of pep and personality. Squeeze his tail and he barks! All shaggy pile plush, cuddly-soft stuffed. Oversize ears are adjustable any way you fancy. Perky eyes, pom pom nose, satin neck ribbon and bow

Colors: Gray or Tan. — Size 15" Individually Boxed

$2.98 Each

No. 3100-Terry & Foam Animals
Size: 7-8½ in. long. Asstd. 3 styles and 6 colors. Soft, cuddly, floppy machine-washable animals of deep-pile Terry Cloth in woven bright color patterns, filled with virgin latex "Softfoam", Washproof appliqué'd face features, satin bow. Packaged in clear poly bags. Two or four dozen in a carton. Weight 4 lbs. per dozen.

$0.98 Each

No. 4100—Corduroy & Foam Animals
Similar to No. 3100 (above), but made of luxurious machine-washable soft corduroy in bright variety of rich multicolor patterns.

$0.98 Each

No. 3100/4100—Assorted Terry & Corduroy Animals
50:50 test assortment of No. 3100 Terry and No. 4100 Corduroy.

$24.00 Each

No. 3200—DeLuxe Terry Animals
Size: 10-11½ in. long. Asstd. 3 styles and 6 colors. Luxurious, large versions of No. 3100 (top of page), double in bulk, with lined ears, oversized satin bows. In clear poly bags. Two or three dozen. Weight 6 lbs. per dozen.

$1.98 Each

No. 4200—DeLuxe Corduroy Animals
The ultimate in soft toy luxury. Same as No. 3200 (above), but in rich machine-washable soft corduroy in asstd beautiful color patterns.

$1.98 Each

No. 3200/4200—Assorted DeLuxe Animals
50:50 test assortment of No. 3200 Terry and 4200 Corduroy.

$24.00 Each

No. 1056 — MR. SCOT

There's a lilt and a tilt to this bonnie laddie puppie that's as Scottish as a burr-r-r. He's cuddly-soft stuffed two-toned plush. Body blanket coat of gay plaid with matching tam-o'-shanter and lining of his adjustable ears. Plastic pipe adds a wee bit to his playful personality. He has gleaming eyes and a pert nose. Jingle bell in stubby tail.

Color: Beige & White w/multi-colored plaid Size: 15"

Individually Boxed

$2.98 Each

HALL OF FAME STARS

TELL HOW TO PLAY THE GAME

TY COBB

ROGERS HORNSBY

CARL HUBBELL

GEORGE SISLER

BASEBALL HALL OF FAME

HONUS WAGNER

RAY SCHALK

GEORGE BARR

PIE TRAYNOR

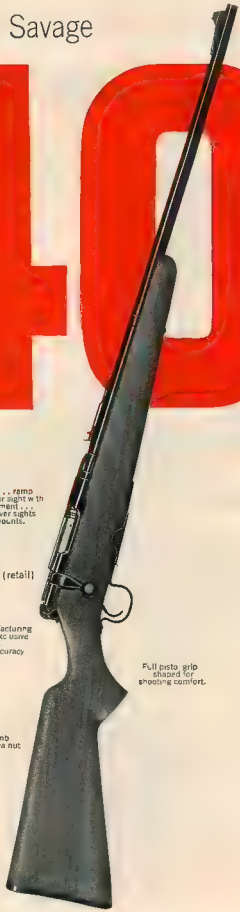
(For More Information Circle No. 78 on Page 263)

setting new sales records—the Savage

340

Last year we introduced the 340 with a completely redesigned stock—and it set sales records with dealers all across the country. This year the 340 is tapped and drilled for 'scope mounts in all calibers. The popular varmint cartridges—.222 Remington and .22 Hornet . . . and the world's favorite deer and medium game cartridge—the .30-30.

The 340 is still priced so low your customers can buy it complete with 'scope for less than they might expect to pay for the rifle alone—only $57.50 (retail—less 'scope.)



STOCK DISPLAY SELL } the fastest selling rifles and shotguns in the world—Savage, Stevens and Fox.

ALL PRICES SUBJECT TO CHANGE.
SLIGHTLY HIGHER IN CANADA

Savage
TRADEMARK
SAVAGE • STEVENS • FOX FIREARMS

SAVAGE ARMS CORPORATION • CHICOPEE FALLS, MASS.

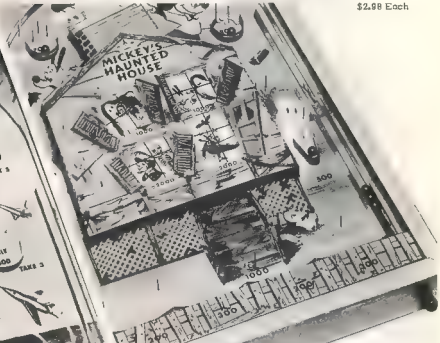
(For More Information Circle No. 77 on Page 263)

No. 450—Baseball Game
Real baseball action with a pitcher and batter, and as thrilling as being right on the diamond. It's big ... 14x21x2 in. Sturdily built, glass covered, self-contained, fine finished heavy wood frame with metal legs. Beautiful multi-colored realistic playing surface, and comes complete for fun for any age. One to a carton, six to shipper. Weight 34 lbs. Built to sell for much more.
Each $4.50

No. 444—Jet Raid Thriller
Jetfire has a battery operated electronic replay pocket. Has a most unusual scoring setup. It's completely self-contained. Sturdily built. And glass covered. Separate loading and firing plungers and 8 steel balls add to the excitement. Plus a jet shooting action lever for replays. The colorfully lithographed playing surface provides all of the thrills of jet action. Packed in sturdy individual corrugated display carton, six to shipper. Weight 30 lbs.
Each $3.98

No. 442—Western Game
Sturdily built, glass covered self-contained 10x17x1¼ in. Indian vs Wagon train thriller: Has 2-level playing surface with automatic 'Big Game' ball lift. It's terrific! It's colorfull Packed each in sturdy corrugated display carton, twelve to shipper. Weight 48 lbs.
$2.98 Each

No. 443—Jet Age Game
Modern Jet Age, 4-color, litho playing surface. Complete with instructions for playing four games. 2 shooters, 2 airplane spinners, 10 silver balls, self-contained. There are no "dead" balls. Each ball counts. Painted hardwood frame. Individually packaged in display carton. Size 18x12x1¼ in. Twelve in a carton, weight 45 pounds.
$2.49 Each



No. 453—Mickey Mouse Haunted House
All electric completely automatic game with all of your favorite Walt Disney Characters. 3-dimension playing surface has Mickey's house with lighted windows and his pals in each window. Balls roll into chimney and light windows or are trapped on playing surface, providing unique scoring system. Operates on 2 regular flashlight batteries Complete with 9 silver balls, instructions, and self-selling colorful display carton. Hardwood frame with metal legs. Size 21x15x2 in. Six in a carton, weight 40 pounds.
Each $4.95

No. 1228—Globe On Wrought Iron Base
Something new has been added to America's best-selling globe; new, modern wrought iron base. Large 12 in. model has more than 6,000 place names — perfect for students. Beautiful 10-color map. "World-O-Fun" book, included. Individual carton. Shipping weight 7 lbs.
$9.95 Each

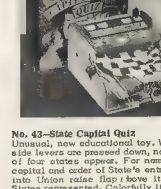
No. 3859—Mike Todd's "Around The World In Eighty Days" Game
Contains lithographed playing board 19x18¾ in., lithographed platform with 20 punch out playing travel cards; 12 plastic game markers, plastic spinner, pair of plastic dice and plastic dice cup; instructions; implements are cellophaned wrapped to insure cleanliness. In box 19½x 10 in. with multi-color lithographed varnished wrapped cover. One-half dozen in a carton. Weight 16 lbs. per carton.
$2.98 Each

No. 4920 GAME OF THE STATES
A highly entertaining and educational game for youngsters 3 to 14 years of age. Teaches the location of each state, the capital city, its important industries and products, which the players buy and sell. For 2 to 4 players. Contains four miniature plastic trucks, 16 wood counters, 48 state cards, play money, spinner dial, all in cellophane-wrapped tray. 18⅝x18⅝ in. playing board. Four-color cover 19x9¾ in. Packed one dozen per carton. Weight 26 lbs. per carton.
No. 4920 ..... $2.00 Each

No. 16S—Wide World Travel Game
For 2 to 5 Players. Excitement runs high as players fly to various countries on a beautifully illustrated world map. Game contains interesting information about the population, products and industries of each country. Equipment consists of six planes, six dice, destination cards, travel agent cards, products cards and a folding map of the world. Attractively boxed.
$3.00 Each

No. 703—Spin-N-Win
Mickey Mouse Spinning Game. Colorful, durable, all metal and plastic, with all of your favorite Walt Disney characters. Spin embossed Mickey Mouse spinner and Mickey points to moves on playing surface. Complete with 4 plastic scoring pieces and instructions. For one to four players. Each game packed in colorful self-selling display carton. Size 10¼x10¼ x1½ in. Twenty-four in a carton. Weight 24 pounds.
Each $0.98

No. 148 — "WHIRLPOOL"
This unusual game promises unlimited interest for oldsters, as well as youngsters. Each ball is shot from spring trigger up to the "whirlpool" section at the top where it spins around until it falls into one of the scoring holes. It is then rolled into a corresponding scoring channel. If the shooter is skillful enough to get one ball in each channel his score is doubled. All parts are clear plastic mounted on a brilliantly lithographed metal base. Game is completely covered with a clear plastic top, no loose parts. Size: 17½" x 8"
$1.98 Each
Minimum shipping carton 12 games.
Weight per carton: 20 lbs.



No. 43—State Capital Quiz
Unusual, new educational toy. When side levers are pressed down, names of four states appear. For name of capital and order of State's entrance into Union raise flap above it. 48 States represented. Colorfully lithographed metal. Decorated box. 7 in. long, 6½ in. wide. Min. shipping carton 12 toys. Weight per carton 19 lbs.
$1.98 Each

Guaranteed...

to give your customers **BUCK FEVER!**

FULL COLOR ANIMAL FACES

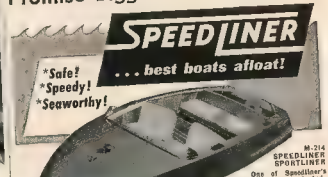
Pictured above is just one of seven New Archery Target Faces now available in life-like full color. They're guaranteed to give your customers the thrill of the hunt and increase your Archery Face Sales.

Saunders is the only manufacturer of full color animal Archery Target Faces. They're available in regulation sizes of 6" thru 24" in both "toughenized" and bleachkraft stock.

COLUMBUS SAUNDERS ARCHERY TARGET COMPANY NEBRASKA

(For More Information Circle No. 537 on Page 263)

New, Improved Models Promise Bigger Profits for '57!



M-214 SPEEDLINER SPORTLINER

One of Speedliner's 32 sleek models. Including family runabouts, racing boats, great build-it-yourself boat kits. Speedliner also features a complete line of water skis, water ski kits, fiberglass, resins, marine plywood.

You, too, can cash in on the big boom in boating and water sports equipment! With a Speedliner protected dealership, you can run a small investment into big earnings. Many of your present customers are sportsmen who are logical prospects for boat sales. Speedliner's world-famous quality, powerful national advertising, merchandising aids, generous profit margin and complete line of water sports equipment are all part of a selling program that's making money for Speedliner dealers everywhere.

INTERESTED? Then drop us a line for complete information. We'll send you the newest catalog, price sheets, discounts . . . everything you need to know to become a successful Speedliner dealer. Write now. The big boat selling season is now in full swing!

GENERAL MARINE COMPANY
Dept. 1227 6th and Oak St. St. Joseph, Mo.

(For More Information Circle No. 538 on Page 263)

Sportackle Formed for French Imports

Sportackle International, 818 South Halstead street, Chicago 7, Ill., was formed recently for the importation of fishing tackle made by Pezon et Michel of France. The firm will import the complete line except the Luxor spinning reels

All equipment except split bamboo fly and spinning rods will be handled through jobbers whenever possible, the company pledged. Only a controlled number of stores will be allowed to handle the rods.

J. C. Chaprallis has been appointed to direct the importing firm's operations. Chaprallis has recently arrived in the United States after two years in Europe working with the U. S. military rod and gun clubs.

A move from Chicago to New York is contemplated by fall

Jacques Meyer, 11 rue de Rome, Paris, France, is a consultant for the firm.

4 Dodger Hurlers Join Spalding Staff

The oldest and the youngest pitchers on the Brooklyn Dodgers are among four hurlers who have all been newly signed to the baseball advisory staff of A. G. Spalding & Bros, Inc

The stars include the old pro, 39-year-old Sal Maglie, the up-and-coming Don Drysdale, about half of Maglie's age; Don Bessent, the bespectacled ace, and Roger Craig.

CAPRI WOOD PRODUCTS Inc.

Makers of Best Quality Table Tennis Tables • Basketball Backstops • Poker Tables • Banquet Tables

By the use of better materials, better design and better construction detail, CAPRI manufactures hardier, sturdier table tennis tables.

One of America's Largest Manufacturers of Table Tennis Tables

Write for new color catalog.

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629 W. Merrick Road Valley Stream, L. I., N. Y.
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(For More Information Circle No. 539 on Page 263)

Push-Button "HANDY"
The Snap-On Sinker

From a slip sinker to an anchored sinker, or change sizes in seconds, or: Just push the red button. 6 sizes are packaged in Open stock, Poly bags, and Assortments. ⅛ oz. to 1⅛ oz. FOB on 100 pound shipment.

Made by your old friend BOUNCY, the snagless casting weight.

Bouncy Manufacturing Co.
Woodward, Okla.

(For More Information Circle No. 540 on Page 263)

FAST-SELLING CUTTER SNAKE BITE KIT

now in display paks of 3 as well as 12

★ In addition to the familiar display carton of 12, Cutter now offers you the versatile new 3 Pak. The 3 Pak is available singly or in fours (packed in a cardboard sleeve) for display in as many as 4 different departments or in mass displays.

SELLS ON SIGHT! The Cutter Snake Bite Kit itself is the smallest effective kit on the market. No larger than a pocket knife, it weighs only 1¼ oz. Contains 3 suction cups, knife blade, antiseptic, lymph constrictor and easy instructions. You'll want one yourself.

★ **NATIONALLY ADVERTISED**
The pulling power of 4 great outdoor magazines stands behind you. 13 million selling messages during the summer months alone Free window strips and folders

CUTTER
Snake Bite Kit

$1.89
suggested retail list per kit. Your per-kit price is the same for 12 or 3 Pak. Call your jobber today. If he's unable to supply you, send us his name and order direct. Cutter Laboratories, Berkeley, California, Dept. W-2.

(For More Information Circle No. 407 on Page 263)

Thompson Stresses Sealap Construction

The Thompson lap-strake boats for 1957 incorporate Sealap, a safety-lap construction which consists of brass-bolting every plank from stem to stern with a rubber sealing-mastic forming a watertight bond between the planks.

In addition to sturdy, seaworthy construction, Thompson also has kept style in mind for its 1957 models. Some of them have such pastel shades as ice blue and sea green, imparting a delicate appeal along with the sturdiness of the boats' construction.

The Thompson lap-chine boats have smooth marine plywood sides and bottoms, applied in sheets; at the chines (the point at which the sides bend under to form the bottom) marine plywood is lapped to form a sturdy, well-rounded safety-lap.

Thompson Boat With Windshield.

There are three basic lap-strake hulls—the 14-foot Sea Skiff, 16-foot Sea Coaster and 18-foot Offshore Fisherman De Luxe. A catalog is available. **Thompson Bros. Boat Mfg. Co.**

(Circle No. 711 on Page 263)

Western Boots With Colored Top

With a colored leather top in modern stitched plaid design with fancy trim toe, the Highlander western boot is designed for comfort as well as appearance. The boot is fully leather lined and has a spring steel shank. A reinforced insole cradles the foot. The 14-inch leather stovepipe top is available in red, green, yellow and blue—with color-coordinated silk stitching in a plaid design. The camp is made of leather of a soft, fine texture, hand-lasted and molded for proper fit and feel.

Highlanders are available in all men's, women's and children's sizes. They are priced at $37.50 for men; $24.95 for women; and $19.95 for children. **Justin Boot Co.**

(Circle No. 712 on Page 263)

"POSITIVELY HOLDS"

EYEGLASS HOLDER

- ADJUSTABLE RUBBER TIPS
- FITS ANY SIZE BOW ENDS
- HOLDS EYEGLASSES SECURELY
- ADJUSTABLE HEADBAND

RETAILS $1.00 $1.25 in Canada
JOBBERS DEALERS WRITE
SERON MFG. CO.
Barber Building Joliet, Illinois

(Circle No. 408 on Page 263)

Your Customers Will Like

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STA-DRI

GAME CALLS

A complete line — for Duck, Goose, Crow, Deer, Coon, Fox, Wolf and Hawk individually and attractively boxed, with instructions for use. Can be personalized with hunter's name and initials.

HUNTERS ARE SOLD ON STA-DRI

Beautiful Tone Made of Styron premium quality plastic — will never swell, shrink, or distort tone. Duplicate game calls exactly.

No Trouble with Moisture Available with or without the original "Sta-Dri" mouthpiece, which absorbs moisture from the breath, keeps reed dry for clear, true tone.

Every Sta-Dri Call is sold with a MONEY-BACK GUARANTEE of Satisfaction. These are the genuine, top-quality Sta-Dri calls. Fine volume builders — bring trade to your store. It will pay you to get the Sta-Dri story. Write.

STA-DRI MFG. CO.

Dept. LS-2, 3911 N. Elmwood Phone:
KANSAS CITY 16, MO. Gladstone 2-3958

(Circle No. 409 on Page 263)

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NEW FOR 1957

ALL PACKAGED MATERIALS AFFIXED TO DISPLAY CARDS IN KITS . . . NO LOST PACKAGES.

SPINNING AND FLY TYING KITS

Larger, more complete kits for streamers, wet, dry and bass flies, nymphs, bugs, etc. Kit includes vise, books, instructions. Natural color chart on box.

FLY TYING KITS

No. J 11 ..... $2.95 No. J 21 ..... 3.95
No. J 31 ..... 4.95 No. J 51 ..... 6.95
No. J 94 ..... 8.50 No. J 82 ..... 14.95

BUG AND FLY TYING KITS FOR BASS, PANFISH, TROUT

No. B 61 ..... $8.95 No. B 64 ..... $11.50

SPINNING LURE KITS, MATERIALS TO MAKE SPINNING LURES

No. J 651 ..... $3.95 No. J 654 ..... $5.95
No. J 652 ..... 6.95 No. J 653 ..... 8.95

FLY TYING VISES

No. R $5.75 No. V $3.90 No. F $4.50 No. T $7.00

Order direct if jobber can't supply. Discount 40%.

TACK-L-TYERS Dept. 802 EVANSTON, ILLINOIS

(Circle No. 410 on Page 263)

New Dunton Outfit Forms Seven Rods

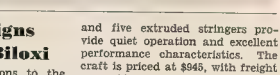
Latest addition to the Sewell N. Dunton & Son line of Angler's Choice split-bamboo rods is an all-round fresh water combination which makes up into seven different fly, bait-casting and spinning outfits.

These include: a nine-foot medium trout fly rod, six-foot light trout, nine-foot bait rod for still fishing, six-foot bait for still fishing, six foot bait-casting or light trolling, 3½-foot bait-casting and seven-foot medium spinning or light bait-casting rod.

The outfit includes six joints of heat-treated split bamboo made of genuine tonkin cane. The ferrules are improved rolled welt and nickel plated.

All windings are of nylon and the bamboo is carefully varnished. The outfit comes in a partitioned twill bag of durable quality. **Sewell N. Dunton & Son, Inc.**

(Circle No. 713 on Page 263)



Sewell N. Dunton's Anglers' Choice all-round fresh water combination.

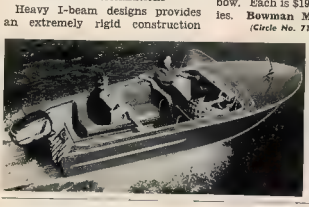
Bowman Designs Heavy Duty Biloxi

Among latest additions to the Bowman line of aluminum boats is a 16-foot heavy duty runabout, the Biloxi, with a beam of 72 inches. It is built especially for the new high-horsepower outboards and will take twin motor installations.

Heavy I-beam designs provides an extremely rigid construction and five extruded stringers provide quiet operation and excellent performance characteristics. The craft is priced at $945, with freight pre-paid east of the Rocky Mountain range

Also highlighted for 1957 by Bowman are two fishing skiffs—the 12-foot Model 5421 Mohawk V-bow and the 12-foot Cumberland square bow. Each is $195 east of the Rockies. **Bowman Manufacturers, Inc.**

(Circle No. 714 on Page 263)



Bowman 16-foot Biloxi heavy duty runabout built for high horsepower.

Kimball's Widest Line of Water Skis

The Kimball fiber glass water ski collection for 1957 has been expanded to meet a wide variety of tastes, budgets and levels of accomplishment.

Bright plaid, check and stripe patterns, and a solid white have been added. The company's unique Dihedral wood skis, now introduced in slalom as well as standard models, have acquired an all-new low-priced companion in Dolphin wood skis introduced by Kimball.

Other features include Kimball automatic adjustable bindings with the smooth-action, springless fingertip trigger.

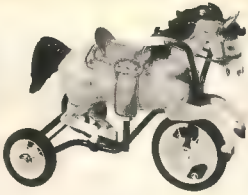
New designs available in fiber glass pattern skis are a red plaid, a yellow-and-white check, and a red-and-white Catalina stripe. Fashion-wise white, to complement all swimwear, has joined red and yellow in the solid colors.

Patterns and colors are permanently fused. **Kimball Mfg. Co.**

(Circle No. 715 on Page 263)

Kimball's Catalina red and white striped glass ski.

No. 477—Locomotive Rider—An old-time locomotive big enough to ride on. Eight wheels, weight supporting wheels are rubber. Record mechanism inside that says clearly, "All aboard, aboard for Detroit, Chicago and San Francisco ..." etc. Coal car has large carrying capacity. Bell on stock. Over 2 feet long. Packed each in a corrugated carton. Weighs approx. 8 lbs. $6.98 Each



R-330-7
"LIFE-LIKE" PONY ON WHEELS

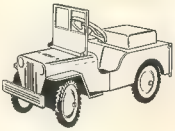
Pony body same as R-300-7—Front wheel size 10" —Rear wheels 7"—Over-all size 30¼" x 23" x 19¼" —Shipped K.D. one (1) piece to carton—Shipping weight approximately 22 lbs. $29.95 Each

No. 80CB-Air Force Jeep
These Jeeps bear authentic Air Force markings in red, white, and blue. They are timely, realistic toys loaded with play value. The Hamilton Air Force Jeep is a proven business builder! Easy assembly. Sturdy, welded steel construction. Ball bearing rear axle, push rods and wheels. Baked enamel, Official Air Force Blue. Realistic markings. Two seat levels, three pedal adjustments. Front and rear bumpers. Large 8 in. wheels, semi-pneumatic 1¼ in. tires. Press-on permanent locking hub caps. Equipped with steel linked chain drive. Packed one in a carton 16-1/8x20-1/8x41¼in. Running gear pre-assembled. Shipping weight 36 lbs. $32.00 Each

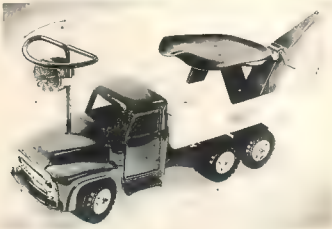
No. 995
RIDE-'EM AIR FORCE JEEP

Another new and exciting STRUCTO development and only STRUCTO can give you such a value! Authentic reproduction of a real U. S. Air Force JEEP. Constructed of heavy gauge automotive steel with beautiful durable finish Child can easily steer this toy. Steel wheels equipped with rubber tires Safe rubber bumper. Tail gate opens revealing roomy compartment for hauling. Designed and built to give child many hours of fun. **L. 25⅝"; W. 11"; H. 14⅜".** Individually cartoned, 1 to shipping case. Weight, 18 lbs. to case.

Blue body, red windshield and tail gate, white steering wheel, white wheels, white bumper. $12.95 Each



No. 806—Fire Patrol, Hook and Ladder
The blazing red hook and ladder toy that fires the imagination of all youngsters. New, smooth running semi-pneumatic tires, natural hardwood ladders and easy to use siren all make the Hamilton "Fire Patrol" a real business builder. Furnished with pedal drive. Easy assembly. Sturdy, welded steel construction. Smooth running. Ball bearing rear axle. Baked enamel finish, Fire Red with White trim. Easy-to-reach siren mounted on hood. Two solid hard wood ladders 21¾ in. long. Sturdy white finish ladder mounts. Folding windshield. Rigid front bumper. Fire Patrol markings on each side. Pedal adjustments. Large 8 in. wheels, semi-pneumatic 1¼ in. tires. Press-on permanent locking hub caps. Packed one in a carton 16-1/8x20-1/8x 41¼ in. Running gear pre-assembled Shipping weight 40 lbs. $34.00 Each



No. 5840 — *SIT-N-RIDE TOWING SERVICE w/HORN
L.25, W.8½, H.11 PKD. Individual WT. 8½ lbs.
$8.00 Each

SELL THE BEST

The amazing all-new

Sup-matic

spinning reel

$24.95

The finest made in the world today. Sold only through leading regional distributors.

11 important selling features plus the backing of a FIVE year unconditional guarantee against faulty material. All these will make Sup-Matic Spinning Reels one of the sales leaders for 1957. Sup-Matic Reels have been field-tested for 3 years in France and for a year in Canada and other leading fishing areas around the world.

Distributors' names and repair station locations will be published in coming issues of The Sporting Goods DEALER.

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CHECK THESE IMPORTANT 11 BIG SELLING POINTS

Two retrieving speeds • Quick Spool change • Precision brake • Safety drum lock • Serrated reel foot • Sturdy anti-reverse lock • High tenacity rustproof bail • Free-running non-wearing bail roller • Mounted on ball bearings and Bronze bushings • Folding handle • salt-water resistant.

REMEMBER — Sup-Matic Spinning Reels are unconditionally backed by 5 year guarantee against faulty material.

Smooth—Sleek—Fast Moving in Design—Sailing and Sales

Bowman '57

THE COMPLETE LINE

New Exclusive Protected Franchise Policy!

• Profit by the competitive advantage of the complete line. Profit by years-ahead styling and merchandising. Bowman is now an expanded line, offering exclusive features for 1957. Mail the coupon for complete information and be *the* dealer in your area to offer all these advantages:

World's finest 16 ft. runabout with the exclusive reinforced plastic hull made by Goodyear Aircraft.

GOODYEAR
GOODYEAR AIRCRAFT CORPORATION

- New low priced aluminum boats.
- Heavy-duty aluminum runabouts.
- New low-priced fiberglass boats.
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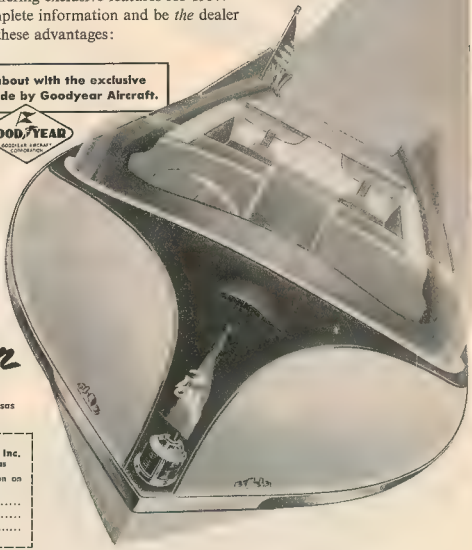
- Complete line of boat accessories and marine safety equipment.



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City..... Zone. State.....

(For More Information Circle No. 87 on Page 263)

THE BASEBALL REGISTER

is recognized by sports fans, sports writers and sports announcers as baseball's most authentic statistical publication.

This volume contains facts and figures, personal data and facsimile autographs of The Game's "400"—stars of today and other years. All-time statistics on many important subjects as well as group pictures of all major league teams of the previous season; individual records of many old-timers, immortals of the game, every one a star. The 1957 Baseball Register will be published and delivered in late Spring just after the 1957 pennant race gets under way.

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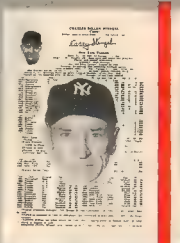

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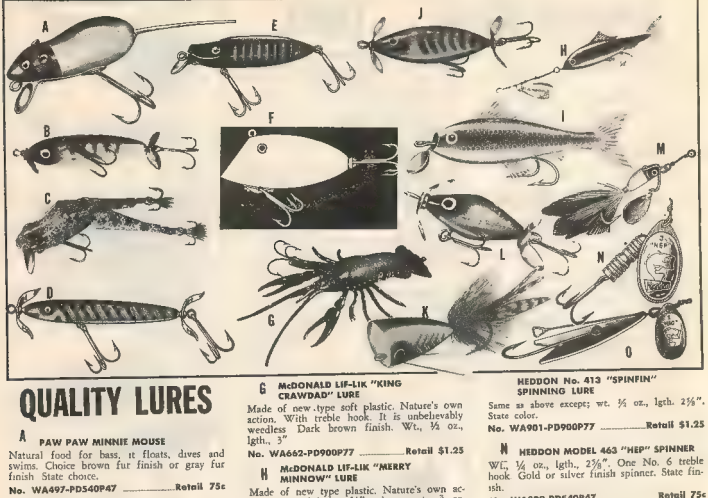


QUALITY LURES

A PAW PAW MINNIE MOUSE

Natural food for bass, it floats, dives and swims. Choice brown fur finish or gray fur finish State choice.

No. WA497-PD540P47 ..... Retail 75c

B PAW PAW MINNOW BAIT

Iridescent finish, made of tenite. Lgth., 3", wt., ⅞ oz. Sinker model. Colors: yellow perch, white with red head, pike scale, yellow with white rib. State color.

No. WA496-PD432P38 ..... Retail 60c

C PAW PAW WATER FROG

True to natural frog shape and color, kicking, swimming action that really is alive. Lgth., 3½", wt., ⅞ oz.

No. WA576-L-PD792P68 ..... Retail $1.10

PAW PAW JUNIOR FROG

Lgth., 2½", wt., ¼ oz. Otherwise same as above

No. WA576-M-PD792P68 ..... Retail $1.10

D PAW PAW TORPEDO MINNOW

Slender torpedo type minnow. For all game fish. Lgth., 4", wt., ⅞ oz. Colors: yellow perch, white with red head, black serpentine with white body. State color.

No. WA494-PD648P56 ..... Retail 90c

E PHILLIPS No. 1000 "CRIPPLED KILLER" LURE

Made for light casters. Wt.; ½ oz. Plastic body, counter-rotating spinner blade, floater. Lgth., 2¾". Colors: pearl, red head; frog; yellow perch; shad. State color.

No. WA587-1000

F BAYOU BOOGIE LURE

Indestructible plastic body, 2 treble hooks. Choice colors: shad, pearl, silver flitter, red head, yellow with black and red spots, shiner. State colors.

No.	Wt.	Size	Lgth	Retail
WA570-PD828P71	¼ oz.	Spinning	1½"	$1.15
WA569-PD900P77	½ oz.	LtjTackle 2	2"	$1.25

G McDONALD LIF-LIK "KING CRAWDAD" LURE

Made of new type soft plastic. Nature's own action. With treble hook. It is unbelievably weedless Dark brown finish. Wt., ½ oz., lgth., 3"

No. WA662-PD900P77 ..... Retail $1.25

H McDONALD LIF-LIK "MERRY MINNOW" LURE

Made of new type plastic. Nature's own action. Over-all lgth., 2½", minnow wt., ⅞ oz. No. 2 double hook. Detachable No. 2 spinner. Colors: olive green or gold. State color.

No. WA663-PD720P62 ..... Retail $1.00

I McDONALD LIF-LIK "KING MINNOW" LURE

Same as above, except over-all lgth., 4", wt., ⅞ oz. No. 3/0 double hook. Colors: olive green or gold. State color.

No. WA664-PD900P77 ..... Retail $1.25

J PHILLIPS No. 300 "CRIPPLED KILLER" LURE

Floater. Indestructible plastic with chrome spinner mounted at front and rear of lure. Wt. ¼ Oz., length 2¼". Colors: pearl red head, frog, yellow perch, shad. State color.

No. WA584-PD972P83 ..... Retail $1.35

K PHILLIPS No. 900 "MIDGET KILLER" SPINNING LURE

Fishes deep, but will sink slowly. Wt., ¼ oz., two size No. 6 treble hooks. Lgth., 1⅞". Colors: pearl, red head; yellow perch; rainbow; scale body, black stripe down side. State color.

No. WA585-PD972P83 ..... Retail $1.35

L PHILLIPS No. 700AW WEEDLESS POPPER SPINNING LURE

Plastic with hollow nose, ⅞ oz., lgth. body, 16". Colors: parma belle, frog, yellow perch, brown scale. State color.

No. WA588-PD900P77 ..... Retail $1.25

M HEDDON No. 412 "SPINFIN" SPINNING LURE

Minnow-shaped body has feather streamers Colors: perch scale; silver flitter; red head, white body. Lgth., 2¼", wt., ¼ oz. State color.

No. WA900-PD900P77 ..... Retail $1.25

HEDDON No. 413 "SPINFIN" SPINNING LURE

Same as above except; wt. ½ oz., lgth. 2⅝". State color.

No. WA901-PD900P77 ..... Retail $1.25

N HEDDON MODEL 463 "HEP" SPINNER

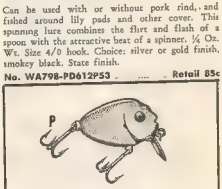
Wt. ¼ oz., lgth., 2⅝". One No. 6 treble hook Gold or silver finish spinner. State finish.

No. WA809-PD540P47 ..... Retail 75c

O HEDDON No. 451 "WAG" WEEDLESS LURE

Can be used with or without pork rind, and fished around lily pads and other cover. This spinning lure combines the flirt and flash of a spoon with the attractive beat of a spinner. ¼ Oz. Wt. Size 4/0 hook. Choice: silver or gold finish, smokey black. State finish.

No. WA798-PD612P53 ..... Retail 85c



P HEDDON No. 380 "TINY PUNKINSEED" LURE

Sinking model. Wt., ⅛ oz., lgth., 1¾". Two No 6 treble hooks. Colors: shad, sunfish, bluegill. State color.

No. WA897-PD972P83 ..... Retail $1.35

Q SOUTH BEND No. 676 "ROCK HOPPER" SPIN LURE

A deep running floating lure. Wt., ¼ oz., lgth., 2" body. Colors. red head, silver flash, goldfish, trout. State color.

No. WA834-PD972P83 ..... Retail $1.35

COMPLETE STOCK . . . LURES

A CREEK CHUB MODEL 2600 JOINTED PIKIE

Floating surface lure. Lgth., 4¼", wt., ¾ oz. Natural pikie finish.

No. WA729-PD1152P98 ..... Retail $1.60

B CREEK CHUB MODEL 3200 PLUNKER

Surface bait. Lgth., 3", wt., ⅞ oz Color perch.

No. WA735-PD864P74 ..... Retail $1.20

CREEK CHUB MODEL 5900 PLUNKER

½ Oz. Wt. Otherwise same as above.

No. WA736-PD864P74 ..... Retail $1.20

C CREEK CHUB MODEL 700 PIKIE

Floating surface lure. Lgth., 4¼", wt., ¾ oz. Pikie finish.

No. WA726-PD972P83 ..... Retail $1.35

D CREEK CHUB MODEL 1500 INJURED MINNOW

Surface bait only. Lgth., 3¾", wt., ¾ oz. Natural perch color.

No. WA730-PD972P83 ..... Retail $1.35

CREEK CHUB MODEL 1600 INJURED MINNOW

Same as above except 2¾" lgth., wt., ½ oz.

No. WA731-PD936P80 ..... Retail $1.30

E PFLUEGER GLOBE "YELLOW TAIL" LURE

Whirling propeller really kicks up a fuss. Color: yellow enamel-gold spots.

	No.	Lgth.	Wt.	Retail
WA817-	PD1080P92	3½"	¼ Oz.	$1.50
WA818-	PD1584P134	1¼"	1 1/3 Oz.	2.20

F SUPER DUDE DEEP RUNNING LURE

Wt., ⅞ oz. Size 4/0 hook. Colors: yellow scale with yellow bucktail, rainbow body with red and yellow bucktail, silver scale body with white bucktail. State color.

No. WA598-PD504P44 ..... Retail 70c

G DALTON SPECIAL TOP WATER LURE

Casting and spinning size. Colors. yellow belly frog, yellow perch, silver flash, yellow scales. State color.

	Wt.	Lgth.	Retail
No. WA596-PD972P83	½ oz.	3½"	$1.35
No. WA597-PD900P77	¼ oz.	2"	$1.25

H DRAGNETTER LURES

Casting or spinning size. Deep running lure. Semi-weedless. Nickel spinner. Colors: white, black, yellow, yellow and red. State color.

No. WA537-PD792P68 Wt. ¼ oz. Retail $1.10

No. WA538-PD972P83 ⅜ oz. Retail $1.35

I SHANNON TWIN SPINNER LURE

Finest bucktail to use in tying lures: absolutely weedless and snagless; Vibra-Sonic spinners. Colors: red and white, natural, black. State color.

	No.		Retail
WA615-	PD1080P92	Wt. ⅓ Oz.	$1.50
WA617-	PD1080P92	Wt. ½ Oz.	1.50

J PAW PAW No. 2500 "FLATSIDE, JR." LURE

Injured minnow type. A surface bait, with 2 revolving spinners. Lgth., 2¾", wt., ½ oz. Colors: yellow perch, silver glitters. State color.

No. WA577-PD612P53 ..... Retail 85c

K THE VIRGIN MERMAID

Made of molded plastic, lgth., 3½ in. Has red hair, green tail, light pink bosom and gold fins. Swims on her stomach.

No. WA500-PD972P83 ..... Retail $1.35

VIRGIN MERMAID FLY ROD SIZE

No. WA506-PD612P53 ..... Retail 85c

L MERMAID QUEEN

With adjustable "actionizer." Built to catch and land game fish. Wt., ¾ oz. Boxed individually in plastic carrying case.

No. WA969-PD900P77 ..... Retail $1.25

M PAW PAW WIGGLE DEEPER

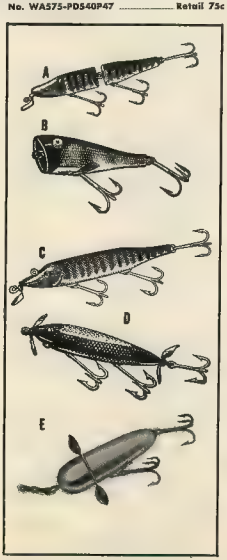
Transparent minnow made of plastic. Deep running bait. Color: yellow perch; white with red head; black with silver flitter. State color.

No. WA498-PD648P56 ..... Retail 90c

N PAW PAW POPPER

A favorite lure for many bait casters. Lgth., 3", wt., ⅜ oz. Choice of yellow perch scale white with red head or frog. State color.

No. WA575-PD540P47 ..... Retail 75c



M-819
U.S. Frigate Constitution
Packed 12 to a carton
Shipping Weight Approx. 10 Lbs.
$2.98

"OLD IRONSIDES"! Symbol of America's early sea superiority, the Constitution was launched in 1795; is still afloat today! Deluxe model by Revell is authentic from stem to stern. Each painstaking detail of the hull, decks, equipment armaments, spars, long boats with oars, and companionways! Leading below, sets off this fabulous model. Easy-to-mount pre-assembled rattlines, cement and instructions included in kit. Length. 16¾".

$2.98 Each

G-327
Army Combat Team Gift Set
Packed 6 to a carton
Shipping Weight Approx. 17 Lbs.
$4.98

FRONT LINE BATTLE ACTION! Hobbyists can create dynamic real-life battle scenes with this impressive combat core of Army vehicles. Set includes superbly detailed M-4 Sherman Tank famous in World War II, 17" model of the "Long Tom" big artillery gun, high-speed caterpillar-tread M-4 Tractor, plus front-line-contact Radio Jeep and Communications Trailer. Each vehicle has many moving parts. 23 action-posed G.I. figures handling equipment complete the set.

$4.98 Each

B-240
Air Power Gift Set
Packed 6 to a carton
Shipping Weight Approx 11 Lbs.
$4.98

JET GUARDIANS OF THE AIR! Exciting Air Power set includes Revell's authentic models of the Scorpion, Northrop's long-range Air Force interceptor, the Convair F-102A, around-the-clock delta winged interceptor, the F-100C Super Sabre, which set an official speed record of 822 m.p.h., the versatile Martin B-57B bombing plane; and the McDonnell Voodoo F-101A jet fighter. Five Revell Swivel Bases plus cement included in this exciting gift set. $4.98 Each

Stock No. 906

THIS IS BIG POLY!

flexible unbreakable polyethylene

CARGO SHIP

21" long. It rolls and floats! Fully equipped. 2 life boats, workable mast and boom for cargo, 3 wooden barrels and 3 wooden crates 2 deck hatches that open Assorted colors.

$2.98 retail

ALMOST TWO FEET LONG!

THEY'RE BIGGER THAN EVER! THEY'RE UNBREAKABLE

LENGTH, 20"
WING SPAN, 22"

Stock No. 902

BIG-POLY

CARGO PLANE

$2.98 *retail*

20" long with a wingspan of 22". With Three Armored Vehicles!

Stock No. 908

THIS IS BIG POLY!

flexible unbreakable polyethylene

TANK TRANSPORT

With Rocket-Firing Tank

Authentic. 20 inches over-all. Tractor, low bed trailer, tank and rockets. Removable tank captain. Swivel turret on tank. Cannon fires rockets. Olive drab, only.

NEW

retail **$2.98**

ALMOST TWO FEET LONG!

C. M. McCLUNG & CO. KNOXVILLE • BRISTOL • CHATTANOOGA

No. 101—Andy Gard Fire Department Set
The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep, Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. Manufactured to take the rugged play of the imaginative youngster. Set packed in attractive display carton 17-5/8x17-5/8x4-5/8 in. 6 in a standard package. Approx. weight 28 lbs.

$9.98 Each

Size 6¼ x 2½ x 3
Std Pack 2 doz
Approx Wt. 15 lbs

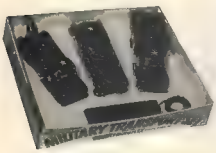
GEE-I-JEEP
Model #81 List $2.00
(less batteries)
Jeep with rubber wheels. Forward and reverse with remote control.

$2.00 Each

BRINKS TRUCK
Model #82 List $2.00
(less batteries)
Authentic grey remote control Brinks truck. Slot for self contained dime bank. Forward and reverse at the touch of a button.

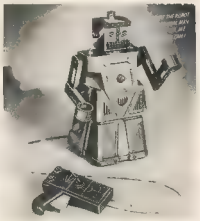
Size 6¾ x 3 x 3⅜
Std Pack 2 doz
Approx. Wt.- 17 lbs.

$2.00 Each



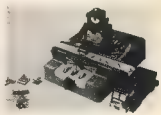
No. 1436—Unbreakable Poly Military Transport Set with Master "Remotoflex" Electric Control Drive
Three 7 in. long Khaki colored vehicles: Staff Car, Wrecker Truck, Pump Truck with an electric motorized "Remotoflex" battery control box and spiral drive cable to attach to each vehicle, all go forward and reverse. Each in lithographed display box, one dozen in a carton. Weight 17 lbs. per carton.

$2.98 Each



No. 4049—Robert The Talking Robot
The original remote control walking, talking man. Robert moves forward and backward and turns by means of a winding crank and trigger device. Robert's hands can clutch objects. Unbreakable plastic record repeats: "I am Robert Robot, mechanical man. Drive me and steer me wherever you can. I am Robert Robot, mechanical man." Robert moves on four wheels and is made of five times tougher high impact plastic in metallic finish. 14 in. tall. Packed each in box, ½ dozen to carton. Weighs 21 lbs.

$6.00 Each



Big Max No. 401

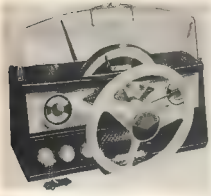
- Turn Big Max 360 degrees
- Pick up metal ingots (included) from the bins
- Light on head goes on when electromagnet is operating
- Operate motorized conveyor forward or reverse so that it will dump ingots into beautifully styled truck

Overall dimensions 12" long, 12" deep, 8¼" high.

$8.98

Standard Pack 3 only
Shipping Weight 10 lbs.

FIREBIRD "99"



This toy is completely motorized and battery operated

Beautifully designed, the authentic modern automobile dashboard allows the child to insert and switch on the ignition key . . turn on and operate the motorized windshield wiper . . . steer to the right or left . . . right and left directional signals blink in the direction you steer . . . real horn blows . . . adjust rear view mirror . . . check glove compartment for road map . . watch speedometer accelerate and decelerate . . . Have a perfectly wonderful trip in your Firebird "99"

Overall dimensions 13¼" long, 6¾" deep, 9¾" high. Operates on 2 "D" flashlight batteries (not included)

Style #209
Standard Pack 3 only
Shipping Weight 7 lbs.

$7.98 retail

LIGHTNING BRAINY BUG
Model #160 List $5.00 (less batteries)
Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size 9½ x 14 x 5
Std Pack 1 doz Approx Wt 13 lbs $5.00 Each

$24.95 each
$2.50 down

Junior-size Typewriter types in capital letters

For that budding young novelist . . . a typewriter that really works! For neat appearing letters, school themes. Full alphabetical keyboard with feather touch. Clear, attractive, easy-to-read type. Makes carbons, cuts stencils. Types in capital letters, shift key for figures and punctuation. Paper release, precision typebar operation, many features like regular office typewriters. Die-cast body is lightweight, durable. Uses standard 8½x11-inch writing paper. Not a standard-size keyboard, but scaled for small hands. 9x10x6 inches high. Imported from England. A wonderful way to make learning fun—order early in time for Christmas.

49 N 1793—Shipping weight 14 pounds $24.95

$3.77

Toy Typewriter with punch dial

40-character dial has alphabet, numbers, punctuation marks; punch dial—see them typed on standard-size writing paper. 1 red, 1 black typewriter ribbon included. Sturdy steel construction with baked-on enamel finish. Dummy keyboard. 11½x7¾x4¼ inches.

49 N 1847 -Shpg. wt. 2 lbs. 5 oz. $3.77
49 N 1848—Extra black ribbon. Shpg. wt. 2 oz. 14c

$1.97

Toy Adding Machine

Takes 4-column figures and adds accurately up to 9999! You'll need one for playing office or store . . . Mom will borrow it for her household accounts. Rugged steel construction with baked-on enamel finish. 9x6x4 inches high

49 N 1810—Shpg. wt. 1 lb. 9 oz. . . . $1.97

Educational Toys

That children will enjoy

87c

Spelling and Counting Board for studious sprouts

Makes learning to spell and add lots of fun. Colorful 10-inch plastic board has movable wood inserts with printed letters and numbers. Slide inserts around board into center slots to form words, numbers solve simple problems. An educational and entertaining gift, priced low to fit your budget.

49 N 1845 -Shipping weight 9 ounces. 87c

New! Toy Portable Typewriter has real keyboard, carrying case $18.25

Future journalists and secretaries will love this exciting and practical gift. Makes writing letters, homework easier and more fun. All the letters are arranged like those on a real office typewriter. Complete alphabet with capital and small letters, numbers and punctuation marks . 84 characters in all. Feather touch. Clear attractive easy-to-read type. Paper release, finger tip spacer, shift keys, ball bearing carriage All steel with good-looking durable finish . . . but light enough to carry in its smart snap on cover. Uses standard 8½x11-inch writing paper, standard ½-inch ribbon. Not a standard keyboard, but scaled for small hands . . . get the "feel" of actual typewriting 10½x10½x4 inches high

49 N 1863—Shipping weight 10 pounds. $18.25

Roy Rogers

$1.82

Roy Rogers Chalk and Slate Set

Black on one side for chalk, white on other side for crayons. Set includes assorted color chalk, crayons, felt eraser. A-B-C color chart on inside of box. Cut-outs, stencils, paper.

49 N 1870—Shpg. wt. 3 lbs. $1.82

$1.82

Roy Rogers Paint Set

In smart luggage-style carrying case set includes 3 jars poster paint, 22 water color tablets, 6 crayons, crayon holder, paint brush, 2 mixing pans, pictures to color, paint mixing chart.

49 N 1855—Shpg. wt. 2 lbs. 13 oz. . . $1.82
49 N 1871 Smaller set. Wt. 1 lb. 6 oz. . 92c

92c

Roy Rogers Crayon-by-Number

For the child too young to handle paints . . . fill in numbered spaces on pictures with crayon. 20 crayons, sharpener, lift out crayon holder, 16 numbered Roy Rogers outline pictures.

49 N 1853—Shpg. wt. 1 lb. 4 oz. . . . 92c

$1.82

Roy Rogers Clay Set

Kiddies can create their own figures or use tin and plastic molds. Set contains 4 clay slabs in assorted colors, molds, stencils, sculpture tools, stencil and sculpture pictures, wood roller.

49 N 1799—Shpg. wt. 4 lbs. $1.82

Build your order to $20 or more and pay only 10% down on Sears Easy Payments

New! Battery-operated Phonograph $3.57

Amazingly good reproduction for a phonograph priced so low. Plays all standard children's records, 45 or 78 rpm. Operates on 2 standard flashlight batteries (not incl.)

49 N 4698—7x10x4 in. Shpg. wt. 1 lb. 4 oz. $3.57
34 N 4650—Batteries for above. Wt. of two 8 oz . . . . 2 for 35c

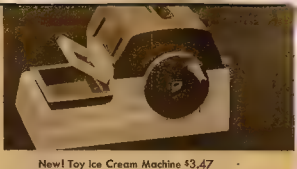
Hand-operated Plastic Phonograph (not shown). Plays all standard children's records. Hand crank with governor.

49 N 4654—6x10x6 inches. Shpg. wt. 1 lb. 4 oz. $1.77

Toy Coca-Cola Dispenser $2.84

Invite the gang over for a Coke party! Dispenser holds standard bottle—liquid pours out when handle is pulled down. Four small 2-inch plastic glasses included. Bottle is easily inserted; designed so cleanliness is assured. Bright red and white plastic. 6x9x10 inches.

49 N 1819—Shipping wt. 3 lbs. $2.84



New! Toy Ice Cream Machine $3.47

Actually freezes a delicious dessert in minutes! Just pour the ingredients into top opening, add ice and salt, turn the crank. Shortly you have your own home-made ice cream. Sturdily made of bright red and white high-impact plastic. Freezing cylinder is shiny metal. All parts may be washed . . completely sanitary. Absolutely harmless. Easy-to-follow instruction book included.

49 N 1856 —9x5½x5½ in. Shpg. wt. 1 lb. $3.47

New! Cartoon-O-Scope

At your fingertips . . 542,000 comic characters to view, trace or project $8.82

A laugh a minute for children of all ages. Fun for one . . imaginative tots can create their own cartoons with original funny characters; fun for all . . a wonderful party game—see who can make the funniest combination. Easy to operate . . merely set master wheel to funny face profile or front view, or funny animal; then turn four small dials to "build" a new picture. Watch it on lighted self-screen, trace and color it; or project it on wall or ceiling. There are 542,000 possible combinations. Keeps children safely entertained for hours at a time, fascinating fun for adults, too. Brightly-colored high-impact plastic case. All parts are enclosed . . nothing to lose or break. Operates on standard 110-volt, 60-cycle AC-DC current UL approved. 14 inches wide, 8 inches high, 9 inches deep

49 N 1864—Shipping weight 3 lbs. $8.82

Mr. and Mrs. Potato Head and Pets $1.82

Transforms ordinary fruit, vegetables or the foam plastic heads into many funny-faced characters. Plastic features (2 complete sets)—eyes, noses, ears, hats, glasses, bodies, hands, feet, etc. 15x10x2-inch box.

49 N 1835—Shipping weight 1 pound 4 ounces. $1.82

New! Change-A-Face Magnetic Board $2.72

Make hundreds of different faces and designs by changing features . . loads of fun for the entire family. Just place any of the 18 magnetic pieces in position on the magnetic bulletin board . . they stay firmly in place, yet are easily removed. Color reverse side with 4 special crayons . . wipe off . . color again. Sturdy all metal construction, lithographed in red, blue, yellow and black. Equipped with easel for standing, cord for hanging.

49 N 1839—13½x17½ inches. Shpg. wt. 2 lbs. $2.72

2-sided Map Puzzle $1.32

Colorful, accurate map of the United States on one side, the world on the other . . ideal way to develop a youngster's interest in geography . . teach state, country names, etc. Durable Tekwood (3-ply fiberboard, wood center) Interlocking pieces 20x14 in.

49 N 406—Shpg. wt. 1 lb. 8 oz. $1.32

Scenic Picture Puzzles 87c

Breathtaking, beautiful outdoor scenes of coastlines, mountains, etc., 22½x29 in. . . approximately 700 pieces in all. Special heavy board withstands hard use. Interlocking border. Assorted scenes. No choice. Keeps little hands busy for hours, helps develop color association

49 N 434—Shpg. wt. 2 lbs. 5 oz. 87c

New! Scribble Sketcher $2.62

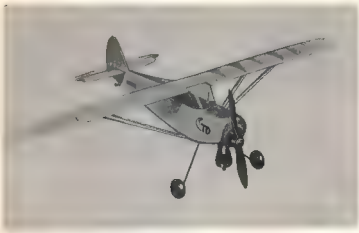
Everything the young artist needs . . roll of paper, crayons and storage drawer. As one picture is completed, simply tear off and you're ready to start another. Wonderful for keeping children happily occupied during stay-indoors weather 15x17x4½ in. high.

49 N 1861—Shpg. wt. 4 lbs. 8 oz. . . $2.62

New! Big Blockhead $2.62

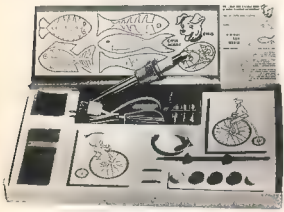
Older children enjoy playing game testing balancing skill . . tots just like to play with the gaily colored wood blocks. 25 pieces of various shapes. Box 9½x13 inches.

49 N 1857—Shpg. wt. 3 lbs. $2.62



No. C52—Super Cub 105
The best known plane in the world. .. the Piper Cub ... in realistic scale model. Modified only enough to conform with the aerodynamics of ready-to-fly models, the new Thimble Drome Super Cub 105 brings realism, ease of control, plus the smoothest flying dependability in the air! Authentic, molded in details ... enclosed cockpit ... super-tough high impact plastic ... famous Thimble-Drome power ... and just look at the price! Ready to fly modified scale model! 17½ in. wing span 11-5/8 in. long. True prototype color. Powered by Thimble-Drome .049 Bee Bee Engine. Unbreakable spring starter. Attractive "view" packaging. 12 in a carton. Wt. 20 lbs.
Each $7.95

No. 660—Airplane Accessory Kit
Contains: Glow Fuel, filler cap with stainless steel strainer and hose, battery wires, glow plug clip Skylon reel, flying lines, two line snaps and finguard. Twenty-four in a carton Weight 23 lbs.
Each $2.95



SET NO. 203 UNGAR STANDARD
Woodburning Set **PRICE *Retail* $3.00**
This is an exceptional value and it's priced to sell. Supplies hours of fun craft. Contains exciting new projects in balsa wood such as a 5-piece fish mobile and functional costume pins; 2 new plaques; 5 cakes tempera paints; fine quality brush; large mixing pan together with paint-by-number color guide; 6 pieces of metallic embossing foil in assorted colors; emery paper; the Ungar famous handle and cord with heating unit (U/L listed) and three thread-on tips for wood, leather and cork burning, plastic and foil writing; plus complete craft instructions and Ungar's new project catalog.

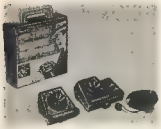
Packed 12 per case. Wt. 15½ lbs.
$3.00 Each

NO. 206 UNGAR DE LUXE *44-pc.*
Woodburning Set **PRICE *Retail* $5.00**
This is the finest set made. It not only contains new materials but in addition is chock full of new intriguing projects. Child factor time tests reveal 156 hours of craft fun and excitement. Contains fascinating projects in balsa wood consisting of a 5-piece fish mobile, costume pins and a jet airplane that glides thru the air; vinyl wallet to make; plexiglass for making ring or tie clasp; cork hot plate; six newly created plaques; 8 cakes tempera paints, fine quality paint brush, large mixing pan, together with paint-by-number color guide; 12 pieces of metallic embossing foil in assorted colors; emery paper; the famous Ungar handle and heating unit (U/L listed); four thread-on tips for wood, leather and cork burning, plastic and foil writing, plus complete craft instructions and Ungar's new project catalog.

Here is outstanding value, beautifully packaged and easily sold.

Packed 6 per case. Wt. 13 lbs.
$5.00 Each

Dick Tracy Wrist Radio
No. 105



2 wrist radios for 2 way voice conversation
Buzzer signal system for code
25' twin insulated conductor wire
- New portable carrying Case. Operates on 1 "C" flashlight battery (not included)

Packing 12 only
Shipping Weight 12 lbs.

$2.98

Telecom Inter-Phone-System
No. 900

2 professional telephones
New...improved...power supply circuit amplifies bell signal
Booster circuit produces dramatic...unbelievable voice reception
No buttons to press.
Complete with wire
Operates on 2 "D" flashlight batteries(not included)

Packing ½ doz. per carton
Shipping Weight 15 lbs.

$6.95

U.S. Marines Walkie Talkies
No. 500

2 way marine type walkie-talkies
25' twin insulated conductor wires
Electro-magnetically operated
New hand carrying case

$2.98

Standard Pack 12 only
Shipping Weight 12 lbs.

RADIO STATION

- Sends and receives up to ½ mile.
- Two microphones . . . transmits voice and telegraph codes.
- Switchboard type transmitter . . . individual plug-ins for each activity.
- Professional Telegraph Key . . . buzzes, clicks and sends searchlight signals.
- Powerful searchlight remote controlled 360° radius from transmitter panel.
- Radio Signal Detector registers transmitted impulses.
- Sturdy High Impact Plastic construction.
- Includes batteries and all accessories.
- Automatic Decoder.
- Permanent Log Book.

Style No. 101 (3 color corrugated display box)
Packing 1/2 Doz. to Carton
Weight 9 lbs.
$7.00 Each

No. 900-Electric Tele-Typer
Send your playmate a telegram and receive the answer immediately. This deluxe Tele-typer sends and receives messages from room to room or house to house. Operates on house current. Safe transformer. Complete with tape, ink, wire. Ages 5 and older. Each $16.98

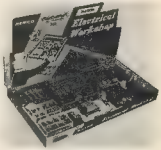
Intermediate Electrical Workshop
No. 404

2 attractive plastic operating panels with switches, telegraph keys, wiring areas... electric motor ...bell...tool kit...bulbs...wire... 2 batteries
Instruction book included

Standard Pack 6 only
Shipping Weight 14 lbs.

$5.98

Master Electrical Workshop
No. 403



3 large beautiful plastic operating panels with electrical switches, telegraph keys, rheostat
Electric motor, buzzer, bell, light beacons, electromagnet, tool kit, 3 batteries, wire bulbs and additional components
Instruction book included.

Standard Pack 3 only
Shipping Weight 12 lbs.

$9.98

HE MOVES! HE LIGHTS UP!

Mechanical Marvels for All Ages

1 ELECTRIC ROBOT WITH BABY. He's almost alive! His eyes light up and his head turns as he moves forward, backward, right or left. Controls in rear; special knob raises, lowers arms. He carries a 5 in. Baby Robot.

Morse Code and code buzzer; sliding (aerial) drawer with tools pulls out at waistline. Runs on 4 concealed wheels. Made of plastic, brightly trimmed. Abt. 15 in. high, 6 in. wide. Requires 2 flashlight batteries (not incl., order separately under (4) this page).

48 T 2822—Wt. 3 lbs. 4 oz.. .5.39

2 TWO-STAGE EARTH SATELLITE. 2 With siren sounding, the satellite shoots forth from the launching station for some distance; then, in true rocket fashion, the tail section drops off and stops while the nose section continues forward.

Satellite operates from strong friction motor which is activated by crank on launching platform; lever at side releases rocket for "flight." Brightly lithographed metal; rubber nose and wheels imported from Japan. Abt. 10¼x4½x4 in. high.

48 T 2875—Wt. 1 lb. 4 oz.....1.77

3 SATELLITE LAUNCHER. 4 pretty satellites soar into the air and spin around in graceful arcs when you press the release button on the mechanical launching device.

Dial control tilts launcher 45° to send satellites in different directions. Launcher rests on sturdy plastic truck which provides storage space for satellites. Radar screen and clear plastic bubble over driver's cabs rotates 360°. Made of brightly colored plastic with colorful, harmless plastic satellites. About 17x6¾x6½ inches wide.

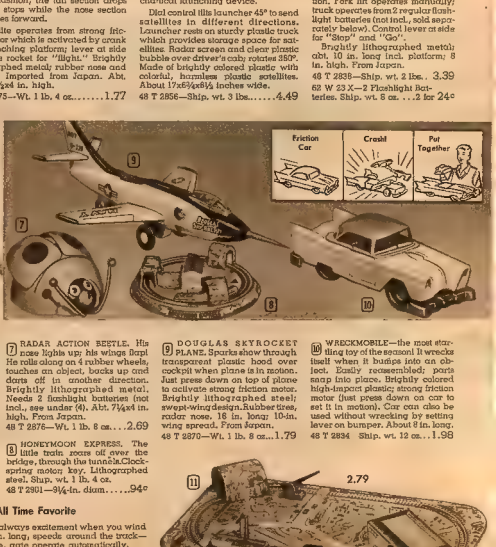
48 T 2856—Ship. wt. 3 lbs.....4.49

4 FORK LIFT TRUCK. This animated little truck moves forward, touches an object, reverses itself and darts off in a new direction. Fork lift operates manually; truck operates from 2 regular flashlight batteries (not incl., sold separately below). Control lever at side for "Stop" and "Go".

Brightly lithographed metal; abt. 10 in. long incl. platform; 8 in. high. From Japan.

48 T 2838—Ship. wt. 2 lbs.. 3.39

62 W 23 X—2 Flashlight Batteries. Ship. wt. 6 oz. ...2 for 24¢



5 PARA-JET PLANE. Exciting action! Just press trigger; canopy opens and pilot and seat are ejected high into the air. His colorful silk parachute opens and pilot drifts gracefully to the ground. Plastic streamlined jet; abt. 9¼ in. long.

48 T 2853—Ship. wt. 8 oz.....88¢

6 WHIRLY MERRY-GO-ROUND. 4 plastic figures swing jaunttily as the jet merry-go-round whirlies powered by air from toy balloon. Colorful high-impact plastic. Abt. 10 in. high without balloon; 5¾ in. diam. 2 balloons included.

48 T 2878—Ship. wt. 8 oz.....89¢

SEE PAGE 328 FOR MONTHLY PAYMENT PLAN.

7 RADAR ACTION BEETLE. His nose lights up; his wings flap! He rolls along on 4 rubber wheels, touches an object, backs up and darts off in another direction. Brightly lithographed metal. Needs 2 flashlight batteries (not incl., see under (4). Abt. 7¼x4 in. high. From Japan.

48 T 2876—Wt. 1 lb. 8 oz....2.69

8 HONEYMOON EXPRESS. The little train races all over the bridge, through the tunnel. Clock-spring motor key. Lithographed steel. Ship. wt. 1 lb. 4 oz.

48 T 2901—9¼-in. diam.....94¢

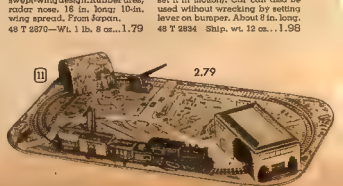
9 DOUGLAS SKYROCKET PLANE. Sparks show through transparent plastic hood over cockpit when plane is in motion. Just press down on top of plane to activate strong friction motor. Brightly lithographed steel; swept-wing design. Rubber tires, radar nose. 16 in. long; 10-in. wing spread. From Japan.

48 T 2870—Wt. 1 lb. 8 oz...1.79

10 WRECKMOBILE—the most startling toy of the season! It wrecks itself when it bumps into an object. Easily reassembled; parts snap into place. Brightly colored high-impact plastic; strong friction motor (just press down on car to set it in motion). Car can also be used without wrecking by setting lever on bumper. About 8 in. long.

48 T 2834 Ship. wt. 12 oz...1.98

The Scenic Express—An All Time Favorite



11 TOY THAT NEVER GROWS OLD. There's always excitement when you wind it up and the little 3-car train, abt. 11½ in. long, speeds around the track—through the tunnel and terminal. Semaphore, gate operate automatically. Metal base, lithographed scenic design. Plastic locomotive, metal cars. Strong clockspring motor. Base about 22x13x2¾ inches.

48 T 2848—Shipping weight 4 lbs. *Mailable*.....2.79

$3.98

Toys "Go Places" and "Do Things"

12 MILITARY POLICE CAR. This big, shiny convertible speeds along with the siren sounding and lender light blinking on and off. Powered by strong friction motor which is activated by pressing down on top of car. Made of steel; brightly lithographed with authentic Military Police color and insignia. Abt. 20¼ in. long; 8¼ in. wide. Flashing light operates from 1 regular flashlight battery (not incl., sold separately under (6) opposite page).
48 T 2849—Ship. wt. 4 lbs. 12 oz. 3.69

13 SKY SWEEPER. Beam of light projects 6 different images on wall; truck down image with sighting device, then "fire." Rocket launcher fires 6 missiles (suction cup tips); rotates 360° and elevates 90°; mounted on trailer pulled by truck cab. Bright colored durable plastic. Abt. 24x6½x8½ in. high. On-Off switch, focusing dial, knob for changing targets. Operates from 2 regular flashlight batteries (not incl., sold separately under (6) opposite page).
48 T 2855—Ship. wt. 2 lbs. 12 oz. 6.95

Electric Car With Filling Station

14 A TOY TO INTRIGUE THE WHOLE FAMILY. Just connect the "gasoline hose" from the station to the snappy red sports car with its "accumulator" battery which stores up power from the battery in the station. A 5-minute charge runs the car 3 minutes. Switch at rear for forward, reverse, stop. Requires 2 flashlight batteries (not incl., sold separately under (6) opposite page). Metal car about 8¼ in. long.
48 T 2933—Ship. wt. 1 lb. 12 oz. 3.98

15 FASCINATING CAR AND HOUSE TRAILER. Just the thing for imaginary vacation trips. No batteries—no winding! Just press down on top of the sleek, streamlined car and it speeds off, pulling the big house trailer behind it. Unsnaps them and use each as a separate toy. Operates from strong friction motor. Brightly lithographed metal. Car and trailer about 27 inches long overall; durably constructed for long hours of fun.
48 T 2996—Ship. wt. 3 lbs. 1.98

16 ELECTRONIC CANNON TRUCK. Realistically built cannon sits on truck ready to fire its 2 harmless "rockets." Makes machine-gun sound when firing. Control buttons raise, lower, fire cannon; steering wheel swivels cannon around on its base. Just press down on top of truck to activate friction motor. Metal; baked-on enamel finish in Army colors. Abt. 13x5x5½ in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) opposite page).
48 T 2874—Ship. wt. 3 lbs. 8 oz. 4.49

17 SLINKY—the toy that seems to be alive! It "walks" and ever end down stairs and slopes or does amusing contortions in your hand. Brightly colored spring steel, resists corrosion, chipping.
48 T 2921—3-in. diam. Wt. 12 oz. 89c

18 SET OF 2 GYRO TOPS. Wind string on spindle; give brisk tug and away the top whirls. Perfectly balanced; made of silvery metal. About 3 in. high. 2 pieces string, 2 stands included.
48 T 2890—Ship. wt. 12 oz. ..2 Tops 89c

19 POPEYE THE WAITER. He hurries around on tiny roller skates—carrying a tray of spinach in his hand. Brightly lithographed steel with cloth pants, hat to match. Strong clock-spring motor. Abt. 7½ in. tall. From Japan. Ship. wt. 10 oz.
48 T 2889 .....87c

94c

$1.35

20 FLEET OF 8 ACTION CARS. Ambulance and Fire Chief cars have bells that clang; 2 Police cars have guns that bang; Taxi has revolving meter; 1 car has swishing windshield wipers; 2 cars have windows that go up and down. Each car 4 in. long; lithographed steel, rubber wheels. Car batteries enclosed.
48 T 2815—Ship. wt. 1 lb. .....8-Pc. Set 1.79
48 T 2816—Like (20) above except 1 each: Police car; Fire Chief car; Taxi; Windshield Wiper car. Wt. 8 oz. .....4-Pc. Set 94c

21 "EXPLODING" BATTLESHIP. Hit battleship with bomber or submarine and it "explodes" in water or on land! Release lever drops 2 metal "bombs" from 7½-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½ in. submarine. Hidden spring "explodes" ship when hit; easily reassembled. Both ship, submarine float.
48 T 2299—Ship 13 in. long. Wt. 1 lb. 4 oz. .3-Pc. Set 2.19

22 CRAZY JOE FROM KOKOMO. Pull cord, brightly colored plastic "Jojun" spins around up the plastic totem pole; spins all the way down. Abt. 17½ in. high. Shipping weight 12 oz.
48 T 2377—
.....1.35

23 CRAZY EXPRESS TRAIN wobbles, zig-zags and turns. Colorful metal cars; plastic wind-up locomotive.
48 T 2830—Abt. 12½ in. long. Ship. wt. 10 oz. 94c

$14.95

THE NEW "TELE-TYPER"

- Actually sends, receives PRINTED messages
- Operates electronically—by remote control
- Has 2 complete "Transmitter Stations"

A Here's the newest in Inter-Com systems—now you can send PRINTED news, weather reports, telegrams, other communications room to room—house to house or wherever wires will reach. Messages roll off the ticker tape at the receiving end to be pasted down on telegram blanks—just like big newspaper offices and communication centers.

It's easy to operate. Simply plug in the card, push the control levers and punch out the message. Takes little current. Built in transformer similar to those used for electric trains. UL Approved for 115-Volt 60 cycle AC only. Complete with 2 plastic send-receive units, cord and plug, telegraph blanks, 50-ft. wire, 4 rolls telegraph tape, ink, applicator brush, sponges. Instructions. Each unit 12x5x6 in. high.

48 T 2320—Ship. wt. 8 lbs.....14.95

Toys from a World of Science

Encourage their hobbies—stimulate their interest in the exciting world of electronics and engineering! On these and following pages, Wards brings you the biggest selection ever of SCIENTIFIC TOYS to delight the inquiring minds of "Jet-age" youngsters. Designed both to entertain and instruct, they may be the foundation for an interesting and profitable career. There's something to appeal to every age—but especially for older children whose interests have outgrown conventional toys.

B "ROY ROGERS" TELEPHONE SET gives you your own personal communications system with the party in the next room or even next door. Just place the 2 old fashioned Western style phones in desired rooms (up to 35 ft. apart); turn crank on one phone; bell on other phone rings; lift receivers and enjoy a real telephone conversation. Set includes 2 phones, 35-ft. connecting wire.

Precision engineered, operates electronically. Runs on 4 flashlight batteries (included). Telephones are brown wood-grained plastic with realistic black plastic mouthpieces and receivers.

48 T 2323—Wt. 3 lbs.....Set 8.45

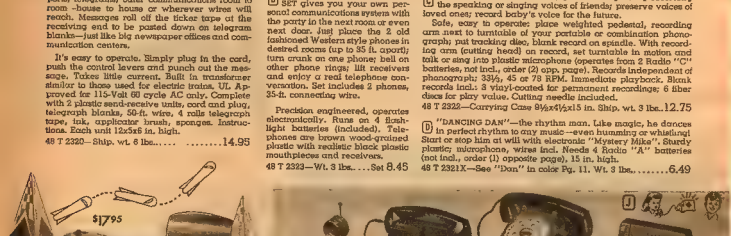
C HOME VOICE RECORDER. Enjoy fascinating hobby recording the speaking or singing voices of friendly preserve voices of loved ones; record baby's voice for the future.

Safe, easy to operate: place weighted pedestal, recording arm next to turntable of your portable or combination phonograph; put tracking disc, blank record on spindle. With recording arm (cutting head) on record, set turntable in motion and talk or sing into plastic microphone (operates from 2 Radio "C" batteries, not incl., order (2) opp. page). Records independent of phonograph; 33⅓, 45 or 78 RPM. Immediate playback. Blank records incl.: 3 vinyl-coated for permanent recordings; 6 fiber discs for play value. Cutting needle included.

48 T 2322—Carrying Case 9¼x4½x15 in. Ship. wt. 3 lbs..12.75

D "DANCING DAN"—the rhythm man. Like magic, he dances in perfect rhythm to any music—when humming or whistling! Start or stop him at will with electronic "Mystery Mike". Sturdy plastic microphone, wires incl. Needs 4 Radio "A" batteries (not incl., order (1) opposite page), 15 in. high.

48 T 2321X—See "Dan" in color Pg. 11. Wt. 3 lbs.....6.49



$17.95

THE DRAMATIC "GOLDEN SONIC"

- Apparent Radar Screen Tracking!
- Obeys Special Super-Sonic Whistle
- Unique Sound-Wave Direction Control

E THERE WAS NEVER A TOY LIKE IT! The Golden Sonic with its sleek "space-ship" design moves forward, backward, in circles—all in response to a hand-held whistle which is adjusted to a certain sound pitch!

When the special whistle note is sounded, the "magic" radar screen on top of ship turns and hunts for the sound wave, then automatically moves wheels in direction ordered by sound. Electro-magnetic relay controls synchronized driving and steering mechanism. Can be controlled up to distance of 30 ft.—indoors or outdoors. Runs on 4 Radio "A" batteries (included). Safe, easy to operate. 8x19x10 in. high.

48 T 2324—Ship. wt. 5 lbs.....17.95

Use your Credit to shop. Terms Pg. 328.

Walkie Talkie, Telephones, Inter-Com Sets . . . . Talk 50 Ft. or More

F MARINE CORPS WALKIE TALKIE. (Ages to 10) Carry on 2-way conversation and use "secret pad" to record messages—just like U.S. Marines in combat. Operates indoors or outdoors by electro-magnet; no batteries or plug-ins needed. Includes 2 plastic phones, 50 ft. twin insulated conductor wire; packed in handy carrying case.

48 T 2230—Ship. wt. 14 oz. ...Set 2.67

G "TELECOM" INTER-PHONE. When you signal, the new greatly amplified buzzer really sounds in receiver phone; remarkable voice reception with new send-and-receive circuit. Two 8½-in. plastic phones—each with signal buzzer in base. Includes 52 ft. wire. Requires 2 Radio "A" batteries (not included, order (1) from chart on opposite page).

48 T 2213—Ship. wt. 2 lbs.....Set 5.47

H DIALMASTER TELEPHONES. They work like real telephones: just turn the dial, bell signals in other phone; pick up receivers and enjoy loud, clear 2-way conversation with party up to 50 ft. away (50 ft. twin insulated conductor wire incl.). Two regular full-size professional desk-type telephones in latest design; shiny black plastic. Instructions. Requires 4 Radio "A" batteries (not incl., order (1) opposite page). Sell Nationally at $8.98.

48 T 2231—Ship. wt. 2 lbs.....2-Phone Set 5.95

J TWO-STATION INTER-COM SET made by the Manufacturer of commercial Inter-Coms. Ideal for announcing, directing children's activities or for child play. Full size station cabinets, each with powerful 4-in. Alnico Speaker-Amplifier for loud, clear reception anywhere in average room. Safe, easy to install. Battery-operated; no plug-in necessary. Cabinets red hi-impact Styrene—damage-resistant, built to last. Includes 50 ft. connecting wire. Instructions. Requires 4 Radio "C" batteries (not included, order (2) opposite page). A gift to fascinate youngsters. Buy at Wards and Save. Sells Nationally at $10.00.

48 T 2232—Ship. wt. 2 lbs. 8 oz.....2-Station Set 7.45

27-PIECE TEAPOT SET

The little hostess may serve her friends tea in the best of style, with her beautifully finished aluminum Teapot Set. Teapot handle red enameled. "Three Little Kittens" embossed. Tray made of hammered effect aluminum. Packed in an attractive box with Mylar show window.

No.	Pack. Unit	Ship. Wt. Pack. Unit
145MT	6 only	11 Lbs.

CONTENTS:

4 Plates	4 Spoons
4 Saucers	4 Knives
4 Cups	4 Forks
1 Serving Tray	1 Teapot

Box 18-1/4 x 14-1/8 x 4

$2.00 Each

10-PIECE BAKE and SERVE SET

This popular set will provide many hours of play for the Little Miss, preparing her own little cakes and pies. Special bright aluminum. Tray made of hammered effect aluminum. Packed in a new attractive show window box designed for better display of items.

No.	Pack. Unit	Ship. Wt. Pack. Unit
141MT	12 only	10¼ Lbs.

CONTENTS:

1 Mixing Bowl	1 Scoop
1 Tube Cake Pan	1 Egg Whip
1 Biscuit Pan	1 Dog Cooky Cutter
1 Muffin Pan	1 Chicken Cooky Cutter
1 Cooky Sheet	
1 Tray	

Box 13 x 9 x 3-3/8

$1.00 Each

23-PIECE PERCOLATOR SET

A complete service for four. The Little Miss can entertain her friends in style like mother. Brightly finished aluminum. Percolator handle and cover red enameled. "Three Little Kittens" embossed. Packed in an attractive new look show window box.

No.	Pack. Unit	Ship. Wt. Pack. Unit
147MT	6 only	11¼ Lbs.

CONTENTS:

4 Plates	4 Forks
4 Saucers	4 Knives
4 Cups	1 Percolator

Box 18-1/4 x 14-1/8 x 4

$2.00 Each

47-PIECE LAZY SUSAN PARTY SET

For the Little Miss who loves to entertain. A complete service for six. Special bright finish. Percolator handle red enameled. "Three Little Kittens" embossed. Lazy Susan made of hammered effect aluminum with dividers and colorful label, actually rotates "Like Mother's." Packed in an attractive new look box with Mylar show window.

No.	Pack. Unit	Ship. Wt. Pack. Unit
247MT	3 only	7¼ Lbs.

CONTENTS:

6 Plates	6 Forks
6 Saucers	6 Spoons
6 Cups	1 Percolator
6 Napkins	1 Lazy Susan
6 Knives	1 Relish Dish

Box 19 x 16-1/8 x 4

$5.00 Each

14-PIECE COFFEE POT SET

The little hostess may entertain her friends in best of style with this beautifully finished aluminum Coffee Pot Set. This set always a big seller. Packed in attractive new Mylar show window box designed for better display of items.

No.	Pack. Unit	Ship. Wt. Pack. Unit
140MT	12 only	9¼ Lbs.

CONTENTS:

2 Plates	2 Forks
2 Cups	2 Napkins
2 Knives	1 Coffee Pot
2 Saucers	

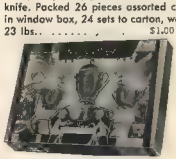
Box 13 x 9 x 3-3/8

$1.00 Each

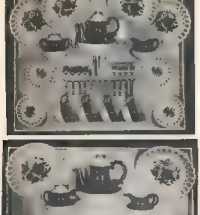
LITTLE MISS MUFFET GLITTER LUNCHEON SETS

A new fascinating look to an elegantly styled set. All pieces molded in transparent polystyrene in assorted beautiful colors with tinsel studded throughout for a truly glittering effect.

No. 101 — 26 pieces, comprising: 4 cups, 4 saucers, 4 napkins, 4 knives, 4 forks, 4 spoons, pie knife and butter knife. Packed 26 pieces assorted colors in window box, 24 sets to carton, weight 23 lbs.. . . . . $1.00 Each



No. 201—32 pieces, comprising: teapot and cover, sugar, creamer, 2 candelabra, 4 cups, 4 saucers, 4 napkins and 14 pieces cutlery. Packed 32 pieces assorted colors in window box, 24 sets to carton, weight 21 lbs.. $2.00 Each

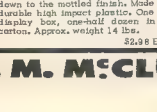


Poppy Tea Set
Poppy is a beautiful tea set in the ever-popular fluted design. All sets complete with Banner's silver-like metaltone tableware.

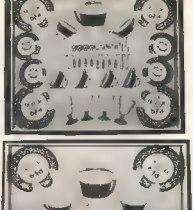
No. 1828—Service for 4 — 29 pieces. Box Size: 21x17x4 in. $2.98 Each

No. 1228—Service for 2 — 17 pieces. Box Size: 19x13x4 in. $1.98 Each

No. 628—Service for 2 — 13 pieces. Box Size: 12x10½x3 in. $1.00 Each



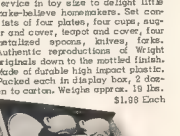
No. 4628—Russel Wright American Modern Tea Set
One of the foremost designers in the country, Russel Wright, has designed a modern tea service in toy size to delight little make-believe homemakers. Set consists of three plates, three saucers, sugar and cover, teapot and cover, creamer, three cups, three deluxe large size metalized knives, forks and spoons. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. One in display box, one-half dozen in a carton. Approx. weight 14 lbs.
$2.98 Each



Poly Symphony Tea Set
Luxurious looking and lovely. Black, pink and white plates with rose design centers and leaf design rims. And Banner's metaltone tableware, too!

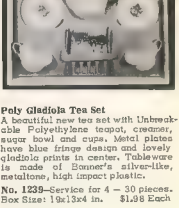
No. 1814—Service for 4 — 32 pieces. Box Size: 21x17x4 in. $2.98 Each

No. 1214—Service for 2 — 18 pieces. Box Size: 19x13x4 in. $1.98 Each



No. 4627—Russel Wright American Modern Tea Set. One of the foremost designers in the country, Russel Wright, has designed a modern tea service in toy size to delight little make-believe homemakers. Set consists of four plates, four cups, sugar and cover, teapot and cover, four metalized spoons, knives, forks. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. Packed each in display box, 2 dozen to carton. Weighs approx. 19 lbs.
$1.98 Each

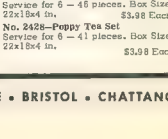
No. 4626—Russel Wright American Modern Tea Set. One of the foremost designers in the country, Russel Wright, has designed a modern tea service in toy size to delight little make-believe homemakers. Set consists of two cups, two plates, creamer, two metalized knives, forks, spoons. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact Plastic. Packed each in display box, 2 dozen to carton. Weighs approx. 20 lbs. $1.00 Each



Poly Gladiola Tea Set
A beautiful new tea set with Unbreakable Polyethylene teapot, creamer, sugar bowl and cups. Metal plates have blue fringe design and lovely gladiola prints in center. Tableware is made of Banner's silver-like, metaltone, high impact plastic.

No. 1239—Service for 4 — 30 pieces. Box Size: 19x13x4 in. $1.98 Each

No. 639—Service for 2 — 14 pieces. Box Size: 12x10½x3 in. $1.00 Each



Large Tea Sets by Banner
Large tea sets to round out the Symphony, Princess Poly and Poppy lines. All are extremely well designed and beautifully packaged.

No. 2414—Poly Symphony Tea Set
Service for 6 — 46 pieces. Box Size: 22x18x4 in. $3.98 Each

No. 2428—Poppy Tea Set
Service for 6 — 41 pieces. Box Size: 22x18x4 in. $3.98 Each

No. 2730C BABY GRAND WITH BENCH
with "Play-By-Color" Chart

30 Plastic Keys including 12 raised Half Notes. Song and Instruction book included. Full, Clear, Mello-tone Chimes. **Feather-Touch Action Keys.**
Color—Mahogany
Size —PIANO—23" x 17½" x 18¼"
BENCH—10½" x 6" x 8¼"
Packed Individually in corrugated ctn.
Weight 13 lbs.

$13.95 Each

No. 5830CM SPINET PIANO WITH BENCH
with "Play-By-Color" Chart and Concert Mirror

30 Plastic Keys including 12 raised Half Notes. Song and Instruction book included. Full, Clear, Mello-tone Chimes. **Feather-Touch Action Keys.**
Color—New Provincial Amber Clear Finish
Size PIANO—20¾" x 13½" x 20½"
BENCH 12½" x 8" x 10½"
Packed Individually in corrugated ctn.
Weight 28 lbs

$29.95 Each

No. 2009—20 Key Two Tone Piano with Half Notes

Well constructed 20 key piano approximately 6¼ in. high by 11-3/8 in. wide by 11½ in. deep, made of hard wood finished in attractive two-tone effect in blue and cream enamel Keyboard consists of 20 plastic keys, including sharps and flats. Tone bar of heavy cast iron fitted with tone wires for real bell-like tone. Furnished with Rainbow Way Color Song Book and color key chart. Each piano in individual box. One-half dozen to shipping carton. Weight per carton approx. 23 lbs.

$4.98 Each

No. 3019—30 Key Console Piano with Bench

Well designed replica of Console Piano measuring approximately 18½ in. high by 13¾ in. deep by 21¾ in. wide. Made of hard wood finished in walnut. Furnished with matching bench measuring approximately 9¾ in. high by 12 in. long by 8 in. wide. Keyboard consists of 30 Plastic Keys including sharps and flats. Tone bar of heavy cast iron fitted with tone wires to give a range of 2½ octaves, chromatically toned. Piano and bench are shipped completely assembled except for legs which are shipped knocked down with screws inserted for easy attachment without use of tools. Furnished with Rainbow Way Color Song Book and color key chart. Each piano in individual shipping carton with bench, book and chart. Weight per carton approx. 17 lbs.

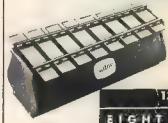
$19.95 Each

No. 605 PIANO. Chime Tone Pianos, in Oak or Mahogany Finishes, Colorful Ring-A-Round-A-Rosy Decal on Top, and a miniature Musical Lyre Harp Decal on the Front.

No. 605 - 15 Key-$4.98 Each

100
EIGHT NOTES
9¾ x 4¼ x 3¼ ins.
Two wooden mallets
4 page Music Book
Packed individually
24 to one master carton
Weight 36 lbs. to carton

$2.98 Each



125
EIGHT NOTES
12½ x 6¼ x 5½ ins.
One wood mallet
One rubber mallet
12 page Music Book
Packed individually
12 to one master carton
Weight 32 lbs. to carton

$2.98 Each

No. 584—Toy Electric Vibraphone

Knickerbocker introduces a "shining star" in the realm of "famous firsts" in presenting the Sensational Electric Toy Vibraphone. Master craftsmen have captured the rich pulsating musical voice of the concert vibraphone heard daily on radio and TV and have created a junior model for children. The battery-operated, motor-driven vibrato mechanism produces ethereal music with a tonal richness heard in no other musical toy and the pure tones of the 'special formula' aluminum-alloy keyboard are enhanced through the use of scientifically tuned "tone chambers". Its resonator case is a rich blend of color styrene which accentuates the silvery sparkle of the keyboard. The new Electric Toy Vibraphone is actually four instruments in one:

1. Vibraphone
2. Marimba
3. Xylophone
4. Orchestra Bells

Accessories include an artistic music rack, a pair of suitable mallets, and a deluxe music book featuring 16 musical solos of popular music, classics, nursery tunes, folk music, sacred, and Christmas selections. The Vibraphone is attractively packaged for feature display-- a sparkle of sales freshness for window or counter.

$9.98 Each

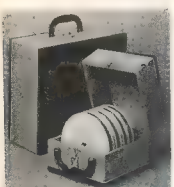
C. M. McCLUNG & CO. KNOXVILLE • BRISTOL • CHATTANOOGA

No. 26—Electric Portable Phonograph
Sturdy locked corner wood frame case. Scuff resistant pyroxiline coated coverings. Plays all 78 RPM records up to 12 in. 115 volts, 60 cycles, AC. U.L. approved. Loud and soft needles included. Size 13x 11¼x5¾ in. Packed individually, 6 to master carton. Weight 51 lbs. per carton of six.

$12.98 Each

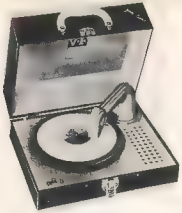
No. 30—Electronic 3-Speed Phonograph
Sturdy locked corner wood frame case. Scuff resistant pyroxiline coated coverings. Hi-Grain crystal pickup. Permanent type needle. 115 volt, 60 cycle, AC Motor. Size 10x12x4½ in. Packed individually, 6 to master carton. Weight 57 lbs. per carton of six.

$26.95 Each



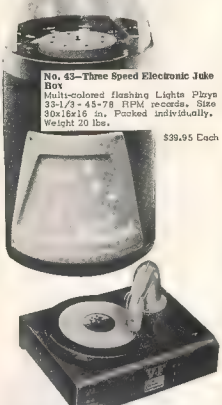
No. 8CC26/6—Matching Record Case
Holds 25 7 in. records. Size 8x7½x7 in. Packed 12 to master carton. Weight 17 lbs. per carton.

$2.00 Each



Model No. 500—PORTABLE ACOUSTIC PHONOGRAPH with exclusive Van Tone VOLUME CONTROL. Sturdy, lightweight Rigid-Lite cabinet Pyroxylin coated coverings completely washable Heavy duty, constant speed A.C. electric motor Attractive 2-tone combinations of red and gray, blue and grey or plaid and grey Equipped with lifetime guarantee and package of needles Size: 12½ x 10¼ x 5". Individually packed in air-cushioned carton 6 to master carton, weight, 41 lbs. U L C.S.A. approved

$12.95 Each



No. 43—Three Speed Electronic Juke Box
Multi-colored flashing Lights Plays 33-1/3-45-78 RPM records. Size 30x18x16 in. Packed individually. Weight 20 lbs.

$39.95 Each

NO. 500—THE SUPER TONE

Features rough play proof metal cabinet with duo-directional sound chamber system. Finished in Cardinal Red or Royal Blue with contrasting metal flocked turntable. Has Vani-Tone Volume Control with permanent angle reproducer. Heavy duty, constant speed AC Motor. U/L and C.S.A. approved—carries Registered Lifetime Guarantee. Package of needles included. *Size: 12" x 7¼" x 9¾" x 7". Individually packed in air-cushion carton. Packed 6 per master. Shipping weight: 33 lbs.*

$9.95 Each

No. 600—Cricket Record Library Album. Each package a beautiful fully decorated box with acetate windows containing 4 unbreakable childrens' record favorites and as a special gift, a long life phonograph needle. Packed 6 — 1 dozen packs per master carton. Weighs 22 lbs. per master carton. (3¾ lbs. per dozen albums). Full color 3-dimensional displays packed in each master carton — FREE $1.00 Each

No. 26L/11/6B—Phonograph, Stand, Record Rack, Records, Books and Lamp
1. Model No. 26 Electric Portable Phonograph
2. Wrought-Iron Stand No. 11
3. Record Rack — Holds 39 Records
4. Six 8 in. Plastic Records
5. Six picture books telling the stories of the records. Size — 14x 12½x36 in.
6. Lamp attached to stand

Packed individually. Weight 17 lbs.

$22.95 Each

For the Young Farmer

80-PIECE UP-TO-DATE MODEL FARM

G Big up-to-date model farm set is in scale, 3-dimensional, has large metal barn, silo, 23 "animals" cut in the farm yard made of solid plastic that "roam" in and out of the yard, well proportioned and accurate in every detail. Farm tractor can be hitched to six plastic farm implements. There are included in the set birds, milk cans, feed sacks, etc., and enough log-type white fence to enclose the entire set. Set shipped knocked down, easy to assemble.

BARN. Measures 13⅝ in. long overall, 9¼ in. wide and 11¾ in. high. Constructed of strong, durable steel, completely lithographed both inside and out.

SILO. Measures 9⅝ in. high overall. Attractive lithographed steel construction with a new type plastic dome.

FARM-TRACTOR IMPLEMENTS. Plastic cultivator-type tractor with hook at rear to hitch hay rake, disc harrow, 2-wheel trailer, mower, manure spreader and lime spreader.

PLASTIC ACCESSORIES. 44 of them, from sections of interlocking fence to new cow stall with wire stanchions. Also included are 5 plastic farm people.

48 T 2724—Ship. wt. 4 lbs..... Model Farm Set 4.89

Large Wild Jungle Animal Sets $1.59 to $3.19

J K Minutely detailed, sturdy plastic wild animals in realistic jungle action poses. Large Elephant 6½ in. long, others scaled in proportion.

(J) 48 T 2741—5-Pc. Set. Rhinoceros, Hippopotamus, Giraffe, Gorilla, Large Elephant.
Ship. wt. 1 lb. 8 oz.... .....1.84

(K) 48 T 2740—6-Pc. Set. Lion, Tiger, Small Elephant, Bear, Kangaroo, Antelope. Ship. wt. 1 lb. 6 oz.... 1.59

48 T 2733—11-Pc. Deluxe Set. Combination Offer of wild animal sets (J) and (K), at a Saving. Wt. 2 lbs. 14 oz...3.19

For Small Generals

114-PIECE MILITARY HEADQUARTERS $4.79

H A completely equipped Armed Forces Training Center featuring a Nike guided missile with real compass for accurate firing (3 missiles included), machine gun that shoots "real!" pellets. Helicopter, combat vehicle and jet plane with free-rolling wheels.

Lithographed steel headquarters building 8½x4½x1½ in. high (shipped flat, easy to set up). Plastic field equipment accurately reproduced from latest models. There are well detailed pup tents, bazookas, rifles, other equipment. Flexible plastic Soldiers, Marines, Sailors and Airmen all in marching and combat poses. Interlocking plastic sections of fence to enclose training area.

48 T 2707 -Ship. wt. 5 lbs..... 4.79

Skyscraper With Electric Elevator

ONLY $7.79

L New modern office building 38¼ in. high, with a battery operated elevator that lets the office workers off at their floors and delivers cars to the roof parking area. Lithographed steel, section section extends forward with the sides in a wing position, windows cut out, rear of building is open with each floor lithographed to the activities of each floor; offices, gymnasium and store room. Two revolving doors on main floor lead to the Bank and Drug store.

Battery operated elevator (battery not included, order below) has a switch at base, directing it up or down, light in the elevator shaft. Doorbell to signal for elevator.

Scaled detailed plastic furnishings for each floor, flexible plastic figures, two cars included. Shipped flat, easy to assemble.

48 T 2729 M -Ship. wt. 9 lbs. 4 oz.....7.79

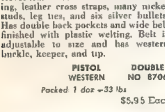
62 W 23 X—Battery for (L). Wt. 4 oz.... Ea. 12c

A beautifully coordinated design of ginger and white cowhide leathers also featuring GUNSMOKE gold-leaf embossing. Decorated with jewelled clover-leaf medallions set on felt backing, leather cross straps, many nickel studs, leg ties, and six silver bullets. Has double back pockets and wide belt finished with plastic welting. Belt is adjustable to size and has western buckle, keeper, and tip.

PISTOL WESTERN	DOUBLE NO 8706

Packed 1 doz —33 lbs

$5.95 Each



An exceptional value, featuring GUNSMOKE gold-leaf embossing and all-new secret CAP-BOX BUCKLE — in which the youngster can carry extra rolls of caps. Made of black cowhide with white leather accents and plastic welting on belt. Ornamentation includes large jewelled conchas set on felt backing, nickel studs, leg ties, and six silver bullets. Set has SWIVEL POCKETS and adjustable belt with western keeper and tip.

PISTOL	DOUBLE
WESTERN	NO 7906

Packed 1 doz —31 lbs

$4.95 Each

FEATURES: The richness of the double back pockets and heavy nickel stud decoration bring this set to the forefront.

DESCRIPTION: A smart combination of brown ostrich and sueton leathers. Scallloped edges on back pockets and wide belt, which has snap-fastened adjustment. In addition to the studs, ornamentation includes nine jewelled medallions and leather rosettes. With leg ties on the pockets. Belt has embossed western buckle, keeper, and tip.

PISTOL	DOUBLE
Western	No. 3326

Packed: ½ doz. — 18 lbs.

$6.00 Each

FEATURES: At a popular price here is an authentic natural top-grain cowhide set, accented by richly embossed design on front pocket and belt.

DESCRIPTION: Wide scalloped belt is adjustable with snap-fastened ends and has embossed western buckle, keeper, and tip. Leather leg ties complete the attached pocket. (NOTE: "SMOKY JOE" motif will be embossed on front pocket and belt.)

PISTOL	DOUBLE
Western	No. 4496

$6.00 Each

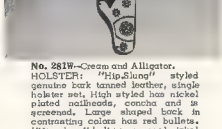
1 doz. — 28 lbs.

NO. 6368—DOUBLE HOLSTER SET

Size: 7½ x 3½"

"Where I come from partner ... they wear two guns." Genuine top grain natural leather embossed with exciting western designs. 1" top grain natural leather belt with 3 bullets and leather leg ties. Set includes two No. 63 7¾" cap pistols. Individually boxed. ½ dozen in shipping container. Weight: 9 lbs.

$1.98 Each

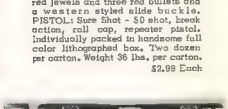


No. 2813W—Cream and Alligator. HOLSTER: "Hip-Along" styled genuine bark tanned leather, single holster set. High styled has nickel plated nailheads, concha and is screened. Large shaped back in contrasting colors has red bullets. "Hip-along" belt has a novel nickel plated concha buckle. PISTOL: The Western by Hubley, 50 shot repeater, break action, roll cap. Individually packed in handsome full color lithographed box. Two dozen per carton. Weight 15 pounds per dozen.

$1.98 Each

No. 1326U—Ginger and White. HOLSTER: Genuine leather double holster set available in large assortment of color combinations. Pockets have screened trim and border, also, large oval nickel plated concha, red jewels and three red bullets and a western styled slide buckle. PISTOL: Sure Shot - 50 shot, break action, roll cap, repeater pistol. Individually packed in handsome full color lithographed box. Two dozen per carton. Weight 36 lbs. per carton.

$2.98 Each



No. 1483W—Black and White. HOLSTER: Double genuine bark tanned leather holster set in contrasting color combinations. Pockets have smartly designed screening and a numerous number of nickel plated nailheads. Large shaped backs. BELT: Adjustable, wide, screened, large nickel plated conchas, red bullets, large western type buckle and loop. PISTOL: Western - automatic break action, roll cap, 50 shot repeater pistol. Individually packed in handsome full color lithographed box. Two dozen per carton. Weight 26 lbs. per dozen.

$3.98 Each

No. 2041/S38—HOLSTER: Highly styled all Black Top Grain Cowhide Double Holster set. Smartly tooled pockets have nickel plated conchas backed up with gold foil and loads of nailheads. Large shaped backs are edge creased and have extra long leg ties. BELT: Wide adjustable belt has western type tooling and twelve two piece realistic cartridges. End pieces have large Western styled buckle, loop, and tip. Adjustable plaque is edge creased and has a nickel plated concha. PISTOL: Stallion 38 - cartridge loading six shooter pistol. Individually packed in handsome full color lithographed box. One dozen per carton. Weight 36 lbs. per dozen.

$9.98 Each

NO. 5050 SMALL FRY DOUBLE HOLSTER SET
W/2 Smoky Single-Shot Pistols

A handsome low-priced tiny tot double holster of contrasting brown and white leathers with large jewelled conchas on front pocket. White leather belt has nickel slide buckle. With two little Smoky single-shot pistols. Each set packaged in durable polyethylene bag.

PACKED, 2 dz Wt 16 lbs. per ctn

$1.00 Each

NO. 5150 SMALL FRY DOUBLE HOLSTER SET
W/2 Smoky Single-Shot Pistols

A very colorful tiny tot set of bright red and blue alligator leathers having double back pockets, complete with scrolled belt centerpiece; embossed western buckle, keeper, and tip; and leg ties. Decorated with studs and large jewelled conchas set on felt backing. Carries two Smoky single-shot pistols. In beautiful acetate full-window box.

PACKED 1 dz Wt. 11 lbs. per ctn

$1.98 Each

NO. 5250 SMALL FRY DOUBLE HOLSTER SET
W/2 Smoky Single-Shot Pistols

Very appealing to tiny tots is this set with fuzzy white shearling front pockets and black alligator leather back pockets and belt. Decorated with jewelled rosettes, leather cross straps, and leg ties. Belt has nickel prong buckle. With two Smoky single-shot pistols. In attractive acetate full-window box.

PACKED 1 dz. Wt 11 lbs. per ctn

$2.00 Each

Of highest quality is this natural top-grain cowhide set, sparked by heavy metal ornamentation — with long pockets to accommodate Cowboy Senior pistol. The elaborate decoration includes eight jewelled medallions, numerous nickel studs, six silver bullets, and leather leg ties. Back pockets and belt have scalloped edge. The wide belt with snap-fastened adjustment has a fancy embossed western buckle, keeper, and tip.

PISTOL COWBOY — DOUBLE NO. 4477

Packed, ½ doz.—25 lbs

$10.98 Each

An outstanding value — a thrilling design with five-piece adjustable low-sling belt, felt backing, fringe on pockets, and elaborate decorations. The ornamentation includes studded leather cross straps, six bullets, leg ties, and jewelled clover-leaf and sunburst medallions all backed with felt. Of black and tan leathers with orange fringe and felt. Belt has western buckle keeper, and tip.

PISTOL SMOKY JOE — DOUBLE NO. 7606

Packed 1 doz.—32 lbs

$4.95 Each

A very interesting design with shapely long pockets fitted for the large Cowboy Senior pistol. Of tan cowhide leather with black floral embossing. Scalloped edges on pockets and belt. Decorated with many large nickel studs, six silver bullets, and leg ties. Belt has western buckle, keeper, and tip.

PISTOL COWBOY — DOUBLE NO 9407

Packed ½ doz.—24 lbs

$7.95 Each

An outstanding low price range value with large pockets decorated by elaborate stencil designs and rich floral oval conchas. Made of genuine mahogany cowhide leather. Removable belt has slide buckle. With Rodeo single-shot pistol.

PISTOL RODEO — DOUBLE NO. 6101

Packed 1 doz.—17 lbs

$1.98 Each

NO. 09858 TOP-GRAIN DOUBLE HOLSTER SET
W/2 Gunsmoke Bronze Handle Repeating Pistols

Made of the finest ginger top-grain leather, this authentic style is keynoted by simplicity of design and the feel of fine leather. The shapely pockets and belt of smooth leather are accented by embossed cross straps and belt ends. Finished with leather underlay behind large prong buckle, leather leg ties, and a string of eight silver bullets. This set comes right out of the old West!

PACKED ½ dz. Wt. 14 lbs. per ctn.

$7.00 Each

No. 457-2 Natural Top Grain

This is a beautiful bark tanned top grain smooth cowhide double holster set. Two Hubley "Texan Jr." repeater cap pistols. Adjustable from 22 to 28 inches. Six silver plated bullets. Leather leg ties. Nickel plated conchas set over contrasting color leather cut-outs ringed about with large bright nail heads. Holsters are 12½ inches long. Pistols are 9⅜ inches long, with revolving cartridge chamber.

$6.98 Each

Packing: 1 Doz. to carton.
Weight: 30 Lbs. to carton.

Party Time for Little Girls

"Moss Rose" China Tea Set

(A) How proud and happy your little hostess will be to get this big, beautifully designed set—enough places to entertain her friends or dolls at a real party! Real imported china in a dainty rose pattern that matches mother's dinnerware set shown on Page 623 of Wards General Catalog.

Dinner plates are 4¼-in. diam., other places in scale. 6 each plates, cups, saucers plus teapot with lid, sugar bowl with lid, creamer, salt and pepper shakers, covered vegetable dish, meat platter and cake plate.

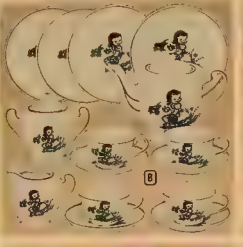
Lovely "Moss Rose" is imported from Japan. Packed in attractive Gift Box, all ready for your little girl's Christmas. Ship. wt. 6 lbs.

48 W 4772—Service for 6.....29-Pc. Set 2.89

Imported China Tea Set

(B) Charming new genuine china set with a cunning figure motif modeled after the famous Sevarian figurines everyone loves. Pieces are larger—plates 5 in. diameter, other pieces in scale. 4 each: plates, cups, saucers; teapot and sugar bowl with lids, creamer. Imported from Japan. Gift box. Ship. wt. 4 lbs.

48 T 4658—Service for 4..17-Pc. Set 2.29



"Pink Flower" China Set

(C) Genuine imported china (from Japan) in a lovely new "grown-up" pattern to delight little girls. 3¾-in. plates, other places in scale—cups, saucers; teapot, sugar bowl with lids, creamer, serving platter, covered vegetable dish. Gift box.

48 T 4770—Service for 5
Ship. wt. 4 lbs.....26-Pc. Set 1.89
48 T 4771—Service for 4
Ship. wt. 3 lbs.....20-Pc. Set 1.49

"Princess"—Unbreakable!

(D) A pretty set that won't break when it's dropped by little tots. All polyethylene plastic. Plates 5½-in. diam., other pieces in scale. Cups, saucers, plates, knives, forks, spoons; teapot with lid, sugar, creamer, salt, pepper, candy dish, holder with paper napkins. Gift box.

48 T 4674 -Service for 6
Ship. wt. 1 lb. 12 oz.....50-Pc. Set 2.29
48 T 4743—Service for 4
Ship. wt. 1 lb. 6 oz.....36-Pc. Set 1.85

"Gladiola" Tea Set

(E) A big, big set of gaily colored, lightweight dishes! Plates are smooth metal, brightly lithographed with gladiola design. 4¾-in. diam., other pieces in scale. Colorful plastic cups, saucers, teapot with lid, sugar bowl, creamer, salt, pepper; clear plastic goblets, sherbets, pitcher; silver-plated plastic knives, forks, spoons. Paper napkins. Gift box.

48 T 4651—Service for 6. With tray.
Ship. wt. 1 lb. 12 oz.... .62-Pc. Set 2.69
48 T 4654—Service for 4. No tray.
Ship. wt. 1 lb. 6 oz.....43-Pc. Set 1.95

Happy Day Outing Kit

(F) Fun for youngsters to take on backyard outings, beach picnics, hikes. Metal carrying case holds 4 each: plastic cups, saucers, plates, tumblers, knives, forks, spoons. Cake knife, butter knife, paper napkins. Plates 6¼-in. diameter, other pieces in scale. Attractive colors of red, yellow, pink and turquoise. Case 18x8x3 in. has metal handle, snap locks. 31-Pc. Set.

48 T 4613—Wt. 3 lbs. 8 oz.....2.98

Toy Coca-Cola Dispenser

(G) This realistic "coke" dispenser becomes a busy toy in the hands of tiny fountain clerks. Looks like the big one down at the drug store and it really works. Just insert a standard 6-oz. bottle of Coca-Cola in the leakproof attachment inside, then pull the lever to fill one of the 4 midget plastic glasses (2½ in. high). Durable red plastic dispenser about 10 in. long, 9 in. high.

48 T 4724—Wt. 2 lbs. 12 oz. . . 2.79

Table and Chair Sets on Pages 222 and 223

No. 210
PICK-UP TRUCK

Utility truck. 4 heavy rubber wheels. Tailgate drops down to platform level for loading and unloading. Chrome-plated hub caps. Play cartons (6). Red Cab—Yellow Body. **L. 19¼"; W. 6¾"; H. 6".** Individually cartoned, 6 to shipping case. Weight, 25 lbs. to case. $2.98 Each

PICK-UP TRUCK Now equipped with a trailer hitch so that accessory trailers can be added later if desired. Tail-gate is movable, held open or closed by plated chain. Ruggedly constructed, good looking and a wonderful buy at the amazing low price. 12½" long, 5½" high, 5½" wide. Packed 6 to a shipper, weight 18 lbs.
No 02 . . . . . $2.98 Each

TONKA WRECKER TRUCK A tough, sturdy model that has lots of workable play appeal. Heavy plated link chain with hook is easy to crank on the heavy-duty winch. Thick reinforcing bars give strength and realism, simulated working and "flasher" lights add authentic touch. 12½" long, 6½" high, 6¼" wide. Packed 6 to a shipper, weight 23 lbs
No. 18 . . . $4.98 Each

No. 912 GASOLINE TRUCK

A beautiful scale model reproduction of a regular gasoline truck. Built of heavy gauge steel. Rubber wheels with chrome-plated hub caps and bumper. Yellow cab and red body. **L. 13¾"; W. 3⅛"; H. 4½".** Individually cartoned, 6 to shipping case. Weight, 17 lbs. to case.
$2.49 Each

No. 271
READY-MIX CONCRETE TRUCK

This sensational new STRUCTO Ready-Mix Concrete Truck will make any boy's heart leap with joy. It is a true operative scale model and does practically everything that its real life counterpart will do. Mixer is geared to axle and rotates as truck moves; simulates mixing noise. Mixer has openings for loading and discharging contents.

Simulated water storage tank and "Diesel" motor. Body raises to unload cement. 10 rubber wheels with chrome-plated hub caps. **L. 21⅞"; W. 7⅜"; H. 9¼".** Green cab, black barrel, orange barrel chassis, silver gear. Individually cartoned, 6 to shipping case. Weight, 56 lbs. to case.
$7.95 Each

No. 3520—Buddy "L" Repair-It Wrecker Service Truck. Dimensions: L. 16¾ in.; W. 6¼ in.; H. 6¼ in. Packing: Indiv. boxed, ½ dozen to carton. Shipping wt. 25 lbs. Buddy "L" Wrecker Service to the rescue!! Equipped with Hub Cap Wrench, Hammer and screwdriver -- also a removable spare wheel mounted on boom. All wheels are interchangeable. All heavy gauge steel construction.
$3.98 Each

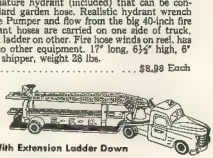
No. 214
TOWING & SERVICE TRUCK

Here's the answer to a young mechanic's dream—a towing and service truck complete with towing equipment. Heavy gauge steel construction. Tool box welded in. Wrecker boom. Tail gate drops down to platform level for loading and unloading. Play light on cab. Rubber wheels with chrome-plated hub caps. Green cab and wrecker boom, orange body. **L. 17½"; W. 6"; H. 7½".** Individually cartoned, 6 to shipping case. Weight, 27 lbs. to case.
$3.98 Each

No. 939
HIGHWAY MAINTENANCE SERVICE TRUCK

Built of heavy gauge steel to give many years of service. Crank operated extension platform. Swivels in complete circle 4 heavy duty rubber wheels. Finished in "highway" orange with green boom. **L. 12"; W. 4½"; H. 7".** 13½" high with boom extended. Individually cartoned, packed 6 to shipping case. Weight, 16 lbs. per case. $2.98 Each

SUBURBAN PUMPER It actually "hooks up" to its own miniature hydrant (included) that can be connected to any standard garden hose. Realistic hydrant wrench controls water to the Pumper and flow from the big 40-inch fire hose. 2 6-inch hydrant hoses are carried on one side of truck, removable. 10½ inch ladder on other. Fire hose winds on reel, has hook for attaching to other equipment. 17" long, 6½" high, 6" wide. Packed 4 to a shipper, weight 28 lbs.
No. 46 ..... $8.98 Each



No. 261 With Extension Ladder Down

HOOK AND LADDER TRUCK

Extension ladder extends to 61" at a maximum angle of 60° and swivels completely around. Auxiliary ladder included. Extension ladder raised by control wheel and extended by another control wheel; movable tiller seat. 8 rubber wheels with chrome-plated hub caps. Built of heavy gauge steel and aluminum. "Play" siren on cab. Bright fire engine red with chrome trim. **L. 33½"; W. 6⅛"; H. 7"**; (8⅞" wide with stabilizers extended). Individually cartoned, 6 to shipping case. Weight, 58 lbs.

$10.95 Each

No. 262 PUMPER FIRE TRUCK WITH FLASHING LIGHT

Structo's realistic new live-action fire-fighter sprays water! Real hose unwinds and attaches to hydrant. Hydrant attaches to garden hose, and youngsters are ready to play and spray. Wrench, included, controls pressure through hydrant. Light flashes as truck moves. Heavy duty rubber wheels with chrome-plated hub caps. Bright fire engine red with flashing chrome trim. **L. 22¾"; W. 7⅛"; H. 7".** Individually cartoned, 6 to shipping case. Weight, 41 lbs.

$9.95 Each

TONKA FIRE DEPARTMENT Here's the most complete, workable and thoroughly appealing Fire Dept. set ever assembled in one big, handsome display package. Has tremendous impact because it contains everything a young firefighter could ask for *including* an authentic metal Fire Chief's badge. Set includes the exciting SUBURBAN PUMPER, the new HYDRAULIC AERIAL LADDER and the versatile RESCUE SQUAD TRUCK (All are described in detail on page 7. Additional auxiliary ladder is added to AERIAL LADDER for total of 2.) Set dimensions boxed: 33" long, 17¾" wide, 6¼" high. Individually packed, weight 20 lbs.
No. B-212 ..... $27.95 Each

No. 570 FIRE DEPARTMENT
(6-PIECE ASSORTMENT)

Complete 3 truck Fire Department—the fulfillment of any young boy's dream. The set includes Hook and Ladder, Pumper Fire Truck with operative hydrant, Emergency Patrol and Fire Station Sign and Road Barrier Individually packed in display carton—1 to shipping case. Weight, 22 lbs.

Hook and Ladder Truck Extension Ladder raised by control wheel and extended by another control wheel; extends to 61" at the maximum angle of 60°. Swivels completely around. One auxiliary ladder included. Stabilizers on each side; Imitation flasher light on cab. Movable Tiller Seat; 8 rubber tires with chrome-plated hub caps. Bright, fire engine red with chrome trim. **L. 33½"; W. 6⅛"; H. 7".** Width with stabilizers extended, 8⅞".

Pumper Fire Truck with Flashing Light...Structo's new live-action fire-fighter sprays water! Real hose unwinds and attaches to realistic fire hydrant. Hydrant attaches to garden hose, and youngsters are ready to play and spray. Wrench, included, controls pressure through hydrant. Light flashes as truck moves. Bright, fire engine red with flashing chrome trim. **L. 22¾"; W. 7⅛"; H. 7"**

Emergency Patrol..Van type body. White with red letters. Chrome-plated hub caps and bumper. Imitation flasher light on cab. **L. 12¼"; W. 5¼"; H. 6⅞".**

1 Fire Station Sign and Road Barrier included with this set.

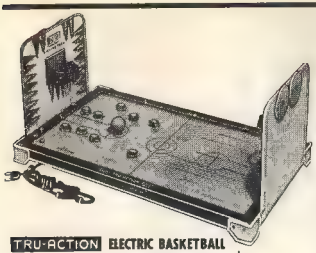
$26.95 Each

No. 471—Hook & Ladder
Metal. Length 11¼ inches. Red with aluminum trim. Two ladders. Black wheels. One in a box, one dozen in a carton. Weight per carton 13 lbs.

$1.00 Each

No. 320—Fire Truck — Metal. Length 19 inches. Packed 1 in a box; ½ dozen to a carton. Weight per carton Red with black seat and bright metal trim. Aluminum ladders elevate and revolve through 360 degree arc. Rubber wheels.

$4.98 Each



TRU-ACTION ELECTRIC BASKETBALL

No. 575

The Ball is actually carried up and down the field,passed back and forth,and shots are made as in real Basketball. Chuck full of action!

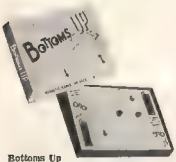
$8.98 Each

TRU-ACTION ELECTRIC FOOTBALL

No. 500

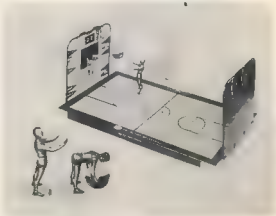
The ball is actually kicked and passed — the players run until tackled — plays can be run from any formation — line plays — end runs — forward passes — field goals — real TRU-ACTION Football right on the living room table!

$5.98 Each



Bottoms Up
The new magnetic game that pulls customers like magic! 4 games in one. Eyes will pop in amazement as magnetic playing men flip-flop on a non-breakable plastic playing board. Players can outguess, outsmart, outwit each other, but never outguess Otto, the magnetic board that turns all wrong moves Bottoms Up! Tremendous fun for players and spectators alike. For 2 players. Playing fun for ages 4 to 94. Two dozen in a carton. Approx. weight 14 lbs.

Each $1.98



No. 475—Basketball
Play real Basketball and 6 other popular warm-up games ... shoot fouls and distance shots from any angle. Nothing to get out of order. It's the animated players that score! 21¾x16-1/8x27-5/16 inches. Packed 6 to a shipping carton. Weight 27 lbs.

$5.98 Each

No. 183—All-Star Baseball
For fans of all ages. For 2 players. The most popular Baseball game ever made. Designed by Ethan Allen, former Giant and Cardinal Star, now Coach at Yale, All-Star Baseball is played with special discs that scientifically mirror the player's actual batting record. Play your own selection of Teams from present All Stars of the American and National Leagues or pit any of them against great Stars of the past ... Features 60 Player Discs ... 40 current Big Leaguers and 20 All Time Greats from Baseball's Hall of Fame. One dozen in a carton. Weight 24 lbs.

Each $2.50

Regulation Diamond, with 60 Player Discs, Playing Tables, Scoring Charts and 4 Wooden Pegs in display box 18¾" x 12½" x 1½".

5-H. P. Fisherman by Scott-Atwater

Light weight and ease of handling are features of the new 5-horsepower Scott-Atwater outboard motor. With a white lower unit, it has a re-designed blue-green hood and gold-colored identification.

Suggested for use as a fishing motor, the motor has a tilt stop for easier handling, automatic

Scott-Atwater 5-H.P. Motor.

bailer, complete gear shift and separate fuel tank.

The price is $225, FOB factory **Scott-Atwater Mfg. Co.**

(Circle No 706 on Page 263)

Garcia Reel Spools Wound With Platyl

The Garcia Corp. has announced spinning reel spools pre-wound with platyl line in any of an assortment of different pound test. The spools may be obtained individually or with the purchase of a new Garcia-Mitchell spinning reel.

Garcia also has announced new packaging for its platyl monofil. The idea consists of a snap-top plastic box which holds two spools of any test platyl line. After the spools of platyl are removed the special designing of the box converts it into a spinning lure box big enough to hold six of the lures. **Garcia Corp.**

Garcia's Pre-Wound Reel Spools.

(Circle No. 707 on Page 263)

Sell the skates most skaters want

THE MOST COMPLETE RINK LINE IN AMERICA

There's a CHICAGO skate for every purse and purpose!

You profit more with CHICAGO's in your store

In roller rinks across the nation CHICAGO's are first-place favorites! It makes good sense . . . and profits too, to sell the sales leader in rink skates. Your customers are *pre-sold* on CHICAGO's reputation for quality and performance. From popular priced to precision made outfits, your own prestige and profits rise when you sell the sales leader.

Smooth styling . . . smooth action . . . and smoother skating!

ONLY OUTFITS BOXED BY CHICAGO ARE FACTORY ASSEMBLED AND GUARANTEED!

You can assure your customers of quality workmanship when they buy CHICAGO outfits in the new red and blue box. Distinctive design appeals to buyers . . . spruces up your skate department

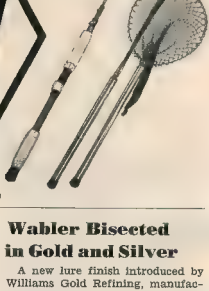
"CHICAGO" Roller Skates

Quality Rink and Sidewalk Skates for Over Fifty Years

4454-B West Lake Street • Chicago 24, Ill.

(For More Information Circle No. 403 on Page 263)

Richardson
HIGH QUALITY FISHING RODS
FRESH AND SALT WATER, SOLID AND TUBULAR GLASS. ADJUSTABLE TELESCOPIC TUBULAR GLASS. TELESCOPIC STEEL. TELESCOPIC LANDING NET.
WATER SPORTS EQUIPMENT
SKIS . . . AQUAPLANES . . . SAUCERS
SEND FOR NEW CATALOG SHEETS AND PRICES
RICHARDSON ROD AND REEL COMPANY
3150 NORTH SAWYER • CHICAGO 18, ILLINOIS



(For More Information Circle No. 404 on Page 263)

West Bend Shark Packs Full 30-H. P.

The West Bend 30-horsepower Shark outboard motor is offered with either manual or electric starting.

The latter has a 12-volt electrical system. A blue signal light on the starter button flashes when the generator is charging. An improved magneto mounting and control is incorporated into the 30.

A new feature on the 30 is a spring-loaded throttle stop for positive maneuvering and docking speeds. The stop action can be felt even through remote controls. These optional remote controls for all deluxe models have been redesigned to provide feather-touch effort and sensitivity.

All deluxe models feature the full-view dashboard with grouped starter, throttle, choke and shift controls. Starting is easy without motor tilt. **West Bend Aluminum Co.**

(Circle No. 708 on Page 263)

Craft Powered by West Bend 30s.

900-lb. Safety Cable $1.75

Assurance against loss of outboard motors from mountings is provided by the light, durable, Danco outboard safety cable. Four feet long, the Danco is made of 3/32-inch aircraft cable coated with Du Pont nylon. It is designed to support weights up to 900 pounds. On one end is a four-inch loop. On the other is a heavy cast manganese bronze snap

Available at boat dealers and marine hardware stores. The list price is $1.75. **Danielson Mfg. Co.**

(Circle No. 709 on Page 263)

Wabler Bisected in Gold and Silver

A new lure finish introduced by Williams Gold Refining, manufacturers, of the 24 karat gold and silver plated Williams Wablers. It is half gold and half silver divided lengthwise on both the front and back surfaces. From any angle, the fish sees both colors. Besides the eye appeal to anglers themselves, Williams points out that if fish are hitting gold or silver, they will hit this spoon.

Under a special guarantee, the manufacturer promises to refund the purchase price if any Williams Wabler fails to catch fish. The lure is designed for bass, northern, walleye, muskie and all trout. A catalog is available. **Williams Gold Refining Co., Inc.**

Williams Gold and Silver Wabler.

(Circle No. 710 on Page 263)

ROBIN HOOD
ARCHERY CO.

SINCE 1929
WORLD'S LEADING DISTRIBUTORS OF HIGH QUALITY ARCHERY TACKLE
100 PAGE CATALOG
BEAUTIFULLY ILLUSTRATED
SEND FOR YOUR COPY
IT IS OUR GREATEST ISSUE
AVAILABLE IN APRIL
AMBA
215 GLENRIDGE AVENUE, MONTCLAIR, N. J.

(For More Information Circle No. 405 on Page 263)

The Amazing
ACME
SHOT SHELL LOADER
Does What Others Claim
The Fastest, Simplest, Safest, Most Accurate Loader Made — Endorsed by all leading Sporting Magazines — FIELD & STREAM — TRAP & FIELD — NATIONAL RIFLEMAN
DE CAPS — RECAPS — LOADS — CRIMPS — SIZES All Makes Any Condition
All parts GUARANTEED against breakage for 5 YEARS
Products are sold through legitimate channels
Both Jobber and Dealer Inquiries Invited
Will load all makes of shells in any condition and put them into perfect shells.
Model No. 38 $39.95
Model 100 $69.95
Model 100 C $74.95
Electric Shell Former $4.95
Model No. 59 $59.95
Model 200 $99.95
Model 200 C $99.95
Bench and Sizer included on 100C and 200C
No. 10, 16 and 20-Gauge Attachments, $22.95
ACME INDUSTRIES
625 W. Lawrence St. Appleton, Wis

Model 200 Illustrated

(For More Information Circle No. 406 on Page 263)

HORSMAN'S TYNIE IN BLANKET
ALL VINYL new born TYNIE baby in cotton flannel blanket with contrasting trim, tied in wide satin ribbon bow — sleeping glassine eyes — coo voice — individually boxed — PATENTED SUPER-FLEX LEGS.

No. T21,
15 inches tall, ½ dozen to a shipping carton, weighs 25 lbs. per doz.
$3.98 Each

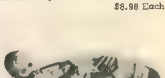
No. DB2—Horsman's Ruthie. Drinks — Wets — Fully Jointed, Horsman's Ruthie is a darling! Made entirely of soft, resilient vinyl plastic. She has a swivel head and jointed arms and legs. Each finger and toe is distinct and has real baby markings. Ruthie's hair is molded and tinted and she has large sleeping eyes with lashes. She wears a lace-trimmed checked percale sunsuit and matching sunbonnet and open-toes scandals, and has her own nursing bottle and nipple. Individually boxed. 16 inches tall. Packed ½ dozen to shipping carton. Shipping weight 26 lbs. per dozen.
$5.98 Each

No. CB1—Horsman's "Cry Baby". All vinyl dolls fully jointed at shoulders and hips - turning head - glassine eyes with lashes. Doll drinks, wets and cries "real" tears. Dressed in cotton knit shirt and panty. In large display box with wardrobe as follows: sheer baby dress with matching bonnet - cotton sun-suit - diaper - bottle with nipple - clothes pins - soap - sponge - booties - safety pins - wash cloth. 13 inches tall. ½ dozen to shipping carton. Weight 34 lbs. per dozen.
$5.98 Each

No. CB2—Horsman's "Cry Baby". All vinyl dolls fully jointed at shoulders and hips - turning head - glassine eyes with lashes. Doll drinks, wets and cries "real" tears. Dressed in cotton knit shirt and panty. In large display box with wardrobe as follows: sheer baby dress with matching bonnet - cotton sun-suit - diaper - bottle with nipple - clothes pins - soap - sponge - booties - safety pins - wash cloth. 15 inches tall. ½ dozen to shipping carton. Weight 36 lbs. per dozen.
$8.98 Each

No. T23—Horsman's "Tynie Baby" In Blanket. All vinyl new born tynie baby in cotton flannel blanket with contrasting trim, tied in wide satin ribbon bow - sleeping glassine eyes - coo voice - individually boxed - super-flex legs. 15 inches tall with ribbon trim blanket. ½ dozen to a shipping carton; weight 25 lbs. per dozen.
$3.98 Each

"Ruthie" in Play-Pen
No. P.P.1—16 inch "Ruthie wears 2-piece knitted undergarments. Comes in large attractive play-pen which adds to play value of doll. Play-pen measures 17 in. x 17 in. x 11 in. Shipped unassembled with instructions for setting-up. Also has thick floor-pad, covered with printed waterproof material. Play pen is equipped with casters. Packed ½ dozen to shipping carton. Weight 50 lbs. per dozen.
$10.00 Each



"Ruthie" in Baby-Bath With Layette
No. WB1—13 inch. All vinyl Baby with swivel head, jointed arms and legs. Drinks and wets. Sleeping eyes with lashes. Dressed in diaper - bottle with nipple tied on arm. Packaged in large polyethylene tub by bath-tub in assorted colors. Layette consists of wash-cloth, soap, sponge, clothes pins, safety-pins and cotton pads. Packed ½ dozen to shipping carton. Weight 33 lbs. per dozen.
$5.98 Each

"FANCY PANTS"

DRESSABLE DOLLS
WITH
SLEEPING EYES

"BETTY BOWS"
FANCY PANTS

Another SUN personality, all vinyl 14" doll. Molded one-piece body with movable head. Wears a perky Sun-tint ribbon. Molded Fancy Pants playsuit, shoes and socks beautifully decorated. Individually packaged in poly bag with selling tab.

No. 14406—Packed 1 dozen—Weight 12 lbs.
$1.98 Each

"SO-WEE"—Adorable 10" doll

Beautifully sculptured with every baby-like detail molded into soft flesh-like washable vinyl. Fully jointed arms, legs and head move like a real baby's. So easy to change and care for. The big bright plastic eyes and non-corrosive metal voice are permanently locked in. Packed in window box with nursing bottle.

"So Wee" Doll with colorful array of play accessories in window gift box.

No 10542 Packed ½ dozen Weight 10½ lbs. $2.98 Each

TOD-L-DEE
"FANCY PANTS"

Lovable Miss with molded and decorated "fancy pants," shoes and socks. Smart new hairdo.

No. 14401—Packed 1 dozen—Weight 6 lbs.
$1.00 Each

TOD-L-TIM

Playful pal, molded and decorated T-shirt, boxer shorts, shoes and socks.

No. 14402 Packed 1 dozen—Weight 6 lbs.
$1.00 Each

Sunny tears
cries HAPPY tears

Cuddly 13½" doll with molded tinted hair. All vinyl, completely washable, has jointed arms and legs and head that move like a real baby's. Dressed in knitted shirt and pin-on diaper. Wears Sunny Tears bib with tear-wiping cloth and nursing bottle.

No. 10070—Packed ½ dozen—Weight 13 lbs.
$4.98 Each

"ROMPY" AND HIS PAL

"Rompy" and his sporting dog "Spot."

No. 14072—Packed ½ dozen—Weight 7¼ lbs.
$1.98 Each

"CHUNKY" AND HER FRIEND

"Chunky," the part little all-vinyl girl, and her friend, the frisky lambkin.

No. 14078—Packed ½ dozen—Weight 7¼ lbs. $1.98 Each

CARIBBEAN ART COMPETITION
REGIONAL FIRST PRIZE—SURINAM

ALCOA

SAILS THE

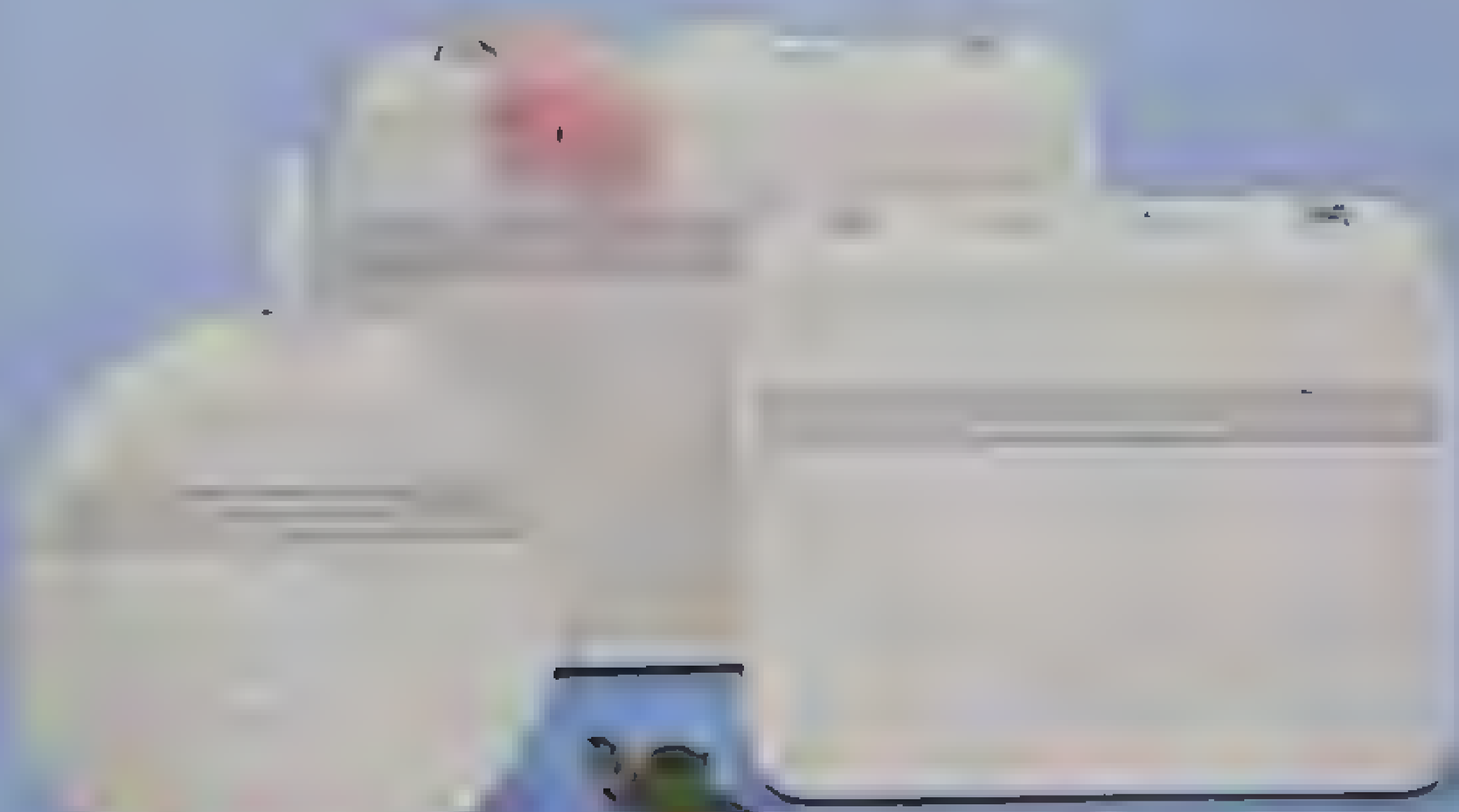
CARIBBEAN

CARIBBEAN ART COMPETITION TRINIDAD

ALCOA SAILS THE CARIBBEAN

Stripes of elegance

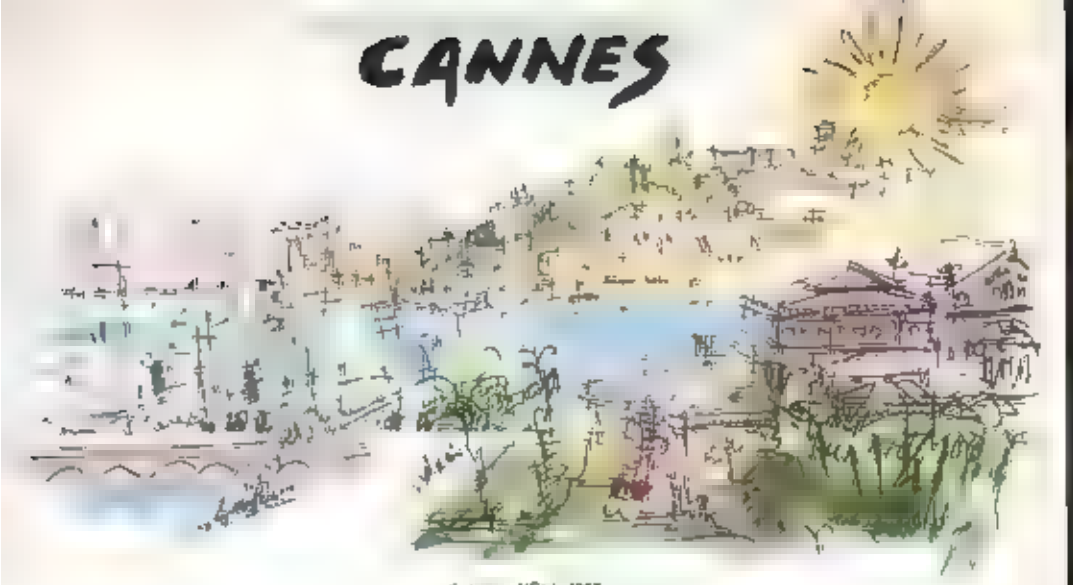
...SYMBOL OF LUXURY IN LUGGAGE



AMELIA EARHART

Here is the stream-lined look of today's fashi[illegible] ter luggage with miracle coverings that take every h[illegible] stage. Lined [illegible] with richly elegant fabrics. [illegible] it is the only luggage with automatic locks that click shut [illegible] when the lid is [illegible] the distinctive trademark on your luggage identifies you as the owner of Amelia Earhart... first name in luggage and last [illegible]

CANNES



Saison d'Été 1957

CASINO MUNICIPAL

Ouverture
1er Juillet

[illegible]

RÉSTAURANT DES AMBASSADEURS

[illegible]

Grand Dîner [illegible]

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Orchestre [illegible]

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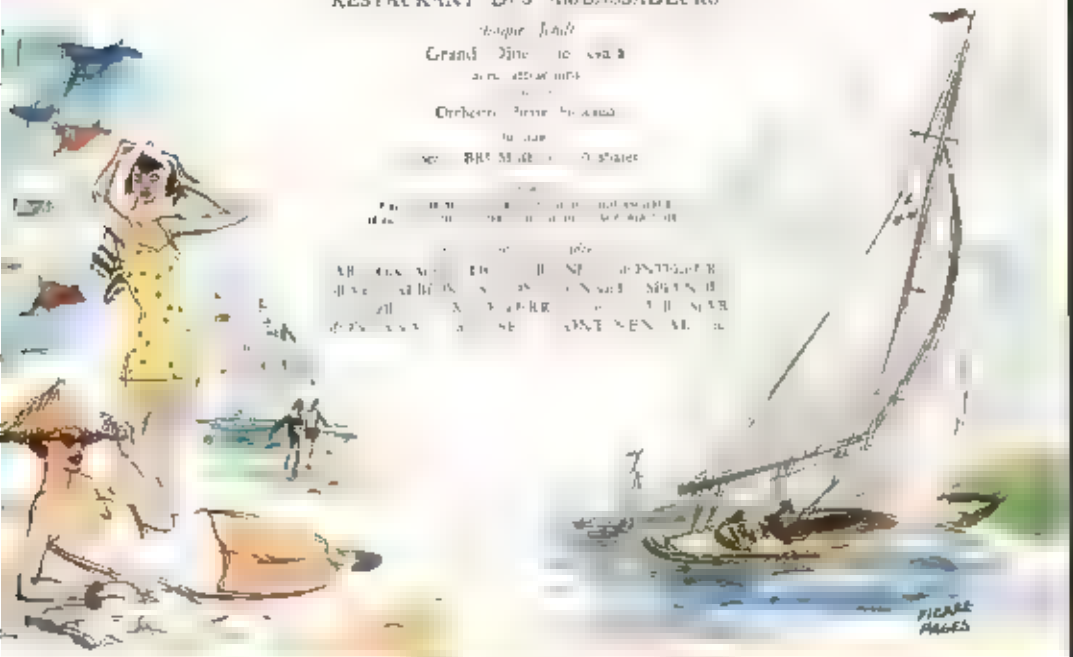


★ Dec. 7, 1957

THE NEW YORKER

Price 25 cents

September 26, 1936 Price 15 cents

THE NEW YORKER

Now on Display at your

SPORT and HARDWARE STORES!

For Vacation Fun Buy

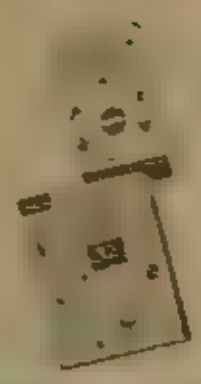
DAISY
TRAINING
AIR RIFLES

NO 94 [illegible] $5.95

NO 25 [illegible] $10.95

NO 98 [illegible] $13.95

NO 1094 [illegible]



SCOUTS: [illegible]

LEADERS: [illegible]

MAIL NOW!

To DAISY MANUFACTURING COMPANY
Dept. 1167 PLYMOUTH MICHIGAN U.S.A.

Send Daisy A. [illegible]
Send Daisy C. [illegible]

NAME
STREET AND NO.
ZONE STATE

Dad: Since 1888 Daisy has used the same safer compression—safer short range—safer low factory muzzle power. Daisy is NOT a high-powered pneumatic pellet gun or compressed air gun. Choose the safer Daisy.

BUY DAISYS AT [illegible]

DAISY MANUFACTURING COMPANY, DEPT. 1167, PLYMOUTH, MICHIGAN, U.S.A. • HEADQUARTERS FOR JUVENILE GUNS AND EQUIPMENT SINCE 1888

* Feb. 23, 1957

THE NEW YORKER

Price 20 cents

* Feb. 23, 1957

THE NEW YORKER

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ACTIVATE
LAMP VOLUME WITH *Econolite*

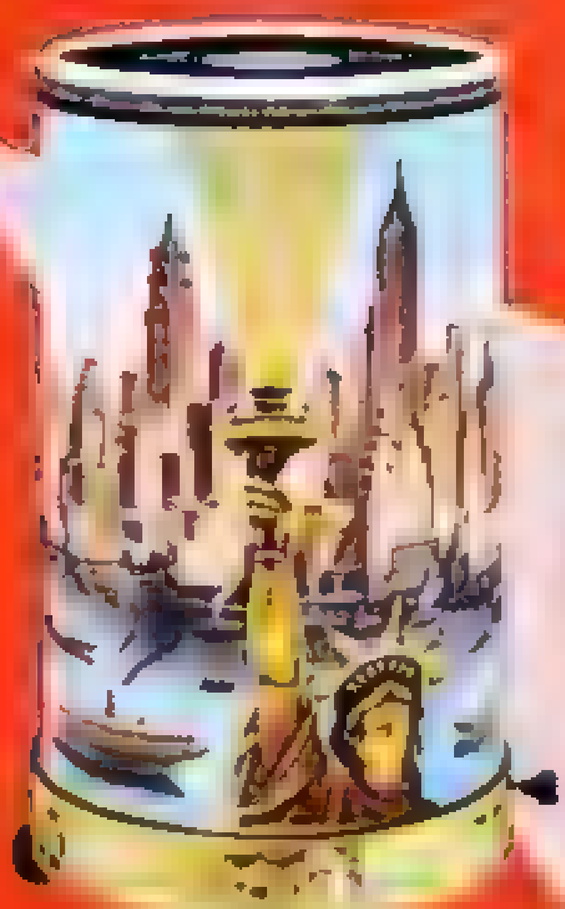
ORIGINAL

SCENES-IN-MOTION LAMPS

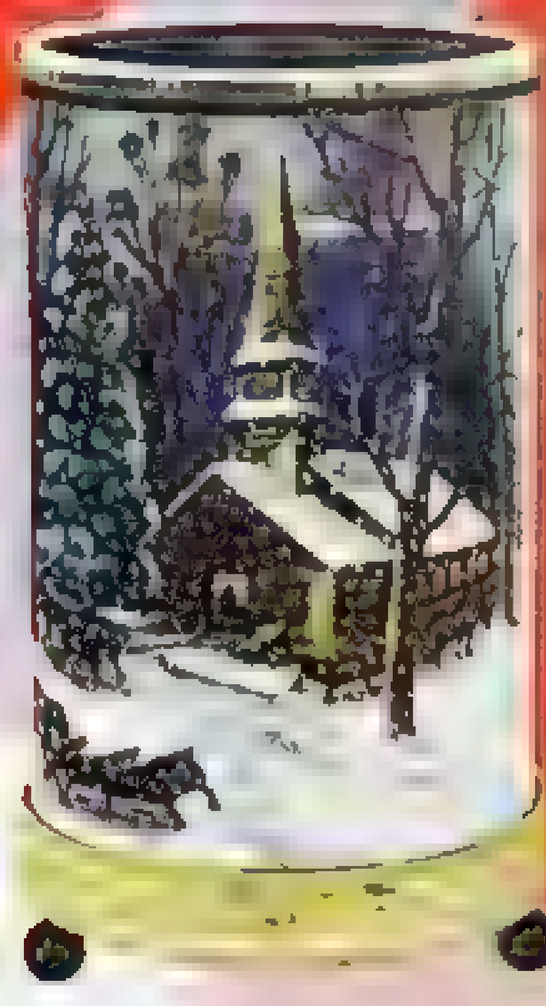
that outshine all other

animated lamps in

BEAUTY, VALUE, SALES!



No. 769
MISS LIBERTY



No 767 —THE CHURCH

Lamps on this page
11" x 6½"

No 768 ANTIQUE AUTO LAMP

No 766 THE BRIDGE

- Full Underwriters' Laboratories Approval
- Smash Hit Subjects
- Appeal To All Income Levels
- Blend With Every Decor
- Brass-Plated Filigree Bases
- Jeweled-Bearing Heat Motors
- Bulb and Switch Included

Econolite
CORPORATION
[illegible] Avenue, Los Angeles 45, California

Pre-Sold by ADVERTISING *Pre-Tested* for POPULARITY

765—THE OLD MILL

The peaceful beauty and nostalgic charm of an authentic New England mill scene is brought to life in this lamp.

764—HISTORIC SHOWBOATS

Re[illegible] a famous race between the great river steamboats Robert E. Lee and [illegible] the Natchez. The [illegible] of a big [illegible] is [illegible]

THE WORLD'S FAVORITE

ANIMATED *Lamps*

763—FAMOUS TRAINS

Largest selling animated lamp on the market today. Nothing [illegible] one but two famous trains: the renowned General and the equally noteworthy Southern [illegible]

Lamps on this page 11" x 6¼".

761—FOREST FIRE LAMP

A forest fire that literally burns right before your eyes and lasts [illegible] hanging [illegible] lamp harmonizes with any decor, modern or traditional.

751B—TROPICAL FISH LAMP

Fabulous [illegible] Angelfish, Swordfish, Pompadour Fish and other [illegible] swimming more real [illegible] green [illegible]

762—NIAGARA FALLS LAMP

Mist [illegible] water [illegible] Powerful [illegible] lamp ever built [illegible]

753B—BUTTERFLY LAMP

Such [illegible] known [illegible] as Monarch, Swallowtail, Painted Lady and Red Admiral [illegible] name [illegible] paint the exact [illegible] colors of nature's [illegible]

Econolite

CORPORATION

8300 Beverly Avenue

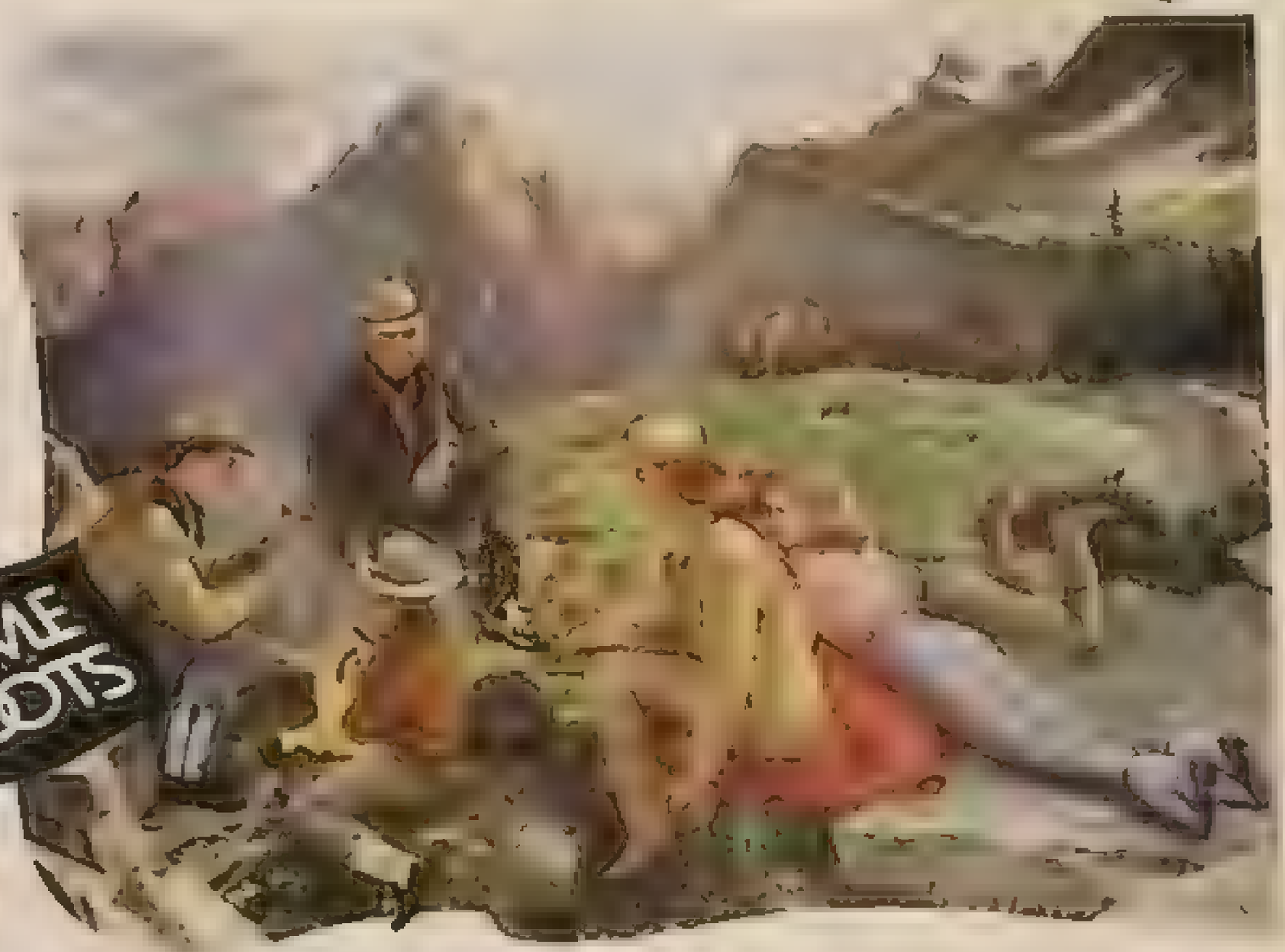
Los Angeles 48, California

Canadian Office:

[illegible] Dixie Road, Toronto 15, Canada

[illegible] U.S.A. Wardlite copyright 1957

A full color reproduction of this new Western painting by John Clymer is in your dealer's show window, surrounded by a handsome display of the newest Acme Cowboy Boots



Fine boots cost less than you think!

The most colorful and glamorous of all footwear . . . created in the traditions of the Old West by Acme's master bootmakers! Superbly and authentically styled, in all their intricate and wonderful detail! They're sturdy and comfortable. A fascinating variety of Acme Cowboy Boots to choose from . . . see them at better dealers everywhere!

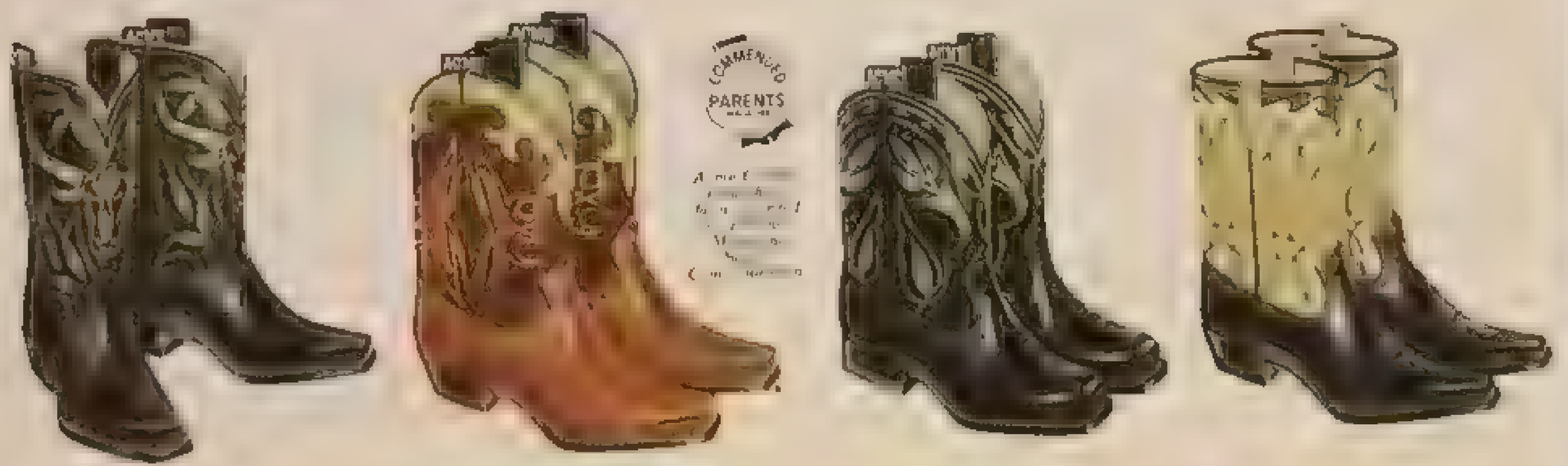
MOST STYLES PRICED AT:

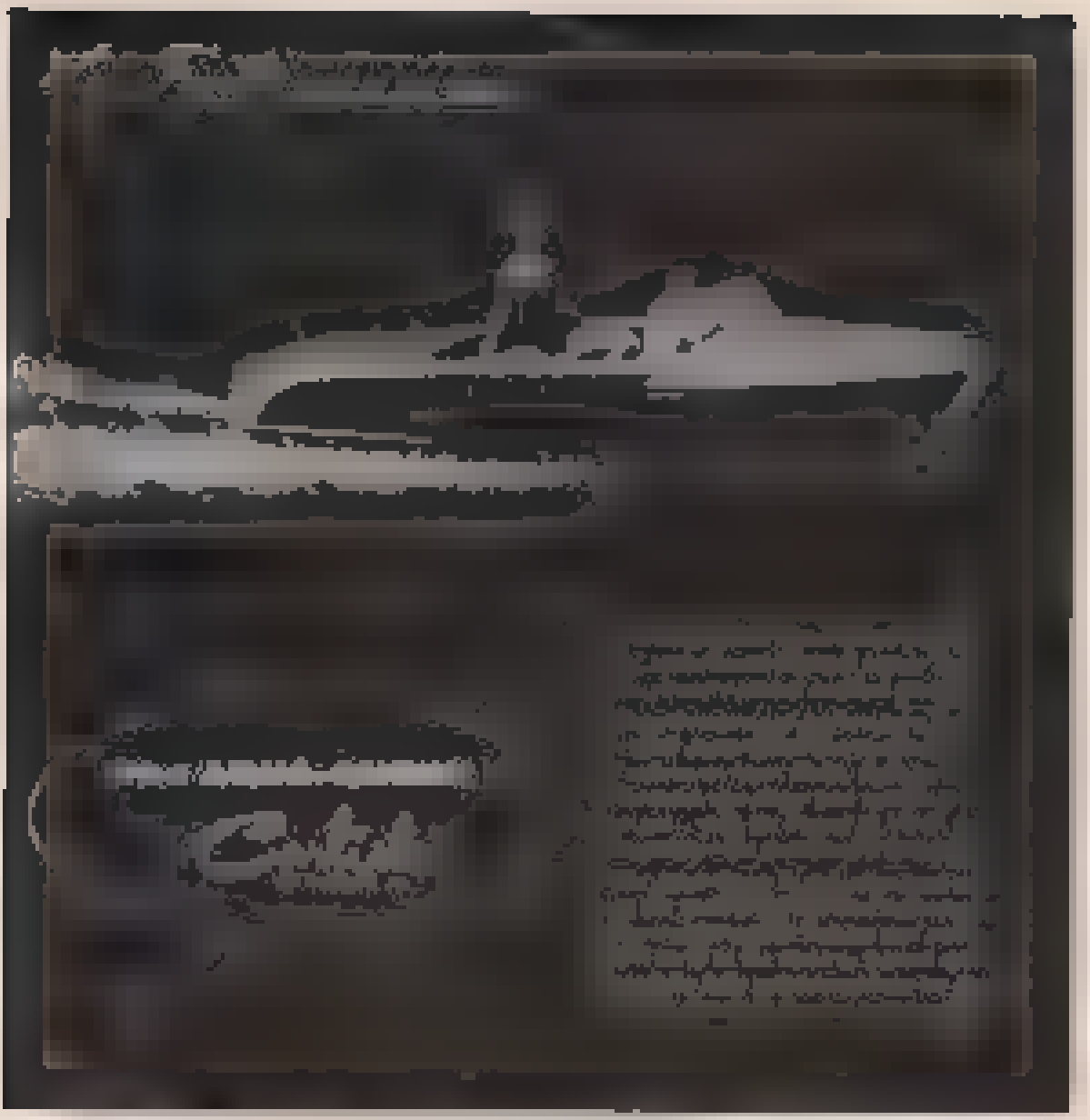
Infants'
$4.95 to $6.95

Boys' and Girls'
$5.95 to $12.95

Ladies' and Men's
$12.95 to $22.50

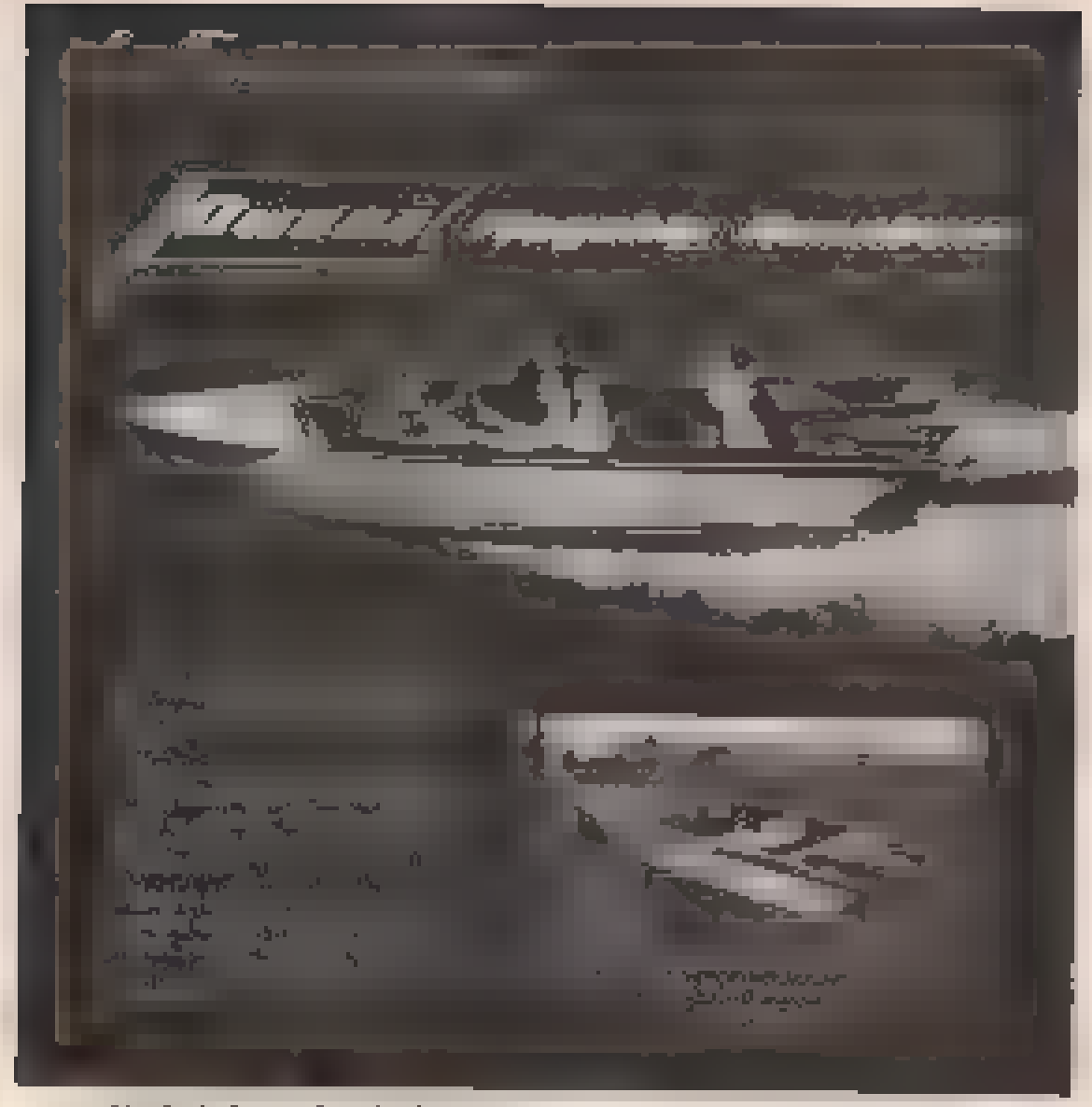
WORLD'S MOST POPULAR COWBOY BOOTS





FAGEOL 44 V·I·P

FAGEOL PRODUCTS COMPANY



PAGEOL 44 VIP

PAGEOL PRODUCTS COMPANY

Nov. 23, 1957

THE NEW YORKER

Price 25 cents

AN EXCITING, EXPLOSIVE NEW STAR!

A true story movingly frankly told in the Saturday Evening Post now it's lived by TONY PERKINS a great new star of motion pictures, the most explosive

a power packed portrayal of a young man twisted and trapped by a world he never made

Paramount Pictures

FEAR STRIKES OUT

PERKINS · MALDEN

Produced by Alan Pakula
Directed by Robert Mulligan

VISTAVISION®

May 18, 1957 THE NEW YORKER Price 20 cents

DEWAR'S

"White Label"

and ANCESTOR

SCOTCH WHISKIES

Famed are the clans of Scotland ... their colorful tartans worn in glory through the centuries. Famous, too, is Dewar's White Label and Ancestor, forever and always a wee bit o' Scotland in a bottle!

Dewar's never varies!

Piper at parade rest
Clan Wallace Tartan

Both 86.8 Proof Blended Scotch Whisky © Schenley Import Corp., N. Y.

Nov. 2, 1957

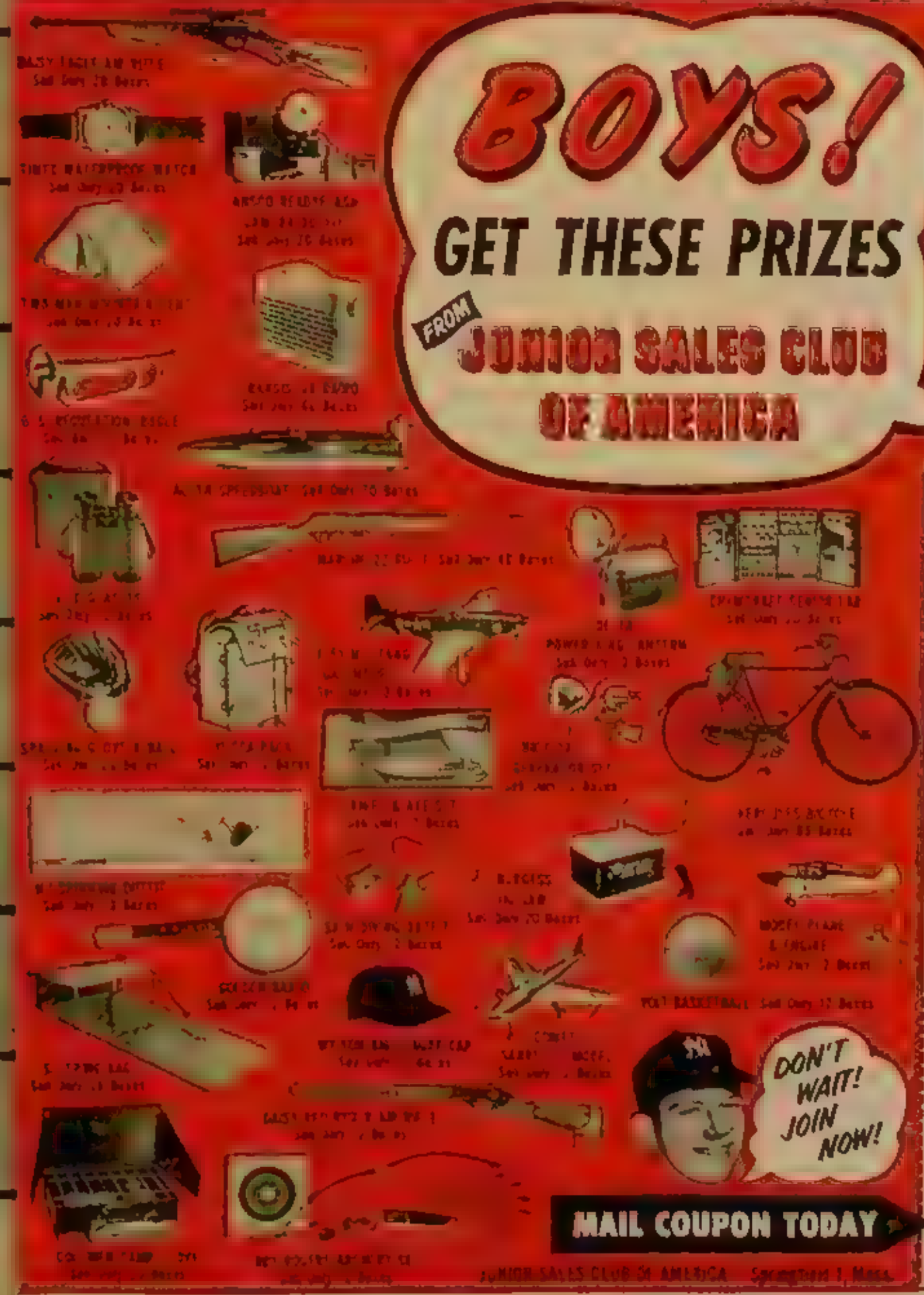
THE NEW YORKER

Price 25 cents

Grants STAND FAST

MICKEY MANTLE GOES TO BAT FOR "DICK BUTTERFINGERS"

BOYS! GET THESE PRIZES FROM JUNIOR SALES CLUB OF AMERICA



Mickey Mantle

Here's how to GET THESE PRIZES AND MANY MORE!

YOU can be the prize-winning J.S.C.A. Member in your neighborhood! Thousands of boys and girls are winning nationally famous QUALITY PRIZES — at NO COST! Our prizes are the Best! No experience needed. It's easy to sell these swell boxes of 21 long-wear All Occasion Cards at only $1.25 per box. You can earn a prize in one day! J.S.C.A. CARDS ACTUALLY SELL THEMSELVES. Just fill in and mail the coupon to become a member of the J.S.C.A. Mark on the coupon whether you want to start with 12 or 20 boxes of All Occasion Cards. If prize you want requires more than 20 boxes, add to your first order for 20 boxes! We will send your cards on credit because WE TRUST YOU! You have 60 days to sell your cards. All we ask is that you return prepaid by parcel post any boxes you cannot sell within 60 days, keeping 50¢ for each box you do sell. The J.S.C.A. Club Plan is quick and easy. Drop the coupon in the mail NOW! ACT QUICKLY TO GET YOUR FREE MEMBERSHIP CARD

Mickey Mantle
c/o JUNIOR SALES CLUB OF AMERICA
SPRINGFIELD 1, MASS. Dept. BL-2

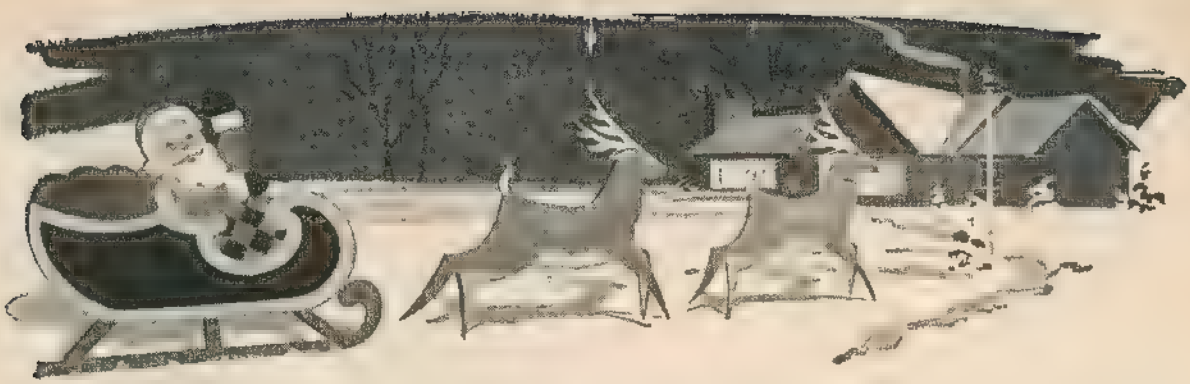
Please enroll me as a member of the J.S.C.A. and send me at once, FREE Membership Card, FREE Illustrated Catalog, complete details on how to get prizes and a supply of All Occasion Cards to sell as checked below

☐ 12 BOXES ☐ 20 BOXES

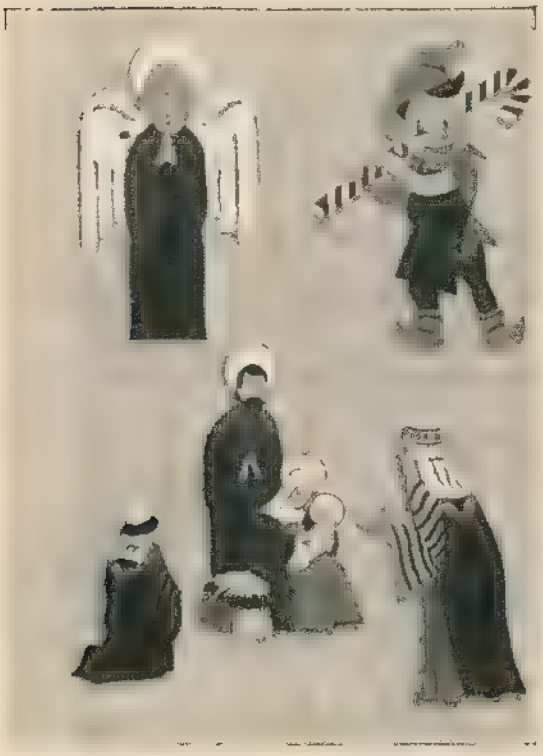
Print Clearly

ADDRESS _____

CITY _____ ZONE ____ STATE



FREE MASONITE PLANS...Easy cut-outs to brighten your home for Christmas!



Big, bright, beautiful cut-outs! Santa and his reindeer to prance across your yard...a Peg-Board® Greeting Card tree...a Nativity scene...snowmen and carolers, angels and choirboys. They're all here, all laid out on a grid pattern. You and the family will have a world of fun tracing these scale patterns on economical, durable Masonite® Primecote® Panels!

JUST ASK YOUR NEIGHBORHOOD LUMBER DEALER—He has your plans waiting for you now, *free* plans for all Masonite's Christmas figures. And he has just what you need to bring them to life: Masonite exterior panels. These panels are super-smooth and splinter-free. They cut cleanly, stand firmly. What's more, they're all prime-coated, ready to take on their gay Christmas colors...ready for years of holiday service.

How they'll add to your Christmas spirit—this year and many years to come. These durable Masonite panels take to wintry weather like Santa himself! So act now! Get down to your lumber dealer's...ask him about the full-size tracing patterns for *your* displays...he'll help you with your plans and materials. Or send the coupon below for complete information.

©Masonite Corporation—manufacturer of quality panel products

MASONITE PRODUCTS

Insist on Masonite ¼" Primecote Panels for your Christmas cut-outs. They're so easy to paint...so weather-resistant ...so inexpensive.

FREE PLANS!

MASONITE® CORPORATION
Dept. PM-11, Box 777, Chicago 90, Ill.
In Canada: Masonite Corporation, Gatineau, Quebec

Please send me my free Christmas plans and full information about Masonite outdoor panels

Name . . . . . .
Address . . . . . .
City . . . . . *State* . . . . .
Zone . . . *County* . . . . . .

June 29, 1957 Price 35 cents

THE NEW YORKER

Dec. 28, 1957 THE NEW YORKER Price 25 cents

Feb. 2, 1957

THE NEW YORKER

Price 20 cents

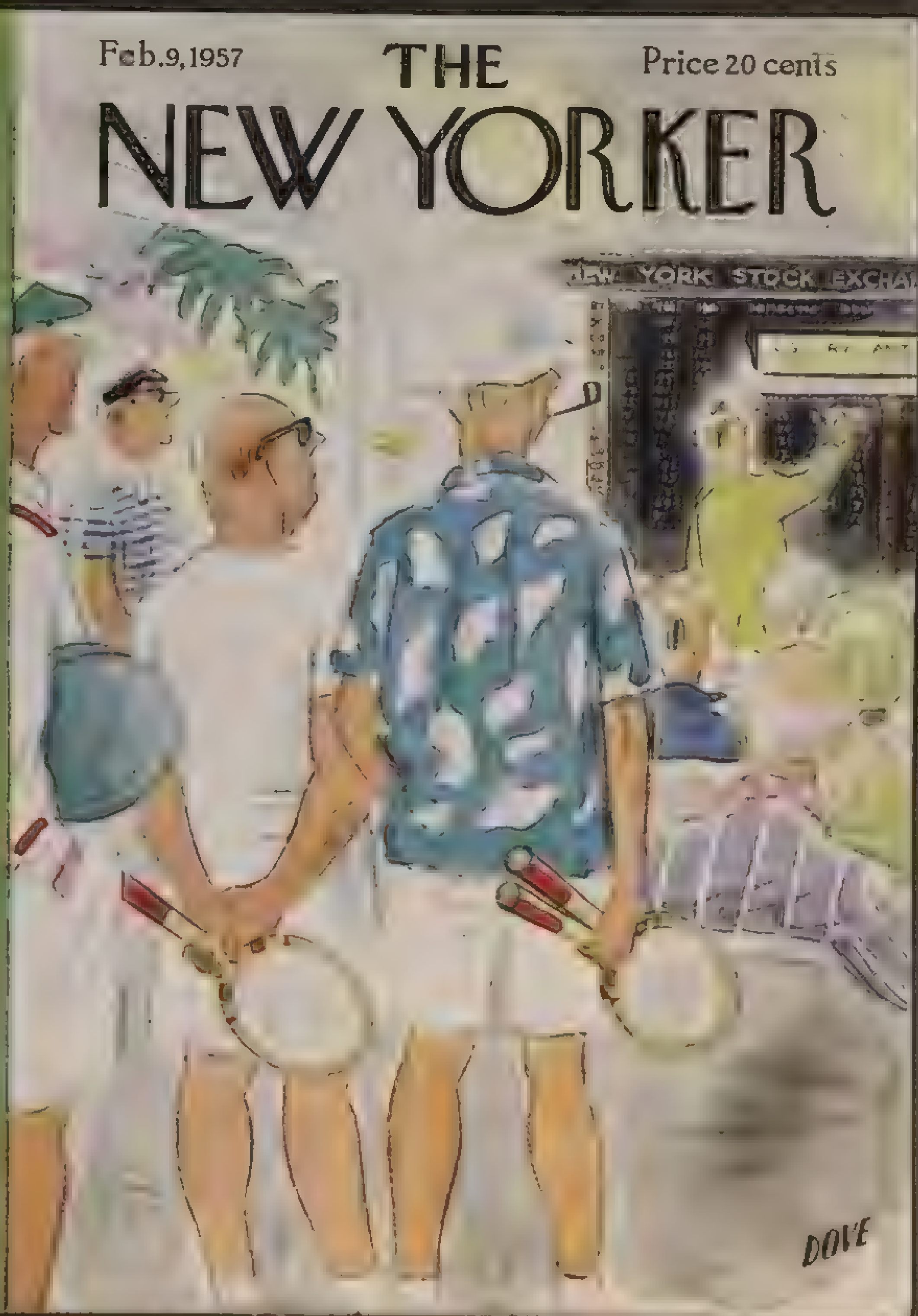
THE
NEW YORKER
U.S. NAVY
Peter Arno

THE
NEW YORKER

Feb.9,1957

THE NEW YORKER

Price 20 cents



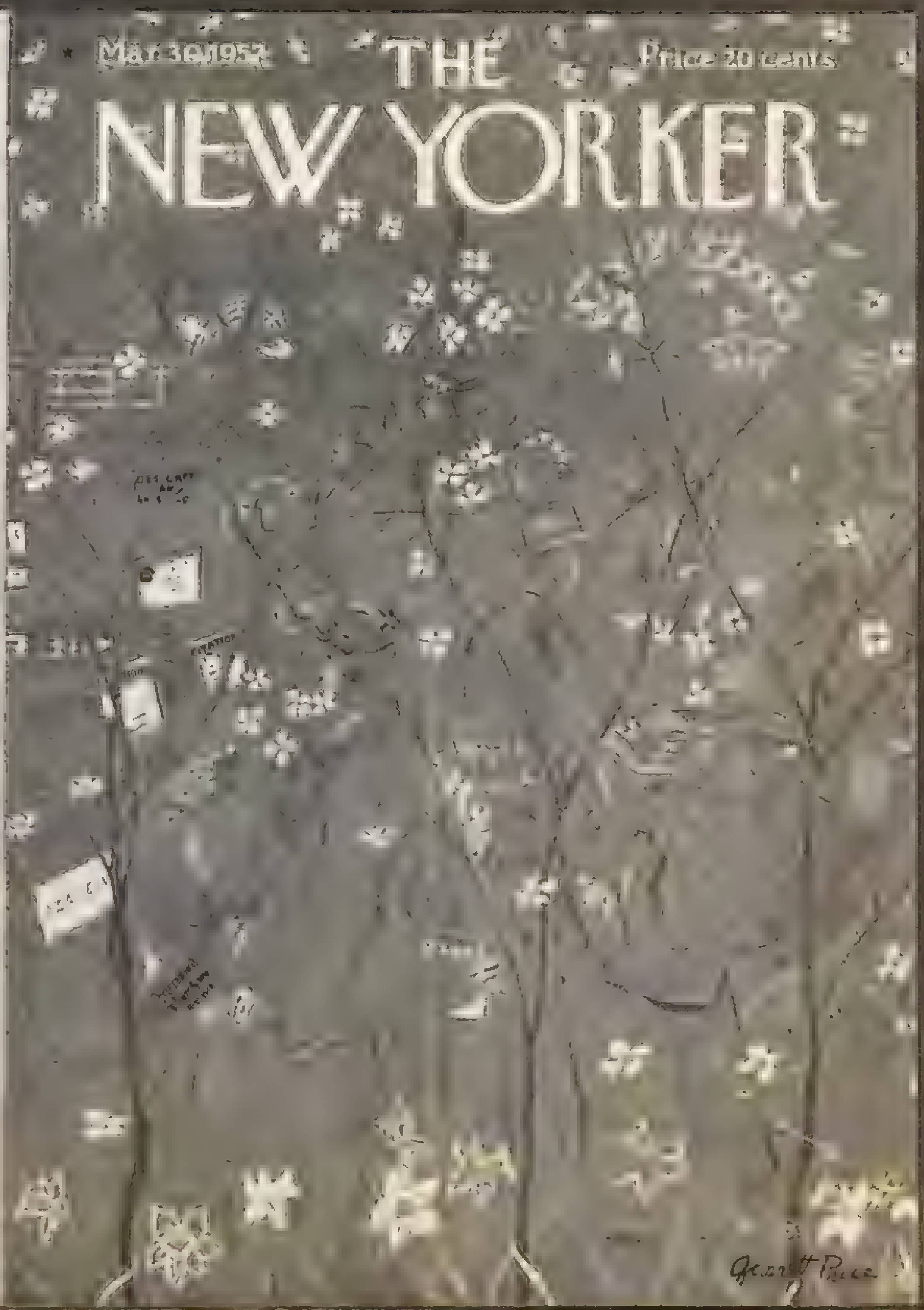
THE
NEW YORKER

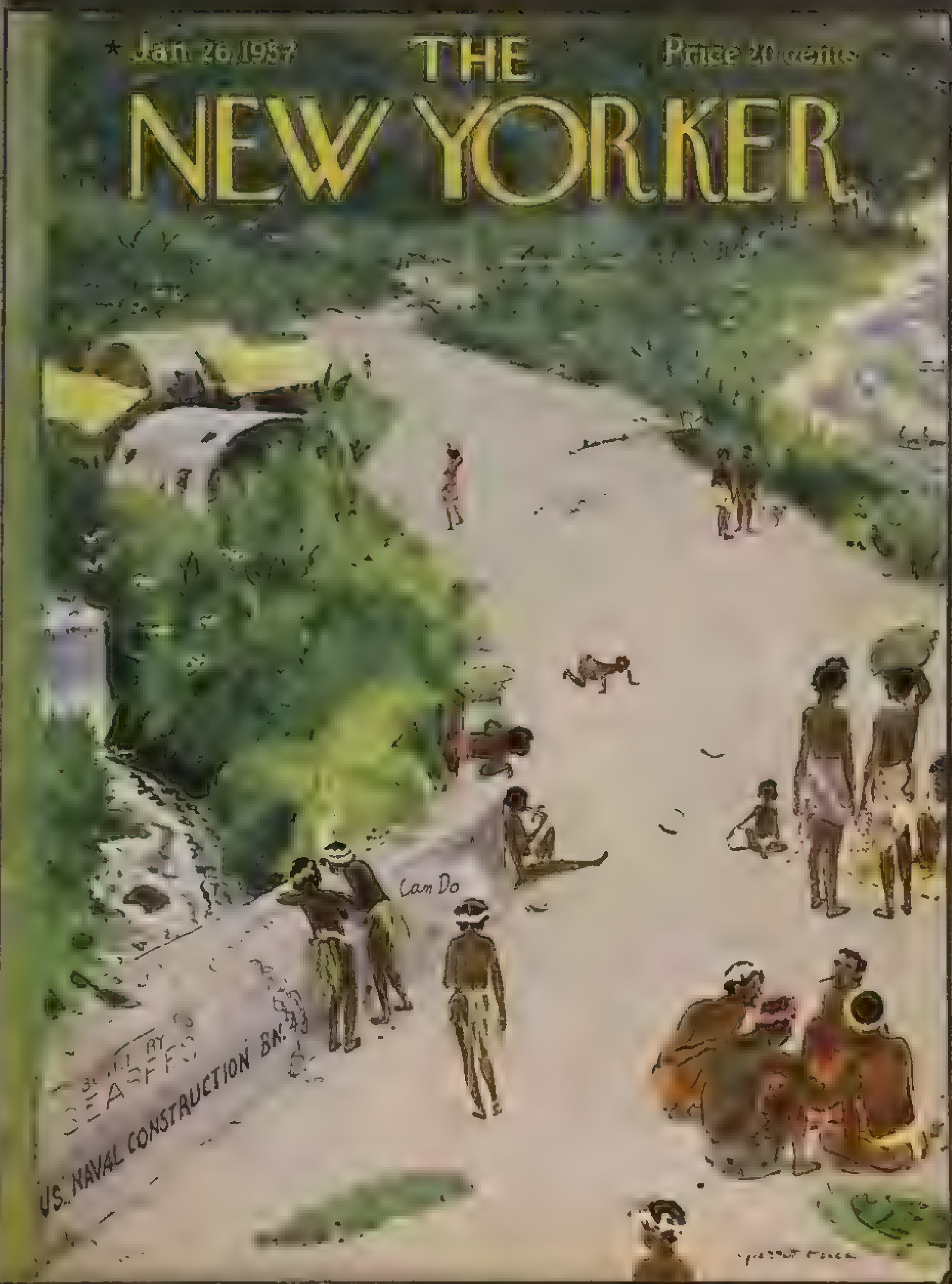
★ Mar. 23, 1957

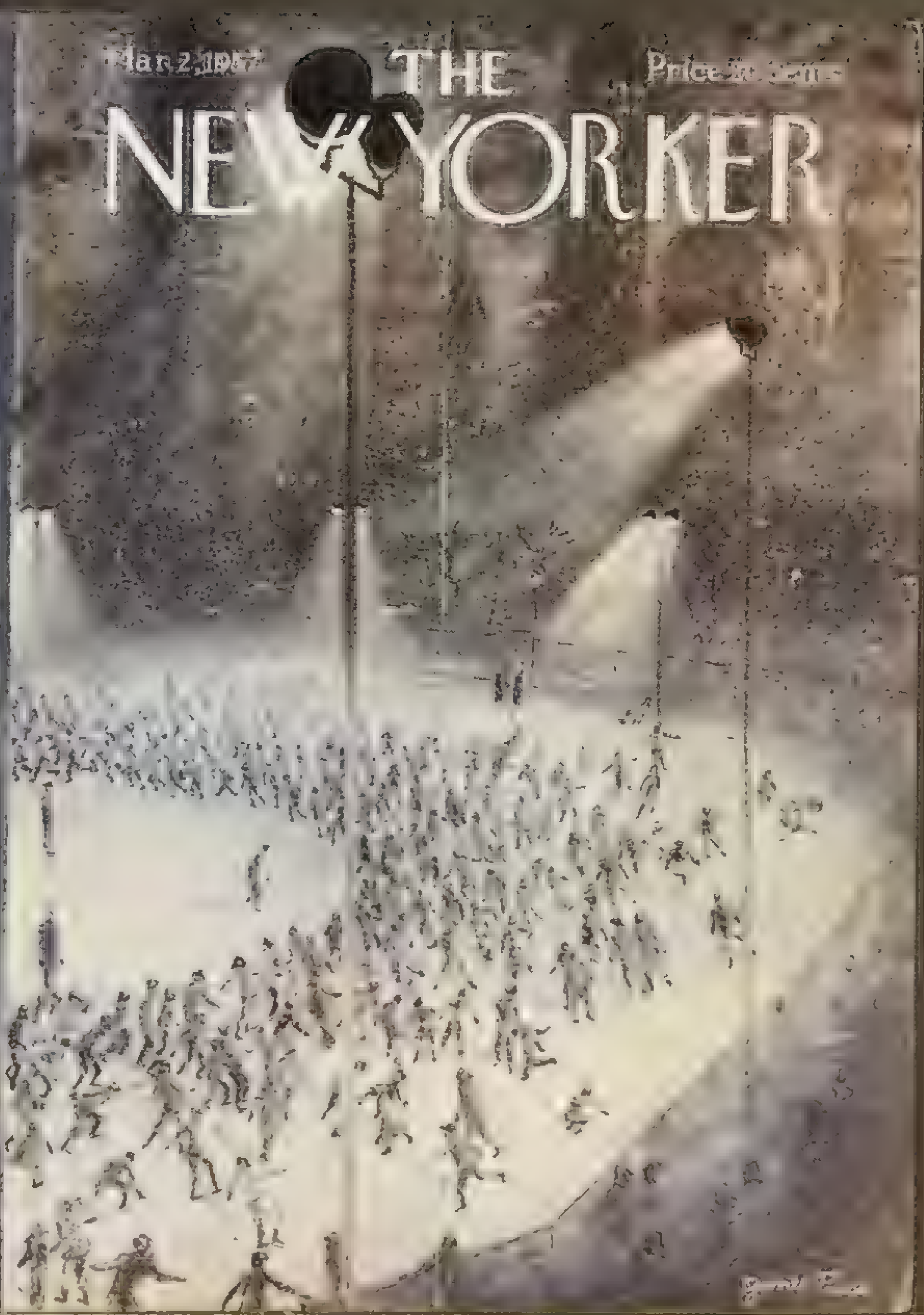
THE NEW YORKER

Price 20 cents

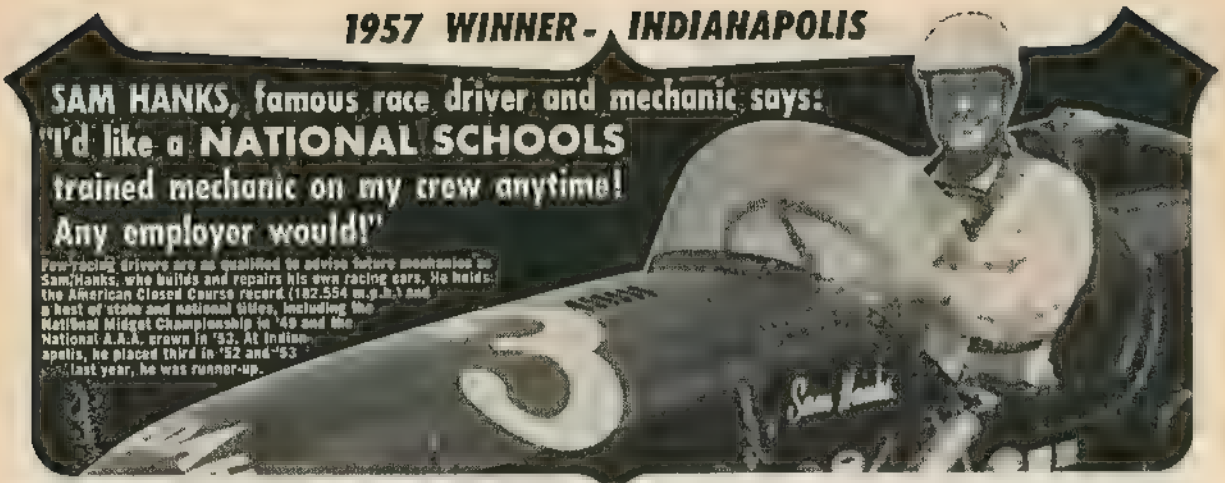
Mar 30, 1957 THE NEW YORKER Price 20 cents




★ Jan. 26, 1957
THE
NEW YORKER
Price 20 cents
Can Do
U.S. NAVAL CONSTRUCTION BN.


Mar 2, 1957
THE
NEW YORKER
Price 35¢

1957 WINNER - INDIANAPOLIS



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"I've worked alongside National Schools Trained mechanics," reports Sam Hanks. "They're top-notch mechanics, up on the newest advances in automotive engines — even diesel jobs and fuel injection never faze them. That kind of all-around training really *pays off* — no matter where you work. And take it from me, National Schools Trained mechanics are in big demand everywhere. They command top pay, because they learned how to repair fast and right the first time. Do I recommend National Schools Home Training in Auto Mechanics & Diesel? You bet I do."

Prove it to yourself, Men. National Schools of Los Angeles, a leader since 1905, brings its famous training shops into your home — gives you everything you need to make more money in today's big, opportunity filled Auto-Mechanics & Diesel industry.

Earn as you learn. We show you how. Easy to understand lessons, diagrams, manuals. Free Placement Assistance.

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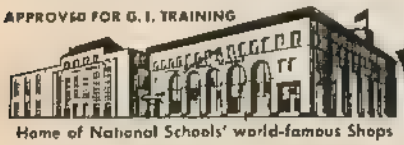

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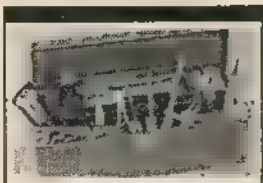
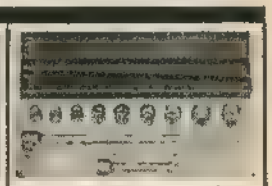


Complete set of professional Tools and All-Metal Tool Box. Same top-quality equipment used by expert mechanics everywhere. Use them, display them proudly

"Motor Analyzing Set" contains Standard Engine Vacuum Fuel Pump Tester, Remote Starter Switch, Modern Timing Light, Standard Compression Tester Plus compact carrying case & instructions.



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VETERANS: Give date of Discharge _____

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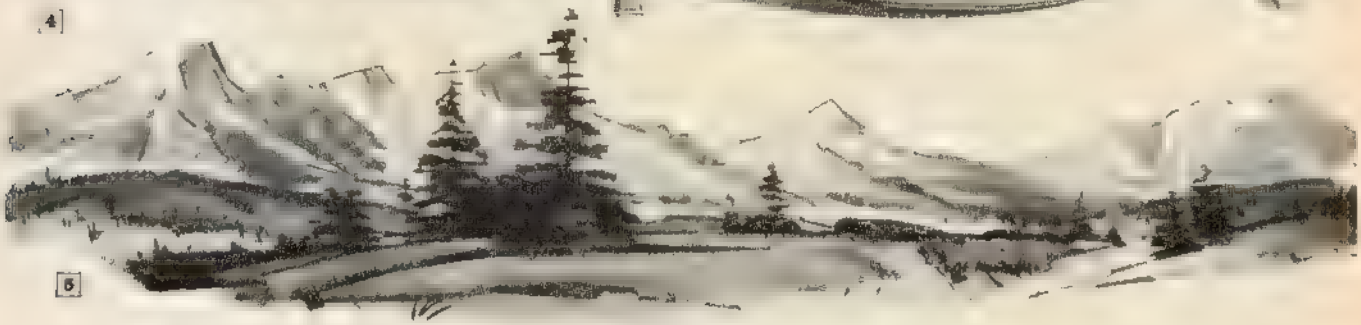

5

Have more FUN on your western trip!

Fun starts the moment you step aboard the Vista-Dome North Coast Limited. On this handsome Northern Pacific train you enjoy every traveling pleasure you could ask for!

1 A cheerful Stewardess-Nurse makes you welcome, looks after your comfort, makes your trip truly pleasant.

2 Four Vista-Domes give you a high, wide and wonderful view of western scenery.

3 Tempting meals, including such favorites as NP's own delicious "Great Big Baked Potato", are sure to win your warm praises!

4 Traveller's Rest, fascinating buffet-lounge, offers you warm-hearted western hospitality and budget meals.

5 Scenic route through the Pacific Northwest (with good California connections). Inexpensive, too, with low family fares.

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SPECIAL OUTFITS *Ansco*

Ⓖ **New. Advanced Anscoflex II.** With built-in close-up lens and yellow filter. Now simple snap shooting more versatile than ever. New built-in close-up lens allows the user to move in as close as 3½' from subject for thrilling, close-up portraits. **New. built-in yellow filter.** Adds more natural beauty to cloud effects and sky effects, more sparkling detail, in brilliant snow and beach scenes. Even with these professional features, the push-button operation of the Anscoflex II is simple enough for a child to take beautiful snapshots in sunlight, or with **flash.** Takes 12 exposures size 2¼x2¼", on 620 film. Gray case.

6Q13-1338 ..... RETAIL **$18.95**

Anscoflex I (not illustrated). Special F.11 two-element lens gives sharp, clear distortion-free pictures, even in poor light. Sliding metal lens cover and self-erecting finder hood close to protect the camera when not in use. Exclusive "watch-wind" film knob transports film by quick, easy ratchet action. **Exposure lock prevents double exposure.** Strikingly modern case, two-tone gray and silver color with buffing rock stop. 12 pictures 2¼x2¼" on standard 620 film.

6Q14-1126 ..... RETAIL **$15.95**

Flash unit for Anscoflex cameras above.

11Q14-349 ..... RETAIL **$4.95**

Anscoflex Everyday Camera Case.

11Q15-247 ..... RETAIL **$3.50**

Ⓛ **Ansco Viking 6.3.** An unexcelled value in the economy price range. The Viking 6.3 is a fine, quality-built, all metal folding camera. **Features:** Agfa F:6.3 coated, color corrected anastigmat lens. Vario 1/25, 1/50, 1/100 second plus B. Flash synchronizer shutter body and lens release and self erecting front brilliant optical subject finder. 8 black and white or 8 color pictures 2¼x3¼ on No. 120 size film.

6Q17-2505 ..... RETAIL **$32.75**

Eveready case for above.

11Q17-490 ..... RETAIL **$6.95**

Flash Unit for above.

11Q10-561 ..... RETAIL **$7.95**

ANSCOFLEX II COMPLETE FLASH CAMERA OUTFIT

Ⓗ **Anscoflex II Camera Outfit.** Complete equipment for snapshooting anywhere. **Anscoflex II camera with built-in close-up lens and yellow filter.** Close-up lens for thrilling close-up portraits. New built-in yellow filter adds more natural beauty to cloud effects and sky effects [illegible] No double exposures possible. So simple to operate even a child can take beautiful shots. Camera has gray case. **Outfit includes:** Anscoflex II camera, Ansco [illegible] case, [illegible] pictures 2¼x2¼" film and 4 flash bulbs. Packed in an attractive travel case.

10Q4-2044 ..... RETAIL **$28.95**

Ⓚ **Readyflash Camera Outfit.** Provides all the necessary accessories for sharp indoor or outdoor pictures. **Includes:** the Ready flash described in (j) which gives a [illegible] of pictures without the use of [illegible] and flash bulbs; hand flash unit gives synchronized operation necessary for short time exposures; 4 flash lamps; [illegible] All-Weather film forms each 2¼x3¼" [illegible] roll. Packed in an attractive travel case.

10Q5-882 ..... RETAIL **$12.50**

Ⓜ **Viking Readyset.** Lowest priced nationally advertised Ansco folding camera. **Special F.11 lens takes top flight amateur pictures.** Gives performance and dependability typical of Ansco's [illegible] engineering. Anyone can use it and obtain most satisfactory pictures—combines folding pocket convenience with box camera simplicity. **Features:** two position exposure settings for dim and bright light; synchronized flash shutter; eye-level view finder; simple lens settings for close-up and distant [illegible]; [illegible] 14 [illegible] pictures [illegible] between 1 [illegible] fingertip [illegible] for [illegible] subject [illegible] and [illegible] easy loading. Takes 8 pictures size 2¼x3¼" pictures on 120 film.

11Q18-1338 ..... RETAIL **$18.95**

Flash unit for Readyset camera.

11Q10-561 ..... RETAIL **$7.95**

Case for above camera.

11Q19-940 ..... RETAIL **$4.95**

Ⓙ **Readyflash.** Well made, economical camera with easy simplified operation. Makes an ideal starter camera for teen-agers who can snap shot of their schoolmates, clubs, vacation trips, etc. **Requires no focusing, no adjustments** just press button [illegible] pictures every time even in poor light. Ideal for photo albums. These snappy, inexpensive cameras will bring real volume sales, quick turnover and [illegible] profit. Designed to accommodate [illegible] film size sold with this economical camera. Attractive black, grained metal, body with satin finish trim, and plastic fittings. Uses standard 620 film. Eight 2¼x3¼" pictures.

6Q15-491 ..... RETAIL **$6.95**

Flash unit for Readyflash camera.

11Q16-208 ..... RETAIL **$2.95**

New!

ANSCO READYFLASH COMPLETE FLASH CAMERA OUTFIT

Ⓚ

Ⓝ **Ansco Travel Camera Outfit.** This new travel outfit [illegible] luggage shown [illegible]

Outfit includes: Viking Readyset camera with lens F.11 [illegible] flash shutter [illegible] pictures [illegible] settings and a smart flash [illegible] case; flash unit with flash shield. Camera makes [illegible] ¼x3¼ pictures in black and white or color. Ship wt. 5 lbs.

10Q26-1797 ..... RETAIL **$29.95**

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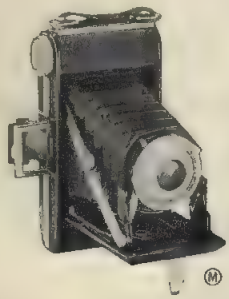

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Ansco CAMERAS AND

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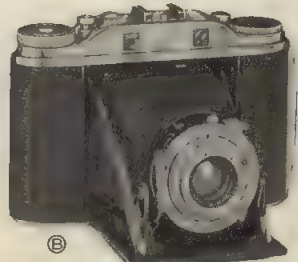

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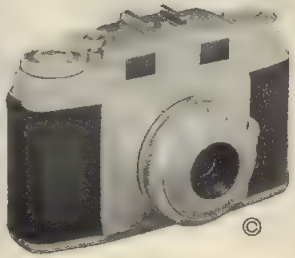


Ⓒ

Ⓐ **Ansco Speedex Special.** Ideal for the serious amateur, the Speedex Special is an efficient, well engineered folding camera which provides the latest features in a compact design. It is fully capable of taking splendid pictures under a wide range of subjects and light conditions, from snapshots to speed boats, table tops and character studies. The fast F4.5 lens produces sharply defined negatives and splendid color transparencies. **F4.5 Agfa Apotar hardcoated, fully corrected lens. Prontor shutter, one to 1/300; second shutter with T. and B.** Flash synchronized for all flashbulbs and electronic flash tubes. Double exposure prevention device. Depth of field calculator. 12 black and white or 12 color pictures 2¼x2¼ on No. 120 size roll film

6Q9-3632 .. RETAIL **$47.50**

Genuine Eveready case for Ansco Speedex Special.

11Q11-490... .. . RETAIL **$6.95**

Flash Unit for above.

11Q10-561.... . . .. RETAIL **$7.95**

Ⓑ **Special "R" F4.5 Speedex.** Popular lifetime camera. Gives the user the precision of a coupled-coincidence rangefinder, typical of most high-priced cameras, without the cost of lens coupling. **Coated F4.5 Apotar anastigmat lens with Prontor shutter speeds to 1/300 second. Features:** double exposure preventer, self-timer, dial-type depth-of-field calculator, all metal construction, swing out spool carrier. Makes twelve 2¼x2¼ pictures on 120 film

6Q8-4206... .... RETAIL **$55.00**

Speedex F4.5. Similar to Speedex F4.5 with anastigmat lens in synchronized Prontor second vario shutter

6Q10-2029.....RETAIL **$29.50**

Genuine leather Eveready case for above.

11Q11-490 . . . RETAIL **$6.95**

Flash unit for above.

11Q10-561..... . . ..RETAIL **$7.95**

Ⓒ **Ansco Super Memar Camera.** Ansco announces a new universal 35mm camera featuring advanced styling and construction. **Features:** F3.5 Agfa Apotar lens, hard-coated and color corrected. Helical focusing from 42" to infinity. Prontor SVS shutter with a speed range from 1 to 1/300 second. Built-in self-timer. Bright field coupled-coincidence type rangefinder combined in single window with viewfinder. Depth-of-field guide coupled to focusing scale. Thumb lever film transport single motion transports film, counts exposures, sets shutter. **All settings visible from top of camera.** Film type indicator with ASA calibrations and twin sprocket film drive mechanism. All-metal body with satin finish brightwork.

8Q7-5412.....RETAIL **$74.50**

35mm Memar (not illustrated). Fast F:3.5 lens gives quality performance for black and white and color slides. 1/200 second flash speed. **Features:** triple film advance; integral self-timer which allows user to get in picture. double exposure eliminator, film reminder index. Lightweight all-metal construction. Uses standard 35mm film magazines

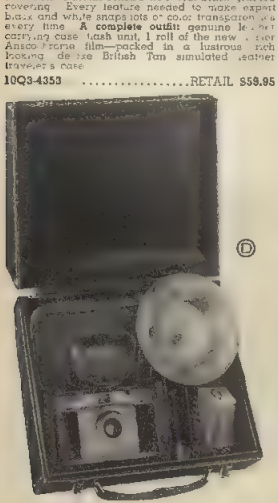
8Q8-3014. . . . .RETAIL **$41.50**

Eveready case for above cameras.

11Q9-491 .. ..RETAIL **$6.95**

Ⓓ **35mm Camera Outfit.** Here at last is a completely new 35mm camera outfit. Proof that a fine miniature camera need not be costly. **The ANSCO Memar, America's smartest, most modern low priced, 35mm camera offers a fast F3.5 coated Agfa Apotar lens in a flash synchronized shutter with speeds up to 1/200 second.** Twin sprocket rapid film advance with thumb lever, self-timer double exposure eliminator, film type reminder, all-metal construction with black grained covering. Every feature needed to make expert black and white snapshots or color transparencies every time. **A complete outfit** genuine leather carrying case flash unit, 1 roll of the new Ansco Ferrania film—packed in a lustrous rich looking deluxe British Tan simulated leather traveler's case

10Q3-4353 .....RETAIL **$59.95**



Ⓔ **Ansco Super Speedex.** Superior automatic roll film camera engineered to make pictures of the highest technical quality. **Agfa F:3.5 Solinar lens with four elements and carefully computed air spaces.** Focused as a unit to guarantee the sharpest definition at all focusing points. Super Speedex offers quality features never before found on a folding camera: automatic film transport carries film to next exposure. **Accurate flash shutter with 8 speeds to 1/500th second, and bulb.** Super reliable rangefinder lens coupled coincidence type (90° rotation corrects for reversing screen) safety feature: Bed will not close until lens is returned to infinity position. exposure lock prevents double exposure. film reminder index. All metal and leather construction. Twelve 2¼x2¼" pictures on 120 film.

6Q5-8681..... ....RETAIL **$119.50**

Genuine Leather Eveready type case. (For above camera)

11Q8-588.....RETAIL **$9.75**

Ⓔ

FLASH UNIT FOR ALL CAMERAS ON THIS PAGE.

11Q10-561 . . RETAIL **$7.95**

Ⓕ **Super Regent. 35mm miniature camera with four-element F:3.5 Solinar lens for detailed professional-type pictures.** Its fully synchronized M-X synchro-compur shutter gives reliable performance even at high speeds—up to 1/500 second. Lens coupled rangefinder—automatically moves lens to correct distance. Automatic film transport moves film to next exposure—simply wind knob. **Features:** double exposure eliminator, methodically calculator and film reminder index. Sturdy all-metal construction. Uses standard 35mm magazines

6Q11-6844.....RETAIL **$89.50**

Eveready case for Super Regent.

11Q12-490 .....RETAIL **$6.95**

Ansco Regent. As above but without coupled rangefinder. Agfa Apotar lens. Prontor shutter with speeds up to 1/300 second and bulb.

6Q12-4188.....RETAIL **$54.50**

Eveready Case for Ansco Regent.

11Q13-490.....RETAIL **$6.95**

Ⓕ

Ansco CAMERAS

Ⓐ **Ansco Speedex Special.** Ideal for the serious amateur, the Speedex Special is an efficient, well engineered folding camera which provides the latest features in a compact design. It is fully capable of taking splendid pictures under a wide range of subjects and light conditions, from strobe shots to speed boats, table tops and character studies. The fast F4.5 lens produces sharply defined negatives and splendid color transparencies. **F4.5 Agfa Apotar hardcoated, fully corrected lens. Prontor shutter, one to 1/300; second shutter with T. and B.** Flash synchronized for all flashlamps and electronic flash tubes. Double exposure prevention device. Depth of field calculator. 12 black and white or 12 color pictures 2¼x2¼ on No. 120 size roll film

6Q9-3632.....RETAIL **$47.50**

Genuine Eveready case for Ansco Speedex Special.

11Q11-490.....RETAIL **$6.95**

Flash Unit for Ansco Super Speedex.

11Q10-561.....RETAIL **$7.95**

Ⓑ **Special "R" F4.5 Speedex.** Popular lifetime camera. Gives the user the precision of a coupled-coincidence rangefinder, typical of most high-priced cameras, without the cost of lens coupling. **Coated F4.5 Apotar anastigmat lens with Prontor shutter speeds to 1/300 second. Features:** double exposure preventer, self-timer, dial type depth-of-field calculator, all metal construction, swing out spool carrier. Makes twelve 2¼x2¼ pictures on 120 film.

6Q8-4206 .. .. RETAIL **$55.00**

Speedex f4.5. Similar to Special f4.5, with anastigmat lens in synchronized 1/200 second vario shutter.

6Q10-2029.. ....RETAIL **$29.50**

Genuine leather Eveready case for above.

11Q11-490.....RETAIL **$6.95**

Flash unit for above.

11Q10-561.. . .....RETAIL **$7.95**

Ⓒ **Ansco Super Memar Camera.** Ansco announces a new universal 35mm camera, featuring advanced styling and construction. **Features:** F3.5 Agfa Apotar lens, hard-coated and color corrected. Helical focusing from 42" to infinity. Prontor SVS shutter with a speed range from B to 1/300 second. Built-in self-timer. Bright field coupled-coincidence type rangefinder combined in single window with viewfinder. Depth-of-field gauge coupled to footage scale. Thumb lever film transport—single motion transports film, counts exposures, sets shutter. **All settings visible from top of camera.** Film type indicator with ASA calibrations and twin-sprocket film drive mechanism. All-metal body with satin finish brightwork.

6Q7-5314.....RETAIL **$69.50**

35mm Memar (not illustrated). Fast F:3.5 lens gives quality performance for black and white negatives and color slides. 1/200 second flash shutter. **Features:** rapid film advance; integral self-timer which allows user to get in picture; double exposure eliminator; film reminder index. Lifetime all-metal construction. Uses standard 35mm film magazines.

6Q6-3021.....RETAIL **$39.50**

Eveready case for above camera.

11Q9-491.....RETAIL **$6.95**

Ⓓ **35mm Camera Outfit.** Here at last is a completely new 35mm camera outfit. Proof that a fine miniature camera need not be costly. **The ANSCO Memar, America's smartest, most modern low-priced, 35mm camera offers a fast F3.5 coated Agfa Apotar lens in a flash synchronized shutter with speeds up to 1/200 second.** Twin sprocket rapid film advance with thumb lever, self-timer, double exposure eliminator, film type reminder, and lifetime metal construction with Black grained covering. Every feature needed to make expert black and white snapshots or color transparencies every time. **A complete outfit:** genuine leather carrying case, flash unit, 1 roll of the new, faster Anscochrome film—packed in a lustrous, rich looking, deluxe British Tan simulated leather traveler's case.

10Q3-4301.. ..... RETAIL **$56.25**

FLASH UNIT FOR ALL CAMERAS ON THIS PAGE.

11Q10-561..... .RETAIL **$7.95**

Ⓔ **Ansco Super Speedex.** Superior automatic roll film camera engineered to make pictures of the highest technical quality. **Agfa F:3.5 Solinar lens with four elements and carefully computed air spaces.** Focuses as a unit to guarantee the sharpest definition at all focusing points. Super Speedex offers quality features never before found on a folding camera: automatic film transport carries film to next exposure. **Accurate flash shutter with 9 speeds to 1/500th second, and bulb.** Super reliable rangefinder—lens coupled coincidence type (90° rotation covers the full focusing scale); safety features. Bed will not close until lens is returned to infinity position; exposure lock prevents double exposure; film reminder index. All metal and leather construction. Twelve 2¼x 2¼" pictures on 120 film.

6Q5-9139.....RETAIL **$119.50**

Genuine Leather Eveready type case. (For above camera.)

11Q8-688.....RETAIL **$9.75**

Ⓕ **Super Regent. 35mm miniature camera with four-element F:3.5 Solinar lens for detailed professional-type pictures.** Its fully synchronized M-X synchro-compur shutter gives reliable performance even at high speeds—up to 1/500 second. Lens coupled rangefinder—automatically moves lens to correct distance. Automatic film transport moves film to next exposure—simply wind knob. **Features:** double exposure eliminator, depth-of-field calculator, and film reminder index. Sturdy all-metal construction. Uses standard 35mm magazines.

6Q11-6844..... ... .RETAIL **$89.50**

Eveready case for Super Regent.

11Q12-688.....RETAIL **$9.75**

Ansco Regent. As above, but without coupled rangefinder. Agfa Apotar lens. Prontor shutter with speeds up to 1/300 second and bulb.

6Q12-4168.....RETAIL **$54.50**

Eveready Case for Ansco Regent.

11Q13-490.....RETAIL **$6.95**

AND SPECIAL OUTFITS

(G) **New, Advanced Anscoflex II.** With built-in close-up lens and yellow filter. New . . . simple snap shooting more versatile than ever. New built-in close-up lens allows the user to move in as close as 3½' from subject for thrilling, close-up portraits. **New, built-in yellow filter.** Adds more natural beauty to cloud effects and skin textures . . . more sparkling detail in brilliant snow and beach scenes. Even with these professional features, the push-button operation of the Anscoflex II is simple enough for a child to take beautiful snapshots in sunlight or with a flood. Takes 12 pictures, size 2¼x2¼", on 620 film. Gray plastic case

6Q13-1938 .....RETAIL **$18.95**

Anscoflex I (not illustrated). Special F:11 two-element lens gives sharp, clear distortion-free pictures, even in poor light. Sliding metal lens cover and self-cocking finder hood close to protect the camera when not in use. Exclusive 'watch-wind' film knob transports film by quick, easy ratchet action. **Bayonet lock prevents double exposure.** Strikingly modern case; two-tone gray and silver color with built-in neck strap. 12 pictures 2¼x2¼" on standard 620 film

6Q14-1128 .....RETAIL **$15.95**

Flash unit for Anscoflex cameras above.

11Q14-349 .....RETAIL **$4.95**

Anscoflex Eveready Camera Case.

11Q15-247 .....RETAIL **$3.50**

(H) **Anscoflex II Camera Outfit.** Complete equipment for snapshooting anywhere. **Anscoflex II camera with built-in close-up lens and yellow filter.** Close-up lens for thrilling close-up portraits. New built-in yellow filter adds more natural beauty to outdoor and indoor scenes . . . to portraits of friends. No double exposures possible. So simple to operate even a child can take beautiful shots. Camera has Gray plastic case. **Outfit includes:** Anscoflex II camera, Anscoflash unit, camera case, 2 rolls of 620 (12 pictures 2¼x2¼") film and 4 flash bulbs. Packed in an attractive travel case

10Q4-1973 ..... RETAIL **$27.95**

(J) **Readyflash.** Well made, economical camera with easy simplified operation. Makes an ideal starter camera for teen agers who want snap-shots of their schoolmates, clubs, vacation trips, etc. **Requires no focusing, no adjustments**—just press shutter lever, and snap pictures. Gives sharp, clear pictures every time, even in poor light. Ideal for photo albums. These snappy, inexpensive cameras will bring real volume sales, quick turnover, and good profit. Designed to accommodate flash unit—a sure seller with this economical camera. Attractive Black grained metal body with satin finish trim, and plastic fittings. Uses standard 620 film. eight 2¼x3¼" pictures.

6Q15-491 .....RETAIL **$6.95**

Flash unit for Readyflash camera.

11Q16-208 .....RETAIL **$2.95**

(K) **Readyflash Camera Outfit.** Provides all the necessary accessories for sharp indoor or outdoor pictures. **Includes:** the Readyflash camera described in (J) which gives sharp, clear pictures without the use of complicated gadgets or attachments. Hand flash unit gives synchronized operation necessary for sharp indoor pictures. 4 flash lamps, 1 roll All Weather film—takes eight 2¼x3¼" pictures per roll. Packed in an attractive travel case.

10Q5-841 .....RETAIL **$11.95**

(L) **Ansco Viking 6.3.** An unexcelled value in the economy price range. The Viking 6.3 is a fine, quality-built, all metal folding camera. **Features:** Agfa F:6.3 coated, color corrected anastigmat lens; Vario 1/25, 1/50, 1/200 second plus B, flash synchronized shutter; body shutter release and self-erecting front; brilliant optical subject finder 8 black and white or 8 color pictures 2¼x3¼ on No. 120 size film.

6Q17-2505 .....RETAIL **$32.75**

Eveready case for above.

11Q17-499 .....RETAIL **$6.95**

Flash Unit for above.

11Q10-561 .....RETAIL **$7.95**

(M) **Viking Readyset.** Lowest priced nationally advertised Ansco folding camera. **Special F.11 lens takes top flight amateur pictures.** Gives performance and dependability typical of Ansco's quality engineering. Anyone can use it and obtain good, satisfactory pictures combines folding camera convenience with box camera simplicity. **Features:** two-position exposure settings for dim and bright light; synchronized flash shutter; eye-level view finder; simplified focus settings for close-up and distant pictures. Weighs only 19 ozs.—which provides easy carrying and lightweight operation. Fingertip shutter release, folding subject finder, swing-out brackets for easy loading. Takes 8 album size 2¼x3¼" pictures on 120 film.

11Q18-1338 .....RETAIL **$18.95**

Flash unit for Readyset camera.

11Q10-561 .....RETAIL **$7.95**

Case for above camera.

11Q19-340 .....RETAIL **$4.95**

(N) **Ansco Travel Camera Outfit.** This new travel outfit features a beautiful luxurious luggage-brown alligator grain travel case.

Outfit includes: Viking Readyset camera with sharp F.11 doublet lens, synchronized shutter for flash pictures, simplified exposure and focus settings, and a smart, rich appearance; genuine leather carrying case; flash unit with flash shield. Camera makes big 2¼x3¼ pictures in black and white or color. Ship. wt. 6 lbs

10Q26-1797 .....RETAIL **$29.95**

(G)

ANSCOFLEX II COMPLETE FLASH CAMERA OUTFIT

(H)

(J)

New!

ANSCO READYFLASH COMPLETE FLASH CAMERA OUTFIT

(K)

(N)

(M)

(L)

Certified Waterproof on a Bulova watch means guaranteed water-resistant when case, crystal and crown are intact. "Shock-resistant" tells you a Bulova watch withstands rugged duty. That's Bulova . . . symbol of watch precision since 1875

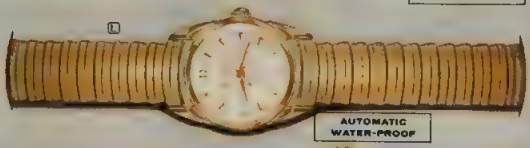
E Senator "I" . . . rest your eyes on a wrist of time-telling gold. Simple lines of its 10K rolled gold plate case create a clean, uncluttered look . . . outline an easily read, full-numerated dial. Steel back is rugged. Shock-resistant . . . for any activity. Unbreakable mainspring, winds at fingertip touch. Matching band expands. 17 jewels.
189-001 A2375 10K Yellow RGP.....$35.75

F Lexington . . . your partner for a lifetime of dependable timekeeping. Case of manly pride and 10K rolled gold plate . . . wide sides taper at the center. Steel back . . . shining armor. Magnificent Bulova 21-jewel movement powers the watch to absolute accuracy . . . gets you to class or conference on time. Matching link expansion band.
189-019 A3450 10K Yellow RGP.....$57.50

G Senator "W" . . . long on features yet low in price! 10K white rolled gold plate, backed by stainless steel. Certified Waterproof and shock-resistant. Sweep second hand, luminous hands and dial (white or black). Anti-magnetic. Unbreakable mainspring. Band has leather inserts, expands. 17 jewels.
180-027 A2975 White dial $49.50
180-035 A2975 Black dial 49.50

H Royal Clipper . . . the debonair in watch wear. Steel-backed case of 10K rolled gold plate. Winds itself as you wear it. Certified Waterproof, even if completely submerged in water. Shock-resistant, even during strenuous action. Plus, sweep second hand, luminous hands and dial, unbreakable mainspring. 17 jewels. Expansion band.
189-043 A3750 10K Yellow RGP.....$39.50

K Bulova 23 "R" . . . for the man who values his time and good taste. Precision 23-jewel movement, timed to six adjustments for accuracy. Anti-magnetic. Certified Waterproof and shock-resistant. Self-winding with unbreakable mainspring. Black suede strap attaches to case of 10K white rolled gold plate.
169-050 A3750 White dial $59.50
189-068 A3750 Black Luminous Dial.. 59.50



L Bulova 23 "G" . . . a leader among men. Anti-magnetic 23 jewels, precision-adjusted six ways, pinpoint the time. Certified Waterproof, in a downpour or when washing up. Resists shock, athletic or accidental. Self-winds unbreakable mainspring to the right degree of tension. 10K rolled gold plate case . . . stainless steel back. Expansion band.
189-076 A4950 10K Yellow RGP.....$95.00

M Regency . . . achievement in fine watchmanship. Simplicity of its 14K gold case sweeps into an enriching alligator leather strap. Self-winding by the very slightest wrist motion . . . keeps wound overnight. It's Certified Waterproof and shock-resistant . . . important to sportsmen and businessmen. Faithful, anti-magnetic 17-jewel movement.
189-084 A7950 14K Yellow Gold.....$145.00

RETAIL PRICES on these pages include 10% Federal Excise Tax

BULOVA

WORLD'S MOST WANTED WATCH

Bulova, Gift of a Lifetime, gives you the heritage and guarantee of the watch leader. Experience a new standard of timekeeping accuracy in a Bulova of your own!

(E) **Goddess of Time** . . . to worship forever. Two diamonds enhance the delicacy of its rolled gold plate case. Cord band. 17 jewels.
190-066 A2995 10K White RGP . . .$49.50
190-074 A2995 10K Yellow RGP . 49.50

(F) **La Petite** . . tiny enchantress. Twin diamonds, rolled gold plate case. Unbreakable mainspring, 23 jewels. Band expands.
190-082 A3950 10K White RGP. $65.00
190-090 A3950 10K Yellow RGP.. . . . 65.00

(G) **Miss America** . takes the title for value. Rolled gold plate case, sturdy steel back. Expansion bracelet. 17 jewels.
190-009 A2375 10K Yellow RGP. . . $35.75
190-017 A2375 10K White RGP 35.75

(H) **Anita** . . pretty picture in 10K rolled gold plate (steel back) Matching expansion bracelet Artistry plus accuracy . . 17 jewels.
190-025 A2875 10K Yellow RGP.. . . $49.50
190-033 A2875 10K White RGP . . . 49.50

(K) **Dolly Madison** . . a "great lady" like its namesake Dainty rolled gold plate case. 21 jewel movement. Expansion bracelet.
190-041 A3450 10K Yellow RGP.... $57.50
190-058 A3450 10K White RGP.. . . . 57.50

(L) **Debutante "A"** . . modern, charming. Time slips by through 21 jewels. Case of 14K gold rounds out its grandeur Cord band.
190-108 A3950 14K Yellow Gold .$65.00
190-116 A3950 14K White Gold . . 65.00

(M) **Debutante "L"** . . yours for exquisite wear 21 jewel movement keeps abreast of the time . . while case with matching expansion bracelet is aglitter in 14K gold.
190-124 A4975 14K Yellow Gold . . .$85.00

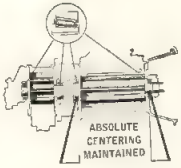
CP "POWER VANE" ROTARY COMPRESSORS

POWER VANE

▼ offer 3 design "extras" that assure BETTER SERVICE

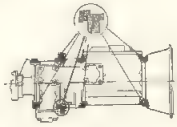
▼ TAPERED ROLLER BEARINGS

Centering of rotors maintained between head plates; axial movement restrained



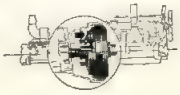
▼ FITTED-STEP CONSTRUCTION

Metal - to - metal joining of all housing and fitted-step construction of mating surfaces insure perfect running alignment.



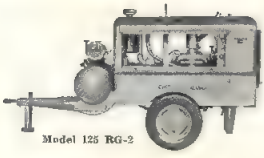
▼ PRESSURE-MATIC (Safety Friction) DRIVE

Transmits full engine power . . . its flexibility protects compressor and engine by automatically absorbing shock.

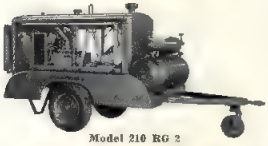


- Chicago Pneumatic Rotaries are now available in sizes of 125, 210, 365, 600 and 900 c.f.m.
- Without pistons, connecting rods, valves or other reciprocating parts to maintain, these two-stage, oil-cooled rotaries afford thousands of hours of trouble-free service. Their oil injection system provides copious lubrication, cools the air during compression and assures long rotor blade life, yet oil consumption is remarkably low and air delivered is practically oil free. Due to oil injection, discharge air is 100° lower than in equivalent piston-type compressors.
- These "POWER VANES" weigh less than piston-type machines of half the capacity and—they take 30% less space than equivalent piston-type compressors.

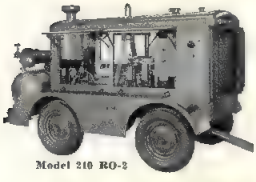
CP "POWER VANE" ROTARY COMPRESSORS



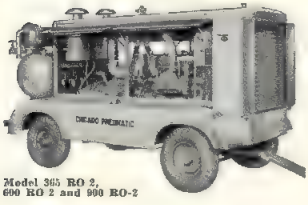
Model 125 RG-2



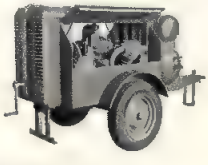
Model 210 RG 2



Model 210 RO-2



Model 365 RO 2,
600 RO 2 and 900 RO-2



Model 75
Gasoline Driven
PORTABLE COMPRESSORS

This size is built in two-stage, air-cooled piston type, coupled to Hercules gasoline engine. Model 75 is also available on two pneumatic tires or on skids.

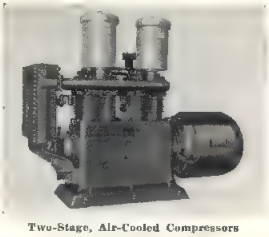
"POWER VANE" SPECIFICATIONS

MODEL NUMBER	GASOLINE DRIVEN 125 RG-2	210 RG-2	DIESEL DRIVEN 210 RO-2	365 RO-2	600 RO-2	900 RO-2
ACTUAL CAPACITY—cu. ft. free air/min.	125	210	210	365	600	900
NORMAL DISCHARGE PRESSURE—lbs./sq. in.	100	100	100	100	100	100
FULL LOAD SPEED—r.p.m.	1800	1900	1900	1775	1750	1775
ENGINE Make	Hercules		General Motors			
Model	JX4D	JXLD	4-51	6-71	6-71	6-110
No. of Cyl's.	4	6	4	4	6	6

"POWER VANE" DIMENSIONS and WEIGHTS

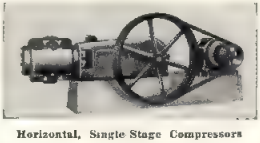
MODEL NUMBER	GASOLINE DRIVEN 125 RG-2	210 RG-2	DIESEL DRIVEN 210 RO-2	365 RO-2	600 RO-2	900 RO-2
ON TWO PNEUMATIC TIRES						
Length	10'9¼"	13'0"	13'6"	------	------	---
Width	4'9"	5'5"	5'5"	------	------	------
Height	5'9"	6'8"	6'8"	------	------	------
Net Wt. (dry), lbs.	2700	3940	4360	---		---
ON FOUR PNEUMATIC TIRES						
Length	-	9'7½"	9'7½"	11'½"	13'3½"	14'6½"
Width	------	5'2"	5'2"	5 0½"	5 11½'	6'6½"
Height	----	6'1¼"	6'1½"	7 1"	7'8"	8 4½"
Net Wt (dry) lbs.	------	3960	4360	6400	8460	12,500
LESS RUNNING GEAR						
Length	7'8½"	9'7"	9'7"	11'½"	13'3"	14'6"
Width	3'1"	4'6"	4'6"	4'10"	6'7"	6'6½"
Height	4'8"	5'0"	5'0"	5'8"	6'4"	6'10¼"
Net Wt (dry), lbs.	2050	3235	3660	5100	7900	8800

CP STATIONARY COMPRESSORS



Two-Stage, Air-Cooled Compressors

Built in standard sizes of 35 to 554 c.f.m. piston displacement for pressures up to 125 pounds, in belted, coupled and built-in-motor types.



Horizontal, Single Stage Compressors

Built in sizes of 15 to 125 b.h.p., single- and multi-stage, for pressures up to 5,000 psi; belt, motor and steam-driven.

A

B

C

LOOK!
THEIR OWN RECORDS!
THEIR VERY OWN
PHONOGRAPH!

D

E

F

G

H

J

Famous
EMENEE
Instruments

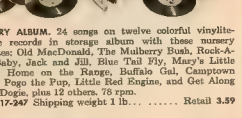
K

L

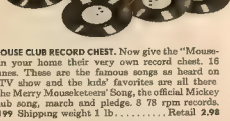
M

XMAS SONG ALBUM. Set of 23 songs on 12 unbreakable, vinyl records in a colorful album. Rudolph the Red Nosed Reindeer, Frosty the Snowman, Jingle Bells, Nite Before Xmas, 1st Noel, Santa's Surprise, I Saw Mommy Kissing Santa, Midnite Clear, Silent Nite, Herald Angels, Deck the Halls with Holly, Xmas Party, plus 11 others. 78 rpm.
21-20525-247 Shipping weight 1 lb... ..... Retail **3.59**

NURSERY ALBUM. 24 songs on twelve colorful vinylite-picture records in storage album with these nursery favorites: Old MacDonald, The Mulberry Bush, Rock-A-Bye Baby, Jack and Jill, Blue Tail Fly, Mary's Little Lamb, Home on the Range, Buffalo Gal, Camptown Races, Pogo the Pup, Little Red Engine, and Get Along Little Dogie, plus 12 others. 78 rpm.
21-20517-247 Shipping weight 1 lb... ..... Retail **3.59**



MICKEY MOUSE CLUB RECORD CHEST. Now give the "Mouseketeers" in your home their very own record chest. 16 Disney tunes. These are the famous songs as heard on Disney's TV show and the kids' favorites are all there Includes the Merry Mouseketeers' Song, the official Mickey Mouse Club song, march and pledge. 8 78 rpm records.
21-20533-199 Shipping weight 1 lb..... Retail **2.98**



INTRODUCTION TO THE ORCHESTRA. Children learn to love fine music after they have been introduced to the classical orchestra. An excursion through a symphony orchestra with 32 vocal and instrumental selections which acquaint the child with the strings, brasses and woodwinds. Includes 8 unbreakable 78 rpm records.
21-20541-265 Wt. 1 lb... Retail **3.98**

FOR YOUNG MUSIC LOVERS

(A) AMPLIFIED PORTABLE PHONO. Has full tonal range reproduction with the latest amplifier circuit, 1 tube, 1 selenium rectifier and a crystal pickup. 4-inch Alnico speaker with volume control. Constant speed turntable plays all size 78 rpm records. Gray alligator leatherette covered sturdy fiber case 12x10x6¾-inches. 115 volts, AC only. UL approved.
21-20731-1650 Shipping weight 8 lbs ..... Retail **23.95**

(B) 3-SPEED PORTABLE PHONO. Our finest! Attractively covered with washable leatherette, this handsome portable plays 33⅓, 45 and 78 rpm records in all sizes. Powerful amplifier with Alnico "V" speaker for the best possible reproduction. Crystal pickup with universal long-life needle. Sturdy wood construction with brass hardware and matching plastic handle. Volume control and on-off switch. 110-125 volts, AC only.
21-20657-1700 9½x11x5-inches. Shipping weight 9 lbs..... Retail **24.95**

(C) PORTABLE ACOUSTICAL PHONO. Plays all size 78 rpm records up to 12-in. Balanced tone arm for less record wear. Improved diaphram. Wood fiber case covered with leatherette. 12x10x5½-in. Wt. 8 lbs.
21-20707-797 115-volts, AC only. With plastic handle..... Retail **11.95**

(D) MUSICAL STORIES ALBUM. Includes 24 favorite children's tales on 12 unbreakable 78 rpm vinyl records in a colorful storage album. Hansel and Gretel, Cinderella, Snow White, Red Riding Hood, Goldilocks, 3 Bears, Fire in the Toy Shop, Alice In Wonderland, By the Beautiful Sea, Peter Rabbit, Aladdin, Jack and the Beanstalk, plus 12 others. Wt. 1 lb.
21-20509-247 ..... Retail **3.59**

(E) HIGH IMPACT PLASTIC PHONO. Molded of one piece break-resistant high impact plastic in Blue Mottled color. Balanced tone arm and a powerful, constant speed electric motor. Overall size is 14x8¾x3-inches 115 volts, AC only. Plays all size 78 rpm records. UL approved.
21-20723-357 Shipping weight 5 lbs..... Retail **7.95**

(F) STEEL ACOUSTICAL PHONO. Constructed from one-piece 24 gauge steel to take hard use by active children. Plays all 78 rpm records, children's and up to regular 12-inch sizes. Gold Marbelized baked enamel finish. Powerful, constant speed electric motor. Balanced tone arm. 13x10x2¾-inches high. 115 volts, AC only. UL approved. Wt. 7 lbs.
21-20715-660 ..... Retail **9.95**

(G) ACOUSTICAL PHONOGRAPH WITH STAND. Has all metal, double braced metal chassis. Integral tone chamber for true tone fidelity. Powerful constant speed motor. Loud and soft needles included for volume control. Plays all 78 rpm records up to 12-inch size. About 34-inches high. With 6 children's records. 115 volts, AC only. UL approved.
21-20608-1020 Wt. 10 lbs. ..... Retail **14.95**

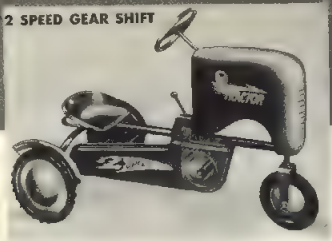
(H) PORTABLE ACOUSTICAL PHONO WITH STAND. Stunning Three-tone, scuff resistant pyroxylin covering on sturdy locked corner wood frame case. Electric phono plays all 78 rpm records including 12-inch size. Exclusive two-position on-off sound head. Integral tone chamber amplification. Powerful constant speed motor. Loud and soft needles for volume control. Wrought iron stand holds phono and child's records. About 36-inches high. Complete with 6 children's records. Shpg. wt. 10 lbs.
21-20616-1265 115 volts, AC only. UL approved. ..... Retail **18.95**

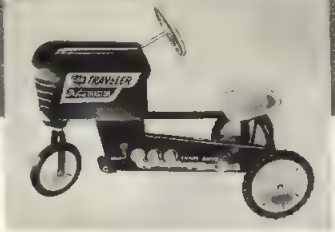
(J) MICKEY MOUSE RHYTHM BAND. Now the whole gang can join in the fun with this assortment of rhythm instruments. The most popular instruments, including tambourine, cymbals, triangle, sandpaper blocks, wrist bells, maracas balls, ratchet board and rhythm sticks. Set is complete with song book and instructive accompanying record.
21-20004-330 Shipping weight 2 lbs..... Retail **4.95**

(K) GOLDEN BANJO. Authentic banjo with Automatic Banjo Player to easily find the right chords—even a child plays tunes right away! 8 adjustable lugs regulate the genuine calf drum skin. Gives professional 4-string banjo quality sound. Screw-type, adjustable tuning pegs. Red and Gold color finish with realistic banjo engravings on the ring. Over 22 inches long. Complete with song book and instructions.
21-20038-463 With Luggage-type carrying case Retail **6.95**

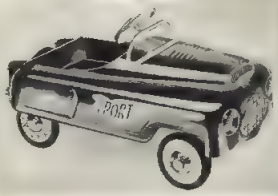
(L) GOLDEN PIANO ACCORDION. Professional like full scale piano keyboard for right hand. Has bass notes and chords for left hand to play just like larger, professional instruments. One foot high, the bellows extend to nearly two feet for long, true accordion music. 52 tuned reeds. Handsomely finished with gold trim and fittings. Adjustable shoulder strap harness for ease in playing. Carry case.
21-20020-532 Music book included. Wt 4 lbs... Retail **7.95**

(M) KEYBOARD ACCORDION. Smaller size accordion has 13 white and black keys that play sharps and flats. Contains 26 tuned reeds for an exceptionally wide tonal range. Easy action bellows make it simple for even the smallest player to make music. Accordion is complete with music book and luggage style carrying case. Wt. 2 lbs.
21-20012-265 ..... Retail **3.98**



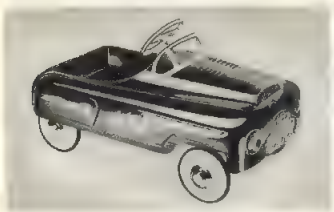


5785M33X1800 AMF TWO SPEED CHAIN DRIVE TRACTOR with operating gear shift lever that actually changes gears from low to high! Impossible to strip gears. Chain drive, ball bearing construction, adjustable seat with trailer hitch. Tires are heavy-duty, semi-pneumatic tractor type. In red enamel, 28" long, 27" high, 21" wide. **Retail: $26.95**



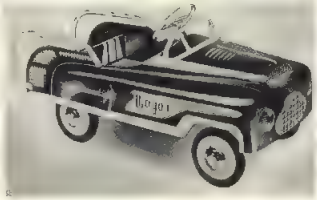
5804M30X1830 CASTELLI DELUXE TRACTOR. Rugged beauty with heavy duty construction. **Chain drive,** adjustable bucket seat, 1¼" tractor tread tires, ball bearings, 360° front wheel swivel, double disc steel wheels. The full size frame is 37" long, 26" high, 17½" wide. In sparkling red enamel. **Retail: $18.95**

5798M34X1930 AMF SUPER SPORT CONVERTIBLE with Speed-O-Matic Chain Drive. Smart sport car styling. Ball bearing construction, simulated wire wheels, semi-pneumatic tires, plated hub caps and headlamps. Finished in metallic blue with white trim and red seat pad. De Luxe rear end, simulated exhaust. 37" long and 19" wide. **Retail: $28.95**



5796M34X2080 AMF CAPRI CONVERTIBLE with **electric headlight and horn.** Newest styling with Speed-O-Matic Chain Drive and **two-speed** gear shift. New sports car grille, plastic tail lamps. Ball bearing construction, semi-pneumatic tires, simulated wire wheels, plated hub caps. Two-tone finish in metallic green and white. 37" long and 19" wide. **Retail: $39.95**

5797M31X1200 AMF JET-ACE CONVERTIBLE. New sports car styling with grille and louvered hood. Pedal drive with ball bearing straps that are adjustable to three positions. Solid 7½" rubber tires, red fiber seat pad. Finished in blue with white trim and silver grille. 36" long and 19" wide. ....**Retail: $17.95**



5799M33X2200 AMF SPORTLINER STATION WAGON with Speed-O-Matic Chain Drive. Perfect for the young station-wagon set. Ball bearing construction, simulated wire wheels, semi-pneumatic tires. Steel hand rails and large rear box for carrying toys, etc. Finished in Hawaiian bronze with ivory trim. 42½" long and 19" wide **Retail: $32.95**

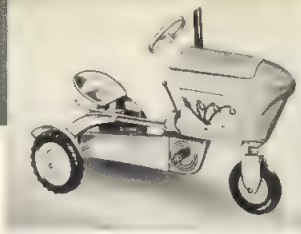
8722Z42X1800 STEGER SUPER CHIEF CHUCK WAGON, has a hardwood wagon body 17" x 36" with removable and adjustable double stake sides so it converts easily to a coaster wagon. Sturdy semi-pneumatic tires on easy rolling ball bearing wheels **Retail: $29.95**

8723Z41X1500 STAKE WAGON, similar to above, without chuck wagon top .....**Retail: $24.95**

STEGER

8721Z25X1125 STEGER "IRISH" MAIL. Recommended for its health and exercise features. 40" long, with semi-pneumatic tires on easy rolling ball-bearing wheels! Finished in baked Fire Engine red enamel, white trim. The kids will really have fun with this one! .....**Retail: $16.95**

JUVENILE WHEEL GOODS

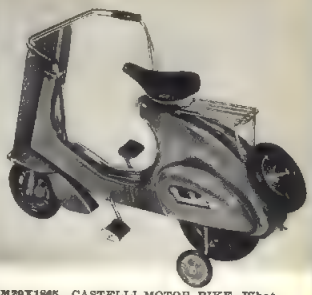


5900M42X2465 AMF DELUXE TRACTOR with two speed chain drive and ball bearing construction. Gear shift lever actually changes from low to high! Exclusive Knee Action absorbs shocks. Adjustable seat; rear step platform; trailer hitch. Heavy duty, semi-pneumatic tires. In red baked enamel with silver trim, 21" long, 28" high, 21" wide. .....**Retail: $36.95**

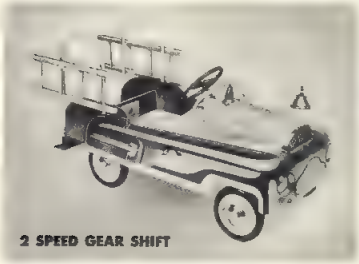
5901M14W600 AMF TRAILER. The perfect wagon to hitch to any car or tractor. Made of heavy gauge steel with safe curled rim. Wheels have 8" x ⅝" solid rubber tires and nylon bearings. Self-locking caps on axles. Finished in red with smart white trim. ....**Retail: $8.95**

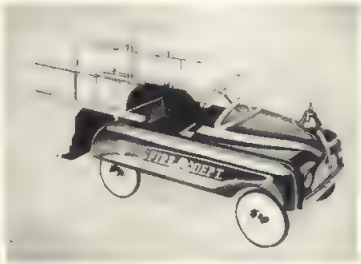
Here's Fun and health

For sidewalk chauffeurs!



5905M29X1965 CASTELLI MOTOR BIKE. What youngster wouldn't fall for these new, low, clean lines with the true European look so favored today? The motor bike has new ball bearing design and chain drive sprocket improvement. Adjustable saddle seat and handle bars, trainer wheels for the very young and a real windshield. Finished in red enamel with chrome trim. 38" long, 32" high, 17" wide
Retail: $27.95

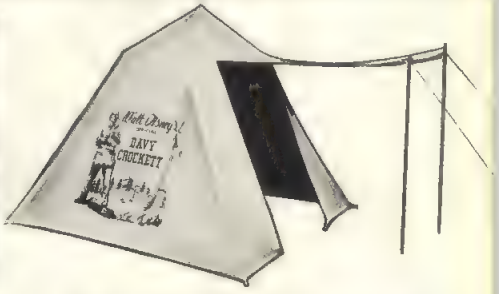




5903M39X3000 AMF DELUXE HOOK & LADDER with electric blinker light and horn and Speed-O-Matic Drive. Two speed gear shifts from low to high speed. Ball bearing construction, semi-pneumatic tires; steel step platform and handrails. Two-tone red and white body with silver trim and yellow ladders. 42" long and 19" wide. .....**Retail: $45.00**

5902M34X1600 AMF HOOK & LADDER with pedal drive with ball bearings in pull straps, adjustable to three positions. 7½" solid rubber tires, black seat pad. Finished in red with white trim, silver bumpers, head lamps and bell; yellow ladders. 42" long and 15" wide.
Retail: $33.95

6117M3W700 JETRAIL EXPRESS with its own source of power that captures the interest in jets—in a speedy monorail train! Futuristic car has lights front and rear; set comes complete with 18 ft. of rail, 13 towers, control tower for changing speed and stopping. Operates from 3 flashlight batteries (not included) —attains scale speeds up to 200 MPH! .....**Retail: $9.95**



92938W897 OFFICIAL WALT DISNEY DAVY CROCKETT UMBRELLA TENT. Provides hours of pleasureful outdoor play. Made of selected fabric sheeting, with bright two color stencil. Has a base size of 6' x 6", height to top of center pole, 5'. Includes a big 34" x 46" awning extension. Sturdily constructed to withstand long attacks by playtime Indians. F.O.B North Carolina .....**Retail: $14.98**

KLIK-KLAK BLOX

A mystifying "trickor" for young magicians to operate as well as a kaleidoscopic action-toy . . . molded—for wear-insurance—of CATALIN STYRENE Instructions for 21 stunts and "puzzlements" are enclosed

Price . . upon request

ST PIERRE & PATTERSON MFG CO
7258 Varna Ave., No. Hollywood, Calif.

EDUCATIONAL SHOE BANK

A double-purpose item young minds learn to save; young fingers learn to lace shoes and tie a bowknot Molded thriftily of CATALIN STYRENE in choice of six child-suitable colors. Unscrewing the heel plate permits emptying of filled bank

Retail price . . about $1 00

NORTH STAR INDUSTRIES
100 Second St. South, Hopkins, Minn.

TEENCRAFT RECORD HOLDER

The paint-by-the-numbers vogue reaches the rock-n-roll set Put-it together holder for 50 forty-fives is molded of bop-proof CATALIN STYRENE 15 all colors, a brush and a diagram implement the art work

Retail price about $2 98

TEENCRAFT, INC
3031 James St , Baltimore Md

LITTLE PUP-SQUEAK

This 10"-long dachs— well, beag— well, you name him —follows his young owner faithfully on a leash, barking a periodic friendly little yip and twirling his curly tail like a well-behaved whirligig All molded of St. Bernard-strength CATALIN STYRENE.

Retail price . . . about 89¢

AMLOID COMPANY
Fifth St , Rochelle Park, N. J.

SKUNK

An absurd riot of guffaws . . . and the source of laughter is the source of sales, when a funny game tickles the funny-bone Colored chips and special Skunk dice . . . of CATALIN STYRENE . . . remain unfractured in spite of rib-cracking merriment

Price . . . upon request

SCHAPER PLASTIC GAMES
Minneapolis 11. Minn.

AUDIO JUMP ROPE

While young rope-skippers perform, the gay maracca-type handles . . . of durable CATALIN STYRENE . . . furnish a rhythmic cat-a-tat. The "rope" is of non-fray, non-fade. flexible CATALIN POLYETHYLENE Repeatedly washable to original brilliant-hued newness.

Price upon request

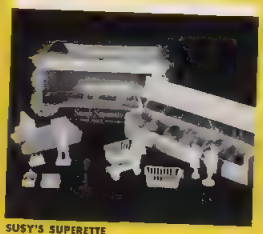
CASABLANCA PRODUCTS CO., INC.
Bridgeport, Conn.

WEAVE-RITE LOOM

Much more than a toy! 10" high, 10¾" wide and 10¾" long, it has features found in professional looms and can weave fabric 7" wide . . . in ANY length! All the do-it-yourselfers in the family will grab for it to make scarfs, ties, doilies mats belts The tussle to use it first won't smash it . . it's molded of squabble-resistant high impact CATALIN STYRENE!

Retail price about $5 00

HASSENFELD BROS., INC.
1032 Broad St., Central Falls, R .I.

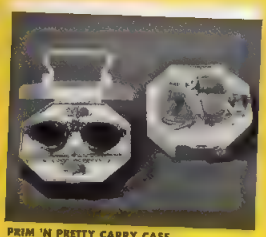


SUSY'S SUPERETTE

Completely equipped supermarket for the sub-teen housewives Display freezer filled with realistic toasts, fowls and vegetables canned and packaged goods . . . check-out counter, market cart and basket even customers and clerks All are molded of resilient CATALIN POLYETHYLENE to stand the turmoil of many busy market days without becoming shop-worn!

Retail price . . . about $3 98

KIDDIE BRUSH AND TOY CO
Janesville, Mich



PRIM 'N PRETTY CARRY CASE

Milady, Jr 's favorite dress-up doll can have her choice among six sets of glamour-making toiletries (harmless play types, of course) in a matching carrying case of lovely-hued CATALIN STYRENE The crystal-clear cover and handle, the combs and "cosmetic" receptacles, the gay tinted spectacles for beach wear . . . all are of that same enduring and endearing plastic

Price . . upon request

STANDARD PYROXOLOID CORP.
Leominster, Mass.

LINK-KIT CONSTRUCTION SET

Let London Bridge fall down . . . No wreckage! Build diamonds and rebuild endlessly with 50 flexible, unbreakable varicolored links of molded CATALIN POLY ETHYLENE . . . towers, animal forms, airplanes, windmills . . . hundreds of fascinating projects.

Retail price . . . about 59¢

DEWL PLASTI-TOY CORP
200 Fifth Ave., New York 10, N. Y.

Catalin

STYRENE AND POLYETHYLENE

. . . make things *tough* for children!

And at the Toy Show . . . that's good!

Love children tenderly . . . they need and deserve it. But when it comes to toys, give them articles that will not only handsomely entertain them but also stand up ruggedly under the brutal yanking and banging of young exploratory hands.

For staunch strength in rigid toys and parts, CATALIN STYRENE is *play-sturdy*. In bendable toys and parts, CATALIN POLYETHYLENE . . . limber but sinewy . . . is *play-practical*. Both Catalin plastics, in a wide range of happy colors, are *play-pretty*.

This spread illustrates Catalin's two "toughies" working hard at their tender-loving toy-task—in a representative selection from the many playthings molded of Catalin plastic raw materials. Your inquiry concerning these pictured items or as a manufacturer seeking further information about our complete line of molding and extrusion compounds, will be welcome.

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

Catalin

In addition to Styrene, Polyethylene and Nylon Molding and Extrusion Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations.

MICKEY MOUSE BANK

In brilliant red drum-major regalia, the famous mouse leads the parade to thrift. His high impact CATALIN STYRENE body is refillable for it has a removable lock in the back for access to coins.

Retail price about $7.00

KNICKERBOCKER PLASTIC CO., INC.
11501 Hart St., No. Hollywood, Calif.

ARABIAN 18'

CORONADO 21'
With Aircraft-type sliding canopy

get in the winners circle with

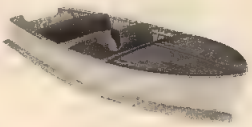
new styling—new power—new models

Distinctive Thoroughbred styling, finest engines, latest conveniences, interior appointments and colors rival those of modern automotive designing. Famous Century Boats with all-mahogany planked hulls remain unchallenged for top speeds, sensitive maneuverability and outstanding performance. Look at them:

CORONADO 21' — *World's fastest stock runabout with most modern lines and features on the water.*
ARABIAN 18' — *Sports car styling to fit youthful tastes.*
RESORTER 18' — *Agile, roomy family cruise and ski boat.*
RESORTER 16' — *Official tow boat for national and international ski championships.*
VIKING 19' — *Husky, seaworthy all-around big water family utility skiff.*
RAVEN 22' — *Outstanding new off-shore family cruise and fishing skiff.*
COLT 15' — *Finest, friskiest new inboard runabout — economy priced!*
IMPERIAL 14' — *Fast, good-looking inland runabout.*
SEAFLYTE 16' — *Rugged top-quality clinker-built outboard fishing boat.*
PALOMINO 15' — *Sleek, racy style-leading outboard with Thoroughbred ride.*
PINTO 15' — *Eye-catching glossy black twin sister to Palomino 15'.*

PINTO 15'

PALOMINO 15'



SEAFLYTE 16'

RESORTER 18'

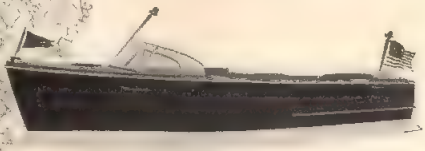
RESORTER 16'

century

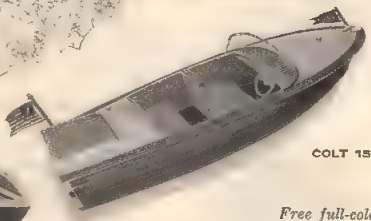
thoroughbreds

for 1957

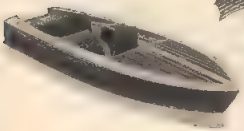
VIKING 19'



RAVEN 22'



COLT 15'



IMPERIAL 14'

Free full-color brochure on request

CENTURY BOAT COMPANY

box 300, manistee, michigan

Self-Winding . . . Water-Resistant

The Chalifont self-winding movement eliminates old-fashioned hand-winding. The water-resistant Chalifont allows complete immersion without damage. Every Chalifont watch, accompanied by written guarantee, comes handsomely gift-boxed.

(E) Latest look in time . . . for modern man. Today's popular ultra-thin styling plus an all-time accurate 25-jewel* movement. Water-resistant for wet weather and beach wear . . . shock-resistant at work or play. Sweep second hand . . . when fractions of a minute count. All-steel case. Matching expansion band with smart leather inserts.
183-012 A2990 All Steel **$85.00**

(F) Modern magnificence . . . this streamlined watch keeps you in style and right on schedule. Winding is automatic . . . you just set it and forget it. Shining chrome case (steel back) is resistant to water, protects against dust. When lights go dim, the radium figures and hands tell you the exact time. 17 jewels. Expansion band matches case
183-004 A2795 Chrome **$79.50**

(G) Distinctively different . . . an outstanding watch for the gentleman with dashing good taste. Black dial and yellow case . . . startling but pleasing harmony. Movements of your wrist automatically wind the watch. Water-and-shock resistant . . . wear it with confidence always. Sweep second hand. Leather-linked expansion band. 17 jewels.
183-038 A3185 Black dial **$87.50**

(H) Talented watch . . . efficient, and artistic too! Sturdy all-steel case with white or black dial (both have radium markers and hands to "see" in the dark). Winds itself as you wear it; resists water and shock. Crown recessed into invisibility. Steel and leather expansion band. 17-jewel movement.
183-046 A3485 White dial **$95.00**
183-053 A3485 Black dial . . . . . .

(K) Inspiring timepiece . . . as you watch the hours go by. So easy on the eyes—the square case of 10K rolled gold plate . . . stainless steel on the wrist-side. Band matches in beauty, expands to fit. Self-winding; normal movement of your wrist keeps it wound, with plenty to spare for the night. Shock-resistant. Sweep second hand. 17 jewels.
183-061 A3345 10K Yellow RGP **$95.00**

(L) Masterpiece by Chalifont . . . for the man who takes pride in owning the best. Quality throughout . . . in its water-resistant 10K gold-filled case, matching expansion band with leather inserts. Self-winding (just wearing the watch winds it automatically); radium figures and hands. 17 jewels.
183-079 A3990 10K Yellow GF . . **$115.00**
183-087 A6340 14K Yellow Gold . . **165.00**

(M) Handsome wrist refinement . . . as only Chalifont can create. Superb 25-jewel* movement stands unchallenged in precision. Self-winding . . . reserve power indicator tells you the number of hours watch will run when not being worn. Water-resistant to all moisture. Sweep second hand splits the minutes at a glance. Radium figures, hands.
183-095 A5335 10K Yellow RGP **$135.00**

RETAIL PRICES on these pages include 10% Federal Excise Tax

CHALLFONT

WORLD RENOWNED FOR GENERATIONS

E **Challfont for men** . . . rugged chrome case with stainless steel back, water-resistant and worry-free. Sweep second hand, radium dial. Expansion band. 21 jewels*.
183-103 A2015 Chrome $67.50

F **Fancy, formal, flattering** . . . outfits you with masculine neatness. Expansion band matches the intricacy of its rolled gold plate case. Shock-resistant. 17 jewels.
183-111 A2025 10K Yellow RGP. $57.50

G **Watch of contrasts** . . . black dial, 10K yellow rolled gold plate case and band, stainless steel back. Ultra-thin, 21 jewels*.
183-129 A2495 Black dial. $71.50
183-137 A2495 White dial 71.50

H **Choice Challfont** . . . 25* jewel movement withstands shocks. Rounded corners on square rolled gold plate case (stainless steel back). Sweep second hand. Band expands.
183-145 A2745 10K Yellow RGP. $75.00

K **Commands attention** . . . from intriguing dial to gold-filled case and alligator leather strap. Sweep second hand. 21 jewels*.
183-152 A3365 10K Yellow GF. . . . . .$ 89.50
183-160 A5235 14K Yellow Gold. 135.00

L **Shape of perfection** . . . slightly concave sides of the square 10K gold filled case add dramatic interest. Expansion band to match. Shock-resistant 21-jewel* movement.
183-178 A3295 10K Yellow GF. $95.00

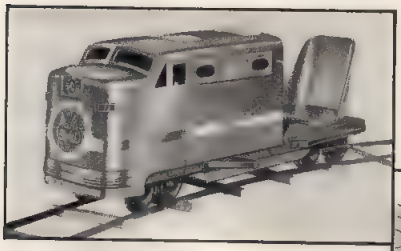
*RESEVOIL is a new device that adds either 4 or 8 extra ruby oil-reserve jewels to a Challfont 17-jewel movement to give you the service and greater accuracy of a 21 or 25-jewel watch.

CLOTHES PIN TROLLEY
Doepke

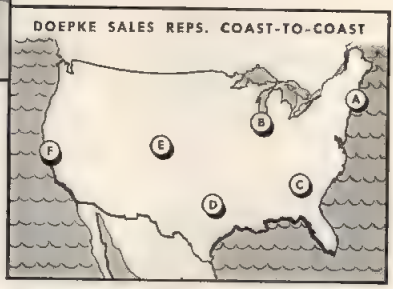
Doepkes unveil their new line of pre-school "fun-to-grow-on" educational toys

Not often in this business does a company enter a new field by presenting a complete new line the first time out. But that's what Charlie and Fritz Doepke are doing at this year's Toy Fair, and it has already paid off with massive orders for their new pre-school toys from some of the country's largest volume users.

For an even closer, more colorful view, Toy Fair buyers are invited to see the Doepke displays and pick up the new catalog at The Grand Ballroom, Hotel New Yorker . . . or Rooms 510-12, 200 Fifth Avenue Building.



Battery or gas-powered Super-Yardbird Streamliner, as well as original hand-powered Yardbird, continue to set new sales records and reap write-ups in top national magazines as Doepkes launch their new pre-school toy enterprise.



A. Joseph J. Barnett, Rooms 510-12, 200 Fifth Avenue Building, New York 10, N.Y. Phone: Oregon 5-0580

B. J. H. Eyerly, 1442 Merchandise Mart, Chicago 54, Ill. Phone: Superior 7-6744

C. Robert Wagaman, 4746 Woodvale Dr. N.W., Atlanta, Ga. Phone: Exchange 9332

D. Richard Ford, 528 Interurban Bldg., Dallas, Texas. Phone: Riverside 1-5225

E. William J. Heinrich, Mountain States Sales Co., 210 Mining Exchange Bldg, Denver, Colo.

F. Ken Roberts, 2020 Livingston, Oakland 6, Calif. Phone Kellogg 2-1755. Showroom and Warehouse Ken Roberts, Jr., 687 S. Clarence St., Los Angeles, Calif. Phone: Angeles 9-1854

THE CHARLES WM. DOEPKE MANUFACTURING CO.,
Cincinnati 42, Ohio

FOKKER

SPAD

GULFHAWK

P-40

Growth of model plane industry means

Back in the early days of the model airplane business, the call was for Fokkers or Spads — today the demand is for supersonic jets. By keeping pace with the aviation industry, model makers are pointing the way to big profits for toy retailers.

By LOU COHEN *President, Comet Model Hobbycraft, Inc.*

FROM the cumbersome biplanes of 1917 to the sleek jets of 1957, the aviation industry has seen the world shrivel to the extent that distance is no longer measured in miles, but in hours. Keeping pace with aviation itself are the unsung heroes of the toy and hobby industry—the model plane makers

By turning out authentic and realistic models of the Super Sabre, the B-52 Strato fortress and many other planes which guard our country against aggression, the model airplane industry has created a great and growing market among the youth of America. This is a market which offers toy retailers and jobbers a tremendous field for extra sales and profits.

The toy trade should be the greatest beneficiary of the expanding volume of the model airplane industry. Into the toy store or department comes a steady procession of youthful buyers, most often accompanied by their parents. These fathers and mothers realize the importance of keeping young hands and minds occupied in a constructive fashion. They know that busy children do not become juvenile delinquents. They are quick to agree that the building and flying of model airplanes combines construction with amusement.

However, only a comparatively small percentage of toy retailers devote enough of their store facilities to model airplane kits for them to capitalize to the fullest extent on the sales potential. Too often model airplane kits are confined to the back of the store where they occupy a shelf or two. Many dealers, on the other hand, have grasped the significance of the model airplane field and have given these items the space and attention they merit. Retailers who have done this, point to an impressive record of growth and profits in model airplane kits and accessories.

Toy stores should set up Model & Hobby Departments to give this segment of the business an identity of its own From his many years of experience in the field our sales manager, Morrie Shamberg, has developed a sales philosophy which has helped many toy retailers. "Model planes," he says, "have a dual nature. They're toys—but actually they are more than toys. The fact that we make our model airplane kits exactly to scale takes them out of the toy class into craftsmanship.

"The boy who creates a finished model airplane by means of a Comet kit feels a sense of achievement and accomplishment when he looks at his finished work. He is proud of the fact that he has made something authentic—that the plane he has put together with his own hands is a faithful replica of a plane that is actually in use.

"Therefore," concludes Shamberg, "model airplanes should not be placed in the same category as toys. The toy retailer and his salespeople should familiarize themselves with the model airplane field so that they can talk model airplanes intelligently to their young customers. A definite section of the store should be reserved for model airplanes, with appropriate counter and wall displays. The number of toy dealers who have done this, with extremely profitable results, is growing."

In order to assure toy retailers that by recognizing the importance of the model airplane field and giving it their full support they will get a big slice of this "profit pie," Comet Model Hobbycraft is always on the alert to spot the new planes coming from the drafting boards of leading aviation firms. Comet's designing department has created a steady flow of model airplanes, faithfully scaled down from the originals, in both wood and plastic. Today there are over 150 different models bearing the Comet trademark. The constantly expanding market has made it

F-6-F

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steady repeat business for toy dealers

possible for the firm to utilize mass production methods and highly specialized machinery to offer a standard of value undreamed of at the time Comet was founded 30 years ago.

Among the most recent models produced by Comet is its all-plastic, ready-to-fly replica of the Mustang F-51, a U-Control true-to-scale gas model molded in high-impact plastic, packaged in a colorful protective chest. Sales figures show this $12.95 retailer to be the most popular plane of its type ever marketed. A whole family of Comet plastic plane models, each in a box featuring a full-color reproduction of the actual plane, covers every popular price range—at 29c, 39c, 69c, 98c, and two group boxes—the "Squadron of Six" and the "Big 6"— at $1.69 and $2.29. As an extra source of profits, Comet offers dealers a full line of paints and cement for plastics, and dope and cements for balsa models.

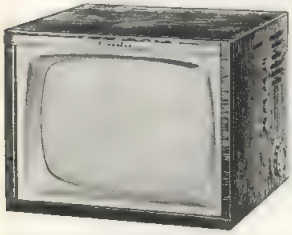
Because Comet's sales figures prove that balsa models continue to form a vital part of the model airplane industry, a field in itself with an impressive sales and profit potential, it has recently re-packaged all its balsa lines in colorful related packages, with realistic pictures of the planes in thrilling action. As of February 1st, all of Comet's famous assortments, created especially for the toy trade, will be made up of these new boxes.

Yes, it's a far cry from the first crude fighters to the fabulous jets of today, but we here at Comet are determined to remain abreast of each new aviation development, in order to give retailers greater opportunities for increased profit.

Lou Cohen (left) and sales manager Shamberg.

CROSLEY

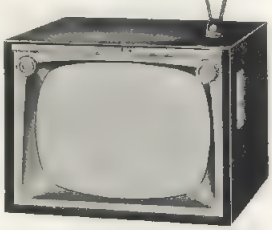
CROSLEY ADVANCE T.V. FEATURES THE NEW "SUPER-TENNA," a remarkable plug-in antenna that's more powerful than the built-in antennas of ordinary sets. It's multi-directional and adjustable. When not in use, it fits into a convenient rack at the rear of set . . . out of sight. CROSLEY ADVANCE T.V. also features Automatic Interference Guard; Automatic Tube Protector; Automatic Sound Control; Automatic Pin-Point Focus; Semi-Automatic Picture Monitor; Signal Power Compensator; Aluminized Picture Tube; Optic Glare Shield; Power-Miser Circuits; Gated Beam FM Sound and "Cinema-Wide" Screen.



9785254X11996 THE CROSLEY ANDOVER. This is the ideal "second" television set for the home, featuring Hi-Level side-mounted controls and most Advance T.V. features. It's equipped with a Turret type tuner and has a 17" picture tube. Weighing under 50 pounds, the Andover can be carried from room to room, or out to the patio. Grained Walnut finish. 15 26/32" x 19 13/16" x 18⅞" **Retail: $149.95**

9793Z55X12796 THE CROSLEY ASHTON, features famous Super-Tenna and the convenience of Hi-Level side-mounted controls. Plus all the features of Crosley Advance T.V. 17" picture. Lightweight cabinet, Mahogany finish. 15 26/32" x 19 13/16" x 18⅞". **Retail: $159.95**

9794Z55X13596 As above, blond **Retail: $169.95**



9786Z85X14396 THE CROSLEY AMHERST represents a fresh departure from conventional design. It features the Advance T.V. list . . . plus. A 17" "Cinema-Wide screen. Super-Tenna snaps into place to make this tops in viewing. A table model, it measures 20 3/32" x 24 13/32" x 23⅝". In rolled-grain finishes, Mahogany. . . . . **Retail: $179.95**

9795Z85X15196 As above, blond **Retail: $189.95**

9797Z114X17330 SUPER VALUE 24 INCH CONSOLETTE. Powered by the exclusive Sonora OPTI-DYNE chassis, the model gives maximum 24" viewing on an aluminized screen. 32⅜" x 28⅜" x 36¼. Mahogany . **Retail: $259.95**

9798Z114X17997 As above, blond **Retail: $269.95**

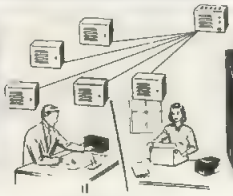
9799Z114X20000 24 INCH MICRO-SHARP CONSOLE is a beautifully designed addition to any decor and it features all top-quality Sonora advances in picture and listening excellence. 30⅝" x 22¼" x 37½". In dawless Mahogany **Retail: $299.95**

9800Z114X20667 As above, blond **Retail: $309.95**

9801Z115X14664 21-INCH MICRO-SHARP T.V. CONSOLE. An economy console incorporating all advantages of the more expensive models. Micro-Sharp pictures. Alnico speaker, Opti-Dyne chassis. 36" x 22¾" x 22¾. Mahogany . **Retail: $219.95**

9802Z115X15330 As above, blond **Retail: $229.95**

SOUND SYSTEMS — AMPLIFIERS



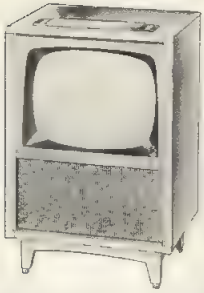
9810Z5W1767 MASCO "ECONOFONE" 5-STATION MASTER INTERCOM. Dual purpose: may be used as single master with up to five remote stations, or may be used as one of six masters in a fully intercommunicating all-master system. Extremely simple to operate, economical to install. Housed in unbreakable steel cabinets; finished in light brown hammertone. Has neon pilot light, volume control with on-off switch; talk listen switch and 5 individual station selector switches. Comes complete with tubes and a six-foot cable. AC and DC. . . . . **Retail: $26.50 each.**

9811Z2W607 REMOTE STATIONS FOR ABOVE . . **Retail: $10.00 each.** 3, 5 and 7 conductor cable for installing any system from two to six stations available. If cable is to be included with your order, please indicate total footage required. Specify number of conductors.

9817Z7W1997 MASCO "SMALL TALK" COMPLETE TWO STATION INTERCOM. Complete with 60 ft. cable. Easy to install, simple to operate—nothing else to buy. Has volume control with on-off switch, separate press-to-talk switch, on-off pilot light. Remote can answer without operating a switch. Can also be left on "open" for monitoring from master, or closed for privacy, but still able to receive calls from master. All metal unbreakable cabinets, finished in brown hammertone. AC/DC. This handy outfit can be used as a "baby sitter," broadcasting to other parts of the house. **Retail: $29.95**

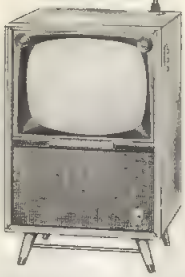
PLEASE WRITE FOR FULL INFORMATION ON COMPLETE AND MORE ELABORATE INTERCOM SYSTEMS TO MEET YOUR SPECIFIC NEEDS.

CROSLEY *THE NEW WAY OF TV VIEWING YOU WILL SURELY COME TO!*



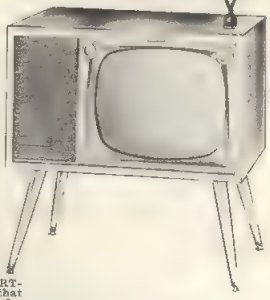
9787Z114X23797 THE SWIVEL-BASE CROSLEY CLAYBURN is a modern console designed to fit into any contemporary setting. The swivel base gives any-angle viewing of the big 21" screen. A big 12" speaker gives FM sound. Automatically guards against scrambled pictures. Blackout. 38 27/32" x 25¼" x 23 3/16". Rolled-grain Mahogany. .....**Retail: $339.95**

9788Z114X24407 As above, blond **Retail: $349.95**



9789Z122X20297 THE CROSLEY DARTMOOR with the famous Zoom-a-tenna, that zooms UP for better viewing, adjusts for station direction, and zooms down and out of sight when not needed. On a Swivel Base for comfort, it has all the Crosley deluxe features, including a 10" speaker. 21" screen 39 1/32" x 24 21/32" x 22 25/32". In rolled-grain Mahogany. . . .**Retail: $289.95**

9790Z122X20097 As above, blond **Retail: $299.95**

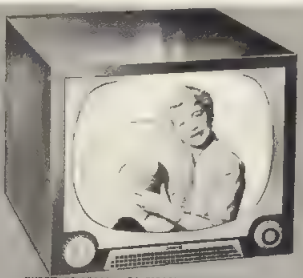


9791Z114X18861 THE CROSLEY ADDISON features Super-Tenna, 21-inch "Cinema-Wide" screen, 8-inch concert quality speaker and Hi-Level controls All Crosley Advance T.V features. Blond finish 33 19/32" x 34 7/32" x 22" VHF. **Retail: $279.95**

9792Z114X19095 As above, with VHF-UHF **Retail: $299.95**

Sonora TV
Clear as a Bell

MICRO-SHARP PICTURES AND FAMOUS "CLEAR AS A BELL" TONE make SONORA TELEVISION an outstanding up-to date line Special features Automatic Gain Control for steady, faithful pictures on all channels· automatic fixed focus for consistently sharp pictures: built-in Sonorascope antenna, latest Inter-Carrier circuit synchronizes sight and sound automatically large Alnico PM dynamic speaker, and easy-to-reach controls. Sonora, one of the oldest names in the electronics industry, stands behind its products with a record of engineering and television achievement These sets use the 41 megacycle tuner, and carry aluminized big-picture tubes for cleaner, clearer viewing and extra picture-quality Sonora means good value in low cost quality television with top-name performance.



9803Z85X12600 21-INCH MICRO-SHARP TABLE MODEL Aluminized big picture tube and front panel operating controls—never before available in low-cost T.V. Latest Inter-Carrier sound system has big Alnico PM dynamic speaker and built-in antenna Housed in attractive furniture metal table model cabinet of simple, effective design Automatic Gain Control for steady, faithful pictures on all channels. 28⅝" x 24¼" x 22⅝". Grained Mahogany **Retail: $169.95**

9804Z85X12350 As above, blond **Retail: $174.95**

9805Z46X9495 17-INCH SONORA PORTABLE is ultra-compact for easy portability, but has every desireable quality T.V. feature. Incorporates Opti-Dyne chassis and Micro-Sharp picture reception Has Automatic Gain Control and built-in antenna. Convenient side-tuning knobs are big and easy to operate Secondary controls are concealed under side knobs. 15⅞" x 13⅝" x 14¾". In rich Mahogany furniture-metal cabinet ...**Retail: $119.95**

9806Z46X10150 As above, in two-tone Brown and Beige, with carry handle. **Retail: $129.95**

9812Z21X6600 MASCO "BALLYHOO" 6 WATT SOUND SYSTEM, COMPLETE WITH BUILT-IN THREE-SPEED PHONOGRAPH. A complete system assembled for maximum convenience and best audience coverage for groups of up to 160 people Voice and music may be mixed—provides background music for announcements or story-telling Microphone is included, also a heavy duty 8" Alnico permanent magnet speaker, built into an acoustically designed carrying case, covered in two-tone pigskin and leatherette All controls and sockets readily accessible from the back with cover in place Separate switch on phonograph This unit makes a handy portable loud-speaker system for indoor or outdoor meetings Saves speakers' voices and tempers, and is a good attention-getter for educational groups. .....**Retail: $110.00**

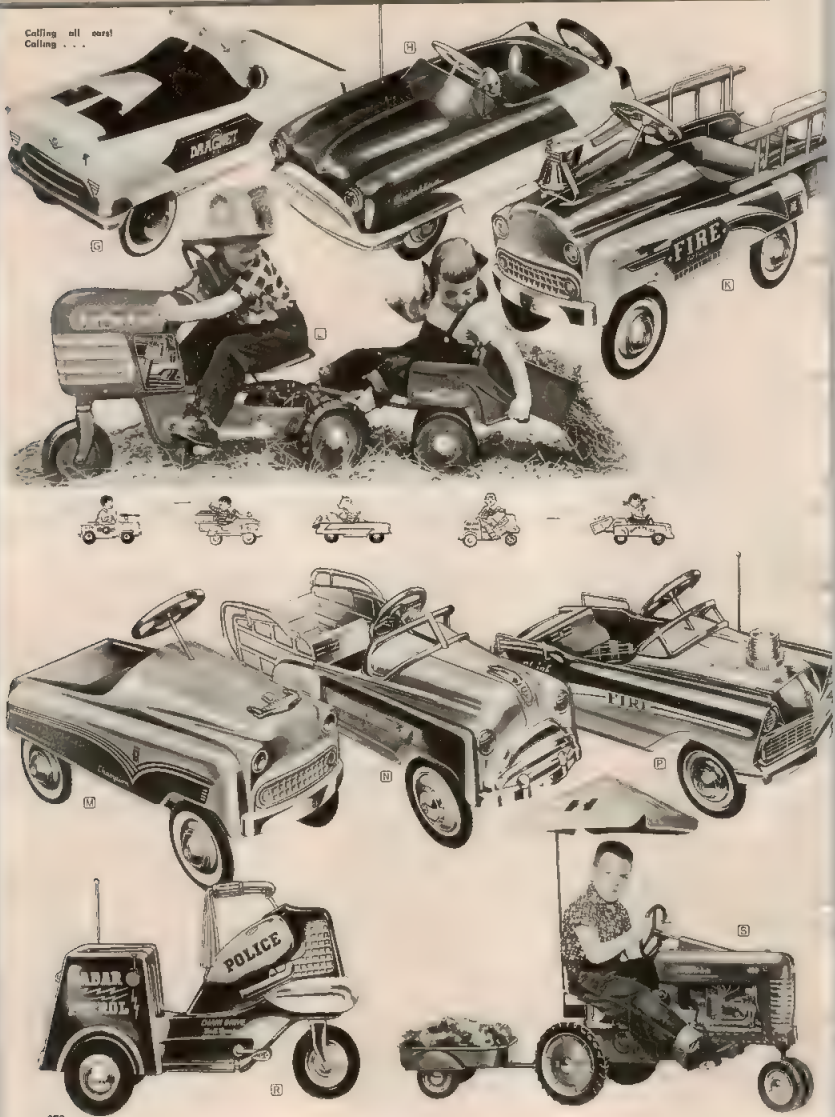
9813Z13X4500 "BALLYHOO" AMPLIFIER alone, without the three speed phonograph, everything else as above. ... . **Retail: $75.00**

9814Z10X3417 MASCO DELUXE TWO-STATION INTERCOM, one master and one remote, complete with 50 feet of cable Perfect inter-communication between any two stations in home or office Handsome, unbreakable deluxe cabinets—with highly sensitive Alnico 5 speaker that picks up sounds up to 40 feet away. Master has volume control with on-off light; remote can have 2-way conversation without operating a switch. One extra remote station can be added (additional) **Retail: $56.95**

9815Z4X1020 EXTRA REMOTE STATION, less cable. **Retail: $16.95**

9816ZX039 (per ft.) THREE CONDUCTOR CABLE for extending system or adding one extra station. **Retail: $.065 per ft.**

Calling all cars!
Calling . . .



Toot, toot! Clear the track for a dream come true—your youngsters' own private railroad. They'll have thrills galore, while staying safely in their own back yard. "Yardbird Railroad" takes only 12 sq. ft. of level space indoors or out. Shipped from Ohio.

(E) **CHAIN-DRIVE HANDCAR** . . . propelled by crank. Makes fun out of building muscles! Scarlet-and-blue steel frame, 8 wheels.
835-231 D2795 Handcar 11x34½", 40 ft. of track. Wt. 66 lbs. . **$39.95**

(F) **STREAMLINER ENGINES** . . . streak along on own power; pull 2 cars with freight or passengers! Governor holds speed to about 2 mph. Red-Silver steel frame, fiberglas body 45x20x19". Horn, light.
835-207 D15000 2 HP Gas Engine, Recoil Starter. 89 lbs. **$225.00**
835-215 D15000 Electric-Drive 6 Volt Motor, runs on automobile battery (not incl.). Battery charger included. 89 lbs. **$225.00**
EXTRA PIECES (not illustrated) . . . can be added for more fun.
835-314 D1325 Eight Track Sections (40 ft.); wt. 52 lbs . . **$18.95**
835-249 D1095 Flat Car to hitch on engine; wt. 22 lbs . . **15.95**
835-223 D350 Stake Body for flat car above; wt. 3 lbs. . . **4.95**
835-348 D1050 Left Hand Switch, wt. 28 lbs **14.95**
835-330 D1050 Right-Hand Switch, wt 28 lbs **14.95**

FUN ON WHEELS!

(G) **"CALLING ALL CARS"** . . . endorsed by Sergeant Friday himself! The Dragnet squad car actually has an electric microphone with loudspeaker and amplifier (batteries not included) for calls to headquarters and other important business. Realistically detailed with "license" stenciled on back, and outlined headlights and windshield. Ball bearing rear axle supports and adjustable pedals for easy driving. 8" disc wheels with rubber tires, strong steel body. Dashing 2-tone finish is white and black, with trim in red and silver. From Wis.
835-173 D1775 Dragnet Car, 37" long. Wt. 29 lbs. **$23.95**

(H) **DELUXE KIDILLAC** . . . the toy car with the million-dollar look! Real electric headlights, electric horn with button on dashboard (batteries not incl.). Plated aerial, rear-view mirror, hub caps, are styled just like those on expensive sports cars. There's even a removable spare wheel and tire. Chain-drive with ball-bearing pedal cranks 8" disc wheels. 1¼" rubber tires. Steel body finished in flamboyant maroon and cream with silver trim. White sidewall tires. 51 lbs.
835-181 D2875 Deluxe Kidillac 45x20". From Wisconsin **$38.95**
835-199 D2275 Kidillac without lights, horn. Red/black **30.95**

(K) **REALISTIC HOOK 'N LADDER TRUCK** . . . by Murray-Ohio. Look out, here comes the fire department complete with brightly-plated clanging fire-bell, 2 wooden ladders, and steel hand rails. This jaunty truck is made with full ball-bearing construction for a smooth, easy ride, and has improved design for easier pedaling and extra leg room. Steering wheel makes possible turning in small circles. Heavy gauge steel body is finished in fire-engine red enamel, with white and blue trim. 8" double-disc ball bearing wheels with ⅝" rubber tires.
835-074 C1695 Fire Truck, 17x43" long. Wt. 34 lbs. **$22.95**

(L) **DELUXE CHAIN DRIVE TRACTOR** . . . with motor lone shift . . . by Murray-Ohio. They'll love driving this realistic model. And they're completely safe—for the chain-drive (with ball bearing construction for easy pedaling) is enclosed by a streamlined guard. Tractor is ruggedly made of heavy-gauge steel, with 1¾" semi-pneumatic tires. Steering wheel can turn a full circle; spring seat adjusts in height. 8" ball-bearing front wheel, 10" ball bearing rear wheels with tractor-tread tires. Finish: vermilion baked enamel, with black trim.
835-041 C2225 Tractor 38½x22x27½" high. Wt. 39 lbs. **$29.95**
DUMP TRUCK . . . hooks right on tractor. Holds 1 passenger, who can work the dump easily from sitting position. Heavy-gauge steel. Ball-bearing 8" wheels, ⅝" rubber tires. Colors match tractor above.
835-058 C825 Dump Truck, 15½x33" long. Wt. 16 lbs. **$10.95**

(M) **CHAMPION PLAY AUTO** . . . by Murray-Ohio. Safe, and so smooth-riding—thanks to full ball-bearing construction. Body made of heavy-gauge steel with improved steering that allows driving in small circles. Extras: the increased leg-room, easy pedaling, safe undergear design. 8" double disc wheels have ⅝" solid rubber tires. 2-tone blue enamel finish with plated radiator ornament. 17x36" long.
835-108 C1175 Champion Auto; shipping wt. 28 lbs. **$15.95**

(N) **RANCH WAGON** . . . by Murray-Ohio. Just the thing for a young "ranch hand"—there's room in back for his partner, or maybe for toting a pet kitten or pup. Design is improved for easier pedaling . . . loads of leg-room. Ball-bearing 8" wheels with 1" rubber tires, aluminum-enameled windshield and handrails, plated radiator ornament. Fabric seat pad. Heavy-gauge steel; 2-tone blue baked enamel.
835-082 C2050 Ranch Wagon, 17x47" long. Ship. wt. 37 lbs. . . **$27.95**

(P) **DELUXE "FIRE CHIEF" CAR** . . . by Murray-Ohio. Has a flasher light operated by 6 volt battery (not incl.) mounted on its hood to signal that the Chief's on his way. Hinged rear trunk door and 15" antenna. It's easy to pedal, with full ball bearing construction and 1" solid rubber tires on 8" wheels. Bright-plated radiator ornament, red plaid seat pad. Heavy steel, finished in gay Red-and-White baked enamel
835-033 C2425 Fire Chief Car, 39" long. Ship. wt. 40 lbs. **$32.95**

(R) **POLICE RADAR-PATROL CYCLE** . . . by Murray-Ohio. He'll be the envy of the block when he pedals this sleek cycle—complete with real sounding Police-type siren for emergencies. It's speedy, because chain-drive has full ball bearing construction . . . and maneuverable, because 360° steering mechanism allows turning in small circles. Built-in carrying compartment has steel hinged door. Easy-rolling 8" wheels—semi-pneumatic 1¾" front tire, solid rubber 1⅛" rear tires. Heavy-gauge steel finished in blue baked enamel; red and white trim
835-066 C2575 Police Radar Cycle, 36" long. Wt. 36 lbs. **$34.95**

(S) **AUTHENTIC MODEL FARMALL TRACTOR** . . . with real shift lever to turn exhaust sound on and off. This accurate model is made of aluminum alloy castings, and has ball-bearing action, chain-drive and pneumatic tractor-tread tires for a smooth ride. Adjustable seat. Colorful sun umbrella in red to match the tractor's baked enamel finish 7" front wheels, 12" rear wheels. Overall 39½x18½x27½".
835-009 C2995 Tractor with Umbrella. Ship. wt. 48 lbs. **$39.95**
DETACHABLE TRAILER . . . of heavy sheet steel. Handy for errands!
835-017 C595 Trailer, 28x18x18½". Ship. wt. 11 lbs. **$7.95**

New 12 volt electric starting. New manual starting case. In every popular power range they're today's most exciting, most wanted motors.

Make a date for spring with your Evinrude dealer *now*. Don't miss your best week ends on a waiting list (Evinrude demand exceeds supply every year). A small down payment assures delivery when you want it. Now's the time for top-dollar trade-ins. For big full-color catalog of the complete Evinrude line for '57, write EVINRUDE MOTORS, 4373 N. 27th Street, Milwaukee 16, Wisconsin.

Find Your Nearest Dealer in the Yellow Pages

Evinrude

quiet outboard motors

A Division of Outboard Marine Corporation. In Canada: Manufactured by Evinrude Motors, Peterborough

See them-try them-

nine new Evinrudes

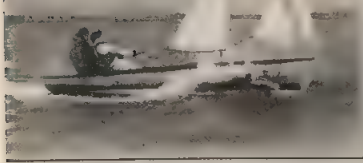
—tops for fishing fun!

Fishing dreams come magically true when you slip a '57 Evinrude on the stern of your boat. Nine superb new models—3 to 35 horsepower—blanket the entire range of fishing fun. Nothing on water surpasses the pleasure of their whisper-quiet operation—their smooth and steady slow-speed trolling—their blazing performance when you flick the throttle wide.

They're loaded with power — loaded for fun! New high-compression, high performance 18 and 35 horsepower models that set new standards of big-load handling ability. New fuel economy.

THE JOLLY

Complete Boat less sails $1,335.00
Prefabricated Kit 1,050.00
Sails
Ratsey of Cowes Main & Jib $150.00
Nylon Spinnaker 90.00
Dacron Main & Jib 208.00



INTERNATIONAL 14' MARK VII

Complete Boat
less sails $1,275.00
Sails:
Ratsey of Cowes,
Main & Jib
Nylon Spinnaker $200.00

THE Firefly

Complete Boat
less sails $595.00
Firefly Prefabricated Kit 595.00
Sails
Ratsey Main & Jib
Duck $100.00

THE "505"

Complete Boat less sails $1,370.00
Kit 995.00
Sails:
Ratsey of Cowes, Duck, Main
& Jib Nylon Spinnaker . $200.00

George D. O'Day ASSOCIATES, INC. | **9 Newbury St. Boston 16, Mass.**

Importers of: The Jolly · "505" · International 14 · Atalanta · Cadet · Firefly · Finn · Duckling · Pixie · Albacore · Dinky

THE RAVEN*

the perfect racer or day sailer

THE fastest conventional boat of her size in the world, the RAVEN handles superbly in all weather. Easily sailed as a single-handed day boat the roomy 12 foot cockpit can take 8 to 10 guests. The racing crew is limited to a minimum of 3 or maximum of 4. With its light hull, centerboard and quickly demountable spars, the RAVEN can be easily transported.

LOA	24 ft. 2 in.	Complete boat	$2,850.00
Beam	7 ft.		
Draft (cb down)	5 ft. 4 in.		
Sail Area	300 sq. ft.		

*We are proud to announce that we are now under contract to the Raven Class Association.

THE Flying Dutchman

ONLY in its 4th season the FLYING DUTCHMAN has 377 boats in over 17 countries in the world. This 2-man boat has been planed with only 9 knots of wind and is the first class to allow the use of the flying trapeze.

LOA	19 ft. 10 in.	Complete boat	
Beam	5 ft. 11 in.		
Draft	3 ft. 6 in.		
Wt. stripped	275 lbs.	less sails	$1,587.50
Sail Area	162 sq. ft.	(including spinnaker	
With spinnaker	190 sq. ft.	& trapeze gear)	

Introducing the FINN

and an entirely new mast design

THIS newest Fairey Marine import can be rigged in 60 seconds. The mast bends, swivels and is unstayed. Recognized by the 1956 International Yacht Racing Union as an International Class, the FINN was chosen as the official Olympic monotype boat for the last 2 Olympiads and will be in 1960. A top performance boat when sailed single-handed, the FINN also makes a perfect day sailer. One man can sail her easily in breezes up to 25 knots.

LOA	14 ft. 9 in.	Complete boat	$1,090.00
Beam	5 ft.	Sails, Duck	125.00
Sail Area	114 sq. ft.		
Wt. of Hull	225 lbs.		

Order one of these fine boats today Financing arranged 1, 2 & 3 year terms - FLEET DISCOUNTS AVAILABLE

SEE these boats on display at the boat shows:

***NEW YORK — Booth #D43**
Jolly, Firefly, Duckling, Cadet, Pixie, Dinky, Albacore, 505, Finn, International '14, Flying Dutchman

CHICAGO — Booths #970A & #1051C
Duckling, Jolly, Firefly, Cadet, Pixie

BOSTON — Booth #135
Atalanta, Jolly, Cadet, Duckling, Pixie, Dinky

*(Sorry, but time does not permit us to bring the RAVEN or ATALANTA but our new catalog will give you all the details. Write for your copy today.)

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Importers of: The Jolly · "505" · International 14 · Atalanta · Cadet · Firefly · Finn · Duckling · Pixie · Albacore · Dinky

A
CHIEF
Retail $39.75

B
THORPE
Retail $49.75

C
HERITAGE
Retail $59.50

D
VARSITY
Retail $97.50

E CALIENTE VISION
Retail $100.00

G
PAULINE
Retail $39.75

H
RENOWN
Retail $39.50

J
CHRISTINE
Retail $79.50

K
ALDEN
Retail $59.75

L
CALIENTE CHARM
Retail $85.00

Gruen . . . Guaranteed Top Quality

GRUEN—offers smart new designs and exclusive features that keep you "up-to-the-minute." New weather-thin designs, modern contoured cases, bold unclutered dials, legible hour markings, smart new expansion bands. Sweep-around crystals—smooth and clear for all-angle vision. All precision-engineered with 17-jewel movement for lasting accuracy. All with Gruen's famous anti-magnetic feature to protect your watch around motors, radios, or TV sets. All with Gruen guaranteed mainsprings that defy breakage. Watches Ⓜ to Ⓡ are guaranteed waterproof if opened and closed only by a qualified watchmaker.

GRUEN—offers rugged masculine styles built for action—watches that wind themselves, cases that are air-tight, movements that resist shocks and hard knocks. Women's watches are created with a flair for fashion, blend with every costume, suit every occasion. Luxurious diamond-studded dress styles, dainty wrist-fitting day-to, day-out designs, and smart self-winding sports models. Choose Gruen—and you get top quality!

Ⓐ MEN'S "CHIEF" DRESS WATCH

A real valual Up-to-the-minute accuracy and styling at an amazingly low price. 17-jewel movement, anti-magnetic. Circular face with numeral-and-stick markings, second hand. Sweep-around crystal allows clear vision from any angle. Case is 10K yellow rolled gold plate. Matching expansion band designed for comfortable fit. Both case and band have stainless steel back.

10129V2375—Yellow Gold. Wt. ½ lb. . . **$39.75**

Ⓑ MEN'S "THORPE" DRESS WATCH

High style at a low price. 17-jewel movement for lasting accuracy and dependability. Modern case sets off the square straight-lined dial. Bold numeral markings, second hand, anti-magnetic. Slightly raised heavy crystal is protective as well as decorative. Case of 10K yellow rolled gold plate with matching expansion band—both are stainless steel backed.

10130V2795—Yellow Gold. Wt. ½ lb. . **$49.75**

Ⓒ MEN'S "HERITAGE" DRESS WATCH

Distinctive styling for the businessman—a watch he'll always cherish! 17-jewel accuracy, anti-magnetic. Wide dial with second hand. Numeral-and-stick hour markings that pin-point the time, give you accurate reading at a glance. Gently raised crystal protects dial and case. 10K rolled gold plate case. Matching expansion band with leather inserts. Case and band are backed with stainless steel. Yellow gold.

10955V3450—Black dial. Wt. ½ lb. **$59.50**

10131V3450—White dial. Wt. ½ lb. **$59.50**

Ⓓ MEN'S "VARSITY" DRESS WATCH

Clean unclutered lines—combines elegant simplicity with superior accuracy. 17-jewel movement for precision time keeping. Anti-magnetic. Distinctive dial with stick markings and second hand—sure to win compliments! Water-thin circular design. Sweep around crystal. 10K yellow gold-filled case, matching expansion band with leather inserts. Both case and band have stainless steel backs.

10119V5175—White Dial. Wt. ½ lb. **$97.50**

10118V5175—Black Dial. Wt. ½ lb. **$97.50**

Ⓔ WOMEN'S DIAMOND-STUDDED WATCH

Six glittering diamonds accent finely sculptured "Collente Vision" case. A watch that's unmistakably feminine, dependably accurate. 17-jewel movement, anti-magnetic. Smart rectangular face with numeral-and-stick markings. Curved crystal for quick clear reading. 10K white gold filled case. Matching curved-design expansion bracelet complements watch—slim and lovely. Stainless steel back—won't corrode.

10165V6000—White Gold. Wt. ½ lb. . . **$100.00**

Ⓕ WOMEN'S "PAULINE" DRESS WATCH

A wrist-flattering watch that's really eye-catching! Expensive-looking but so reasonably priced! 17-jewel movement, anti-magnetic. Smart curved design sets off modified square face. Dainty numeral-and-stick markings. Curved crystal. 10K yellow rolled gold plate case with stainless steel back. Matching expansion bracelet.

10120V2375—Yellow Gold. Wt. ½ lb. . **$39.75**

Ⓖ WOMEN'S "RENOWN" DRESS WATCH

A fashion favorite—right for every costume, every occasion. 17-jewel movement, anti-magnetic. Dainty rectangular case emphasized by graceful swirled end pieces. Easy-to-read dial with numeral-and-dot markings. Curved crystal is raised to protect both interior and exterior of watch. 10K rolled gold plate case, stainless steel back. Matching expansion bracelet.

10124V3225—Yellow Gold. Wt. ½ lb. . . **$59.50**

10125V3225—White Gold. Wt. ½ lb. . **$59.50**

Ⓗ WOMEN'S "CHRISTINE" DRESS WATCH

Sophisticated good looks for everyday wear—as attractive for office as for dress occasions. Sculptured case with lovely leaf design, yellow gold links form attractive wrist band. 17-jewel movement, anti-magnetic. Dial has numeral-and-dash markings—dainty, yet legible. Graceful raised crystal for easy viewing from any angle. 10K gold filled case with matching bracelet. Choice of yellow or white gold.

10149V4295—Yellow Gold. Wt. ½ lb. . . **$79.50**

10182V4295—White Gold. Wt. ½ lb. . . **$79.50**

Ⓘ WOMEN'S "ALDEN" DRESS WATCH

Beautiful styling in a watch to give you the time in seconds. A precision timepiece with 17-jewel movement anti-magnetic. Designed with full sweep second hand. Sweep around crystal. Slim leather band with gold numerals on the dial. Ideal for nurses or career women—made to take rugged wear. Attractive 10K yellow rolled gold plate with matching expansion band.

10958V3680—Yellow Gold. Wt. ½ lb. **$59.75**

Ⓙ WOMEN'S DIAMOND-SET WATCH

A diamond-set watch to add rich sparkle to your wrist! 17-jewel movement assures precisions time keeping. Anti-magnetic. Rectangular "Collente Charm" case is highlighted with two exquisite diamonds. Rectangular dial has numeral-and-stick markings. Lovely curved crystal—read the time at a glance. 10K white rolled gold plate case, stainless steel back. Curved expansion bracelet gives a diamond-studded effect.

10165V3750—White Gold. Wt. ½ lb. . . . **$85.00**

Ⓚ MEN'S "PIONEER" WATERPROOF WATCH

Chosen by well-dressed men for its smart hand some styling and special performance features. 17-jewel movement. Waterproof and anti-magnetic. Not affected by the magnetic fields around motors, TV sets, etc. Mirror-polished chrome bezel rims the large circular face, stainless steel back gives it a look of modern simplicity. Legible stick-and-numeral markings, second hand. Harmonizing expansion band has leather inserts.

10142V2375—Chrome. Wt. ½ lb. **$39.75**

Ⓛ MEN'S "ADDISON" WATERPROOF WATCH

Really rugged—built for all-around use. 17-jewel movement. Waterproof—resistant to shock and magnetism. Modern dial with slim black hands, stick markings, sweep second hand. Circular case. Tuck-Away stem that blends into watch style. Sweep-around crystal. Stainless steel case and band with tuck-away clasp.

10143V2695—Stainless Steel. Wt. ½ lb. . **$46.75**

Ⓜ WOMEN'S "CHATFIELD" WATERPROOF

Smart styling! 17-jewel movement—waterproof, shock-resistant, anti-magnetic. New Tuck-Away winding stem. Dial has numerals, dots, "stick" hands, numeral-and-dash markings. Sweep second hand. Sweep-around crystal. 10K rolled gold plate case, expansion band with leather inserts—both with stainless steel backs.

10144V2995—Yellow gold. Wt. ½ lb. . **$55.00**

Ⓝ WOMEN'S "SPRITE" WATERPROOF

Smart and practical. Perfect choice for nurses—anyone who's active. 17-jewel accuracy. Waterproof, shock-resistant, anti-magnetic. Luminous dial allows instant reading day or night. Numeral dot-stick markings, sweep second hand. Sweep-around crystal. Case and trim expansion band in polished stainless steel.

10126V3300—Stainless Steel. Wt. ½ lb. **$55.00**

Ⓞ MEN'S "RANDALL" AUTOMATIC WATCH

Just set it and forget it! Watch winds itself automatically as you wear it. 17 jewel shock-resistant anti-magnetic movement. Easy-to-read sweep second hand. Sturdily constructed for work or play—water-resistant, rustproof. 10K yellow rolled gold plate, everlasting stainless steel back. Beautifully styled case with matching expansion band.

10956V3460—Yellow Gold. Wt. ½ lb. . . **$58.75**

Automatic Pilot Watch. As above but chrome top. Stainless steel back. Gray leather strap

10957V3060—Chrome. Wt. ½ lb. . . . **$49.75**

Ⓟ MEN'S "LAURENCE" AUTOMATIC WATCH

The watch that has everything! Up-to-the-minute styling, latest performance features. 17-jewel accuracy! Winds itself with natural wrist motion. Resistant to water, shock, magnetism. Two-tone dial easy-to-read at a glance. Narrow "stick" hands, slash markings, sweep second hand. Sweep-around crystal. 10K gold-filled case in modern circular design, harmonizing expansion band—both with stainless steel back.

10128V4995—Yellow Gold. Wt. ½ lb. . . **$89.50**

Ⓠ WOMEN'S "SMITHFIELD" AUTOMATIC

Smart design, ideal for a nurse or any career girl. 17-jewel movement for precision time telling. Winds itself automatically as you work or play. Resists water, shock, magnetism. Unclutered circular dial with dash hour markings, sweep second hand. Sweep around crystal. Mirror-polished stainless steel case and expansion band with leather insert for beauty that lasts.

10127V4250—Stainless Steel. Wt. ½ lb. **$71.50**

Ⓡ WOMEN'S "NATALIE" AUTOMATIC

Perfect choice for work or play. Combines smart good looks with Gruen's famous functional features. Winds automatically with the natural motion of your wrist. Resists water, shock, and magnetism. Circular dial with luminous hands and markings for time-telling in the dark. Sweep second hand, heavy protective crystal. 17-jewel movement. 10K gold filled case with stainless steel back, matching expansion bracelet.

10128V5550—Yellow Gold. Wt. ½ lb. . . **$92.50**

HOPTO

MODEL 360 HOPTO DIGGER

World's Fastest—Most Powerful Hydraulic Backhoe

The advanced design of Model 360-57-90 HOPTO eliminates brakes—drums—clutches — cables — sprockets — chains — gears — sheaves—belts. A completely hydraulic ⅜ and ½ yard machine with 360° swing, 20 foot digging depth, 30 foot ground reach and a backhoe loading height of 15½ feet. Individually controlled hydraulic outriggers quickly level up the machine. Contact your dealer for more information on the "World's Fastest . . . most powerful hydraulic backhoe."

84,822 LBS. OF HYDRAULIC MUSCLE

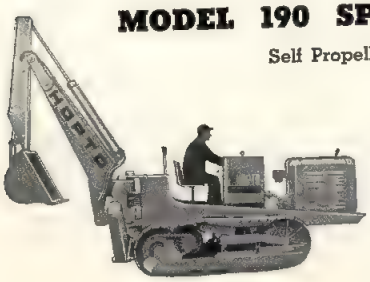
MODEL 185 SPR HOPTO DIGGER

For the Contractor Who is "Going Places" in the Digging Business

Designed for digging contractors or Utility Companies who desire "over the road mobility." The Model No. 185 SPR has the "job to job" mobility which can only be achieved by a unit mounted on rubber. Completely hydraulic in operation with bucket sizes up to 30" wide.

MODEL 190 SPC HOPTO DIGGER

Self Propelled Crawler Hopto

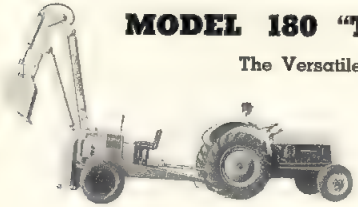


The Model 190 S.P.C. is a low cost crawler mounted backhoe with 190° continuous swing, 11½ foot digging depth with buckets up to 30" wide, 8½ foot tracks provide a low bearing pressure for "off the road" operation. Swivel seat enables operator to move machine ahead with little lost time.

Designed For Every Digging Job

MODEL 80 CTM HOPTO DIGGER

HOPTO uses the power you already have. Mountings available for most popular makes of tractors. Does not interfere with operation of tractor or front end equipment. Make the tractor which has been "written off" a useful tool with the addition of a HOPTO.



MODEL 180 "Trailer Type" HOPTO

The Versatile Machine of Many Uses

The Model 180 HOPTO lowers fixed overhead costs for small fleet owners . . . operates steadily with no "down time". Small investment makes it practical for small contractors to have own machine rather than rely on convenience of large shovel owner. HOPTO is also the ideal machine for small jobs and for clean-up jobs that ordinarily tie up a larger machine for the big contractor. The Model 180 may be equipped with a separate power unit so that any tractor, jeep, or pick-up truck can be used as a prime-mover.

MODEL 200-57-72 HOPTO DIGGER

Built Stronger to Last Longer

The "newest" of the world famous truck mounted HOPTO offers a split hydraulic system. The Model 200DTM57-72 HOPTO is equipped with a triple tandem pump which supplies three separate hydraulic systems for greater power and smoothness of operation. Redesigned boom and dipper stick give a digging depth of 13½ feet, ground reach of 19 feet, and a backhoe loading height of 11½ feet. The Model 200DTM57-72 is equipped with individually operated hydraulic outriggers with foot pads and has a continuous 200° swing. Power is supplied by a Continental F226 Motor. See your dealer for a demonstration.

847-2-57

Hubley Cap Pistols

New Pistols and New Packaging for 1957!

The Hubley Pistol Line for '57 is set for selling! There's a new item in each price bracket with all the famous Hubley realism, detail and action that kids go for. ALSO—two new packages! One—the candy-striped "Look Mom" package. The other—DuPont Mylon "see through" packages.

ALL NEW

No. 250 TEXAN, JR.

Repeater, length 10½ inches. Completely new. Bright nickel finish. Breaks automatically for easy loading by pressing new type release on cylinder. Shoots smoke.

NEW
"Look Mom"
PACKAGE

New candy striped boxes with life-size photo on the front so you can identify the pistol inside immediately. Standard design establishes family identity when displayed in mass. Pistols packed in these boxes: Coyote, Trooper, Tex, Texan, Jr., Pioneer, Automatic.

No. 237 COYOTE

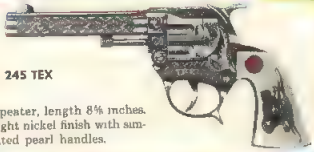
Repeater, length 8¾ inches. Bright nickel finish. Black handle with finely detailed cross hatching. Highly chased barrel. Breaks for easy loading. Positive action catch.

No. 211 PET

Automatic action, single shot, length 6½ inches. Bright nickel finish. Finely detailed cross hatching on handle.

No. 216 CHIEF

Automatic action, single shot. Length 7⅝ inches. Bright nickel finish. Handle integral with engraved stock and barrel.



No. 245 TEX

Repeater, length 8⅝ inches. Bright nickel finish with simulated pearl handles.

Hubley
The Hubley Manufacturing Company
Lancaster, Pennsylvania, U.S.A.

The Hubley Pistol Line now has a new "Pardner" . . .

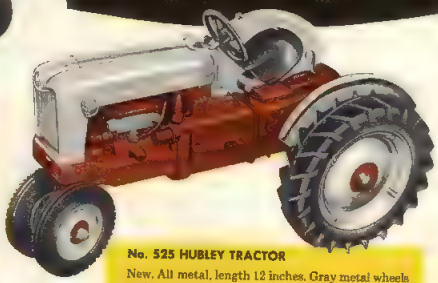
Hubley Kiddie Toys

64 Items Packed with Play Features!

No. 502 TRACTOR-CULTIVATOR

All metal, length 9¼ inches. New four wheel design. Steering wheel operates front wheels. Side lever raises, lowers detachable cultivator rake. Black, treaded rubber tires.

Colorful, durable, American-made toys with all the famous Hubley realism and detailing. There are new items at every price . . . new color schemes . . . new safety play features! See the entire line at Room 318, 200 Fifth Avenue, New York.



No. 525 HUBLEY TRACTOR

New. All metal, length 12 inches. Gray metal wheels with black treaded rubber tires. Steering wheel operates tricycle-type front wheels. Spring action driver's seat. Realistic engine detailing.

No. 476 STATION WAGON. New. All metal with black treaded rubber wheels. Length 8⅝ inches. Realistic two tone paint job, aluminum trim.

No. 497 POULTRY TRUCK. New. All metal with treaded rubber wheels. Length 9¾ inches. Three poultry crates with assortment of chickens and ducks. Crates open.

No. 482 TOW TRUCK. New. All metal, length 9¾ inches. Bright metal winch and boom. Turning crank raises, lowers hook. Black, treaded rubber wheels.

No. 495 NAVY FIGHTER BOMBER

Length, 10 inches; wingspread 11¾ inches. Metal. Transparent sliding bubble over cock pit. Revolving propeller, folding wings, retractable landing gear, rubber wheels.

Printed in U.S. of America

. . . World Premiere—Hubley Holster Sets—at Toy Fair!

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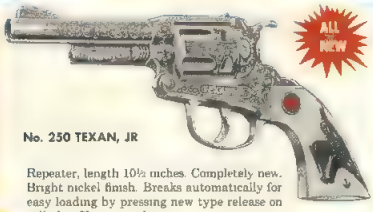

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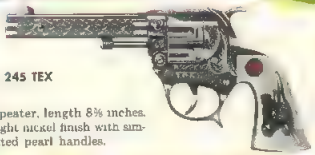

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Hubley

The Hubley Manufacturing Company
Lancaster, Pennsylvania, U.S.A.

The Hubley Pistol Line now has a new "Pardner" . . .

.609

ANNOUNCEMENT

TOY IDEAS INC*

is pleased to
announce that the

IDEAL TOY CORP.

and

AMERICAN CHARACTER DOLL CORP.

are the only licensees under U. S. Patent Letters #2765644
for the manufacture and sale of
weeping dolls.

Feel free to sell Betsy Wetsy
and Tiny Tears dolls without fear
of patent infringement suits
for the past, present and future.

TOY IDEAS INC*

**Assignee of Senior Patent #2765644 American Character Doll Co.*

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and

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infringement.

IDEAL TOY CORP.

AMERICAN CHARACTER DOLL CORP.

The Traditional Heritage of America's Foremost Custom Yacht Builder

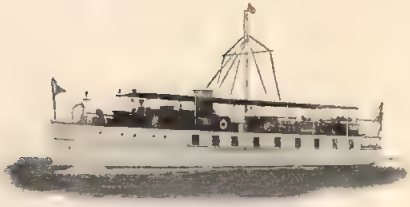
"Henrik Wergeland" of Bergen, Norway
Built in 1849

Hans Jacob Trumpy
Builder, 1805-74

Caspar Trumpy
Builder, 1836-94

"Carl Konow" of Bergen, Norway
Built in 1878

These ships epitomize over a century of progress in design and construction. Four generations of family experience and skill are applied to incorporate modern methods and modern materials to fulfill the needs of today's yachtsmen.



Yacht Ednada III, built 1911
Prototype of Cruising Houseboat

Yacht Rumak III, built 1955

Yacht Silver Mist, built 1956

John Trumpy, Jr. John Trumpy, Sr. Donald Trumpy

JOHN TRUMPY & SONS, INC.
ANNAPOLIS, MD.

Showing ~~SHOW~~ ON EARTH

THAT BIG TOP WITH KAYSAM

#927
"Sorry" the Hound

#929
"Beauty" the Spaniel

#931
"Inky" the Dalmation

#933
"Pandy" the Teddy Bear

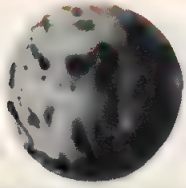
#935
"Honey" the Rabbit

(The toys shown above are available boxed or bagged)

Quality toys with a top SALES record !

Here's a tremendous selection of squeeze toys each with its own built in sales appeal and volume. Each a natural for quick counter sales. Smartly packaged in either the new "squeeze-me" Milar Window Box or the "poly" bag with colorful hard cardboard header.

#811
"Tiny" Scottie



#617 ROCKING HORSE

"Pinto" — A safe, soft crib and nursery toy in assorted pastel colors. Whistles when squeezed.

#417 CRIB-ALL

A rolling squeeze toy in assorted pastel colors. Fitted with "crying" voice and secure tassle to hang — always within reach

#B-11 PLAYBALL

Molded of rugged seamless "Kaysamite" Vinyl. The one piece construction guarantees long life and multi-color beauty

#519
"Tiny" Poodle

NEW !

Introducing our "TINY PET" series

The first three of the "Tiny Pet" series are each packaged in a "poly" bag with attractive header and are consistent in high volume sales.

#527
"Tiny" Hound

NEW YORK SHOWROOM #207:
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#925
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Pinto the ROCKING HORSE
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BE SURE TO SEE DE LUXE FOR '57! HOTTER THAN EVER!

See your future best sellers! Every toy is a hit in De Luxe's most promotable, most profitable line ever! Come in and compare!

OUTDOOR PLAY-GYMS
PLAYGROUND EQUIPMENT
SLIDES

458

SPRING HORSES
PEG TABLES
BOWLING ALLEYS
DESK SETS
BOXED TOYS

The World's Leading Maker of Promotional Toys and Gyms

DE LUXE GAME CORPORATION

SHOWROOM: 200 5th AVE., N.Y. 10, N.Y.

FACTORIES:
KINGSTON and WILKES-BARRE
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NOTE! LESLIE-HENRY and DELUXE Now Showing Only at Our Showrooms at 200 Fifth Ave.

See What's New Sellingest Lines

IT'S BRAND NEW!
'TEXAS RANGER'
***Double-Action* GUN!**

6 metal 'bullets' load individually into revolving barrel
— *PLUS* —
50-shot repeater action!

PISTOLS
HOLSTER SETS
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COWBOY SUITS
WESTERN ACCESSORIES
DIE CAST TOYS

456

WILD BILL HICKOCK and JINGLES
GENE AUTRY
YOUNG BUFFALO BILL
TEXAS RANGER
CIRCUS BOY

The World's Largest Manufacturers of Western Playthings

LESLIE-HENRY COMPANY, INC.

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NOTE! LESLIE-HENRY and DELUXE Now Showing Only at Our Showrooms at 200 Fifth Ave.

HOT ITEMS are a habit

and the latest movement to sweep young

Get in on the groundfloor of the movement that's spreading like a forest fire! 500,000 youngsters can't be wrong—and 500,000 have already ordered our Kadets of America manual. Standard equipment for young Kadets is the Parris TraineRifle. Be prepared! Order your arsenal of Parris TraineRifles —the latest, hottest product from Tennessee, the home of hits!

SEE US DURING THE TOY FAIR
AT THE HOTEL NEW YORKER, ROOM 628

if...

You're a TIRED Toy Buyer . . . Be Our Guest at THE CATFISH DERBY in July

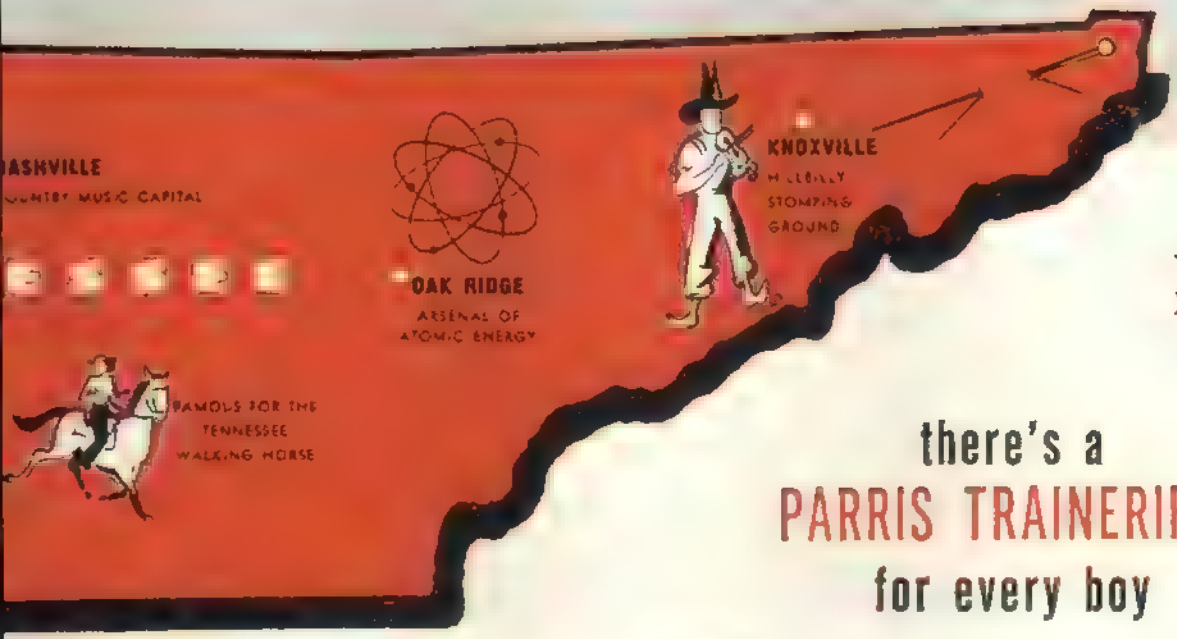
if...

You're a LIVE WIRE Toy Buyer . . . Get The Facts on the KADETS OF AMERICA Program

PARRIS MANUFACTURING CO. SAVANNAH TENNESSEE

in TENNESSEE . . .

America is KADETS OF AMERICA



there's a
PARRIS TRAINERIFLE
for every boy

M-30

Senior Drill Team TraineRifle. Bolt action, clicker trigger, [illegible] with bayonet. 1 dz. to ctn. [illegible] lbs.

M-K

Kadet TraineRifle. Bolt action, clicker trigger, 14½. 1 dz. to ctn. 18 lbs.

K-23

Official Kadet TraineRifle. Bolt action, clicker trigger. Rubber bayonet, web sling, [illegible] 1 dz. to ctn. 42 lbs.

NEW! K-21

Kadet Rookie TraineRifle. Bolt action, clicker trigger. Rubber bayonet, web sling, [illegible] 1 dz. to ctn. 29 lbs.

K-20

Kadet Junior TraineRifle. Wood bolt, clicker trigger, web sling, 22½. 2 dz. to ctn. 10 lbs. per dz.

B-4

Ages 2-5. Cork shooting lever action. Web sling, rubber bayonet and corks. 27½". 1 dz. to ctn. 14 lbs.

T-B-2-A

Ages 3-7. Cork shooting lever action. Web sling, rubber bayonet and corks. 32½". 1 dz. to ctn. 23 lbs.

#303 KADET HELMET

White plastic. Web suspension, headband and adjustable chin strap. Full color Kadet emblems. Standard packing ind. corr. ctns. 2 lbs. ea.

T-B-M-1

Ages 5-10. Cork-shooting lever action. Web sling, rubber bayonet and corks. 37½". 1 dz. to ctn. 27 lbs.

12-A

Ages 6-60. ShootRite cork shooting gun. Web sling, [illegible]. With 44 page Shooting Manual and corks. Ind. Corr. Ctns., 3 lbs.

#7 KADET PISTOL

Cork shooting pistol. 9#. With holster and corks. Standard packing 1 or 2 dz. to ctn. 10 lbs. per dz.

HOME OF THE NATIONAL CATFISH DERBY

BEN COOPER, INC.

OFFICIAL

HALLOWEEN COSTUMES

Retailing for $1.00, $1.59, $1.98, $2.98 up.

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Famous CHARACTER COSTUMES

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TOY FAIR

ROOM 325
200 — 5th AVENUE

ROOM 441-443
HOTEL McALPIN

HOT ITEMS are a habit

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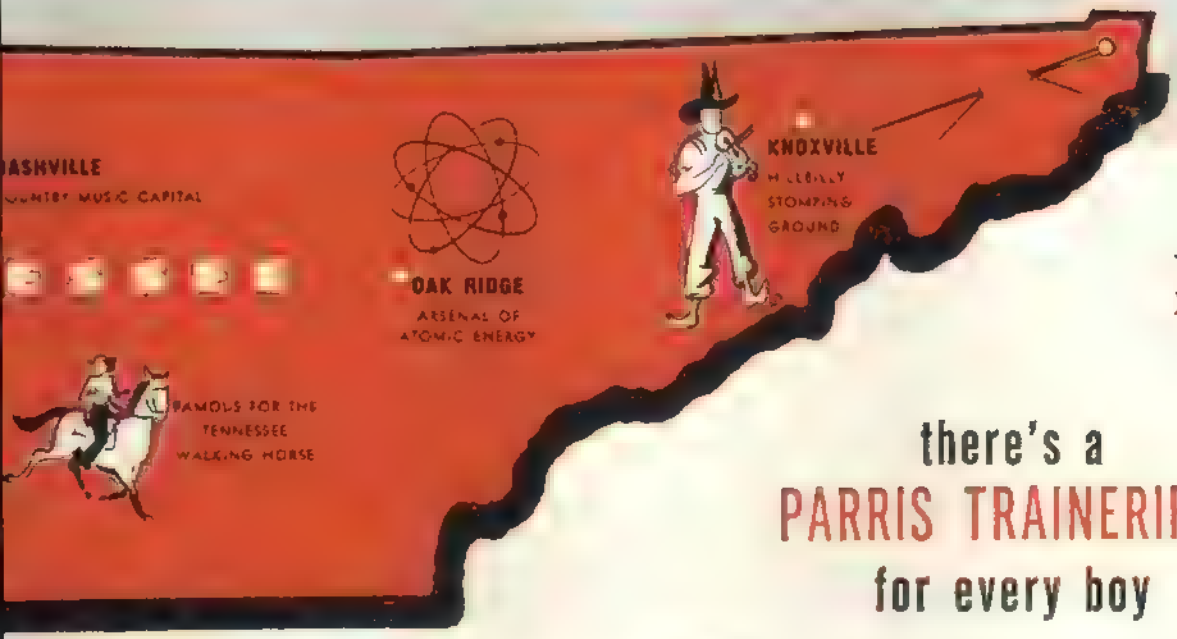
America is KADETS OF AMERICA



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White plastic. Web suspension, headband and adjustable chin strap. Full color Kadet emblems. Standard packing ind. corr. ctns. 2 lbs. ea.

T-B-M-1

Ages 5-10. Cork-shooting lever action. Web sling, rubber bayonet and corks. 37½". 1 dz. to ctn. 27 lbs.

12-A

Ages 6-60. ShootRite cork shooting gun. Web sling, [illegible]. With 44 page Shooting Manual and corks. Ind. Corr. Ctns., 3 lbs.

#7 KADET PISTOL

Cork shooting pistol. 9#. With holster and corks. Standard packing 1 or 2 dz. to ctn. 10 lbs. per dz.

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BEN COOPER, INC.

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HALLOWEEN COSTUMES

Retailing for $1.00, $1.59, $1.98, $2.98 up.

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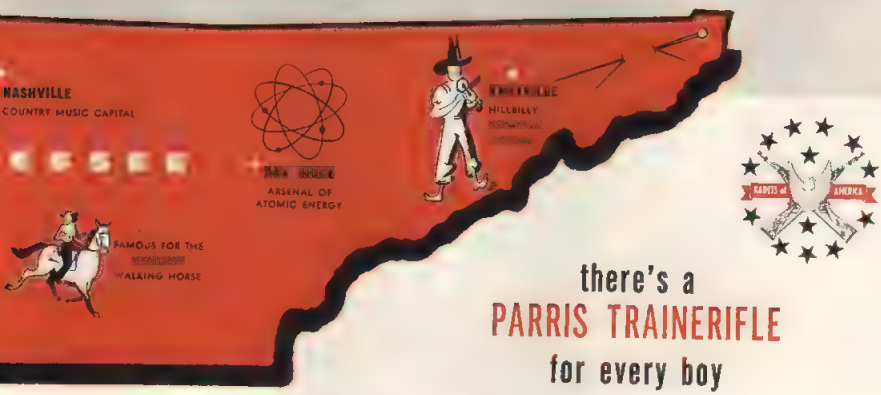

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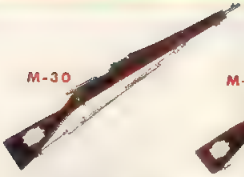
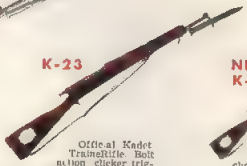


Senior Drill Team TraineRifle. Bolt action clicker trigger 43½" (48 ¼ with bayonet). 1 dz. to ctn. 57 lbs.

M-K

Kadet TraineRifle. Bolt action, clicker trigger. 44¾". 1 dz. to ctn. 48 lbs.

K-23



Official Kadet TraineRifle. Bolt action clicker trigger. Rubber bayonet web sling. 40¼". 1 dz. to ctn. 42 lbs.

NEW! K-21

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Kadet Junior TraineRifle. Wood bolt, clicker trigger, web sling 23½". 2 dz. to ctn. 10 lbs. per dz.

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HOME OF THE NATIONAL CATFISH DERBY

Tune in the World

1 5-Band Juliette

2 11-Band Realtone

3 4-Band York

4 5-Band GE

Portable Transistor Radios

5 Midland AM/FM

6 GE AM/FM

7 3-Band Ross

MULTI-BAND RADIOS . . .

AM/FM and AM/FM/Short Wave

1 JULIETTE 17-TRANSISTOR 5-BAND PORTABLE

- *AM/FM/Marine Band/SW1/SW2*
- *5 inch speaker*
- *Uses 4 "D" batteries or AC Adapter*

The world is yours with this versatile beauty! Listen in on ships at sea, marine weather stations, international shortwave, aircraft . . . twirl the dial and you're back home to beautiful music, sports, or news. Superhet chassis with 17 transistors plus 5 diodes and thermistor shrink the miles to bring in weak stations. Crystal headphones let you "pick up" the world without bothering others. 5 bands AM, FM with automatic frequency control, Short Wave #1 (4-12 mc), Short Wave #2 (11-22 mc), and Marine (1.6-4.5 mc). Has battery indicator, dial light, two built-in antennas plus 33-in. telescopic antenna. Complete with batteries, headphones, UL cord for built-in adapter. 9¼x10¼x 3½-in. deep. *Mailable.*

775V064 B6495 Shpg. wt. 7 lbs. . . . **$89.95**

2 REALTONE 11-BAND "GLOBEPACER"

- *Our finest radio—picks up any broadcast*
- *16-transistor chassis; dual speakers*

Covers virtually any radio broadcast anywhere in the world! Five shortwave bands cover 2 mc to 22.5 mc; four FM bands cover 66.5 mc to 132 mc; AM band covers 540 to 1600 kc, longwave AM band covers 150 to 400 kc. Built to match or exceed the quality of *any* portable radio: has 16-transistor chassis; electrically-divided tuner for short wave; class B push-pull amplifier with an amazing 500 mw output. 4-in. woofer and 1½-in. tweeter for sparkling hi-fi sound. Has built-in ferrite antenna plus 5½-ft. whip antenna; plug-ins for external antenna, speaker, phono or microphone. Uses 6 "C" batteries. Complete with batteries and earphone. 13x10x5 in. *Mailable.*

776V229 B8495 Shpg. wt. 14 lbs. . . . **$119.95**

3 YORK 4-BAND 15-TRANSISTOR PORTABLE

- *AM, FM, Shortwave and Marine Bands*
- *Has AFC for FM, tone control, dial light*

Its versatility will amaze you! Marine band covers 1.6 to 4.6 mc; shortwave band covers 4.6 to 12 mc; AM and FM bands cover all commercial AM and FM stations. Has every feature you want: automatic frequency control to "lock in" FM broadcasts; continuous tone control, slide rule dial with light. Large 4x6-in. speaker has outstanding tone and range. Built-in ferrite antenna for AM plus two telescoping antennas for FM and Shortwave-and-Marine reception. Black leatherette case, 11x7x3½ in., with silver front. Runs up to 1,000 hours on 4 "D" batteries (included)—order adapter below to convert for normal house current, save batteries. *Mailable.*

776V203 B4995 Shpg. wt. 9 lbs. 10 oz. . . . **$69.95**

776V187 B495 AC adapter. Wt. 1 lb. **6.95**

4 GE 5-BAND "WORLD MONITOR" PORTABLE

- *FM/AM, Longwave and 2 Shortwave Bands*
- *17-transistor chassis; 4-inch speaker*

Smaller than an attaché case, yet pulls in practically every major shortwave station around the globe . . provides Longwave, drift-free FM, and regular AM listening pleasure. Five IF tuned circuits on AM, SW and LW, and five on FM, improve station separation. Slide-rule dial and Vernier Tuning pinpoint stations precisely. Three antennas: built-in ferrite rod for AM and LW; 5-ft. telescoping whip for SW, 32 in. telescoping whip for FM. Continuous tone control; dial light. Shortwave log in back compartment. Runs up to 600 hours on 6 "D" batteries or adapter (below). 12⅝x8⅜x 4¾-in. deep. Vinyl case, strap. *Mailable.*

775V809 B9250 Shpg. wt. 10 lbs. **$115.00**

775V056 B525 AC adapter. Wt. 1 lb. **6.95**

776V054 B19 Battery (order 6) (1 oz.) . **30c**

5 MIDLAND 12-TRANSISTOR AM/FM PORTABLE

- *Large, concert-quality 4-in. oval speaker*
- *AFC on FM eliminates station-drift*

A gem among portables. Boasts extra large ferrite bar antenna, and 23-in. telescoping antenna, continuous tone control; slide rule vernier tuning, RF amplifier, four tuned IF circuits for outstanding sensitivity and selectivity. Black "leather finish" plastic cabinet with leather handle, 5⅜x9½x3 in. deep. Comes with earphone and 4 "C" batteries or uses AC adapter (below). *Mailable.*

775V072 B3495 Shpg. wt. 5 lbs. **$44.95**

775V080 B395 AC adapter. Wt. 1 lb. **5.50**

6 GE 15-TRANSISTOR AM/FM PORTABLE

- *Personal size . . . convenient vertical design*
- *Rich FM sound with station-locking AFC*

Handsome in every detail—from its slim, easy-to-handle styling to its handsome, leather-look Texon case and smart leather carrying straps. Packs the power and tone you expect from full-size table radios yet it measures just 5x7⅞x2¼ in. deep. Slide rule dial and vernier tuning on both bands let you zero-in on weak signals, even in crowded areas. Telescoping whip antenna for FM extends 28 in., rotates 90°. Built-in ferrite rod AM antenna. 3½-in. speaker and special RF amplifier on FM assure you beautiful, "big set" volume and sound. Operates on 15 transistors, 3 diodes. Plays up to 130 hours on 4 "AA" batteries (not included). *Mailable.*

773V234 B3750 Shpg. wt. 4 lbs. **$46.95**

777V953 B16 "AA" Battery. Wt. 1 oz. . . . **25c**

7 ROSS 14-TRANSISTOR 3-BAND PORTABLE

- *Covers AM, FM and 3.9-12 mc Shortwave*
- *Two speakers: 3¼x6¼ in. oval . . . 2½ in. round*

Outstanding value! Covers all commercial AM and FM stations plus the most important shortwave broadcasts. Plus features galore: automatic frequency control to "lock-in" FM . . full-range tone control . . . slide rule tuning . . . two 25-in. telescopic FM and SW antennas, and built-in ferrite rod antenna for AM. Powerful 14-transistor chassis has 4 diodes and a thermistor. Minimum output 300 mw. Operates on four "C" batteries . . . or on AC electricity when equipped with adapter listed below. Genuine cowhide leather case. Complete with earphone, batteries, AC adapter jack, earphone jacks. 9x6x2 in. deep. *Mailable.*

775V015 B3795 Shpg. wt. 6 lbs. **$49.95**

775V031 B295 AC Adapter. Wt. 10 oz. . . **3.95**

TRANSISTOR RADIO BATTERIES

Shpg. wt. each 1 ounce. *Mailable.*

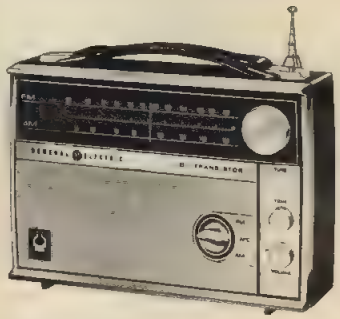
776V062 B17 "C" Cell Battery . . **25c**

776V054 B19 "D" Cell Battery **30c**

777V953 B16 "AA" penlight Battery . **25c**

777V946 B48 9-Volt Battery **69c**

Don't wait to own a good radio . . . buy it now and enjoy the best that AM, FM and Short Wave have to offer



ROSS FM/AM/SHORT WAVE TABLE RADIO in Hardwood Cabinet

- *Two 4-inch speakers*
- *6 tubes, 4 diodes*
- *AFC on FM "locks-in" station*

An electronic triumph—a new high in realism, clarity, and tonal beauty. Hear music at its finest over drift-free FM . . . exciting short wave covering 4 to 12 mc . . . popular AM. Has twin 4-in. round wide-range speakers; lighted band indicators; 3 antennas; multiplex jack and phono input jack. *Mailable.*

775V007 B3495 Walnut finish. 17¾x9½x5¼ in. deep. Wt. 9 lbs. **$46.95**

GE 16-TRANSISTOR AM/FM PORTABLE—"The Overture"

- *4-in. speaker*
- *5 IF Tuned Circuits on FM, 3 on AM for super-clear reception*

Handsome in appearance . . . rich in sound! AFC eliminates FM station drift. Runs up to 600 hours on 6 "D" batteries (not included). 32-in. telescoping whip antenna for FM; ferrite rod AM antenna. High-impact case. *Mailable.*

775V049 B4795 10½x7⅞x4⅛ in. deep. Shpg. wt. 6 lbs. . **$59.95**

775V056 B525 AC Adapter. Shpg. wt. 1 lb. **6.95**

The resale prices shown in this catalog may or may not be the prevailing prices in your community, but are value guides for comparable merchandise in leading stores throughout the nation

A
SMITH-CORONA
"Silent Super"
Retail $132.45

All typewriters listed on these two pages are available in either Elite (12 characters per inch) or Pica (10 characters per inch). Choose the type size you prefer.

This is elite type.
This is pica type.

B
ROYAL
"Quiet Deluxe"
Retail $129.85

C
SMITH-CORONA
"Clipper"
Retail $95.62

D
REMINGTON
"Quiet-Riter"
Retail $132.56

E
ROYAL
"Senior Companion"
Retail $86.95

Popular Portable Typewriters . . .

A SMITH-CORONA "SILENT SUPER"—SMART NEW COLORS

It's super—and it's "silent"! Built like a standard model typewriter—even has tabs for letter-writing convenience and statistical work. And best of all—you can choose it in your favorite decorator color. Easy to operate—set, clear, tabulate right at the keyboard. New 44-key 88-character keyboard box molded textile keys—Quickset margins work with a flick of the fingers. Quadruple touch selector and-of-line bell. Page-Gage warns when only 2½ in. remain at bottom of page. Tip-touch back spacer, synchronized line space lever, line retainer, and floating shift. Variable line spacing—single, double, triple. 2-color ribbon and stencil device—dual drive feed with one-stroke reverse. Paper holder, too. Type bar speed booster cuts effort. Trinity styled, non-slip feet. Removable cushioned platen. Includes Holiday case with brown vinyl covering. Shpg. wt 20 lbs.

Stock Number	Size Type	Color	Retail Price
20211W9896	Pica	Coral Pink	$132.45
20285W9896	Pica	Sea-Foam Green	$132.45
20287W9896	Pica	Desert Sand	$132.45
22289W9896	Pica	Alpine Blue	$132.45
20462W9896	Pica	Sapphire Gray	$132.45
22213W9896	Elite	Coral Pink	$132.45
22230W9896	Elite	Sea-Foam Green	$132.45
22231W9896	Elite	Desert Sand	$132.45
22312W9896	Elite	Alpine Blue	$132.45
20463W9896	Elite	Sapphire Gray	$132.45

B ROYAL "QUIET DELUXE"

Royal's finest portable—in color! It's quiet—and it even has tabs! Standard keyboard with 44 Finger Flow keys, 88 characters, and touch control.

'Magic Margins'—both set from carriage end. Easy-to-set tabulator. End-of-line bell. Back spacer. Line meter shows number of lines left at bottom of page. Left, right shift keys—line finder. Foot-proof space bar—single, double, triple spacing. 2-color ribbon, stencil—automatic ribbon reverse. Features the new Clean-n-Easy ribbon changer—no more inky fingers—hands don't touch ribbon!

Light aluminum frame with non-mar, shock absorbing feet. Push-button top opening. Airplane-type fiber-glass carrying case. 3 colors. Wt. 20 lbs.

Stock No.	Type	Color	Retail
20298W9703	Pica	Gray	$129.85
20297W9703	Pica	Pink	$129.85
20341W9703	Pica	Green	$129.85
20299W9703	Elite	Gray	$129.85

C SMITH CORONA "CLIPPER"

Makes typing a pleasure—easy, fast, efficient! Colorspead keyboard with 42 non-glare timless keys molded to fit your fingers—types 84 characters

Piano-key action—type bars print fast, slip back into place instantly. Quick-set margins. Touch selector. End-of-line bell. Tip-touch back spacer—floating shift. Page-Gage shows when you're near bottom of page. Super speed escapement, type-bar speed booster.

3-position paper bail. Single, double, and triple spacing. 2-color ribbon and stencil — automatic-manual reverse. Sturdy streamlined design with handsome gray ripple finish, green keys. Legs are skid-proof. Acoustical vents for quiet operation. Includes matching luggage-type carrying case. Shpg. wt. 20 lbs.

20254W7477—Pica . . . . Retail $95.62
20255W7477—Elite . . . . Retail $95.62

D REMINGTON "QUIET-RITER"

It's a new deluxe "silent" model—for home, school, business . . . with many features of standard machines. All the locks and controls are located just as they are on standard models

Has 44-key 88-character standard-size keyboard with Finger Speed keys. Personal touch regulator. New visible margins—set with finger-tip ease. Miracle Tab—sets and clears right on keyboard. Handy end-of-line bell.

Sure-acting back spacer. Right and left shift keys. Extra-big paper cylinder with sure-grip feed even for thick carbon packs, envelopes—prints clearly, easy feeding. Fast-action space bar—single, double, triple line spacing. Simplified ribbon changer—2-color ribbon and stencil. Super-strength frame with gray crackle finish, green keys. Non-marring feet—non-slip too. Includes luggage-type case. Wt. 24 lbs

20292W10060—Pica . . Retail $132.56
20293W10060—Elite . . Retail $132.56

E ROYAL "SENIOR COMPANION"

Fast, efficient—portable! Features Royal's new Clean-n-Easy cartridge ribbon changer—your fingers never touch the ribbon!

Full-size 42-key 84-character keyboard with Finger Flow keys that are contoured for easy typing. Margins are easily and quickly set by hand. End-of-line bell. Fast, accurate back spacer. Right and left shift keys—margin release. Balanced speed space bar—skip-proof type bar.

Paper bail and paper table scale—paper guides. Single and double spacing, line finder returns to correct writing line to cut errors. 2-color ribbon and stencil easy manual reverse. Smart gray Velvetone finish with green keys—non-slip feet cut vibration. Matching fiber-glass case for carrying, and storing. Wt. 15 lbs.

20445W7125—Pica . . . . . Retail $89.95
20446W7125—Elite . . . . . Retail $89.95

A
SMITH-CORONA
"Skyriter"
Retail $79.10

C
REMINGTON RAND
"Travel-Riter"
Retail $84.96

B
ROYAL
"Royalite"
Retail $74.50

D
ROYAL
"Aristocrat"
Retail $116.55

In Smart New Designs—Complete with Handy Carrying Cases

A SMITH-CORONA "SKYRITER" PORTABLE TYPEWRITER

Small enough to tuck into suitcase or drawer—weighs only 8 lbs., measures 11 x 12 x 4 in. high. And it's a fine worker—takes full-size business stationery. Built-to-last construction. 42-key 84-character Colorspeed keyboard with molded keys. Quickset margins—personal touch regulator. End-of-line bell. Foot-pract back spacer. Error-control line retainer ratchet release, retractable paper supports—type bar speed booster. Swing shift with 2-key control. Single and double spacing. Single-color ribbon—automatic reverse. Mist gray finish, non-glare green keys, non-slip base. Matching carrying case. Shipping weight 10 lbs.

20256WS072—Pica. Retail **$79.10** **20257WS072**—Elite. Retail **$79.10**

B ROYAL ALL-NEW "ROYALITE"—EXTRA SMALL

It's slim, trim, and beautiful! Easy to carry—weighs only 8 lbs. and it's only 3 in. high. Rugged in the Royal tradition. Has 42-key 84-character standard keyboard—distinctive type face specially designed for "Royalite"—contoured rimless keys are light and responsive. Touch Set margins—right and left release. Has famous light-touch space bar—smooth carriage return. End-of-line bell—easy-touch back spacer—right-left shifts. Spacing: ½, 1, 1½, 2. Single-color ribbon—automatic reverse. Smart green finish, non-glare green keys, non-slip base. Distinctive new portfolio-style case—tan with nylon lining.

20210WS006—Pica. Shipping weight 11 lbs. . . . . Retail **$74.50**

C REMINGTON RAND "TRAVEL-RITER" PORTABLE

Small and compact—weighs only 11 lbs. Full-size keyboard has 42 non-glare keys, 84 characters—types arithmetic signs, degree mark, exclamation point, business symbols. Easy-to-set visible margins—left and right release key—writing line 8½ in. wide. End-of-line bell—line lock. Back space key—left and right segment shift keys. Twin roller paper bails, positive feed. Fast space bar—single, double line spacing. Line finder. Single-color ribbon. Smart gray finish, gray keys—carriage centering, locking device. Luggage-type carrying case. Shpg. wt. 14 lbs

20298WS607 Pica . . Retail **$84.96** **20299WS607**—Elite . . Retail **$84.96**

D ROYAL "ARISTOCRAT" PORTABLE TYPEWRITER

The luxury portable with new Clean-n-Easy cartridge-type ribbon changes—your fingers never touch the ribbon! Gives you every convenience you could want—visible tabulator. "Magic Margin" button and release, exclusive touch control, variable line spacer, line finder. Standard keyboard has 42 concave finger-flow keys, 84 characters. Speed spacer, accelerating type bars. Two-color ribbon and stencil device, margin release key, shift lock and release. Provides top visibility—you see four full typing lines between writing line and paper bail. Single, double, and triple spacing. The Royal Aristocrat has an all-steel frame in attractive gray finish. Fibreglas case. Shpg. wt. 20 lbs.

20395WS705—Pica. Retail **$116.55** **20397WS705**—Elite. Retail **$116.55**

E DEPENDABLE SMITH-CORONA CASH REGISTER

Balances cash, keeps daily sales records, codes in 9 classifications. Tax key—bank for tax money. Designed with one lock, one key—detail tape locks in place. Automatic locks for total and sub-total. Removable adding machine unit. Lists to 999.99—totals to 9,999.99. Tan-tone enamel finish. Instructions

20296WS084—Shipping weight 54 lbs. . . . . Retail **$208.50**

Cash register as above, but designed especially for gas stations. Has gas, oil key, etc. Lists to 999.99, totals to 9,999.99.

20297WS084—Shipping weight 54 lbs. . . . . Retail **$208.50**

G SMITH-CORONA DESK-SIZE ADDING MACHINE

Compactly designed, easy to operate. 7-column keyboard. New automatic decimal point, comma. Special signals for clear, sub-total, zero, total. Automatic space-up. Adds, multiplies. Non-add, repeat, and error keys. Lists 99,999.99, totals 999,999.99. Lasting construction, gray finish. Complete with tape, cover.

20258WS328—Shipping weight 28 lbs. . . . . Retail **$119.57**

Adding machine as above, but lists 9,999.99—totals 99,999.99

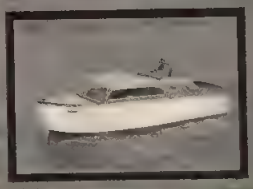
20259WS308—Shipping weight 28 lbs. . . . . Retail **$100.80**

Magic Grip Pad (not shown). For adding machines described above. Sponge rubber prevents slipping, protects table surfaces. 12 x 19 in.

20826A100—Shipping weight ½ lb. . . . . Retail **$2.00**

SMITH-CORONA RECORD-KEEPING MACHINES

26-FT. FLYING BRIDGE SPORTSMAN



SAFTICRAFT

Here's your [illegible] to [illegible] wheel. What [illegible] water ride on a beautiful afternoon, or a full-fledged cruise to roll in the [illegible] your Saftcraft SPORTSMAN is ready for your aqua-living pleasure.

Your Saftcraft SPORTSMAN is a craft you'll be proud to show, too. Satin-finished mahogany paneling [illegible] fully blends with the luxurious rugs and stain-proof upholstery. There's more room than you ever dream possible in a 26-footer . . . Formica galley, water closet, sleeping for four, roomy cockpit.

Write for full information.

THE AQUA-LIVING LUXURY LINE!

ance! YET . . . the durability of Steel! That's why Saftcraft [illegible] setting the pace in owner satisfaction. They're durable, rugged, seaworthy—built-to-last!

See them at the New York and Chicago Shows!

E. W. & A. P. DUPONT, INC. MORGAN CITY, LA.

30-FT. MARCO POLO EXPRESS
SAFTICRAFT
The Aqua-Living Luxury Line!
See them at the New York and Chicago Shows!
E. W. & A. P. DUPONT, INC. MORGAN CITY, LA.

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.

A

B

C

D

D-1

D-2

D-3

Charming glassware fashioned of shimmering crystal and inlaid with precious sprays of sterling silver daffodils. These are pieces to radiate classic beauty and dainty, ethereal loveliness—from their exquisite combination of finest crystal and gleaming sterling silver. The chip proof borders are finished in sterling. Kiln fired for strength—for lifetime service. Rhodium treated to prevent tarnish.

D-4

D-6

D-5

(A) 8" crimped bon bon dish.
414G1-395.....RETAIL $7.50

(B) 7" three toed bon bon dish.
414G2-395.....RETAIL $7.50

(C) 6" Three compartment relish dish.
414G3-395..... .... . RETAIL $7.50

(D) 6" shell bon bon dish.
414G4-300.. .....RETAIL $5.65

(E) 11½" diam. crimped bowl—4½" high.
414G5-850.....RETAIL $15.50

(F) 4" candlesticks. (Sold in Pairs.)
414G6-665.....RETAIL, PAIR $12.50

(H) 4" candlesticks. (Sold in Pairs.)
414G7-665.....RETAIL, PAIR $12.50

(I) 10" diam. Fruit bowl 4" high.
414G8-685.....RETAIL $12.50

(J) Footed sugar and cream set 4" high.
414G9-525.....RETAIL, SET $10.00

(K) 9" handle pickle dish.
414G10-395.....RETAIL $7.50

(D1) Quart cocktail shaker.
414G27-665.....RETAIL $12.50

(D2) 24 oz. Martini pitcher.
414G28-395.....RETAIL $7.50

(D3) 6" ash tray.
414G29-335.....RETAIL $6.25

(D4) 3½ oz. cocktail glass.
414G30-1335....RETAIL, SET OF 8 $25.00

(D5) 9 oz. Old Fashion.
414G31-1335....RETAIL, SET OF 8 $25.00

(D6) 14 oz. highball glass.
414G32-1335....RETAIL, SET OF 8 $25.00

E

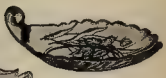
F

SUPERB GIFTWARE FOR EVERY OCCASION. NO FEDERAL TAX

H

I

J



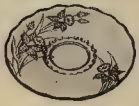
K

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.

L

M


N

O

Q

P

R

BEAUTIFUL GIFTWARE AT POPULAR PRICES

Sparkling crystalware . . . adds elegance and distinction to the table setting. Beautifully inlaid with sterling silver in a realistic daffodil pattern. Stylish, beautiful, functional, and always correct. Complements the finest table service.

(L) 8" flower bowl and block.
414G11-370. . . . . RETAIL $6.50

(M) 4" covered butter dish 3½" high.
414G12-495 . . . . . RETAIL $9.35

(N) 8" tid-bit plate.
414G13-395 . . . . . RETAIL $7.50

(O) 11" celery or roll tray.
414G14-495 . . . . . RETAIL $9.35

(P) 6" 2 compartment relish dish.
414G15-375 . . . . . RETAIL $6.85

(Q) 12" 3 compartment relish dish.
414G16-865 . . . . . RETAIL $12.50

(R) 12" 2 handle plate 25th ANNIVERSARY.
414G17-795 . . . . . RETAIL $15.00

12" 2 handle plate 50th Anniversary Gold.
414G18-750 . . . . . RETAIL $13.75

(S) 12" Rolled edge cake or sandwich plate.
414G19-675 . . . . . RETAIL $12.50

(T) 12" 2 handle cake or sandwich plate.
414G20-675 . . . . . RETAIL $12.50

(U) 14" Rolled Edge cake or sandwich plate.
414G21-895 . . . . . RETAIL $16.55

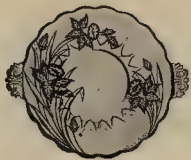
(V) 5 Pt. Ice Lip Pitcher.
414G22-665 . . . . . RETAIL $12.50

(W) 10" Vase.
414G23-500 . . . . . RETAIL $9.35

(X) 6" bud vase.
414G24-270 . . . . . RETAIL $5.00

(Y) - 3½" high Salt & Pepper set.
414G25-495 . . . . . RETAIL $9.35

(Z) 7" diam. crimped compote 8" high.
414G26-575 . . . . . RETAIL $11.25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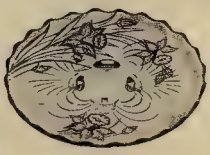
S

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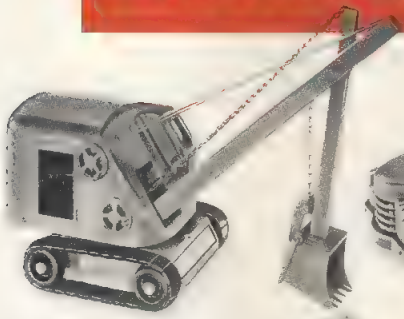
LIVE-ACTION

STRUCTO

TOYS

STRUCTO

TAKES THE INITIATIVE TO BRING YOU TOY SALES ALL YEAR LONG



#106 Power Shovel

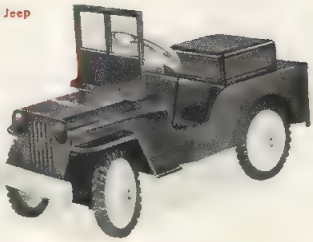
#271 Ready-Mix Cement Truck

#252 Double Hydraulic Load and Dump Truck

Cash Registers make more noise When you feature Structo Toys

#270 Combat Communications Center

#995 Ride-'em Jeep



GET A NEW LEASE ON LIFE—GET A NEW SLANT ON TOY SALES AND SELLING. SEE THE COMPLETE LINE OF SALES-GETTING STRUCTO ACTION TOYS AT THE TOY FAIR, HOTEL NEW YORKER, NORTH BALLROOM, MEZZANINE FLOOR • ROOM 1000, 200 FIFTH AVENUE.

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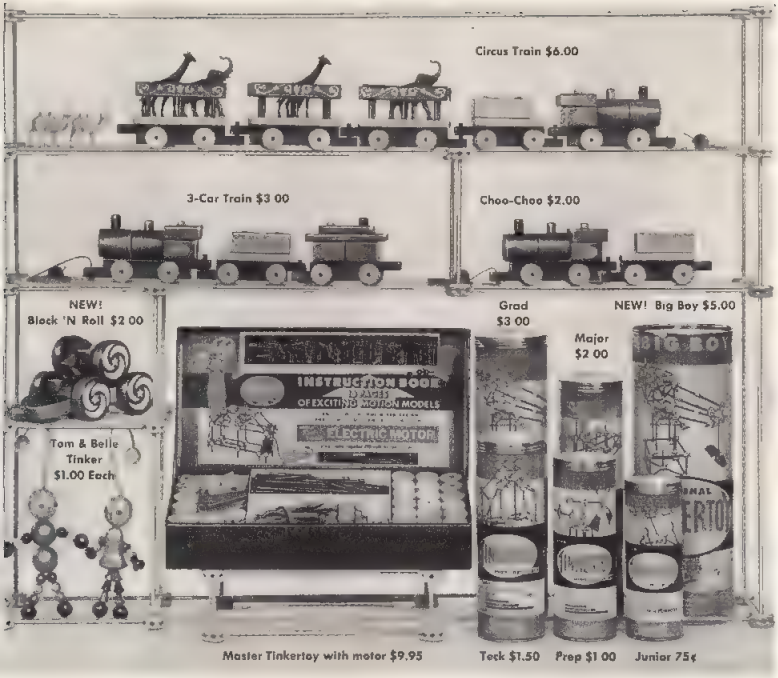
DENVER, 1657 Pennsylvania St. • DALLAS, 1061 Santa Fe Building • MEMPHIS, Manufacturers and Merchants Building
TORONTO (Canada), Foot of Federal Street.



this year growing TINKERTOY® family

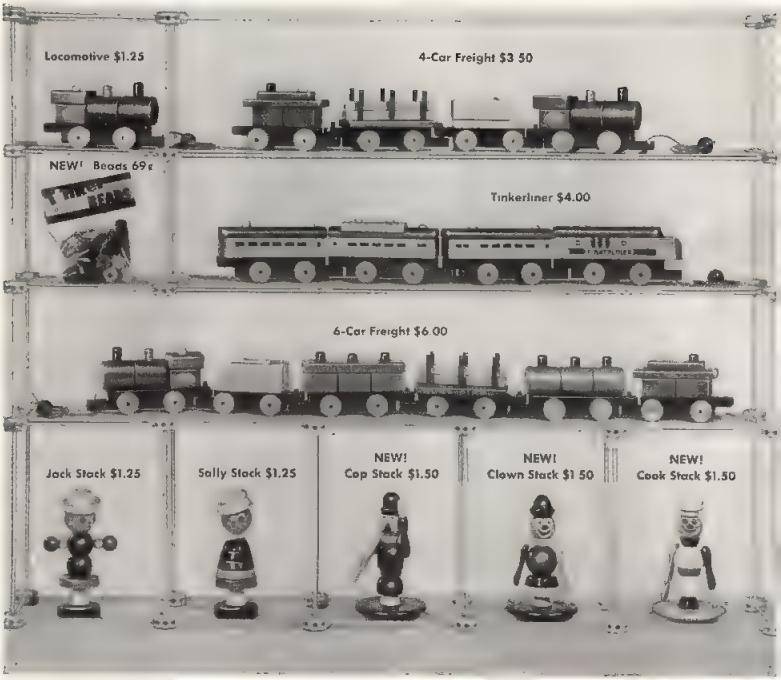
Six new items this year! All wood, no moving metal parts . . . colorful and color safe . . . and they're TINKERTOYS, the name that means fun to generations of parents.

Prices? Right where the steady year 'round money is . . . the fast selling $1 to $5 bracket.

Now's the time to order for all year 'round selling. Free catalog, write for it today!

THE TOY TINKERS

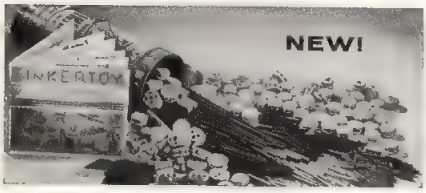
Division of A. G. Spalding & Bros., Inc. 807 Greenwood Street, Evanston, Ill. 200 Fifth Avenue, New York 10, N. Y.



There's more of everything with the fast

Here's a new TINKERTOY the BIG BOY!

A new addition to the original Tinkertoy! More parts, longer sticks, builds models up to 8 feet high! Different colored parts teach child to build by color association from printed color diagrams. It's more fun . . . educational. $5.00. Other Tinkertoy construction sets from 75¢.



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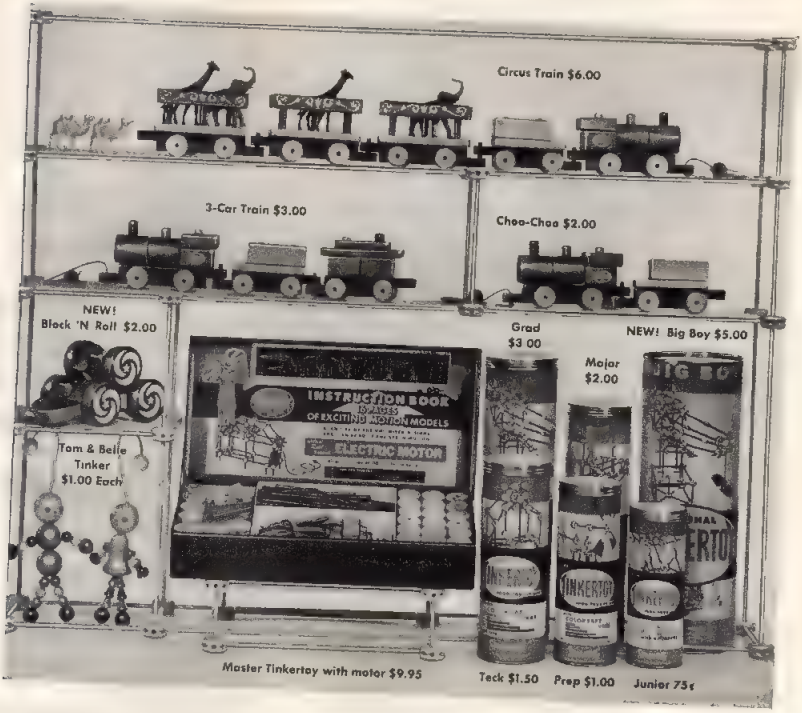

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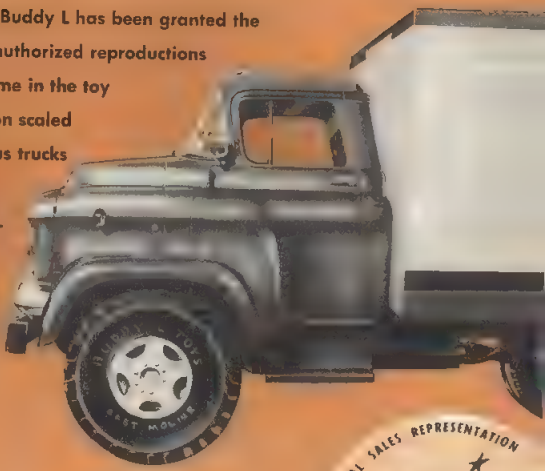
We are proud to announce that Buddy L has been granted the exclusive right to manufacture authorized reproductions of GMC trucks . . . for the first time in the toy field. Imagine, accurate, precision scaled reproductions of the most famous trucks in the world, manufactured by the "Leader in Steel Playthings". Buddy L. . . . "Famous since Grandfather was a boy!"

See them exclusively in our showrooms at Toy Fair.



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AMERICA'S LARGEST AND OLDEST PRODUCERS OF BOTH PLASTIC AND BRASS REED HARMONICAS!
Carded and Packed to Meet Any Requirements!
Retail from 10c to $1.00
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DON'T MISS OUT!

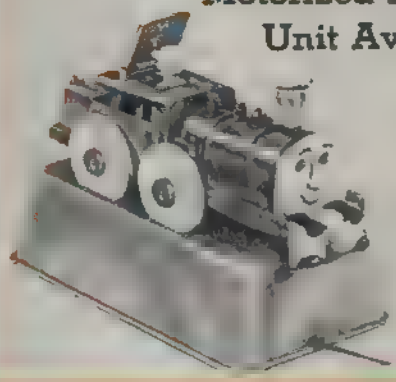
PULL TOY THAT'S REALLY NEW!

Here's suspense and excitement for any youngster! Just pull the train . . . a bell rings . . . and the engineer pops up! An action toy the kids will love!

POP-UP TRAIN

Model 25N
Retail $2.00

Motorized Display Unit Available



SEE OUR COMPLETE LINE
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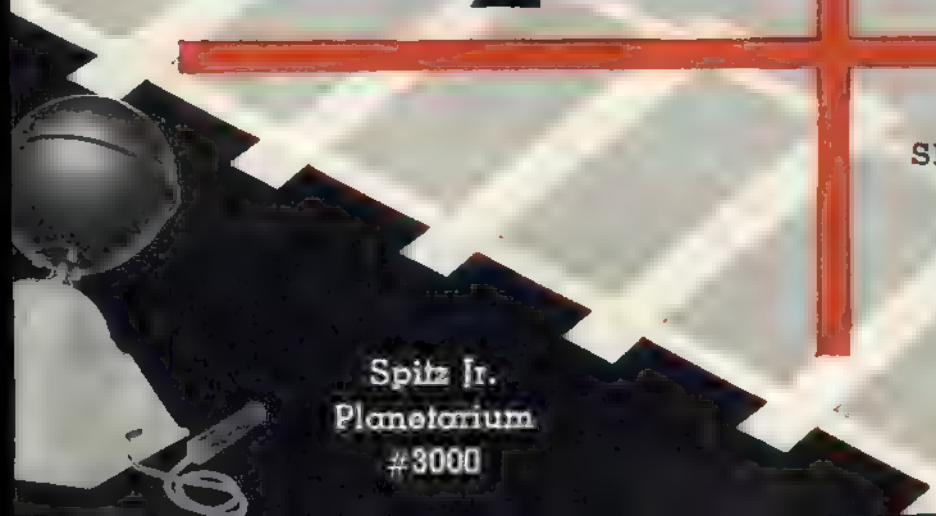
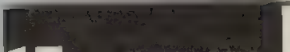
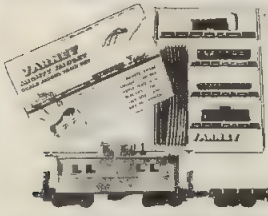


Spitz Jr.
Planetarium
#3000



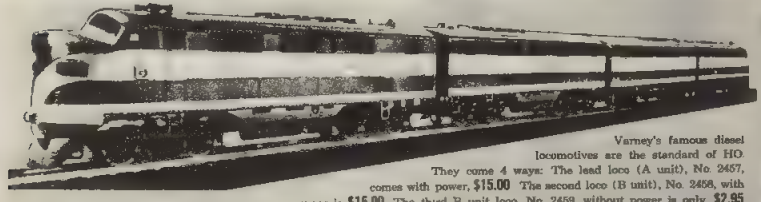
- HO GAUGE READY TO RUN TRAINS, LOCOS AND CARS
- SCALE MODEL REALISM FOR SMALL SPACE RAILROADING



VARNEY MIGHTY MIDGET TRAIN SET

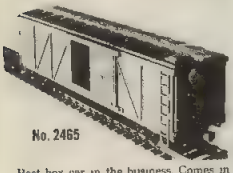
No. 2434

Ready to run! No kits to build, no tools to use, this magnificent, sturdy, powerful midget train set is perfect for every adult to buy for a child . . . or for himself. Fully assembled, 16 pieces of track, with DC power pak, ready to go—only **$29.95**



Varney's famous diesel locomotives are the standard of HO. They come 4 ways: The lead loco (A unit), No. 2457, comes with power, **$15.00** The second loco (B unit), No. 2458, with power is **$15.00**. The third B unit loco, No. 2459, without power is only **$2.95** The last loco, without power, is an A unit, No. 2461, at **$2.95**

Hopper car. Road names are faithful in color and size on Varney scale cars. **No. 2467** ..... Only **$1.95**



No. 2465

Best box car in the business. Comes in various colors and roads. Price **$2.25**

No. 2463

Gondola that rides like a lady, and will carry the loads of an Amazon. 4000 rivets! Only **$1.95**

Cars of all kinds!

Varney's variety of scale HO cars is equalled only by the real railroads.

No. 2462

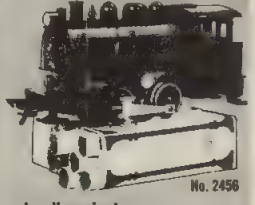
Flat car. Latest type. Indented stake pockets. Sprung trucks. Only **$1.95**

No. 2464

Cattle car. Sliding doors. Amazing detail, price **$2.25**

Tank car. Sleek, lettered, an authentic beauty **No. 2466**.....**$2.50**

Cupola caboose. Popular traditional type just like the real thing **No. 2468** .... Price **$2.95**



No. 2456

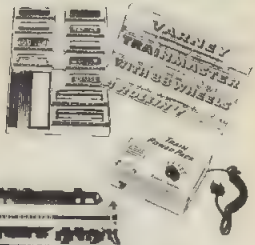
In all modesty we say that this is the most famous locomotive in scale model railroading. A sales record breaker, it has won the affection of scale railroaders all over the country. Powerful (it will pull 20 cars), simple, and handsome—it sells on sight! Only **$15.00**

VARNEY TRAINMASTER SET

No. 2435

• **This huge train set** includes an amazing twin-drive loco with trailing B unit and the long train of nine assorted cars shown below. Magnificent detail, sturdy build, and the cars actually lettered with true fidelity. Study these photographs!

Nowhere a value like this! Complete . . . with 22 pieces of snap-together track, and a DC power-pak, only **$49.95**



2550 DIESEL FREIGHT SET. Ready-to-run HO freight train with streamlined diesel "A" unit locomotive. Set includes hopper, gondola and caboose, 30"x39" track oval, re-railer and power pack. Nothing else needed . . . just hook-it up and let it run! **29.95**

Accessories!

Automatic couplers, No. 2483, with the Varney name, make operation a works well, costs real pleasure. And they couple easily, *stay* coupled, and can be uncoupled by remote control. Sure-fire, fool proof!

Rerailers!

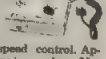
Here's a rerailer that looks like a highway crossing. Gray plastic, snaps right over the track, and a cinch to re-rail cars. No 2482. **69¢**

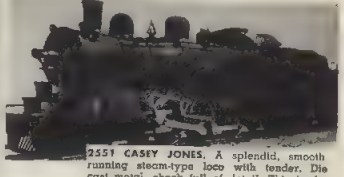
This handy rerailer little. No. 2368, only **25¢.**

Realistic bumper for that spur end. Buffer plate is coupler height. No. 2479. . **39¢**

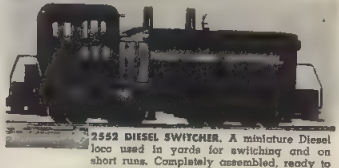
Cattle guards that will keep them peaky critters off the track. White and authentic. No. 2415 . . . . . only **39¢**

New, powerful 1954 Varney Power-Pak. 12-volts, direct current output from 110-volt AC house current. Infinite speed control. Approved UL. A whopping value. No. 2442. . . . . Only **$8.95**



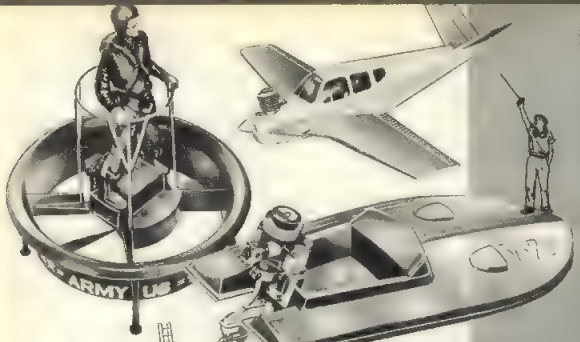


2551 CASEY JONES. A splendid, smooth running steam-type loco with tender. Die cast metal, chock full of detail. This is the famous "ten-wheeler" used for both freight and passenger runs. **32.50**



2552 DIESEL SWITCHER. A miniature Diesel loco used in yards for switching and on short runs. Completely assembled, ready to run. **29.75**

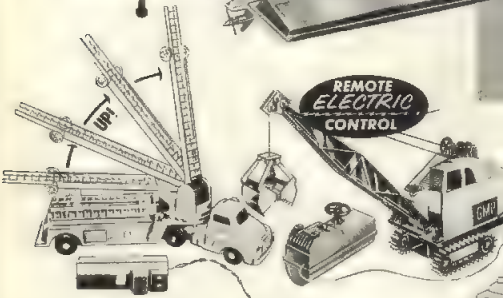
WEN-MAC Fascinating and

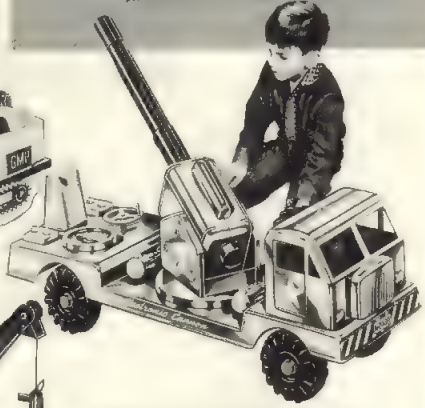


9167Z2W977 HILLERS FLYING PLATFORM . flies up down . . hovers. Miniature internal combustion engine operates the platform on the military's new "ducted fan" principle Throttle muffler makes it sound just like a real platform A quick vertical takeoff every time with the automatic recoil cable starter Beautiful colors in the 'Dura-Flex" plastic construction Finely detailed pilot and other authentic details .. . **Retail: $13.95**

9168Z2W697 BEECHCRAFT BONANZA. New fully assembled flying model with engine installed' 'Dura-Flex" plastic that will fly forever 2 Tone colors 'V-tail' design and clean sport plane lines. Miniature 1 cylinder internal engine with pull cord starter equipped. Turns at least 17,500 RPM's. . . . . **Retail: $9.95**

9169Z2W977 CORVETTE HYDRO Sleek powerful 18 inch single step hydroplane Powered by a beautiful a recoiled miniature outboard engine Seaworthy in roughest waters Race in rudder controlled course Speeds to 20 knots starts easily is all assembled, ready to race 'Dura-Flex" plastic makes it rugged **Retail: $13.95**

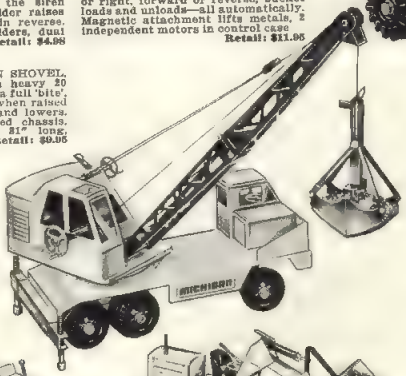




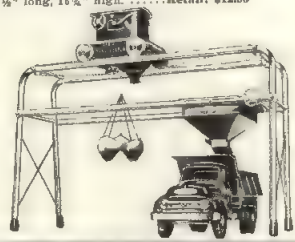
6015M3W350 REMOTE CONTROL FIRE ENGINE. Push a button . . . the truck goes forward or backs up—the dome light flashes and the siren sounds. 18" extension ladder raises and lowers, jack-knifes in reverse. Removable auxilliary ladders, dual rubber wheels. .....**Retail: $4.98**

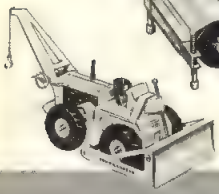
6016M5W840 ELECTRIC MAGNETIC CRANE with remote control of crane, bucket and steering! Goes left or right, forward or reverse, bucket loads and unloads—all automatically. Magnetic attachment lifts metals, 2 independent motors in control case **Retail: $11.95**

6017M12W667 MICHIGAN SHOVEL, authentic scale model in heavy 20 gauge steel. Bucket takes a full 'bite', then trips automatically when raised to the boom that raises and lowers, cab pivots on the rugged chassis. Steerable front wheels; 31" long, 7½" wide, 20¼" high. ..**Retail: $9.95**



6018M11W865 ELECTRONIC CANNON. Swivel the gun mount, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on a dial—then load and FIRE! Just a touch on the electronic firing button sends the HARMLESS colorful, plastic, sponge nose missile instantly and swiftly on its way. Operates on 2 flashlight batteries, not furnished. 22½" long, 16¾" high. .....**Retail: $12.95**





6019M8W530 TOURNADOZER. A double action toy with big adjustable blade on one end, and a sturdy hoist on the other Blade is positioned with positive spring latch Winch has level pawl to hold load 20" long, 8" wide, 9¼" high. .. ...**Retail: $7.95**

6020M9W530 SPEED SWING. The bucket can be raised and lowered, swung to any position, and tripped to dump Broad sturdy chassis has steerable wheels. Swivel base has spring latch for center position 19" long 7½" wide, 11¼" high **Retail: $7.95**

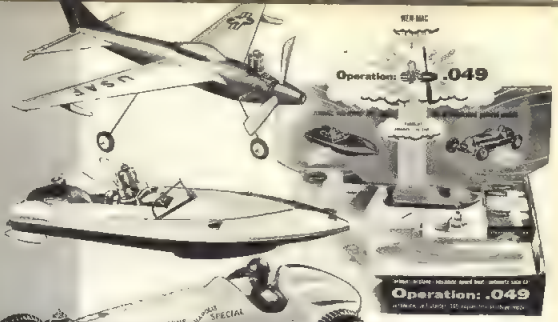
6021M13W1130 AERIAL SAND LOADER SET Cab with clam shovel moves on big rugged frame operated by control wheel on side, separate controls for lowering, opening and closing shovel Hopper empties into Dump Truck included. 25" long, 20" high ... ... **Retail: $16.95**

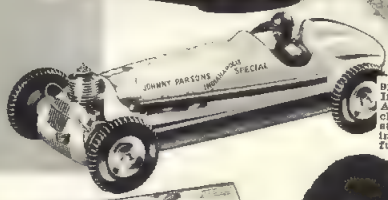
Educational Models

9170ZZW907 TURBOJET, all assembled . . . ready for instant take-off. Fabulous WEN-MAC miniature 1-cylinder internal combustion engine is started trigger-fast by automatic recoil starter, 3-bladed prop, tricycle landing gear. Rugged, durable construction, authentic Jet styling **Retail: $12.95**

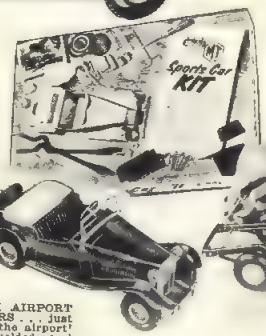
9171ZZW907 AQUAMITE, twin rudder, inboard-type 1 cylinder engine-powered speedboat. All assembled, ready to race. Trigger-fast starts with automatic recoil start. Set rudders for controlled racing pattern. Beautiful 2-tone colors, authentic in detail. . . . . **Retail: $12.95**

9172ZZW907 JOHNNY PARSON'S INDIANAPOLIS AUTOMITE—thrilling reproduction of the Speedway's racers. Speeds up to 35 mph in controlled circular pattern. Exclusive automatic recoil starter on miniature 1-cylinder engine. All assembled—beautifully detailed. . **Retail: $12.95**





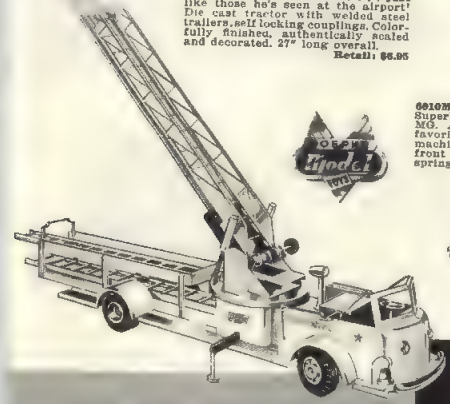
9173ZGW1747 OPERATION 049. Includes Turbojet Automite and Aquamite illustrated with interchangeable automatic recoil starter engine to power all 3. Also includes battery, accessory kit and fuel. **Retail: $24.95**



6002MGW464 CLARK AIRPORT TRACTOR and TRAILERS . . . Just like those he's seen at the airport! Die cast tractor with welded steel trailers, self locking couplings. Colorfully finished, authentically scaled and decorated. 27" long overall. **Retail: $6.95**

6010MTW664 MT SPORTS CAR KIT Superbly engineered model of the British MG. An ideal father-and-son project, favorite of hobbyists. Over 50 precision-machined parts. Die-cast body, steerable front wheels, semi-elliptical rear springs, semi-pneumatic tires. 15" long. **Retail: $9.00**

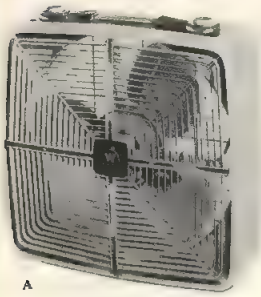
6011MTW730 JAGUAR SPORTS CAR KIT; perfectly detailed scale model of the famous Jaguar. An absorbing, precision fitted construction project that makes a rugged toy or a prize collector's item. Steerable front wheels, semi-elliptical rear springs. Cast metal body. 18" long. . . . . **Retail: $10.95**



6013MSW1064 AMERICAN - LA FRANCE PUMPER Rubber hose unreels; connects to pump operated truck, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel really steers. 18" long; red enamel finish. . . **Retail: $15.95**

6012MTSW1230 AMERICAN-LA FRANCE AERIAL LADDER Big, solid, exactly like the real ladder truck! Die cast aluminum ladder extends 42" above truck. Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders, bell. Red enamel finish 33" long . . **Retail: $19.95**

6014MSW930 SEARCHLIGHT TRUCK Giant searchlight swings through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Gleaming white enamel finish 18" long . . . . **Retail: $13.95**



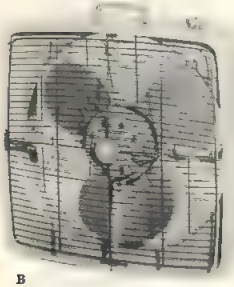
A

A. NEW CONVERTIBLE CUSTOM 20" FAN! Never before a fan with so many features! Automatic thermostat on-off control. Reverses direction electrically. Snaps in and out of window... for use as two-way window or two-way room air circulator. 2600 exhaust C. F. M. with adjustable side panels. 4000 C. F. M. as room air circulator. High and low speeds for each direction of air flow. Easy-Grasp handle for complete portability. Diffuser Grille on one side, Chrome-Mesh Grille on the other. Economical Capacitor motor and 20" blades rubber-mounted for whisper-quiet operation. Easy-to-see control panel on top of housing. **Westinghouse Five-Year Guarantee.** Overall dimensions: 24" H., 23" W., 8¼" deep. Window panel 29¼" minimum width, 38" maximum width. Ship. wt. 45 lbs.

E1752 A4757 Retail **$69.95**

D

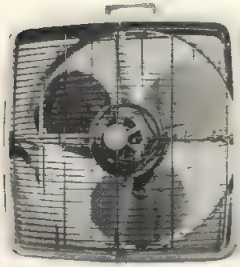
Westinghouse



B

B. NEW CONVERTIBLE DELUXE 20" WINDOW FAN. Electrically reversible window fan with adjustable side panels! Electrically reversible for intake or exhaust cooling. 2100 C. F. M. as window fan. 3500 C. F. M. as room air circulator. High and Low speeds for either direction of air flow. Snaps in and out of window... use as two-way window fan or two-way room air circulator. Adjustable window panels... High-Lustre Chrome Grilles front and back. Lightweight, completely portable with easy-grasp handle. **Westinghouse Five-Year Guarantee.** Over-all dimensions: 24" H., 23" W., 8¼" deep. Window panel 29¼" minimum width, 38" maximum width. Ship. wt. 43 lbs.

E1753 A3869 Retail **$56.90**



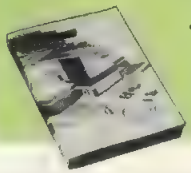
C

C. NEW CONVERTIBLE 20" SPECIAL. Multi-use window fan with adjustable side panels! Snaps in and out of window for use as window exhaust or intake fan... or room air circulator. 2100 C. F. M. when used as window fan. 3500 C. F. M. when used as room air circulator. Adjustable window panels... easy to install. Completely portable, with easy-grasp handle. High-Lustre Chrome Grilles front and back. **Westinghouse Five-Year Guarantee.** 2 speeds. Overall dimensions. 24" H., 23" W., 8¼" deep. Window panel 29¼" minimum width, 38" maximum width. Ship. wt. 41 lbs.

E1754 A3189 Retail **$46.90**

D. "LEADER" NON-OSCILLATING FAN. Desk-bracket type, handsome, modern styling, streamlined for super air flow. Baked-on enamel finish, bright chrome guard. Hemcolite blades. Entire blade unit balanced before assembly to motor shaft. Uses powerful Westinghouse induction-type motor. No radio interference. Swivel joint allows locking in any position. 10" blade size. 115 volts, 60 cycles, RPM speed 1,700. Air delivery CFM 600. 50 watts. Overall dimensions: 14" high, 11½" wide, 8¼" deep. Base 5⅜" deep. Ship wt. 7 lbs.

E1756 A697 Retail **$9.95**



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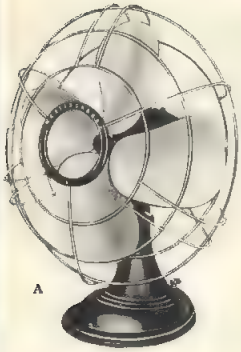
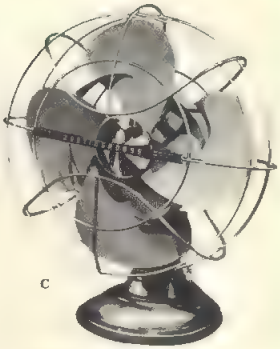
Keep Spors Annual Catalog No. 86 on display... handy for your daily reference. Together, these catalogs make a complete, up-to-date source of merchandise for your customers.

YOU CAN BE SURE... IF IT'S



A

B



C

A. STANDARD 18" OSCILLATING FAN. Modern styling, baked-on enamel finish Deep-pitched, ultra-quiet, super-safe blades. Westinghouse induction-type motor. No radio or TV interference Fully enclosed, oscillating mechanism. Automatic clutch. Adjustable for wall mounting Specifications 115 volts 60 cycles. Dimensions: 21" x 18" x 12¾", blade diameter 18", RPM speeds H-1480, M-1210, L-1025, watts 65, CFM H-1600, M-1300, L-1100. Ship wt. 20 lbs

E472 A3397 6A3247 Retail $49.95

B. 10" OSCILLATING FAN. Streamlined baked-on enamel finish. Hemcolite blades Westinghouse induction-type motor Adjustable oscillation arc Specifications: 115 volts, 60 cycles Dimensions: 14" x 11½" x 8¼", blade diameter 10", RPM speeds 1700, watts 50, CFM 600. Ship wt. 7 lbs.

E470 A1280 6A1232 Retail $18.95

C. LIVELYAIRE 12" OSCILLATING FAN. Desk-Bracket type, handsome, modern styling, baked-on enamel finish. New, turbojet, Hemcolite blades. Powerful Westinghouse induction-type motor No radio or TV interference Fully enclosed. Adjustable oscillation arc. Easily adjustable for wall mounting Specifications 115 volts 60 cycles Dimensions 16 x 13½' x 10½, blade diameter 12', RPM speeds H-1460, L-1060, watts 52, CFM H 900, L-650 Ship. wt. 11 lbs.

E100 A2037 6A1947 Retail $29.95

D. NEW DELUXE MOBILAIRE. Full 360 degree adjustment, exclusive Air-Injector Rings! Roll-around . . . they wheel from room to room, glide like tea carts. Changes air in 4 or 5 rooms at a time every minute. More than 2½ times cooling power of average 16" fan. Completely safe, attractive chrome safety grille, front and back. Speed control, high and low speeds permit selection of proper cooling power for room size, fan-location, and temperature conditions. Whisper quiet, no radio or TV interference. Exclusive Micarta blades, quiet, safe, extra-durable. Adjustable height. Westinghouse famous Five-Year Guarantee. 115 volt, 60 cycle, blade diam. 17", 2 speeds, input watts 250, exhaust CFM H-4000, L-2800, circulating CFM H-4000, L-2800 Overall dimensions: Fully raised 54½" x 22¾" x 18" deep. Fully lowered 37¾" x 22¾" x 18" deep. Ship wt. 45 lbs.

E1755 A5437 Retail $79.95

D

5 YEAR GUARANTEE. "During the first year any defective Westinghouse Fan will be replaced no cost PLUS 4 years free parts and service."

COMFORT!

Westinghouse

HERE'S WHY

BRING OUTSIDE AIR IN! The most effective way of exchanging the air is a powerful exhaust fan which will blow inside air out one window and draw outside air through other windows. You can bring that about with Westinghouse fans. Powerful enough to give you lively air circulation all around the room. Fan will circulate all the air, everyone will be comfortably cool without annoying drafts.

SEE SPREADS 1 THRU 5 AT RIGHT

① "WILD WEST" BEDSPREADS

Elsewhere 4.98 **3.99** Bunk Bed Size

New Western chenilles thrill young cowpokes, choose "Annie Oakley" or "Buffalo Bill". Gift wrapped, too!

Handsome ensembles bring all the color and glamour of the Old West right into the youngsters' bedrooms . . . decorative outfits that are wonderfully easy to care for. Special low Spiegel prices save you dollars, stretch holiday budgets. Fluffy cotton chenille (over 300 close-set rows) completely covers sturdy cotton back. Preshrunk, seamless. Wash alone. Cowboy Tan Patterns: "Annie Oakley" or "Buffalo Bill" on spread only.

Full Bed Size: abt. 90x105 in. Elsewhere $6.98.
70 J 129M. (4 lbs. 4 oz.) State pattern . Ea. 9.99

Twin Bed Size: abt. 72x105 in. Elsewhere $5.98.
70 J 128M. (3 lbs. 14 oz.) State pattern . . Ea. 4.99

Bunk Bed Size: abt. 64x90 in. Elsewhere $4.98.
70 J 127M. (3 lbs. 8 oz.) State pattern . . . Ea. 3.99

MATCHING DRAPERIES. Pair width 72 inches, 90 inches long. Unlined. Elsewhere $5.98.
70 J 130M. (2 lbs. 8 oz.) . . . . . Pair 4.99

MATCHING RUG. Skid-resist, latex-coated back.
70 J 131M. Abt. 24x40 in. (2 lbs.) . . . . . Each 2.99

New LOW PRICES

② HANDSOME JACQUARD STRIPE

New, for Christmas giving—gift wrapped too! Smartly tailored—rich spun viscose rayon and cotton yarns woven into vibrantly colored striped pattern. Vat-dyed for color fastness. Wash alone. Colors: Brown, Peacock Blue or Dk. Green.

Twin Bed Size: about 78x112 inches.
70 J 121M. (2 lbs. 6 oz.) . . . . . Each **4.99**

Full Bed Size: about 92x112 inches.
70 J 122M. (2 lbs. 12 oz.) . . . . . Each 5.79

MATCHING DRAPERIES for smart decorator ensemble. 44 in. wide per pair, 95 in. long.
70 J 123M. Unlined. (2 lbs.) . . . . . Pair 4.99

③ "TRADE WINDS" CHENILLE

Every price cut from Spring Book! Gift wrapped! Handsome modern motif against velvety textured baby chenille, preshrunk cotton back. Wash alone. State Turquoise, Dk. Brown, American Beauty Red, Pink, Yellow, White or Dk. Green.

Twin Bed Size: about 72x105 inches.
70 J 550M. (3 lbs. 8 oz.). Was $4.77. . Each **3.99**

Full Bed Size: about 90x105 inches.
70 J 551M. (3 lbs. 12 oz.). Was $5.77. Each 4.99

70 J 552M. Super Full: abt. 96x105 (4 lb 4 oz) . 5.99
70 J 553M. Drapes; ea. side 36x90 (3 lbs.) Pr. 3.99
70 J 554M. Rug; abt. 24x48 in. (2 lb) . . . Each 2.69

④ SAVE! "HEIRESS" CHENILLE

Twin size sells elsewhere for $6.98, now $5.98, gift wrapped. Velvety cotton chenille "wedding rings" interlocked with candlewick tufts; preshrunk cotton back. Bullion fringe. Wash alone. Colors: Pink, Yellow, American Beauty Red, Forest (dk.) Green, Med. Blue or White. State color.

Twin Bed Size: abt. 72x105 inches.
70 J 2025. (4 lbs.) Elsewhere $6.98 . . . Ea **5.98**

Full Bed Size: abt. 88x105 inches.
70 J 2008. (4 lb. 4 oz.) Elsewhere $7.98 . . . . . 6.98

⑤ "DOGWOOD SPRAY"—CHENILLE

Wonderful buy for yourself, for gifts—twin size sells elsewhere for $6.98. Thick-tufted high pile chenille against velvety baby cotton chenille ground. Strong pre-shrunk cotton back. No ironing; wash alone. State Yellow, Pink or Lt. Blue.

Twin Bed Size: about 72x105 inches.
70 J 2447. (3 lbs. 14 oz.) . . . . . Each **5.99**

Full Bed Size: about 90x105 inches.
70 J 2460. (4 lbs. 4 oz.) . . . . . Each 6.99

NEW "GOLDEN STRIPE" WOVEN . . . PRICED LOW!

Classic woven spread striped in washable golden Lurex yarns that will not lose their rich sparkle

Nationally 14.98 Twin Size **12.87**

Make this a golden Christmas for yourself and for any homemaker, career girl or young co-ed on your gift list. A breathtakingly lovely bedspread enriched with the golden glow of Lurex . . . at a breathtakingly low price. No wonder we say it's a STANDOUT VALUE!

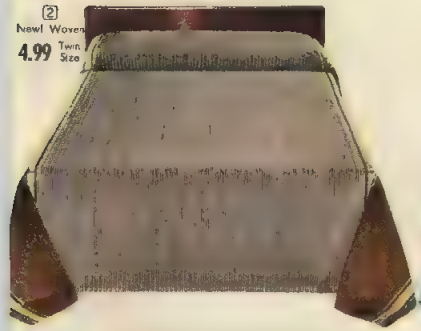
Intricately woven of select, extra heavy cotton and non-tarnish "gold" Lurex yarns that remain undiamed through countless launderings. Lovely raised loop design stands out against rich-textured ground, gives a hand needle-tufted effect. Completely reversible—like having two spreads in one—for twice the wear and beauty between washings. Sparkling colors are vat-dyed, never lose their brilliance. Wonderfully longwearing—keeps its first-day loveliness through years of use. Twisted fringe trim adds rich accent. Resists wrinkling, mussing. Washes easily; never needs ironing. Wash separately.

Decorator Colors: Bleached (snow) White, Antique (creamy) White, Pink or Yellow, all with glistening "gold" Lurex Stripe.
70 J 133A. Twin Bed Size. Gift wrapped. State color. (7 lbs. 9 oz.) Each 12.87
70 J 134A. Full Bed Size. Gift wrapped. State color. (8 lbs. 10 oz.) . . . . . Each 13.87

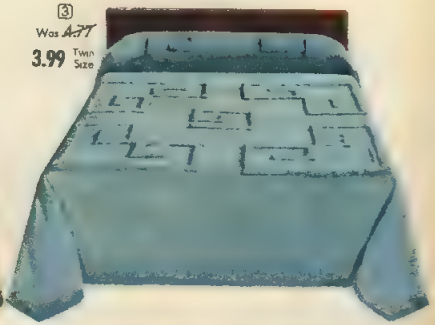
Budget Power...like having an extra month's pay at Christmas

1

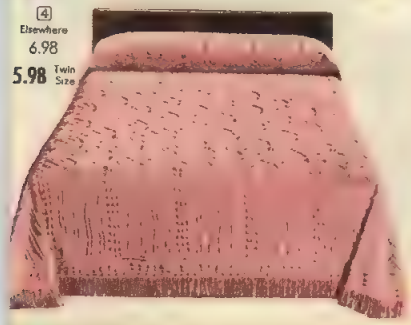
on All These Gift-Perfect Spreads



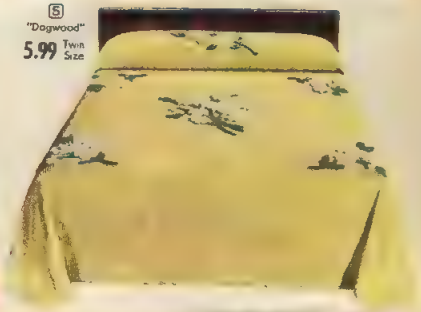
2
New! Woven
4.99 Twin Size



3
Was ~~4.77~~
3.99 Twin Size



4
Elsewhere
6.98
5.98 Twin Size

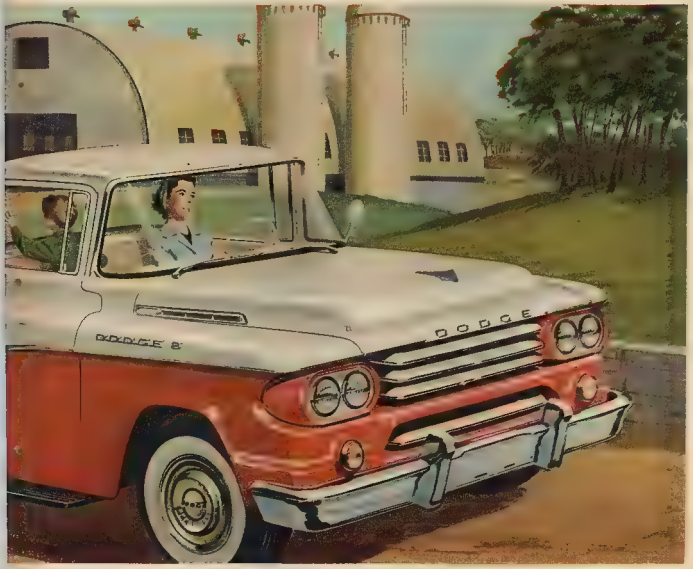


5
"Dogwood"
5.99 Twin Size

See Page 239 for new, lower credit terms . . . longer time to pay

DODGE *Power Giants*

OF THE LOW-PRICED 3!



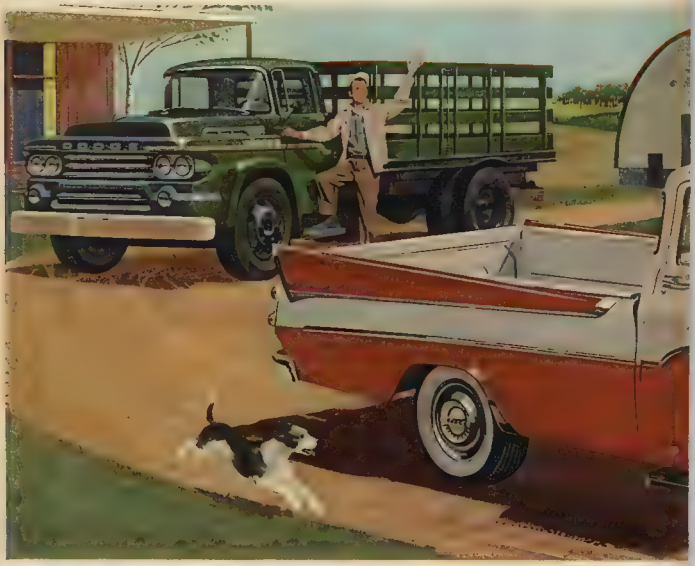
Today, for the first time in farm truck history, one make leads the low-priced three *all four ways*—in styling, power, load capacities and economy. And these are the trucks—all-new Dodge *Power Giants* for '58!

See these great new trucks. Check their smart prestige styling, finer engineering. And check your Dodge dealer's special 40th-anniversary deal. Get *more* for your money with the 4-way leader of the low-priced 3!

DODGE *Power Giants*

Just Arrived!

ALL-NEW '58 4-WAY LEADERS



1. FIRST IN STYLING

Sleek, trim . . . yet massive. All-new design . . . from gleaming chrome-crowned grilles and modern dual headlights to new luxury cabs.

2. FIRST IN POWER

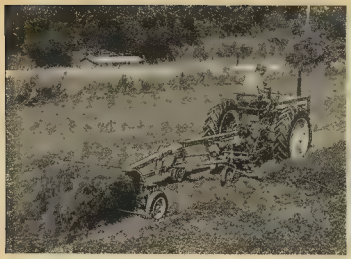
Most advanced of all V-8 truck engines . . . 204 to 234 hp. Extra power makes passing safer, reduces engine strain. Thrifty 6's also available.

3. FIRST IN PAYLOAD

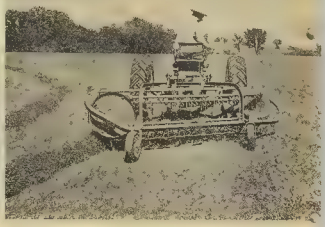
Advanced Chrysler Corporation engineering gives added ruggedness *without* added weight. Result: you can haul up to 1/3 more per trip.

4. FIRST IN ECONOMY

Exclusive Power-Dome engine design gives more miles per gallon—on *regular* gas. Also ends power-robbing carbon deposits, cuts upkeep cost.



• **Mower and Hay Conditioner** . . . *New hookup equipment for No. 5 and 20-A Mowers lets you cut and condition hay in one fast operation. Conditioned hay cures in half the time—makes better feed.*



• **New High-Speed PTO Side-Delivery Rake** . . . *The John Deere No. 350 is a low-cost rake for 3-point hitch or semi-integral mounting. All types of ground-driven rakes also available for every crop and condition.*

Hay Days ... HAY DAYS ...

...Make Them Bigger, Better PAY DAYS with Time-Saving, Leaf-Saving JOHN DEERE EQUIPMENT

• **John Deere No. 8 Forage Harvester** . . . *You'll chop all forage crops to desired length with the No. 8 Forage Harvester. Windrow pickup unit (shown at left) . . . mower bar unit . . . and row-crop unit are all available.*

• **Forage Harvester with Cutter Bar** . . . *For green feeding and grass silage operations, the No. 8 does a fast, low-cost job.*

*** Big-Capacity Wire-Tie Baler . . .** *Here's the big-capacity, dependable John Deere Wire-Tie Baler for large acreages . . . for baling hay for sale . . . and for profitable custom operation.*

*** Family-Size Twine-Tie Baler . . .** *The John Deere 14-T Twine-Tie Baler has tremendous capacity . . . makes square-cornered, compact bales that are easier to handle . . . feed . . . store.*

TEAM UP with modern John Deere Hay and Forage Equipment to make work swing along faster and easier—to reap bigger profits. You'll pocket more money on every ton harvested with John Deere Equipment. Gentle action, high-speed operation, and field dependability mark each machine a leader in its field. You'll make better feeds . . . you'll save more leaves . . . you'll be prepared for every crop and field condition . . . and you'll get crops in faster at minimum cost.

If you bale your hay . . . bring the pasture to the cow . . . or make silage—dependable, cost-cutting John Deere Equipment is ready to handle the assignment. See your John Deere dealer. Mail coupon today for free literature.

*** Low-Cost, Versatile Rotary Chopper . . .** *The John Deere No. 10 Rotary Chopper brings the pasture to the cow . . . shreds stalks . . . makes bedding . . . handles many other jobs at low cost.*

*** Forage Harvester with Row-Crop Unit . . .** *The No. 8's row-crop unit chops the heaviest hybrid corn and similar crops to desired length in one fast trip through the field.*

*** Powerful Forage Blower . . .** *The big-capacity John Deere No. 50 Forage Blower speeds storage of all forage crops.*

Investigate the liberal John Deere Credit Plan —the easy means of paying for new equipment while it earns profits for you.

ASK ABOUT THE JOHN DEERE CREDIT PLAN

SEND FOR FREE LITERATURE

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Please send free literature on the equipment checked below:

- ☐ No. 5 Mower
- ☐ Center-Mounted Mower
- ☐ Hay Conditioner
- ☐ No. 350 Rake
- ☐ Ground Driven Rakes
- ☐ 14-T Twine-Tie Baler
- ☐ Wire-Tie Baler
- ☐ No. 10 Rotary Chopper
- ☐ No. 8 Forage Harvester
- ☐ No. 50 Blower

Name _____ ☐ Student

R R _____ Box _____

Town _____

State _____

JOHN DEERE

WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT!

in the feedlot?

Mason Briscoe. "The crosses will almost always make that weight in two to three weeks less time."

Some packers even pay a premium for Brahman cross-bred calves. "They sell right at the top of the Houston slaughter calf market right along," says C. B. Guthrie of the Port City Stockyards. "Buyers sometimes pay an extra ½¢ to 1¢ a pound because of the 2% to 3% higher dressout."

Some southerners, like Edgar Hudgins of Wharton County, Tex., sell their Brahman-blood feedlot cattle on a dressed-weight basis, confident they will come out ahead because of the good dressing percentage. "We averaged an extra 1½¢ a pound selling this way in '56," says Hudgins.

In research at the Texas Experiment Station (FARM JOURNAL, August 1955) covering more than 250 yearling carcasses, meats specialist O. D. Butler found that:

▶ Brahman-Hereford crosses dressed 2% to 3% higher than straight Herefords.

▶ Average shrink for a 100-mile truck ride was 5½% for the crosses, 7% for the others.

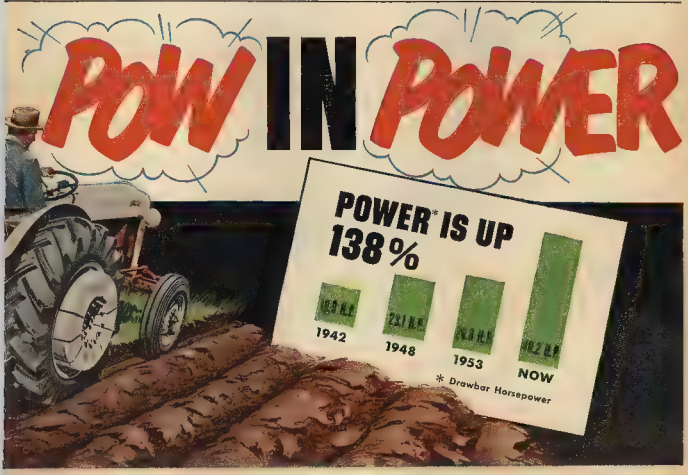
▶ No real difference in wholesale-cut weights.

While there's no stampede to Brahman crosses, several northern feeders admitted amazement at the way their cross-breds performed. Said one: "I thought I'd bought a bunch of dogs yet they gained better than my high-priced cattle."

—Dick Braun and Charles E. Ball

PHOTO: CHARLES E. BALL

NEARLY 3 POUNDS GAIN A DAY for these Brahman-Angus steers on a 90-day, high-roughage feed in Lee Karr's Texas lots. Says Karr: "They dressed 58% with no grain; probably would have hit 62% or so with 60 days of grain."



LIVESTOCK

How good are Brahman crosses

THE American Brahman, after 100 years of "trial" in this country, seems to be finding its niche: for producing crossbred slaughter calves and feeders.

You may have seen the color photos in FARM JOURNAL last November showing some of the distinct breeds that have been formed from these crosses. But for each of these breeds there are dozens of crosses that carry some Brahman blood. They're not just in the South either. You'll see them in feedlots from California to Nebraska to Pennsylvania.

We've talked with farmers who have handled these crossbreds, and almost all agree that:

- They're fast gainers;
- Good foragers and roughage eaters;
- Many packers discriminate against them even though they dress out well;
- They're inclined to be nervous.

"My calves have amazing hybrid growth vigor," says Hugh Baker, Wells County, Ind. He breeds mixed dairy-type cows to a Brahman bull, sells the calves when they weigh about 600 pounds.

Ed Edlebrock, Allen County, Ohio, uses a Brahman bull on Brown Swiss cows and either veals the calves or sells them as short yearlings with about 90 days of corn.

"They've consistently scaled 100 pounds heavier at 10 months than with either Swiss or beef bulls," he declares.

Howard Baum, another Ohio feeder, weans 550-pound calves from a Brahman bull and native cows (dairy-beef mixtures). After feeding another six or seven months he markets 950-pounders that dress out 62% or better.

Each year A. F. Crow of Iroquois County, Ill. buys 1,000 head or more of southern feeder cattle that carry about one-quarter Brahman blood.

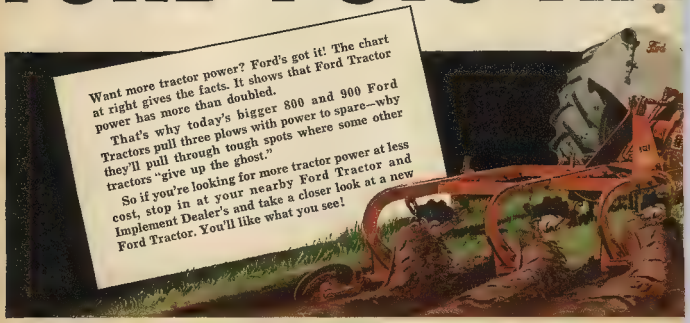
He gets 'em for about a nickel a pound cheaper than western feeders. Crow sells on the Indianapolis market, claims that packers there stopped discounting his cattle after he got them to check cut-out figures.

As you might expect, Brahman crosses have a lot of friends in southern feedlots. One of them is Lee Karr, a custom feedlot operator near Georgetown, Tex. He says: "Three years ago less than 10% of the cattle we fed had Brahman blood. Now it's 40%. They're the only kind that have made money the last few years."

Karr continues: "They cost from five to six cents less than English breed feeders, and they gain as well or better on our high-roughage feeding."

The Texas Prison system feeds up to 1,000 crossbred steers a year, along with an equal number of Herefords. "Starting with 500-pound weaners, we like to get them up to 750 pounds in 90 days or so," says livestock manager

FORD PUTS THE



RAKING—It takes only a few minutes to attach the Ford side-delivery rake to any Ford tractor; then you just "pick it up and go." There's nothing to slow you down when going to and from the field. And when raking, you can quickly lift the rake over obstructions; make short turns without cramping; rake cleaner on the curves; get into and out of the tight spots easily. But that's not all. The Ford rake handles hay *gently* even while you rake at faster speeds.

Its unique side-motion means shorter movement from swath to windrow, less shattering of leaves. And its extra width handles a full mower swath with ease. You'll like the 2-speed drive, the 22 sealed ball bearings, and the even, well formed windrows provided by Ford's exclusive rotary stripper.

BALING—The Ford 250 hay baler comes closer to the goal of non-stop, trouble-free baling than any other popular-priced baler ever offered. Dependable tying, bale after bale, is the secret.

You'll also like the way it handles heavy hay crops and big windrows with ease, as well as loose, fluffy hay and short straw. And you'll like the tight, evenly packed bales it puts out—the kind of bales that handle and stack easier, and sell better.

But there's a lot more to the Ford 250 baler than its unusual ability to make good bales. You'll find it is extremely simple in design, with up to 30% fewer wearing parts. That's a big reason why it stays on the job and needs less fixing. You'll also like its compact size and light weight. It "gets around easier" in the field and takes up less storage space in the shed.

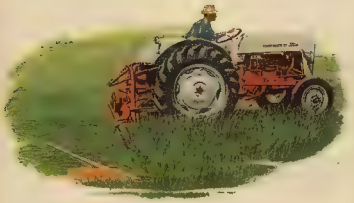
Best of all, you'll like its low price. Even small-acreage owners report it usually saves money over custom baling. And it *makes* money by being ready when your hay is ready, capturing more of the hay's feeding value at the peak of its richness. Your choice of engine or PTO models.

So whatever your haying equipment needs might be, it will pay you to talk them over with your nearby Ford Tractor and Implement Dealer. Let him help you figure how you can reduce haying costs with Ford haying equipment. Figure, too, how much work you can save . . . and have better hay in the bargain! Easy terms are available, too.

Ford Farming

IS POWER FARMING

Here's how to make PASTURE FRESH HAY Ford's easy way



MOWING—Good haying starts with good mowing. And that's why so many farmers prefer a Ford tractor-mower outfit. It handles easily because the mower is fully mounted on the easy-to-drive Ford tractor. You can cut faster and cut square corners right down to the last swath. You can mow faster in heavy hay because Ford mowers are built for heavy cutting at faster tractor speeds. And you are safer along ditches or on hillsides because Ford tractors hug the ground. You'll like the quick-attaching design of Ford mowers, as well as the easy adjustments, quick lift and built-in safety features. And there's a wide choice of Ford mowers for every mowing need. See them!

IDEAS IN THE FORD FARM FAMILY

Wherever you look in the Ford Farm Family, you see *You Ideas*—ideas that make your farm jobs easier, faster and more profitable. We call them *You Ideas* because every one begins with what you want and need. We offer you more because we've been working for you longer—55 years—building a wide range of dependable cars, trucks, tractors and farm implements.

FORD MOTOR COMPANY THE AMERICAN ROAD, DEARBORN, MICHIGAN

TRUCKS • TRACTORS • IMPLEMENTS • CARS • INDUSTRIAL ENGINES

MORE NEW IDEAS — MORE YOU

Ford 961 Powermaster Tractor with Post Hole Digger; Edsel Citation 4-door, Ford F-500 Platform Stake Truck.

Our YOU Ideas give you more of what you want

MORE NEW IDEAS — MORE YOU

Ford 961 Powermaster Tractor with Post Hole Digger; Edsel Citation 4-door, Ford F-500 Platform Stake Truck.

Our YOU Ideas give you more of what you want

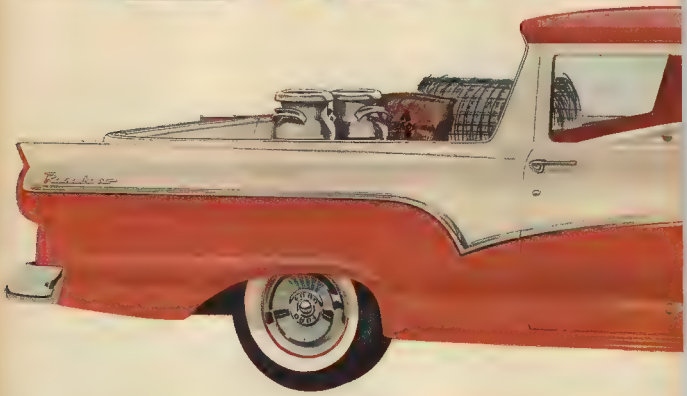
IDEAS IN THE FORD FARM FAMILY

Wherever you look in the Ford Farm Family, you see *You Ideas*—ideas that make your farm jobs easier, faster and more profitable. We call them *You Ideas* because every one begins with what you want and need. We offer you more because we've been working for you longer—55 years—building a wide range of dependable cars, trucks, tractors and farm implements.

FORD MOTOR COMPANY THE AMERICAN ROAD, DEARBORN, MICHIGAN

TRUCKS • TRACTORS • IMPLEMENTS • CARS • INDUSTRIAL ENGINES

LOOK! ...more ...more



LOOK again! IT'S THE

HAULS LIKE A TRUCK! No need to hold back on load. Pile it on—the Ranchero packs a greater payload than many standard pickups! Power aplenty, too—modern Short Stroke 144-hp Six or either of two Short Stroke V-8's, up to 212 hp. Fordomatic or Overdrive available at extra cost.

HANDLES LIKE A CAR! Ball-joint front suspension and outboard-mounted rear springs—first time on any pickup—give true passenger-car ride. Cab interior is exactly like that of the '57 Ford Ranch Wagon. Power steering, power brakes, power seat and power windows available at extra cost!

NEW FORD RANCHERO

Looking at the boldly modern styling of the new Ford Ranchero, you may find it hard to believe that it's actually a man-sized truck, built to do a man-sized job. But it won't take you long to find there's a lot of heft behind the Ranchero's glamour.

It carries more than half a ton. That's more capacity than many standard pickup trucks offer. The body floor is over six feet from front to back. Loading height is only 26 inches . . . lower than *any pickup*. No matter how you look at it, the new Ford Ranchero is a real workhorse.

And it's even more! The Ranchero is great for those mixed work-and pleasure trips to town—wonderful as a "car" when work is done. It gives you luxury and handling ease that can only be compared with that of fine cars.

The new Ford Ranchero is surprising in many ways, not the least of which is its low price. Never before has so much style and luxury been packed into so rugged a vehicle at such a low price.

The Ranchero is at your Ford Dealer's now. Come in and see this new idea in pickups!

First of a great new line of

FORD TRUCKS *for* '57

with a FORD!

Easy on and off Just one easy step and you're in the driver's seat. You don't have to scramble over rear-attached implements or make the hard climb to a high-up seat. Try it and *feel* the difference.

Safety. Even starting a Ford Tractor is safer because the engine will start only when the tractor is in neutral. And Ford Tractors' ground-hugging stability gives added protection on rolling ground.

POWER PICK for '57

- 3-4 Plow Power
- 2-3 Plow Power
- 3-4 Plow Diesel Power

- Gasoline Models
- LP-Gas Models
- Fordson Major Diesels

- 4-Wheel All Purpose
- Single Wheel Row Crop
- Dual Wheel Row Crop
- Wide Adjustable Front Axle Row Crop

FORD PUTS THE POW IN POWER!

No wonder the new, bigger Ford Tractors can pull 3 plows with power to spare. That's because Ford Tractor power has more than doubled over previous models.

Ford Farming

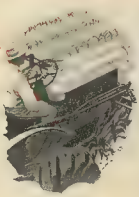
IS POWER FARMING

YOU GET MORE

NEW! Ford Row Crop Tractor with wide-adjustable front axle. Cultivators attach *up front*—you can keep your eye on the row and on your work at the same time. Plenty of crop clearance, too. When plowing, a front wheel is in the furrow for easier steering. That's why it's the ideal tractor for *both* plowing and cultivating. Easy on your pocketbook, too. See it!

NEW! Ford Moldboard Plows. Built to match the extra power of new Ford Tractors. Extra trash clearance, too. That's why new Ford plows can handle heavy growth, straw and weeds where other plows often clog up. This means fewer stops, better plowing.

More Work-Saving FEATURES



Power Steering. No more fighting the wheel . . . keeping the tractor on course with brute strength . . . getting caught off balance by a sudden thrust of a front wheel when hitting an obstruction. Power steering is standard equipment on all Ford row-crop tractors . . . nothing extra to buy.

Live-Action Hydraulic System Notice the better control you have of all types of attached implements with a Ford Tractor Faster control—no time lag after you move the hydraulic lever. Means better work!

Tailored Traction In heavy plowing, for example, ground-gripping pressure is automatically added to the rear tractor wheels by the pull of the plow. Extra traction with Ford Vari-Weights, too.

Power-Adjusted Wheels. Ford Tractor power spaces the rear wheels for you. No heavy lifting, no lost time, quick and easy! Standard equipment on all Ford 900 row-crop tractor models. See and try it!

FAMILY EARNS ITS KEEP

We agree with all the American farmers who look for two essentials in the power and transportation equipment they purchase for their farming needs.

They want the maximum in service—the minimum in upkeep and repairs.

For over half a century these have also been our goals in designing and manufacturing the various members of the Ford Farm Family. Our cars, trucks, tractors, and farm implements all share the same kind of high built-in value. Value that gives you the most for your money when you buy—and in the long, long life of versatile service you expect and get.

The American farmer has learned at first hand the rugged dependability that's characteristic of these vehicles. That's why so many American farms are powered by our trucks, tractors and cars.

Shown here: Ford 900 row-crop tractor and Flex-O-hitch disc harrow; Lincoln Premiere 4-door Landau hardtop; Ford Country Sedan station wagon.

FORD FARM FAMILY

TRUCKS · TRACTORS
IMPLEMENTS · CARS
INDUSTRIAL ENGINES

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICHIGAN

THE FORD FARM

New way to feed sorghum

NEWEST way to harvest grain sorghum is to cut off just the heads when they're in the dough stage and put them in the silo.

As feed, silage made from the heads alone is about equal to ear corn silage (see page 38), say Iowa State College researchers.

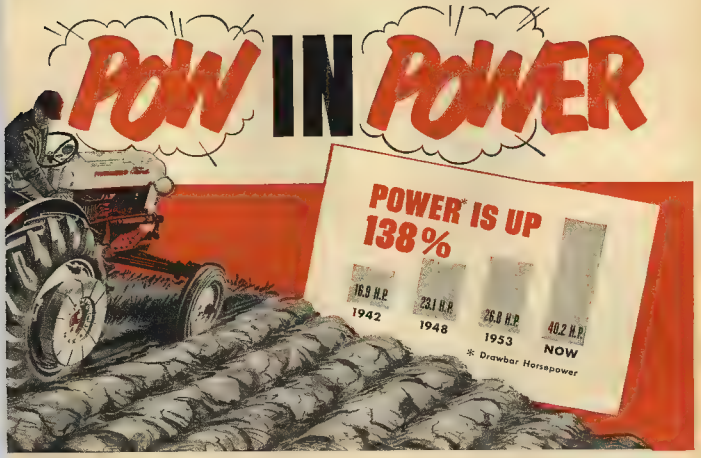
But the big advantage of "sorghum head silage" is that it's a cheaper and easier way to harvest and store the crop for feed. There's no waiting for the heads to get dry enough to combine. No worries about heating and insect damage in the bin, either. And it's a whale of a lot cheaper to build a bunker or trench silo than to put up grain bins. You can cover it with plastic to keep down surface spoilage.

"All in all, we think it's just about the ideal way to hold our grain sorghum crop until we're ready to feed it," say C. A. Furgason, general manager of Norris Cattle Co., Ocala, Fla.

"We plan to use it as a fattening ration for steers," says Tommy Mack, assistant manager of Norris. "Tests we ran last year tell us we can expect 2½ pounds or better daily gain from feeding 30 pounds of sorghum head silage along with two pounds of protein supplement," he continues. "So in our operations, the head silage—we averaged 5,800 pounds per acre last year—will replace either a

Photo Hagan R Pigi

CUT OFF JUST THE HEADS of grain sorghum and put them in the silo. Head silage is cheaper to harvest and store and makes as good feed as ground ear corn. Norris Cattle Co. chops with built-up forage harvester.


POW IN POWER
POWER* IS UP 138%
16.9 H.P.
1942
23.1 H.P.
1948
26.8 H.P.
1953
40.2 H.P.
NOW
* Drawbar Horsepower

keep ownership of their cattle," says Paul Newell, Extension livestock specialist. "For that reason, we don't sort at our auctions. However, nothing but Good and Choice cattle are allowed."

"Apparently some midwesterners aren't as slow to see a good thing as some others. More than 50 buyers, hailing from Indiana, Kansas, Missouri and other points, were on our yards yesterday buying stocker calves for 18¢ to 22¢ a hundred," comments H. H. Carter, commission man at the South Memphis, Tenn. stockyards. "Apparently they don't think we're so dumb!"

Finally the woods are full of cow-herd owners with enough volume to sell direct. Even Corn Belt feeders know about the big "reputation herds" in Texas and Oklahoma.

But Corn Belt feeders better get busy if they want many southern cattle. "We're promoting the feeding of more cattle in this state," says J. S. Buchanan, Extension beef specialist in North Carolina.

"Florida feeds over 125,000 cattle now and will continue to increase," T. J. Cunha of the University of Florida tells FARM JOURNAL.

Just to show we held no grudges, we've assembled a directory of *state* supervised sales and public markets for you Yankees (see page 42). We can't list all the good herds, but the contact in the last column of this directory will tell you.

So, come on down for a taste of southern hospitality and a carload of darn good feeder cattle. We guarantee you won't have to wear out your Cadillac finding them either.

Tests Show New Ways To Hog Profits

About 2,000 hogmen picked up some good "take-home" ideas at Purdue's Swine Day this week. Here are some things they heard that may help you.

- Growing hogs pay only $15 to $26 an acre "rent" for pasture.
- Hogs cooled with a water mist and shade gain ¼-pound more a day than those in shade only, or a wallow and shade.
- Gestating gilts on corn silage do best with an additional 1½ pounds of protein supplement, and 1 to 2 pounds of corn.
- Added phosphate saved up to 50 pounds of feed per 100 pounds of gain.

Pasture feeding saved between 15% and 23% of the supplement, but practically *no* corn in a comparison of pasture and drylot.

"Limited feeding on pasture would make it show up better," remarks J. H. Conrad. But then, of course, hogs would gain slower.

How do gilts do on corn silage?

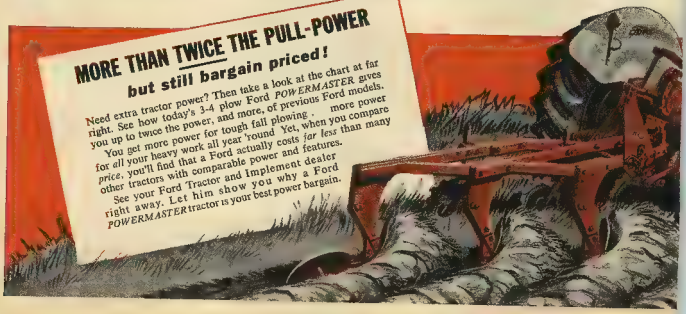
Like sows, they need about 1½ lbs. of protein and 1 or 2 lbs. of corn with their 10 lbs. corn silage. It's dangerous to skimp on supplement and corn.

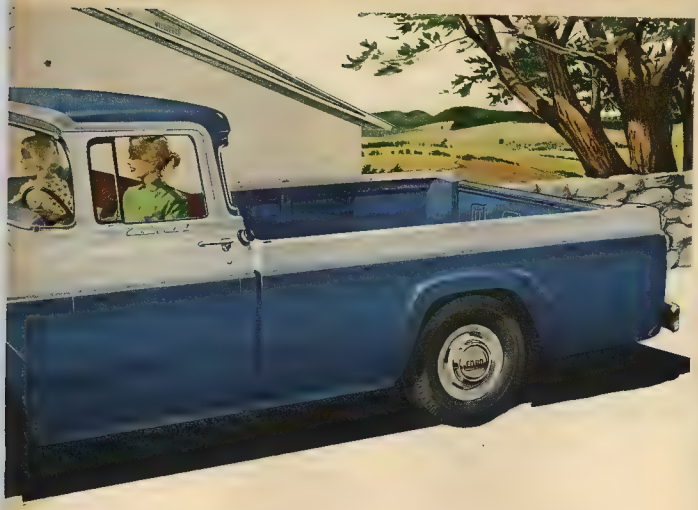
The Purdue people tried it on one lot—found that these gilts were farrowing weak litters of scouring pigs. They lost 30% of their pigs; couldn't stop the loss with antibiotics.

A complete feed mix for hogs being finished on pasture should have at least .45% phosphorus (a little more than that in drylot). "To be safe, feed a mineral mixture free choice," advises M. P. Plumlee.

Gains went up 25% on a 10% protein ration when phosphorus level was increased from .28% to .45%. On a 14% protein ration, raising phosphorus from .3% to .45% saved 30 pounds feed per hundred pounds gain. And when the content was increased to .6% an additional 20 pounds was saved.

FORD PUTS THE





farm trucks COST YOU LESS

Whatever your acreage, whatever you grow, you're way ahead with modern Ford Farm Trucks. Ahead because they give you more and *do* more . . . ahead because they cost you less!

Ford's new half-ton pickup with Styleside body is a good example. The sides of the body extend to the sides of the cab, providing 23% more load-space than any 6½- or 7-footers—and the Styleside is standard at no extra cost! There's a roomier, all-new Driverized cab for greater comfort, plus a new suspension that gives you a ride mighty close to that of a passenger car! Engine advances, too!

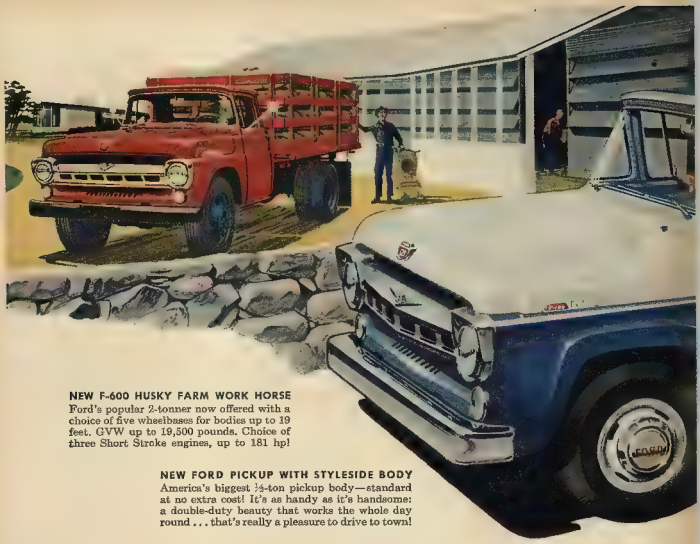
And even with all these "extras," Ford Trucks actually *cost less*. First cost is low. Modern Short Stroke engines are designed for low running cost. Resale value is traditionally high. And an independent study of over 10 million trucks proves Ford Trucks last longer!

On every job around the farm, in the field or on the highway, modern Ford Trucks do more . . . to cost you less! Call your local Ford Dealer for a demonstration ride!

THE BIG FLEETS BUY MORE FORD TRUCKS THAN ANY OTHER MAKE

FORD TRUCKS COST LESS

. . . LESS TO OWN . . . LESS TO RUN . . . LAST LONGER TOO!



NEW F-600 HUSKY FARM WORK HORSE
Ford's popular 2-tonner now offered with a choice of five wheelbases for bodies up to 19 feet. GVW up to 19,500 pounds. Choice of three Short Stroke engines, up to 181 hp!

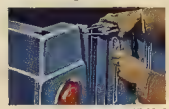
NEW FORD PICKUP WITH STYLESIDE BODY
America's biggest ½-ton pickup body—standard at no extra cost! It's as handy as it's handsome: a double-duty beauty that works the whole day round . . . that's really a pleasure to drive to town!

Here's why America's most modern

Largest Loadspace—Styleside bodies give more loadspace than any pickup, standard at no extra cost! 6½- or 8-ft. lengths available!

New Cab Comfort—All-new Driverized cab with new visibility, new Hi-Dri ventilation, new inboard cab step, modern suspended pedals!

New Power Advances—Higher compression, freer breathing, stronger camshafts! Only Ford offers a Short Stroke Six as well as V-8!



Greater Body Strength—Welded all-steel construction! Husky "wrap-around" rear corners with box-section corner reinforcements!

Longer Engine Life—Super Filter air cleaner stops 90% of abrasive dirt that conventional cleaners miss! Reusable filter is easy to clean!

New Smoother Ride—Ride tests show that Ford's new suspension gives a ride that's mighty close to that of a passenger car!

THE FORD FARM

THE FORD FARM FAMILY

TRUCKS · TRACTORS
IMPLEMENTS · CARS
INDUSTRIAL ENGINES

More and more, when a farmer owns a Ford or Mercury or Lincoln, you find he also owns a Ford tractor and implements. And often a Ford truck, too.

That's because, in this big, dependable Ford Farm Family, farmers find a wide range of versatile machinery for every mobile power and transportation need.

For example, in tractors: there are now 11 general purpose, special utility and row-crop models, as well as 2 Fordson Major diesels to give you just the right power for your kind of farming.

In trucks: the widest variety in our history. New, this year, is the Ford *Styleside* Pickup. Sides of the box are flush with the width of the cab; load area is nearly six feet wide, giving you up to 25% more space.

Of course, the big reason farmers like the Ford Farm Family is the *value* they find in everything Ford Motor Company makes. Because our cars, trucks, tractors and implements all share the same fine research, engineering, and testing, you get the maximum in service, the minimum in upkeep and repairs.

Shown here: 2-row front-mounted corn picker; Ford 960 tricycle tractor; Ford 1½-ton F-600 grain body truck; Ford Custom 300 Tudor Sedan.

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICHIGAN

FAMILY EARNS ITS KEEP

THE FORD FARM FAMILY

TRUCKS · TRACTORS
IMPLEMENTS · CARS
INDUSTRIAL ENGINES

The Ford Farm Family works for a living. Our trucks, tractors, cars and implements are built (1) to give you the power and transportation you need for your kind of farming, (2) to do it at low cost, (3) to give you years of rugged, dependable service.

To make sure they're right for you, every member of our Family has the big advantage of Ford Motor Company's vast research, engineering and testing facilities.

For example, at our Research and Engineering Center, over 200 specialists are constantly at work on engines alone . . . testing, improving and refining the many different types and sizes of engines designed to fit the power needs of our cars, trucks and tractors.

On our test tracks, cars, trucks, tractors and farm equipment undergo the most brutal torture tests ever devised for anything on wheels. And in field testing, tractors are given more punishment than you could give in a whole lifetime of use.

The result: a complete Farm Family, ruggedly designed, economical to run, and serving your every mobile power and transportation need.

Shown here: Ford 860 Powermaster Tractor with Combine; Ford F-600 1½-ton truck with grain body; Ford 9-Passenger Country Squire.

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICHIGAN

FAMILY EARNS ITS KEEP

THE FORD FARM

Photo: J. C. Allen and Son

POULTRY

"I CAN PUSH my own brand of quality eggs as well as a big outfit can," says Indiana farmer Bob Smith. He sells his White Feather Farms eggs to local retail stores at a premium.

rect, can usually make more profit than by selling to wholesalers," believes Mrs. Walter Todebusch, St. Charles County, Mo.

"We sell about $1,000 worth of eggs a year from our flock," explains Mrs. Hadley Voigts, Johnson County, Kan. "Customers drive out to the farm for half of those, and we deliver the other half on the route."

"We raise our own grain, and our replacements, and sell the eggs the year 'round at 50¢ a dozen, so we can compete with anyone," she emphasizes. Mrs. Voigts says they could get all the customers they want if they decide to increase the size of the flock. Some of her customers are even other farmers.

Their own brand name is another wrinkle some farmers are using. Bob Smith, Montgomery County, Ind., sells the eggs from 1,688 hens—graded and in cartons labeled "White Feather Farms" cage eggs, Grade A (see photo, above). He sells mostly for a premium through local grocery stores.

"Any number of farmers in our part of the country can sell their own eggs on special markets and compete with poultrymen on an integrated plan," says C. K. Laurent, head of the poultry department at the University of Georgia.

But Laurent adds that the increased emphasis on quality will force the small flock to grow until it has enough volume to justify egg coolers, name brands and egg routes. He suggests that a family that wants a full-time job in commercial egg production should aim to keep 2,000 to 3,000 hens, and expect a normal net return of about $1.50 per hen.

—*Ovid Bay*

He Has Liked Wire Floors For 16 Years

Wire floors for layers have been around for years, but they're in the midst of a new boom right now as poultrymen try to eliminate litter and moisture, and put more birds into less space.

What does a man think after using wire floors for 16 years? Ralph Bell of Greene Co., Pa. can answer that one.

He hated cleaning out pens so much as a boy that he decided to try wire floors in 1941. Then nine years ago he built his present modern laying house, and incorporated all of the wire-floor ideas that he had learned in his seven previous years of trial and error.

Except for a few repairs in spots where the traffic has been heaviest, the same wire still serves today. And he's sold more than ever on the benefits of raised, wire floors.

Bell's house is one-story, 40 feet wide with two 100-foot pens on either side of a 20-foot feed room. He raises three flocks every two years in confinement, and houses as many as 2,500 heavy breed hens per pen.

The house is tight, well-ventilated and has plenty of height—15 feet above the wire at the ridgepole. The wire itself is 1" x 4", 11 gauge mesh, on 5' x 20' frames that rest on floor poles 28" above the dirt.

Bell says the mesh is wide enough so droppings fall through readily and the birds keep it clean and shiny. Yet it's strong enough for a man to step on. He takes out the frames after each flock moves to market, and goes in with a tractor scoop to clean out the pits.

"We have no foot troubles from the wire," Bell says. "Some fumes rise from the pit manure at times, but so far it's caused no eye trouble."

Bell gathers eggs four times a day, and gets remarkably clean ones. He has individual wall nests, and the birds roost right on the wire. They're crowded enough to keep the room warm in winter so that the droppings never freeze.

Until this year, he's had dusting pits at the end of each pen so the birds could hop down from the wire and scratch around. But he's not so sure they're necessary.

Production? It ranges from a low of 50% to 60%, up to 90% during the eight to nine months he keeps each flock.

—*Buckley Maits*

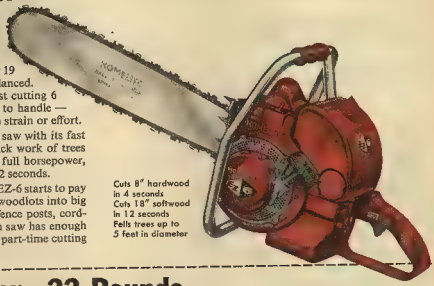
Try the 2 New...
ALL NEW
HOMELITE
CHAIN SAWS
6 Horsepower
"Power Twins"

Take your pick! One of these two new Homelite Power Twins will do your woodcutting jobs faster, easier, more profitably

Here's power . . . 6 full, hard-hitting horsepower . . . to make even the toughest cutting jobs a cinch. *Here's light weight* . . . the lightest 6 horsepower chain saws in the world — for easier handling and more production with less effort. *Here's low-cost dependable operation.* Homelite's new short-stroke, high-compression engine minimizes wear and assures less down time, lower maintenance costs, longer chain saw life. Both "Power Twins" cut left, right, up, down, upside down to handle any type of job. Try *each* of the "Power Twins" and choose the one that's right for you.

6 Horsepower 19 Pounds *DIRECT DRIVE*

EZ 6



Easiest Handling. The EZ-6 weighs only 19 pounds — with every ounce perfectly balanced. Built for rugged professional use, this fast cutting 6 horsepower chain saw is extremely easy to handle — even an amateur can operate it with little strain or effort.

Fastest Cutting. This direct drive chain saw with its fast chain speed and light weight, makes quick work of trees up to 5 feet in diameter. Packed with 6 full horsepower, it cuts 8" oak in 4 seconds, 18" pine in 12 seconds.

A Profitable Investment. The low-cost EZ-6 starts to pay for itself the first time you use it. Turns woodlots into big cash crops . . . cuts timber, pulpwood, fence posts, cordwood. This high speed direct drive chain saw has enough dependable power to make either full or part-time cutting profitable.

Cuts 8" hardwood in 4 seconds
Cuts 18" softwood in 12 seconds
Fells trees up to 5 feet in diameter

6 Horsepower 22 Pounds
GEAR DRIVE

6 22

Top Production. Rugged 6 horsepower engine with gear drive gives you the lugging power to bring down the largest, toughest trees faster and easier. Built for hard, everyday use, the 6-22 is a real production cutter's tool.

More Profitable Cutting. This smooth-operating Homelite brings down time *down.* You get longer engine life, spend less time out-of-the-woods for maintenance and repairs . . . less time refueling the big new gas tank. You cut more efficiently for more profitable cutting.

Money-Saving Attachments. The Homelite 6-22 is the newest one man chain saw that has plunge-cut bow, brush-cutter, and clearing attachments available. You can make a quick switch and be ready in seconds for any type of cutting.

Cuts through 20 inch trees in 18 seconds. Brings down trees up to 7 feet in diameter.

Homelite builds and sells more chain saws than any other company in the world.

HOMELITE
A DIVISION OF TEXTRON INC.
4507 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

Manufacturers of carryable pumps, generators, chain saws, blowers in Canada: Terry Machinery Co., Ltd.

WIN

A FREE CHAIN SAW EVERY YEAR FOR LIFE IT'S EASY
Nothing to Buy
Nothing to Write
No Obligation

Just visit your Homelite dealer and have a free demonstration of the Homelite Power Twins. You may have *three* chances to win!

1. A free Homelite chain saw of your choice every year for life, or
2. One of 25 Homelite chain saws given away by Homelite District Offices
3. Plus hundreds of Homelite Chain Saws given free by Homelite dealers in local contests.

Register Now! This promotion is limited to residents of the United States and is subject to local state, city and county laws.

Mail this coupon to Homelite Dealer or Homelite "Yellow Pages"

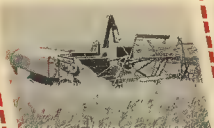
as promised *new miracle machines from* **Massey-Harris**

Balanced Separation

gets a new

82 Harvest Streamliner . . .
14, 12 or 10-foot cutter-bar

60 Self-Propelled and Pull-Type. Big combine capacity and at family farm price. 60 S. P. has 12- or 10-foot cut. Corn head extra Pull-type model comes with 8- and 7- foot cut.



Clipper 501 Favorite wherever grain is grown. Only 7- or 6-foot combine with 2-row corn head attachment. Has scoop-type, straight-through, 3-point design for top capacity in 110 crops.

Doubles in corn Every Massey-Harris self-propelled can be easily equipped with 2-row corn head. Picks and shells in one trip . . . any weather . . . doubles return on your investment.

ASK FOR A DEMONSTRATION

Just name the time and place for a miracle demonstration under your own field conditions . . . Massey-Harris dealer will be proud to have you test drive these new miracle Harvest Streamliners. For free folder write. Massey-Harris, Dept B-220, Racine, Wisconsin.

CHECK OUR EXCLUSIVE TIME PURCHASE PLAN

Tailored to your farming and marketing practices.

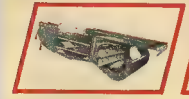
92 Harvest Streamliner . . .
16, 14 or 12-foot cutter-bar

low look

New grain-thrifty harvest streamliners
take command in every crop . . . grain, corn, beans

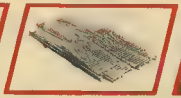
Here's combine design and capacity that picks up where yesterday's best left off. You see it in the new ground-hugging silhouette . . . low grain tank, air intake and fold-away auger. You feel it in feather-touch power steering . . . sure-moving stability on slopes . . . quick-command speed control . . . lightning fast response of the brawny 6-cylinder engine.

And you'll welcome the bonus grain savings made possible by exclusive *Balanced Separation*. This miracle-performing feature is the reason why Massey-Harris 82 and 92 Harvest Streamliners deliver up to 20% more grain, day after day, than any other combines. You profit, too, from straight-through threshing, from extra-long straw walkers, Dyna-Air chaff control . . . dozens of exclusives that make Massey-Harris combines overwhelming favorites wherever grain is grown. See them now at your neighborhood Massey-Harris dealer's.



Exclusive Dyna-Air floating-action chaffer throws a cushion of air over both sieves for unmatched cleaning

90% of the threshing is completed at the big-capacity, 6-bar cylinder. Heavy, Factory-balanced. Quickly gets the bulk of your grain.



Four full-width walkers keep straw open and loose. You save more of the profit-making last 10% with a new M-H Harvest Streamliner

12-bar, open-grain concaves match the cylinder's big capacity. And they're quickly adjustable from outside on the 82 and 92

***ALWAYS** KEEP YOUR EYE ON*

MASSEY-HARRIS

DIVISION OF MASSEY-HARRIS-FERGUSON, INC.
Quality Avenue, Racine, Wisconsin

Tractors • Combines • Corn Pickers • Balers • Implements

A Electro Magnetic Baseball Elsewhere 9.95 **7.95**

B Electric Ice Hockey **12.77**

C Tru-Action Football **5.95**

Electric Baseball

D Mickey Mantle Baseball Toss **4.57**

Fun Packed and Thrilling as the Playing Field

E Safari Target **6.95**

G Tic Tac Dough **3.69**

H Magnetic Bingo **5.95**

See Page 239 for new, lower credit terms . . . longer time to pay

1 BIG JOE PALOOKA BOP BAG takes a terrific beating from jr sluggers—always returns to upright position! Sturdy vinyl plastic with original Ham Fisher art work; plug type valve. Includes inflato pump, boxing booklet 50 in. high
R35 JP 3429 Mail. (5 lbs.) **4.59**

2 ADVENTURES OF ROBINHOOD Ball runs down path into numbered pockets, tells player how far he moves through Sherwood forest. Magic windows reveal chests of "gold," etc.—40 exciting prizes in all. 16x14 in. board. 2 to 4 play. Instr. incl.
35 J 3369 (2 lbs.) **2.78**

3 "BAS-KET" BALL GAME . exciting as real basketball! Players control levers—"flip" ball toward opponents goal. 2 to 6 may play. 2 colorful backboards, working dial scoreboards plastic ball. 20x12x22 inches. Instructions included.
35 J 3383. (3 lbs 8 oz.) **3.57**

4 WINK TENNIS. Play singles or doubles—scores like regulation tennis. The string's the thing . . . plastic "tiddly wink" disc attached to string, can't get lost -speeds up game. 24x15 in. board, plastic net. 2 or 4 may play. Instructions incl.
35 J 3448 (2 lbs. 1 oz.) **1.79**

5 FAMOUS KIK-IT GAME is played like soccer or hockey. Players move kick-rods with right and left motion, "kick" ball across opponents goal —protect their own. Wood frame, 29x 12 in. masonite surface 2 to 6 play Instr. incl. (6 lbs.)
R35 JP 3445 Mailable **5.57**

6 HUNTER TARGET GAME for indoor, outdoor fun! Mechanical rabbit runs in circle—knock him over with dart from 23 in. double barrel plastic shotgun. Includes 2 rubber tipped suction cup darts. Rabbit is 9x5 in. high, has keywind rotor. Mailable.
R35 JP 3443 (3 lbs.) ... **2.98**

Sport Lovers—Lively Games Give Split-Second Action . . .

DESCRIPTION OF ACTION GAMES A THRU H PICTURED ON OPPOSITE PAGE

A ELECTRO-MAGNETIC BASEBALL sells elsewhere for $9.95! Exciting, exacting requires strategy because players actually control batting and pitching. Electronic button lets you control your pitch—fast, slow, inside, outside. Opponent releases spring-operated bat for homers, strikes, base hits—magnetic ball is actually caught by fielders. 2 bleacher scoreboards register strikes, balls, runs and outs. Colorful lithographed steel diamond, grand stand, bleachers. 23x23x8 in. high. Extra ball, 9 players, instr. incl.
R35 JP 3361. Mailable (9 lbs.) **7.95**

B ELECTRO-MAGNETIC HOCKEY—so realistic you almost feel the spray of the ice! Magnetic puck can be passed to any player in any position on the rink. Fingertip control rods enable you to set up plays, maneuver players on sturdy wood and masonite rink. They pass, shoot, "skate"—pick your play. Make a goal and a red light and loud buzzer proclaim a score just like in real hockey. 4 period markers and scoreboards. 24x34 inches. Batteries and instructions are included.
E35 JP 3439 (20 lbs.) Mailable . . **12.77**

C TRU-ACTION ELECTRIC FOOTBALL. Opponents match strategy, set up plays and score touchdowns. "Players" move at a fast pace by electrical vibration—"pass," "fumble," "kick," "run" until "tackled"! Enameled metal field, yard markers, goals 25x 15 in. wide. Guide book incl
R35 JP 3362 Mailable. (6 lbs.) . . **5.95**

ELECTRIC BASEBALL (See small picture) Players hit, run bases, make outs by electrical vibration. 25x15 in. Mailable
R35 JP 3384 Guide book (6 lbs.) . **5.95**

D MICKEY MANTLE "PRACTICER" Pitch 3 sponge rubber balls at 4 "strike zone" pockets, high score wins. Also play baseball, score hits, runs. Sharpens jr. leaguers "eye." Mickey stands 3 ft. high. Lithographed fiberboard, wood frame. Use indoors or out. Mailable.
E35 JP 3436 (10 lbs.) ... **4.57**

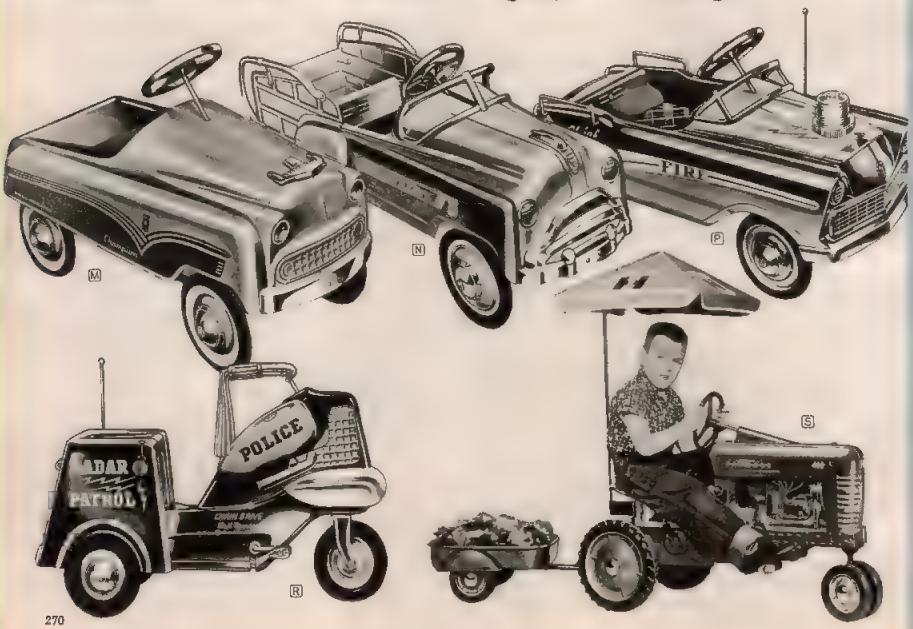
E "SAFARI" ELECTRONIC target game for big-game hunters. Swivel mounted plastic gun shoots electric beam as animals move across screen. Score a hit—lights flash, buzzer sounds. Steel range 20x14 in. high. Electronic motor. Batteries incl. Mailable
R35 JP 3434 (6 lbs.). . **6.95**

G TV'S TIC TAC DOUGH. Contestants answer questions correctly—try to complete tic tac dough for big "cash" prizes! Mechanical category selector has dial which records winnings. Plastic question and answer storage rack; over 500 questions and answers. 2 to 4 may play.
35 J 3441. (2 lbs.) **3.69**

H NEW—MAGNETIC BINGO with fingertip control cards. Transparent cover slides over numbers as they're called. Place magnetized numbers in magic barrel, shake once, open—number to call is attached to top! Includes 12 cards, barrel, master board. 16x7 in.
35 J 3438 (3 lbs 9 oz.) . **5.95**

Budget Power brings you the better things of life . . . today

Calling all cars!
Calling . . .



Toot, toot! Clear the track for a dream come true—your youngsters' own private railroad. They'll have thrills galore, while staying safely in their own back yard. "Yardbird Railroad" takes only 12 sq. ft. of level space indoors or out. Shipped from Ohio.

E **CHAIN-DRIVE HANDCAR . . .** propelled by crank. Makes fun out of building muscles! Scarlet-and-blue steel frame; 8 wheels.
835-231 D2795 Handcar 11x34½", 40 ft. of track. Wt. 86 lbs...$39.95

F **STREAMLINER ENGINES . . .** streak along on own power, pull 2 cars with freight or passengers! Governor holds speed to about 2 mph. Red-Silver steel frame, fiberglas body 45x20x19". Horn, light.
835-207 D15000 2 HP Gas Engine, Recoil Starter. 89 lbs.....$225.00
835-215 D15000 Electric-Drive 6 Volt Motor, runs on automobile battery (not incl.). Battery charger included. 89 lbs.....$225.00
EXTRA PIECES (not illustrated) . . . can be added for more fun.
835-314 D1325 Eight Track Sections (40 ft.); wt. 52 lbs.....$18.95
835-249 D1095 Flat Car to hitch on engine; wt. 22 lbs..... 15.95
835-223 D350 Stake Body for flat car above; wt. 3 lbs..... 4.95
835-348 D1050 Left-Hand Switch; wt. 28 lbs 14.95
835-330 D1050 Right-Hand Switch; wt. 28 lbs..... 14.95

FUN ON WHEELS!

G **"CALLING ALL CARS" . . .** endorsed by Sergeant Friday himself! The Dragnet squad-car actually has an electric microphone with loudspeaker and amplifier (batteries not included) for calls to headquarters and other important business. Realistically detailed with "license" stenciled on back, and outlined headlights and windshield. Ball bearing rear axle supports cad adjustable pedals for easy driving. 8" disc wheels with rubber tires, strong steel body. Dashing 2-tone finish is white and black, with trim in red and silver. From Wis
835-173 D1775 Dragnet Car, 37" long. Wt. 29 lbs.....$23.95

H **DELUXE KIDILLAC . . .** the toy car with the million-dollar look! Real electric headlights, electric horn with button on dashboard (batteries not incl.). Plated aerial, rear-view mirror, hub caps, are styled just like those on expensive sports cars. There's even a removable spare wheel and tire. Chain-drive with ball-bearing pedal cranks 8" disc wheels. 1¼" rubber tires. Steel body finished in flamboyant maroon and cream with silver trim. White sidewall tires. 51 lbs.
835-181 D2875 Deluxe Kidillac 45x20". From Wisconsin... $38 95
835-199 D2275 Kidillac without lights, horn. Red/black 30.95

K **REALISTIC HOOK 'N LADDER TRUCK . . .** by Murray-Ohio. Look out, here comes the fire department complete with brightly-plated clanging fire-bell, 2 wooden ladders, and steel hand rails. This jaunty truck is made with full ball bearing construction for a smooth, easy ride, and has improved design for easier pedaling and extra leg-room. Steering wheel makes possible turning in small circles. Heavy gauge steel body is finished in fire-engine red enamel, with white and blue trim. 8" double-disc ball bearing wheels with ⅝" rubber tires.
835-074 C1695 Fire Truck, 17x43" long. Wt. 34 lbs.....$22.95

L **DELUXE CHAIN DRIVE TRACTOR . . .** with motor tane shift . . . by Murray-Ohio. They'll love driving this realistic model. And they're completely safe—for the chain-drive (with ball bearing construction for easy pedaling) is enclosed by a streamlined guard. Tractor is ruggedly made of heavy-gauge steel, with 1¾" semi-pneumatic tires Steering wheel can turn a full circle, spring seat adjusts in height. 8" ball-bearing front wheel, 10" ball bearing rear wheels with tractor-tread tires. Finish, vermilion baked enamel, with black trim.
835-041 C2225 Tractor 38½x22x27½" high. Wt. 39 lbs..... $29.95

DUMP TRUCK . . . hooks right on tractor Holds 1 passenger, who can work the dump easily from sitting position. Heavy-gauge steel. Ball-bearing 8" wheels, ⅝" rubber tires. Colors match tractor above.
835-058 C625 Dump Truck, 15½x33" long. Wt. 16 lbs... .... $10.95

M **CHAMPION PLAY AUTO . . .** by Murray-Ohio. Safe, and so smooth-riding—thanks to full ball-bearing construction. Body made of heavy-gauge steel with improved steering that allows driving in small circles. Extras: the increased leg-room, easy pedaling, safe undergear design. 8" double disc wheels have ⅝" solid rubber tires. 2-tone blue enamel finish with plated radiator ornament. 17x36" long.
835-108 C1175 Champion Auto; shipping wt. 28 lbs.....$15.95

N **RANCH WAGON . . .** by Murray-Ohio. Just the thing for a young "ranch hand"—there's room in back for his partner, or maybe for toting a pet kitten or pup. Design is improved for easier pedaling . . . loads of leg-room. Ball-bearing 8" wheels with 1" rubber tires, aluminum-enameled windshield and handrails, plated radiator ornament. Fabric seat pad. Heavy-gauge steel; 2-tone blue baked enamel.
835-082 C2050 Ranch Wagon, 17x47" long. Ship. wt. 37 lbs....$27.95

P **DELUXE "FIRE CHIEF" CAR . . .** by Murray Ohio. Has a flasher light operated by 6 volt battery (not incl.) mounted on its hood to signal that the Chief's on his way. Hinged rear trunk door and 15" antenna. It's easy to pedal, with full ball bearing construction and 1" solid rubber tires on 8" wheels. Bright-plated radiator ornament, red plaid seat pad. Heavy steel, finished in gay Red-and-White baked enamel.
835-033 C2425 Fire Chief Car, 39" long. Ship. wt. 40 lbs.....$32.95

R **POLICE RADAR-PATROL CYCLE . . .** by Murray-Ohio. He'll be the envy of the block when he pedals this sleek cycle—complete with real-sounding Police-type siren for emergencies. It's speedy, because chain-drive has full ball bearing construction . . . and maneuverable, because 360° steering mechanism allows turning in small circles. Built-in carrying compartment has steel hinged door. Easy-rolling 8" wheels—semi-pneumatic 1¾" front tire, solid rubber 1⅛" rear tires. Heavy-gauge steel finished in blue baked enamel; red and white trim.
835-066 C2575 Police Radar Cycle, 36" long. Wt. 36 lbs.....$34.95

S **AUTHENTIC MODEL FARMALL TRACTOR . . .** with real shift lever to turn exhaust sound on and off. This accurate model is made of aluminum alloy castings, and has ball-bearing action, chain-drive and pneumatic tractor-tread tires for a smooth ride Adjustable seat. Colorful sun umbrella in red to match the tractor's baked enamel finish. 7" front wheels, 12" rear wheels. Overall 39½x18¼x27½".
835-009 C2995 Tractor with Umbrella. Ship. wt. 48 lbs.....$39 95

DETACHABLE TRAILER . . . of heavy sheet steel. Handy for errands!
835-017 C595 Trailer, 28x18x18½". Ship. wt. 11 lbs.....$7 95

SPECIAL
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401A

SINGER presents the greatest sewing machine ever built

This is the SINGER* Slant-O-Matic. Excitingly new. New in its almost unbelievable ease of operation . . . new in the fine, sure beauty of its stitching . . . new in introducing conveniences never before built into a machine. It outsews all others for both straight and fancy stitching.

First automatic with slant-needle and gear motor drive for easiest sewing . . . *stall-free* sewing.

First automatic with "drop-in" bobbin in *front* of needle. Fingertip control raises throat plate.

First automatic with snap-up stitch chart, that lets you "tune" knob for perfect fancy stitches.

12 SINGER exclusives! See them at your

SINGER SEWING CENTERS

Listed in your phone book under SINGER SEWING MACHINE CO. *Trademark of THE SINGER MANUFACTURING CO.

Exciting Games for Family Fun

ACTION-PACKED TO TEST SKILL AND COORDINATION

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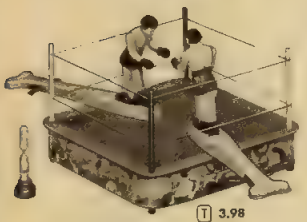

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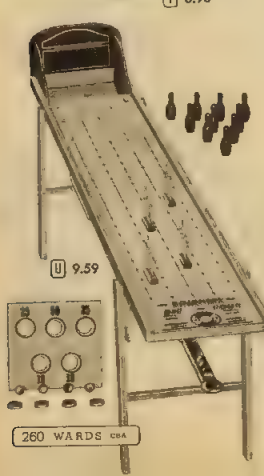

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A ELECTRO-MAGNETIC BASEBALL. Regularly $10. For all ages—fast fun for 2 to 18 players. Push button . . . electronic pitcher hurls balls, strikes, curves—fast or slow. Batter releases spring bat to hit. Magnetic ball adheres to field, players or fences, indicating type of play. You can hit-and-run, steal, strike out, walk. Colorful metal and Masonite field, metal frame, fences, 22½x22½x8 in. overall. 9 players, balls, scoreboard, instructions. Electric motor UL-approved, 110- to 120-V, AC. On-Off switch.
48 T 903 M—Ship. wt. 7½ lbs. *Mailable*...7.98

B ELECTRIC FOOTBALL GAME. Scientific football for young fans. "Players" race up and down 28½x15⅛ in. gridiron, buck through center, tackle and block. Ball can be kicked, passed, run from any line formation.

Masonite Presswood surface, steel frame. Hidden vibrating motor, UL approved for 110- to 120-V, 60-cycle AC. On-Off switch. 22 players, kicker-passer, goal posts, markers, magnetic football, etc. Instructions. Usually $7.00.
48 T 820 M—Ship. wt. 5 lbs. 8 oz. *Mailable*.5.75

C AUTHENTIC ICE HOCKEY GAME. Lightning action for 2 to 6 players. Six "men" on a team—each individually operated—move in every direction. Plastic Puck passes among men or into other team's goal net. Warp-proof Masonite playing field 30x18 in. Hardwood frame; protective rubber feet. Built sturdily enough to take the exciting action. Rugged steel "players". Timer, Rules, Scoring Pegs.
48 T 798 MO—Ship. wt. 12 lbs. Many stores ask $15. At Wards.....11.95

D STATE FAIR BAGATELLE GAME. Win 1,000 points for Blue Ribbon Horse, 1,500 for prize Corn, etc. Ten marbles (9 White, 1 Black) are shot out of chute. If marble drops down alley being propelled, two replay levers give player chance to score again. Any number can play.

Transparent plastic top keeps marbles from being lost. Colorfully lithographed metal base. Scoring arrangement in decorative design. 25 in. long, 12½ in. wide, 1¼ in. high.
48 T 814 M—Ship. wt. 4 lbs. 4 oz. 3.98

E BAS-KET. Basketball in miniature. Rules and scores like real game. Up to 6 players can try their skill at shooting goals from any position on 20x12-in. fiberboard court. Press mechanical lever—watch ball whis toward basket. Celluloid ball; score boards; instructions.
48 T 826—Boxed. Ship. wt. 3 lbs.....3.57

F SPIN WHEEL DART GAME. Play 3 different games, indoors or outdoors. Can you get a bullseye while target spins. 4-color Masonite spinning target stands on sturdy wood tripod or hangs on wall or tree. 3 precision balanced darts have plastic feathers, super-grip rubber suction tips for safety. Boxed. *Mailable*.
48 T 805 MO—24-in. Target. Wt. 5 lbs. 12 oz.....2.69
48 T 724 M—18-in. Target. Wt. 2 lbs. 10 oz.1.85
48 T 904—4 extra Darts. Ship. wt. 7 oz....89¢

G HEN TARGET GAME. Metal target drops a plastic "egg" into waiting basket each time you hit red dot. Complete with plastic super Dart Gun; 4 darts, rubber-tipped for safety; and 8 plastic "eggs." Fun for everybody. 17x14 in.
48 T 722—Ship. wt. 2 lbs. 8 oz.....2.69

H WHIZ-BANG REVOLVING TARGET GAME. Three unbreakable polyethylene birds revolve around stand from top to bottom. Simply invert stand, and around they go again. Youngster fires away with suction-cup darts. Two guns, 4 darts. Stand 18 in. high.
48 W 777—Ship. wt. 1 lb. 8 oz.....1.69

J CROW SHOOT. Young marksmen can have a wonderful time shooting 5 gleaming black plastic crows off their wire perch atop 15⅝-inch wood fence. Steel barrel "pop" gun, 21½ in. long, shoots harmless cork "bullets" (included).
48 T 844—Ship. wt. 1 lb. 6 oz.....1.67

K INDIAN RAID. Exciting shooting game with 5 Indian targets, log cabin, rifle, and 4 rubber-tipped "bullets." Brightly decorated Indians appear in different parts of the cabin, jump from behind trees.

When Indian is hit, he automatically disappears and another pops into view. Rifle is bolt action repeater type. All figures firmly attached. 24 in. long, 12 in. high.
48 T 815 M—Ship. wt. 3 lbs. 4 oz.. . 2.98

L TABLE TENNIS SETS. Action packed fun for the whole family. Paddles have resilient pipped vinyl facing. Two extra heavy screw-type extension posts hold 60-in. net securely. Convenient two-compartment Star-All case attaches to wall or side of table.
48 T 807—Set with 4 Paddles (2 orange, 2 green), 2 Balls. Ship. wt. 2 lbs. 8 oz. 2.98
48 T 806—Same as above, but with 2 Paddles, 1 Ball. Snap Posts. Wt. 1 lb. 6 oz....1.98

M GOLF PUTTING GAME. Appeals to Mom and Dad as well as youngsters. Exclusive new automatic ball return speeds up game. Heavy molded plastic "Green" with 3 traps, 18x11¾ in. Three plastic balls for safe indoor play. 18-in. putter has metalized plastic head, rubber grip. Game can also be used with regular golf balls, standard putter for real game practice.
48 T 774—Ship. wt. 1 lb. 11 oz.... ....2.69

N DELUXE ELECTRIC PINBALL GAME. Many stores ask $25. When ball strikes bumper, lights flash, bells ring, and score registers. Two hand-activated kickers keep the ball in play so that score of 10,000 can be reached. Automatically feeds and reloads 5 steel balls like commercial machine.

Wood frame 30¾x18¼-in. covered with heavy glass. Automatic scoring mechanism in colorful wood backboard. 45 in. high overall. Sturdy wood legs, leg-levelers (see inset). Motor UL-approved for 110- to 120-V 60-cycle AC.
48 T 924 MO—Ship. wt. 27 lbs. *Mail*.....19.98

Home-sized fun . . . inspired by favorite American sports

P LONE RANGER HORSESHOES AND RING TOSS GAME SET. Two complete indoor or outdoor games with Lone Ranger models. Consists of 4 rubber horseshoes, 4 rope rings, 2 colored wood posts, plus Lone Ranger and "Silver" posts in full color. Rubber bases.
48 T 789—Boxed. Ship. wt. 2 lbs. 12 oz....1.89

R DUCK PINS. For the little bowler. Ten Hardwood pins, each about 4¾ in. high. Pins are brightly enameled in 10 different colors. Two bright Red enameled Hardwood balls make the strikes and spares.
48 T 893—Ship. wt. 2 lbs. 2 oz.....1.69

T KNOCKOUT. Electronic boxing game. Plastic boxers move around ring. Players control rights and lefts—"on-the-button" and you're down for the count. Bell, timer, buzzer, light, score card, battery. Rubber-tipped metal base.
487700—Wt. 3 lbs. 8 oz. 12x12x6½ in. high.3.98

U FOUR-IN-ONE GAME ALLEY. The thrill of real Bowling, the excitement of Shuffleboard, Skill Ball and Horse Racing—4 fascinating games for wonderful story-at-home fun. Sleek bowling surface of durable hardboard, steel return alley that brings balls back automatically, rings a bell. 4 balls, 10 pins for Bowling and Skill Ball. 4 Shuffleboard pucks; 4 horses. Spinner for Racing. Sturdy pine frame, legs fold compactly for easy storage. *Mailable*.
48 T 861 M—LARGE GAME ALLEY. 66x13x25 in. high. Folds for storing. Wt. 14 lbs.....9.99
48 T 860 M—MEDIUM GAME ALLEY. Like (U), but 60x12x24¾ in. high. Ship. wt. 12 lbs.7.98
48 T 884 M—SMALL GAME ALLEY. Like (U) but 52x11¼x 23½ in. high, 2 less bowling balls, 2 less pucks. Ship. wt. 8 lbs. 4.98

Buy your gifts now, pay later. See Page 328.

B 5.75
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C 11.95
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1 SPECIAL SENIOR CHEMISTRY LABORATORY. Sells nationally for $12.95. Four big steel compartments hold basic chemicals and authentic apparatus for 565 thrilling experiments in Crime Detection, Magic Tricks and Basic Chemistry. Equipped with unbreakable Pyrex test tubes. Includes full-color manuals of instruction. All in large piano-hinged steel cabinet 19x13¾x3¼ in deep; opens to almost 3 ft. *Mailable.*

48 T 2260—Ship. wt 9 lbs. Special Price 8.95

Gilbert Sets to Encourage

SAVE ON GILBERT'S FAMOUS CHEMISTRY SETS with color manuals explaining exciting experiments any boy or girl can do; basic chemicals and authentic equipment in steel cabinets with Day-Glo Print you can read in the dark.

2 ATOMIC CHEMISTRY LABORATORY with all the supplies and equipment you need to perform 1000 experiments you'll enjoy such exciting projects as Chromatography, Crime Detection, Atomic Energy, Glass Blowing, Plastics and countless others. Imagine being able to watch harmless radio-active materials . . . the disintegration of atomic particles!

Huge steel cabinet, brightly lithographed: 19x13¾x3¼ in deep; opens to over 4 ft. Completely equipped with a generous supply of chemicals and all the special apparatus needed to do a thousand experiments. Instructions. Sells Nationally for $25.00 *Mailable.*

48 T 2244 M—Ship. wt. 17 lbs.....19.95

JUNIOR CHEMISTRY LABORATORY (not shown). Perform such exciting experiments as Secret Writing, Color Printing, Magic Tricks and numerous others. Contains apparatus and necessary chemicals to complete 275 scientific experiments. New Manual of Instructions filled with fascinating information. Steel cabinet 9½x13¾x3¼ in. deep; opens to 1½ ft.

48 T 2259 Ship. wt. 4 lbs. 8 oz. 4.47

BEGINNERS' CHEMISTRY SET (not shown) Ideal introductory set for youngsters 7 and 8 years of age. Perform 250 experiments including Magic Blueprint, Vanishing Cream, Invisible Ink, numerous others. Helps develop an early interest in scientific experiments. Fascinating for any child old enough to follow written instructions. Set contains authentic apparatus and basic chemicals. Illustrated Manual of Instructions. Box 18x10x1½ in.

48 T 2258—Ship. wt. 2 lbs. 8 oz.....2.47

Dried Shrimp Eggs — Hatching After 4 to 8 Hours — Swimming After 16 to 20 Hours

Shrimp Egg Miracle

3 PROFESSIONAL MICROSCOPE LABORATORY SET. Sells Nationally for $19.95. Watch the miracle of life and growth when you place dried shrimp eggs in solution, then see tiny shrimps hatch, swim and grow

4-Turret Microscope with Quick Switch Power Eyepiece gives 60, 100, 150, 200, 250, 350, 405, 650-power magnification. Professional table focus . . . eyepiece and tube remain fixed. New Micro-color shows specimens in Nature's most glorious colors or in black and white. Slides are electrically illuminated. Finger-tip controls, polaroid filters.

Includes shrimp eggs, chemicals and laboratory equipment for numerous experiments. Full color Instruction Manuals. All in brightly lithographed steel cabinet 13¾x9½x6½ in.; opens to 28½ in.

48 T 2315 *Mailable.* Wt. 7 lbs. 12 oz. . . .16.95

There's a Magic World Under the Microscope

A WORLD OF ACTIVITY AND COLOR came to life under the lenses of these fine quality microscopes. Many of the modern marvels of science have developed by discovering truths invisible to the naked eye. Microscopes (3) to (7) have precision lenses, wheel type focusing and finger-tip controls to give your child easy extra eye-power to see more than the obvious.

4 GILBERT BRONZE MEDAL MICROSCOPE SET with shrimp eggs ready to hatch (see Set (3) at left) and other fascinating projects. Microscope magnifies 60, 200, 405 times, automatic focusing, power positioning, Polaroid lens. Includes test tubes, tools, chemicals. Steel cabinet 9½x13¾x3⅛ in. Sells Nationally for $13.95.

48 T 2314—Instr. Ship. wt 3 lbs 9.95

JR. MICROSCOPE SET (not shown). Magnifies 60 times. Polaroid filters, slides, tools, specimens. Instr. 18x10x3 in.

48 T 2313—Ship. wt. 2 lbs. 8 oz. . 4.47

5 GILBERT'S GOLD MEDAL MICROSCOPE. Professional quality; 4-Turret, Quick Switch Eyepiece with 8 magnifying powers from 60 to 650. Tools. Leatherette carrying case 6½x10½x4¾ in.

48 T 23.7—Instr. Ship. wt. 2 lbs. 8 oz.. . . . .11.95

GILBERT'S SILVER MEDAL MICROSCOPE (not shown). Like (5) above but magnifies 60, 150, 200, 455 times

48 T 2316—Ship. wt. 1 lb. 12 oz 9.45

6 SKIL-CRAFT DELUXE MICROSCOPE. Magnifies 50, 125, 175, 250 times 2-Nose, 4 Turret; Adjust-o-Matic Eyepiece. Prepared specimen slides. Instr.

48 T 2233—Special Value. Ship. wt. 2 lbs . . . 3.97

Special Skil-Craft Microscope-Chemistry Set

7 SAVE $8.45 on this complete Micro-Chemistry Laboratory . . . many stores ask $20.90.

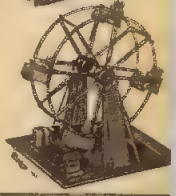
Authentic equipment, supplies for experiments in Chemistry, Botany, Biology, Microscopy. Skil-Craft Microscope magnifies to 250 times. 2-Nose revolving Turret; Adjust-O-Matic Eyepiece; slides; tools; Polaroid fixture for color viewing.

Complete Chemistry Laboratory includes assorted chemicals; steel test tube rack; alcohol lamp; Pyrex test tubes; accessories.

Booklets provide interesting information and instructions for numerous experiments. In giant 4-section steel cabinet 13½ in. high, opens to 44 in. Ship. wt. 15 lbs.

48 T 2234 M—*Mailable*.....12.45

Budding Scientists and Engineers



GILBERT ERECTOR SETS. SAVE 29% TO 33% OFF MANUFACTURER'S ESTABLISHED LIST PRICE when you buy from Wards! Never before have we been able to offer them to you at such savings! Erector Sets are now bigger and better than ever; build hundreds of live-action models; pieces from all sets interchangeable. Add to his building opportunities at these new low prices.

8 ELECTRIC AMUSEMENT PARK SET. Builds Parachute Jump, Merry-Go-Round, other thrilling models. Abt. 25 lbs. parts incl. electric motor, electro-magnet, coupling. Steel chest 22x13½x2¾ in. Instr. *Mail.* Wt. 28 lbs.
48 T 2464 MB—Mfr's. List Price $47.50.....32.88

9 ALL ELECTRIC SET. Builds Ferris Wheel, Derricks, many others. Abt. 16 lbs. parts incl. electric engine, magnet, coupling. Steel chest 20x12½x2¾ in. Instructions. *Mailable.* Ship. wt. 18 lbs.
48 T 2484 M—Mfr's. List Price $27.95.....19.29

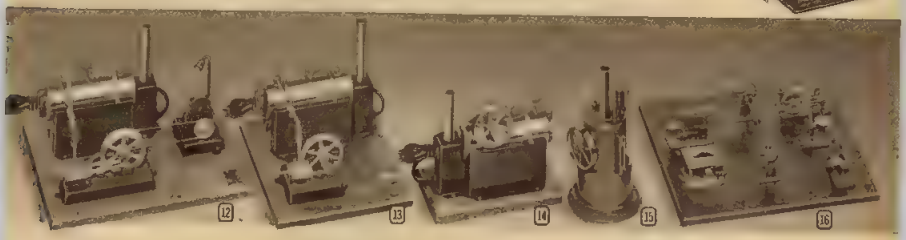
10 ELECTRIC ENGINEERS SET. Builds Walking Beam Engine, others. Over 860 parts; electric engine. Steel chest 18½x10½x2½ in. Ship. wt. 12 lbs. Instr.
48 T 2479 M—Mfr's. List Price $21.50.....14.79

11 ELECTRIC ENGINE SET. Builds Airplane Ride, Windmill, many others. Over 325 parts incl. electric engine. Instructions. Steel chest 18x10x3 in. Ship. wt 11 lbs. *Mailable.*
48 T 2478M—Mfr's. List Price $17.95.....12.19

MOTORIZED SET (not shown). 3-volt electric motor requires 2 flashlight batteries (not incl., see under (4) Page 250). Steel chest 16¼x10¼x3 in. Instructions. Ship. wt. 6 lbs. 8 oz.
48 T 2463—Mfr's. List Price $10.95.....7.29

PROFESSIONAL SET (not shown). Builds Hoist, Elevator, many others. Over 180 parts. Instructions. Box 18x10x2 in. Ship. wt. 5 lbs.
48 T 2476—Mfr's. List Price $5.95.....4.19

APPRENTICE SET (not shown). Builds Delivery Truck, Trailer, Wagon, others. Instr. Box 18x10x1½ in. Ship. wt. 2 lbs. 12 oz.
48 T 2465—Mfr's. List Price $4.50.....3.19



Jensen Miniature Steam Engines . . . Learn to Make Them Run

THE FINEST . . . JENSEN ELECTRIC STEAM ENGINES with real whistles . . real safety valves! It will thrill any youngster to own a steam engine that really works. Jensen miniature engines are made according to best engineering principles; materials and workmanship throughout are at the very best. Electric units heat water in brass boilers; develop steam that operates a piston and turns the fly wheel. All engines equipped with positive-acting safety valves, large water gauges. All parts nickel plated. Instructions with each; 6-ft. cord, plug with all but (15).

Jensen electric steam engines are the finest produced in this country. Underwriters' Laboratories Approved for 110 to 120 volts AC or DC.

12 NEW MODEL POWER PLANT. Reversible with speed control. Shows transformation of heat into electric energy. Consists of boiler, steam engine, generator and light post. Steam engine operates generator which produces a 3-volt alternating current that lights little bulb on light post. Boiler 2½-in. diam.; wood base 11½x13¾ in. *Power plant is Wards finest steam engine.*
48 T 2229—Ship. wt. 11 lbs. $2.50 Dn.....or Cash 24.95

13 STEAM ENGINE WITH SPEED CONTROL. Run it fast or run it slow! By using the pulley and throttle valve, you control the speed of your engine. Boiler 2½x6 in. Engine mounted on 9½x11½ in. cast-iron base.
48 T 2271—9 in. high. Ship. wt. 7 lbs.....15.95

14 STEAM ENGINE. 8 in. high. Single speed. Boiler 2½x6 in.; wood base 4½x8 in. Smokestack, firebox black enameled.
48 T 2270—Ship. wt. 4 lbs....11.95

15 VERTICAL-TYPE STEAM ENGINE for beginners. 10½ in. high; 5 in. red enameled base; boiler 3x3½ in. Order cord separately below.
48 T 2274—Ship. wt. 3 lbs....8.98
83 W 1255—6-ft. Appliance Cord, Plug. Ship. wt. 6 oz...Each 69c

16 JENSEN ACCESSORIES SET. Miniature machine shop mounted on 11½x14-in. wood base. Engines (12) to (15) will actually operate the little saw, hammer, milling machine, shaper, drill press, line shaft. Spring belts (1 extra-long to use with engine). All metal parts red with gold-color trim.
48 T 2273—Shipping weight 4 lbs.....9.98

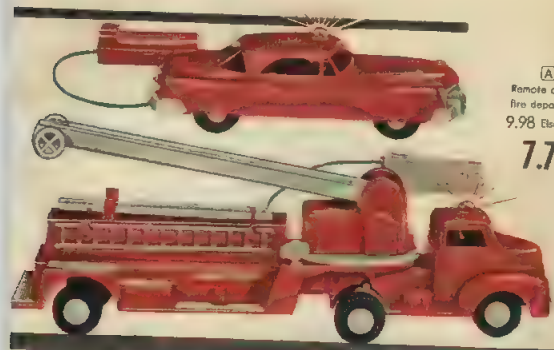
"Mr. Wizard" Set for Home Science Experiments

17 "MR. WIZARD" SCIENCE LAB with equipment selected by Mr. Wizard himself and demonstrated on his popular TV show. Full of "tricks" which make science a never-ending game of fun and astonishment. Learn Mr. Wizard's "Secret Code"; use his Manual of Scientific Experiments. Enjoy exciting adventures based on sound principles of science. Set includes: Secret Ink, Orvus "K", Fingerprint Powder, Radiometer, Pulse Glass, Mystic Fuel, Rocket Boiler, Magnets, Mirrors, Mystery Top, Ball, Compass, Colored Spectrum Top, Iron Filings, Magnesium Sulphate, Sodium Thiosulphate, Cobalt Chloride. Lithographed steel carrying case 22x13½ in.
48 T 2305—Ship. wt. 5 lbs. 6 oz. . . .7.49

USE YOUR CREDIT FOR ALL YOUR CHRISTMAS SHOPPING—TERMS PAGE 328

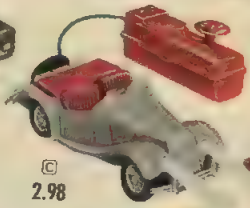
Touch the Button and Watch Them Go!

You'll see real action-magic when you work these fascinating push button toys!



Ⓐ Remote control fire department 9.98 Elsewhere, **7.77**

Ⓑ Both for **1.98**



Ⓒ **2.98**

Ⓓ **2.74**

REMOTE CONTROL SHOVEL

You hands never touch all! Swivel power shovel 180° raise, lower boom scoop up load of sand gravel—dump it where you like. All steel, moves forward reverse left right, steer with wheel on control unit. 7x18 in. long rubber treads. Order 2 D batteries p. 344 35 J 5583 (4 lbs. 12 oz.) **5.97**

Ⓔ **2.69**

Ⓖ **1.98**

Ⓗ **3.79**

See Page 239 for new, lower credit terms . . . longer time to pay

Push Button Magic at Your Fingertips . . .

Just press the button and these amazing remote control toys do all sorts of surprising things!

1 MARS MAN walks, makes grinding noise, grasps objects. Lights flash, pistons pump ankles swivel. Steel 13 in tall Order 2 "C" cells below.
35 J 5585. (2 lbs 13 oz.) 3.95

2 WALK ROBOT by remote control hands grip objects. Chest dial, antenna on back. Minutely detailed steel Order 2 "C" batteries below.
35 J 5536 (1 lb. 14 oz.) 6 in. tall. . . 1.29

3 14-IN. ROBERT ROBOT recites a rhyme when crank is turned. Walks all directions, grasps objects by remote control Plastic. Order "D" cell below.
R35 JP 5513. Mailable. (4 lbs.) . . 5.49

4 SPACEMAN walks, swings arms, helmet light flashes. Remote controlled Steel Order 2 "D" cells below
35 J 5584 8 in. tall (1 lb 8 oz) . 1.67

5 RED LIGHT flashes, siren wails Drive forward, reverse, right, left by remote control. Steel Police car uses 2 "D" batteries (sold below)
35 J 5560. 8 in long (1 lb) 1.69

6 DRIVE HOT ROD forward, reverse, left, right honk horn, light spotlight, all by remote control! 11 in long. Steel. Order 2 "D" batteries below.
35 J 5562. (2 lbs.) 3.49

7 SEARCHLIGHT SHINES, revolves, as you drive truck forward, back, steer right and left by remote control. Enameled steel Order 2 "D" cells below.
35 J 5586 12 in long (2 lbs.) . . 2.98

8 TANK CLIMBS, steers, fires cannon —remote control. Plastic, rubber treads. Order 2 "D" cells below.
35 J 5588 9 in. long (2 lbs.) . 6.88

ACTION TOYS WITH REMOTE CONTROL—A THROUGH H SHOWN ON FACING PAGE

A REMOTE CONTROL FIRE DEPARTMENT Gleaming Red fire engine, Chief's car, and Fire Dept. jeep . . all loaded with magic action! All speed forward and reverse by remote control . . . red light flashes on dome of Chief's car as siren wails Fire engine turns sharp right or left by remote control, light on cab flashes warning. Big ladder swivels 190°, extends 23 inches with 2 extension ladders; raises and lowers by hand crank. 3 extra ladders detach. Fire truck 16 in., (10 rubber wheels); Chief's car 10 in.; Jeep 6½ in all of molded hi-impact plastic. Each takes 2 "D" cells sold below. Firemen's hat is of flexible plastic has soft chin strap, . . . makes "Firemen's" play seem real!
R35 JP 5557. Mailed. (6 lbs.) . Complete 7.77
35 J 5508. Firetruck only (2 lb. 5 oz.) 3.94

"D" Cell Batteries.
35 J 5534 (8 oz.) . . 2 for 35¢

"C" Cell Batteries.
35 J 5535 (4 oz.) 2 for 35¢

B BUICK JEEP go forward, reverse by remote control Chrome grille on Buick Both enamel finished, all steel construction, handsomely detailed Approx 6 in. long Rubber tired wheels Each takes 1 "D" cell battery (sold below).
35 J 5558 (1 lb.) . . . . . Both for 1.98

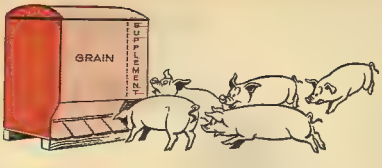
C MG SPORTS CAR Headlights actually work; goes forward, reverse, right or left . . steer it with wheel on remote control unit. Extra long 40-in. control cable Plastic. Takes 2 "D" cell batteries (sold below). 9 inches long
35 J 5525. (1 lb. 6 oz.) .2.98

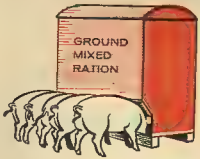
D TAXI AIRPLANE across floor by remote control. Turn right Green starboard wing light flashes; left—Red port light flashes; props spin! Steel model Capital Airlines Viscount. 11 in long, 14 in. wingspan. Order 2 "D" cells at left.
35 J 5532 (1 lb. 12 oz.) 2.74

E HELICOPTER'S 10-in rotor blades whirl as you taxi her forward and reverse, right and left by remote control. Steel copter 12 inches long; rubber tire wheels; insignia trim. Takes 2 "D" cell batteries (order at lower left).
35 J 5561 (1 lb. 10 oz.). 2.69

G P T BOAT skims forward, backward over water by remote control, siren wails as she goes. Set rudder for desired course All steel, minutely detailed with torpedos, depth charges, guns, etc. Order 2 "D" cell batteries at lower left.
35 J 5559. 13 in long. (1 lb.) 1.98

H AUTO TRANSPORT, TRAILER. Steer it left and right; drive it forward and back by remote control. Enameled steel, carries two 5-in cars on top, 2 below. Steel ramp hooks onto upper or lower deck for unloading. Order 2 "D" cells at left.
35 J 5587 17 in. long (3 lbs) 3.79





Drawings: Milton Gurche

HOGS MAKE "PIGS" OF THEMSELVES, eat too much supplement if you feed it separately, say hogmen who've switched to complete mixed feeds. They claim faster gains; get their hogs on better markets.

While Charlie Stephen's record with ground mixed ration on pasture is a pretty good argument for the system, let's see what some of the Experiment Stations say.

Most test results agree that you'll be money ahead if you feed mixed rations until pigs weigh about 70 pounds. But here the agreement ends. Some researchers say that you can't afford mixed rations after this weight—the extra grinding cost and feed waste gobble up any advantage from possible faster gains.

Others point out that complete rations will pay when you are pushing hogs to avoid a price break. In practically every test, hogs fed a complete ration have gained faster. But the big joker comes when you add $3 to $4 a ton for grinding and mixing.

However, competition among feed dealers, grain elevators and local feed mixers is changing this cost picture in many sections of the Corn Belt. Charlie Stephen, for instance, gets his corn shelled, hauled, ground, mixed to his specifications and delivered into his self feeders for $4 a ton. He can get delivery on as little as 500 pounds, but if he telephones for 5 tons, he gets a $2 a ton discount.

Charlie's feed dealer, Bud Swanson, says that at least 90% of his hog supplement goes out to farms in bulk trucks as mixed feed. Swanson's crew also vaccinates and worms pigs for the cost of materials. If you want to check your cost of gains, they'll weigh your pigs free every 30 days. Swanson figures making his money on increased volume of supplement.

But whether *you* will make money feeding complete mixed rations may depend largely upon the feed business competition in your area. The Charlie Stephens in the Corn Belt are sure it's the thing for them.

Dual wheel. This model has won farmers' praise everywhere. It offers the crop clearance most farmers like for working normal-spaced row crops, yet it maintains all the convenience features that have made Ford Tractors so popular. It's an excellent match for the outstanding Ford 2-row mounted corn picker—the picker that cuts shelled-corn losses in half. Find out more from your nearby dealer.

For row crop work

THEY'RE ALL FORDS

When you pick Ford you get: Ford's famous live-action hydraulic system and 3-point linkage; a bonus of power from Ford's "Red Tiger" engine, known for its economy and long life; unusual maneuverability, and Ford's low prices. Its easy-on-the-operator design coupled with one of Ford's "pick-up-and-go" family of implements — the largest yet — gives you the truly modern way of farming with less fatigue, at the greatest cost savings for greater profits.

See for yourself. Stop in at your Ford Tractor and Implement dealer's.

FORD TRACTOR HORSEPOWER HAS MORE THAN DOUBLED!

LIVESTOCK

Can hogs really do an economical job of balancing their own rations? More and more farmers doubt it, and say...

Hogs aren't that smart!

BY DEAN C. WOLF

A TIME-HONORED piece of hog-feeding gospel is losing ground in the Corn Belt.

Hog raisers are questioning whether pigs are really smart enough to economically balance their own ration when you give them a free choice of grain and supplement.

The trend is toward self-feeding a complete ground mixed ration. Pigs still get all they want to eat. But they no longer get to choose what they like best. Even the smaller operators are beginning to feed this way.

It's no surprise to a few old hands like Charlie Stephen of Poweshiek County, Iowa. Charlie started grinding and mixing in 1949, and he's more sold now than ever.

A case in point are the records on his last February farrowed pigs. He admits he had some luck in raising 128 pigs from 12 sows, but it took more than luck to keep his feed cost down to $8.30 per hundred from birth to market. He figured corn at $1.45 and oats at 60c a bushel, paid going prices for supplement.

And those costs included sow feed during the suckling period and veterinary bills—everything except labor, land rental and buildings depreciation.

Charlie sold his pigs for $16.35. They weighed 225 pounds apiece and averaged only five months and one day of age! That's a gain of 1.45 pounds per day and a pound of pork for 3.6 pounds of feed, including sow feed.

That rate of gain could be some kind of a record, believes E. L. Quaife, veteran extension swine specialist at Iowa State College. At least it's the best ever turned in by nearly 2,000 top hog raisers competing for Iowa's coveted Master Swine Producer awards the past 15 years.

TAKE YOUR

Single wheel. A powerful tractor that "handles like a dream"—excellent for most irrigated row crops, and tops in narrow-spaced crops. You get pinpoint steering accuracy with Ford's work-easy power steering (standard on all Ford row crop models). Up-front cultivators of drive-in, quick hook-up design make easy work of cultivating crops like corn and cotton. The design of the front-wheel support means less chance of clogging from mud and trash—another Ford exclusive.

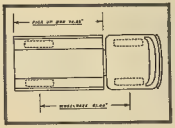
Wide-adjustable front axle. If your preference is for the stability, flotation and ease of handling provided by the four-wheel design in plowing, seed-bed preparation and heavy harvesting operations, Ford has it here—and yet it lets you have "up-front" cultivation with drive-in, quickly attached cultivators. Try Ford's power steering, power adjusted rear wheels and all those other features that make Ford the best year-round tractor on the farm.

extraordinary!

Now...the completely new

Forward Control

Only the new 'Jeep' FC-150 gives you all these work-saving features!



NEW FORWARD CONTROL DESIGN puts an unprecedented 74" pickup box on an 81" wheelbase, places the engine behind you, makes every inch work for you. This efficient new design puts you up-front, provides up to 200% greater forward visibility.

ALL-NEW WRAP-AROUND WINDSHIELD, largest in its weight class (1,192 sq. inches), combines with new Forward Control design for unsurpassed driver vision. Big safe-view rear window is standard equipment.

NEW SAFETY-VIEW CAB combines spaciousness with an outlook that gives a "safe-feeling." Extra leg and head room! New acoustical lining diminishes cab noise—big new springs and shock absorbers cushion ride.

- **New Forward Control design**
- **Maximum cargo space on minimum wheelbase**
- **"Go-anywhere" maneuverability**
- **Famous 'Jeep' ruggedness and economy**
- **4-wheel-drive traction and versatility**

Meet the world's newest, most efficient 4-wheel drive Truck—the all-new 'Jeep' FC-150 with the ultra-modern new-style look, the new feel and surge of tomorrow. New Forward Control design is the secret!

This newest truck concept puts a 74" pickup box on an 81" wheelbase to give you record-breaking cargo space per inch of wheelbase. *It's the first time a 4-wheel drive truck has so effectively combined such outstanding maneuverability with so much cargo capacity!*

You get safety-tested big-truck features with traditional 'Jeep' stamina and versatility. And the FC-150 is powered by the performance-proved engine that made 'Jeep' vehicles famous. 'Jeep' engine economy and a new 16-gallon gas tank combine to provide a cruising range of up to 300 miles on just *one* filling.

Ask your 'Jeep' dealer for a practical, on-the-job demonstration of this newest truck advance!

Newest addition to the 4-Wheel-Drive 'Jeep' family!

'Jeep' FC-150

MOBILE POWER TO DO THE JOB—with power take-off you get on-the-spot power to operate equipment from winches to belt-driven machinery. This unmatched versatility saves time, replaces extra equipment.

"GO-ANYWHERE" 4-WHEEL-DRIVE 'JEEP' TRACTION takes the FC-150 over the roughest terrain — through mud, sand, soft earth with sure-footed stability. Yet it shifts easily into 2-wheel drive for highway travel.

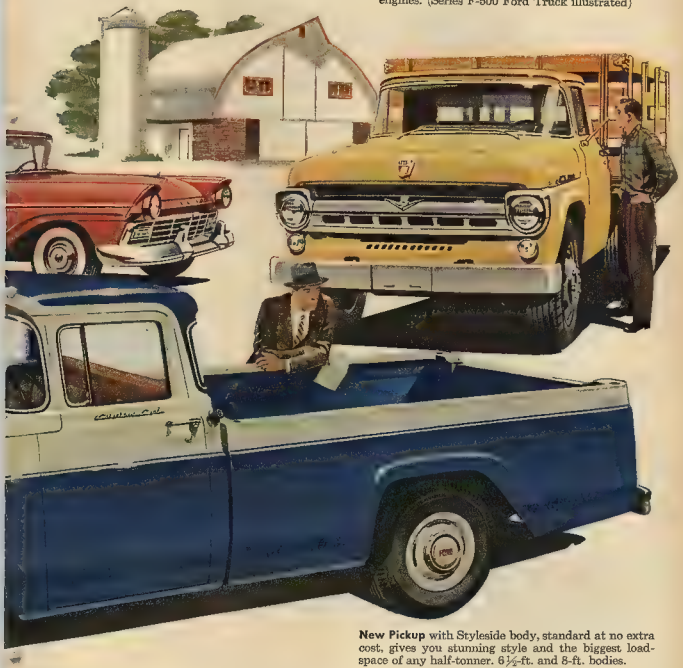
'Jeep' Forward Control
4-Wheel-Drive FC-150

Willys... world's largest makers of 4-Wheel-Drive vehicles

WILLYS MOTORS, INC.

RD TRUCKS *for* '57

New medium-duty stake trucks for farm work. Choice of modern Short Stroke Six or two V-8 engines. (Series F-500 Ford Truck illustrated)



New Pickup with Styleside body, standard at no extra cost, gives you stunning style and the biggest load-space of any half-tonner. 6½-ft. and 8-ft. bodies.

For '57 and the years ahead-

FORD TRUCKS COST LESS

...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

LOOK! NEW FO

The boldly modern styling you see in new Ford Trucks for '57 only *hints* at how deep-down modern they are!

New Ford Pickups with Styleside bodies (standard at no extra cost) offer extra loadspace, new higher power, completely new cabs, a new kind of pickup ride. The exciting new Ranchero rides, handles and looks like a modern car. Deep-down it's a rugged truck—carries more than many standard pickups. And the completely new medium-duty trucks have higher horsepower, more rugged chassis and stronger, roomier, more comfortable cabs. *See your Ford Dealer for more information on the sweeping changes made throughout the new Ford line!*

The Ranchero! More than a car, more than a truck—it's a completely new kind of vehicle. A real packhorse that handles more than half a ton!

LOOK again!

They're modern through and through

NEW cabs—completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panels!

NEW hydraulic clutch, standard in all models from Pickups to Tandems. Easier to operate, works like hydraulic brakes. Clutch and brake pedals are suspended type for extra driving ease!

NEW riding comfort! A completely new suspension; big, roomy cabs and better visibility, greatly improved riding and handling ease.

NEW chassis and body strength! New frames, up to 13% stronger. New sturdier front and rear axles! New higher capacity springs! New stronger, more durable cabs.

NEW power advances! New higher horsepower, new freer breathing, new higher compression, new Super Filter air cleaners. New advancements from camshafts to carburetors! Modern Short Stroke design in every engine—V-8 or Six.

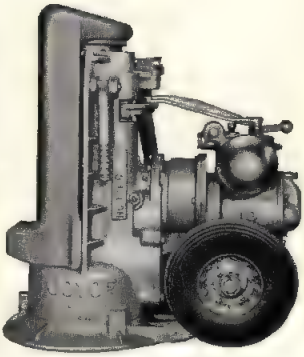
NEW F-600 2-tonner has higher horsepower and more rugged chassis construction. More payload capacity than any other 2-tonner.

JOYCE AIR MOTOR DRIVEN JACKS

Ball Bearing Geared Screw Type for Industrial, Railroad, and Construction Use . . . 20, 35, 50, 75, and 100 Ton Capacities . . . With Removable Toe Lift As Optional Feature

EASY TO MOVE WITH COLLAPSIBLE HANDLE

Compressed air replaces manpower and saves approximately nine-tenths of the time required for jacking a load by hand. Automatic shut-offs assure positive safety. Lowered by reversing motor—not self-lowering. Grease fittings for easy lubrication. Powered with Heavy-Duty Ingersoll-Rand Rotary motor. Equipped with semi-pneumatic tired wheels for fast jack placement. Lifting capacities shown are for 90 lbs. per sq. in. average operating air pressure. Prices on hose and couplings furnished on request.



Model No.	Capacity Tons on Toe	Capacity Tons on Toe	Rise Inches, Cap and Toe	Weight Pounds	Height Inches
1720-R	20	....	18	240	28
*1720-RGL	20	10	18	280	28
1735-R	35	....	18	250	28
*1735-RGL	35	17½	18	295	28
17710-R	50	....	16½	425	28
*17710-RGL	50	25	16½	485	28
17712-R	50	....	24½	440	36
1799-R	75	....	13¾	465	26
1799-AR	100	....	13¾	465	26
*1799-ARGL	100	50	13¾	565	26
17915-AR	100	....	30	620	44

* Removable toe lift model.

JOYCE BALL BEARING GEARED SCREW JACKS

Joyce Journal Jacks

Jacks Nos. 1025 and 1035 are used for general construction and maintenance work, bridge work, and other services where a short powerful lift is required. Jacks Nos. 1025-A and 1035-A are constructed with special heat-treated aluminum alloy frame and base plate. Extremely light and very durable.

All JOYCE Journal Jacks have a positive stop which prevents the operator from driving the ram out beyond the safety limit of the screw

Jack No.	Capacity Tons	Height Inches	Rise Inches	Weight Pounds
1025	25	10	5	36
1035	35	10	5	42
1025A	25	10	5	25
1035A	35	10	5	35
153-J	50	10	4	68

Joyce Standard Speed

Ball Bearing Geared Screw Jacks

Plain Ball Bearing Jacks are used principally for heavy contracting work, bridge building, ship building, etc. They are recommended for outside work as they are not affected by weather conditions or rough handling. The jacks are all of the bridge or foot lift type and are furnished standard with a large area rectangular base. Round bases can be furnished if wanted, but standard rectangular base jacks only are carried in stock.

Jack No.	Capacity Tons	Height Inches	Rise Inches	Weight Pounds
154-A	25	22	12	119
160-A	35	27	17	208
165-A	50	26	16	230

JOYCE "YELLO-JACKIT" HYDRAULIC JACKS

3 to 100 ton capacity . . . for industry and construction

3 TON MODEL J39

Quality-built for rugged use, ideal for all light shop work . . . lifts light machinery, fork-lift trucks, cars and light trucks. Its light weight makes it the maintenance men's choice for general shop work, smaller repair and lifting jobs. All models have by-pass to prevent plunger overextension.

8 TON MODEL J89

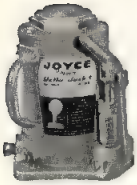
Full 16,000-lb. capacity for heavier shop work. Compresses springs, tests welded sections, moves machinery.

5 TON MODEL J59

The reinforced non-tipping base, score-resisting brass plunger ring and chrome-plated valve balls provide dependable service, plus a wide safety margin. This Joyce model is designed for medium duty such as straightening parts and structures and moving machinery.

12 TON MODEL J129

This compact, 12-tonner is ideal for rugged work. Welded integral handle makes it easy to carry jack. It is widely used as one of key jacks in industry.



20 TON MODEL J2011

Designed for heavy maintenance and construction jobs. This dependable Joyce Jack readily positions machines and construction equipment. Presses gear shafts on large engines, bends rail and channel iron.

30 TON MODEL J3011

As do all Liftmaster Jacks, Model J3011 features a minimum starting height and a maximum jacking height providing a great lifting range to do more jobs . . . easier and faster. Built for heavy maintenance and construction jobs.

50 TON MODEL J5011

Features the combined speed and power pump, which quickly raises the contact pad to the load, automatically shifts to power speed for smooth, easy lifting One piece solid steel machined base insures greatest strength, safety and dependability. Also protects pump and release valve.

100 TON MODEL J10012

Features one-piece forged alloy steel base and cylinder for greatest strength and rigidity. Despite its 100 ton lifting capacity this jack has two man portability . . . weighing in at only 183 lbs. Automatically adjusting packing gland nut eliminates leakage under heaviest pressure.

Model	Cap. Tons	Low Height	Hyd. Lift	Screw Ext.	Total Extended Height	Handle Length	Plunger Dia.	Eff. Ram Area (Internal) Sq. In.	Base Size Overall	Shipping Wgt.
J39	3	8⅛"	5⅞"	1⅝"	18"	20" two piece	1½"	1 231	5¾"x 4¼"	14 lbs. 4 oz.
J59	5	9"	6¼"	4½"	19¾"	20" two piece	1½"	1 872	7¼"x 4½"	18 lbs. 8 oz.
J89	8	9"	6¼"	4½"	19¾"	20" two piece	1½"	1 873	8" x 5⅝"	20 lbs. 6 oz.
J129	12	8½"	5⅛"	4½"	18¼"	20" two piece	1⅞"	3 281	8" x 5¼"	26 lbs. 11 oz.
J2011	20	11"	6 5"	none	17½"	20" one piece	2¼"	5 157	8½"x 6¼"	79 lbs.
J3011	30	11"	6¼"	none	17¼"	20" one piece	2¾"	7.890	7" x 7"	65 lbs.
J5011	50	11"	5¾"	none	16¾"	20" one piece	3¼"	11 045	8" x 9¾"	111 lbs.
J10012	100	12"	5¾"	none	17¼"	20" one piece	4"	15 904	10¾"x10¾"	183 lbs.

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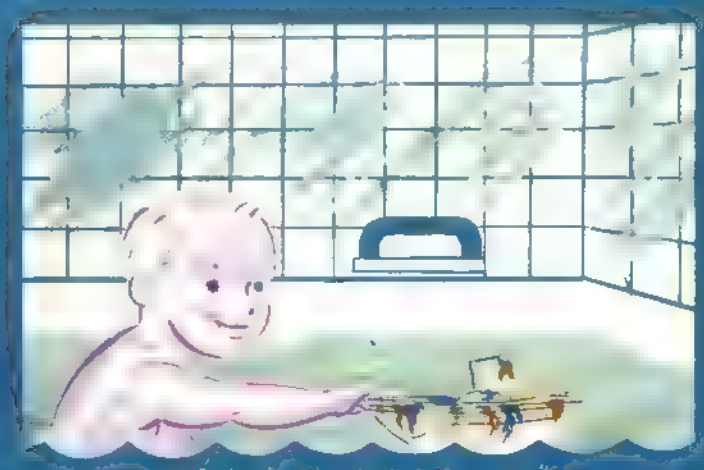
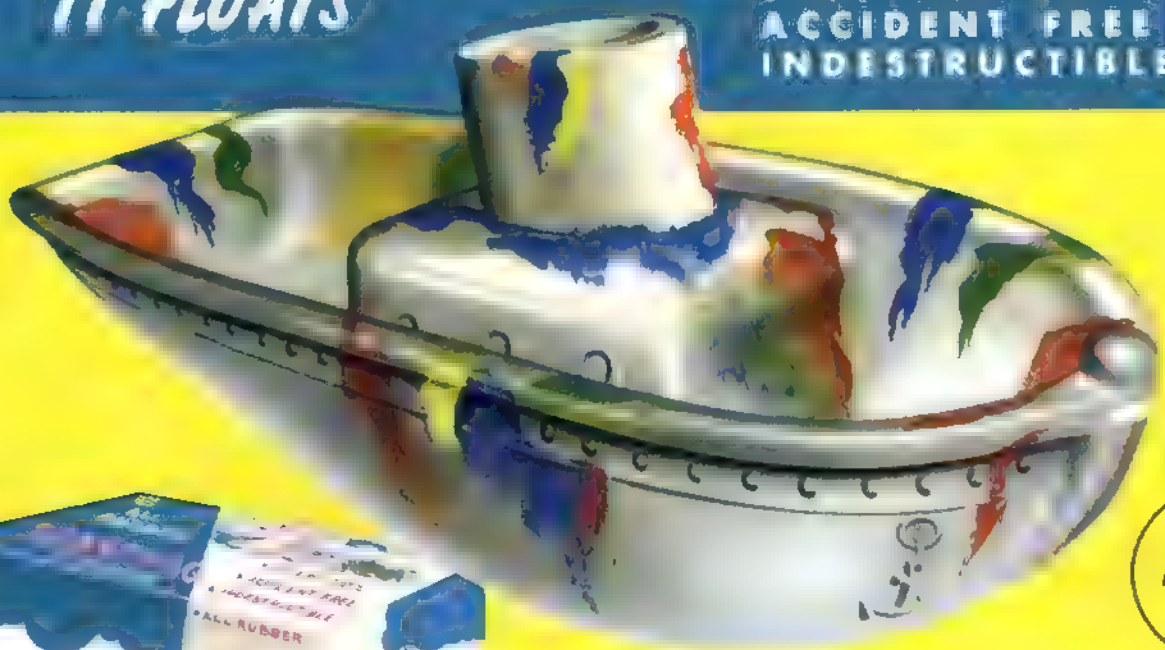
APEX

ALL RUBBER SAFE-T-TUG

IT FLOATS



SAFE FOR TOTS
ACCIDENT FREE
INDESTRUCTIBLE



ONLY 49¢ RETAIL

BABY'S FIRST BOAT AND THE NEWEST IN TUB TOYS FOR TOTS.

Beautifully multicolored in safe, indestructible pure rubber. One-piece molded construction. Each tug in its own counter display gift box

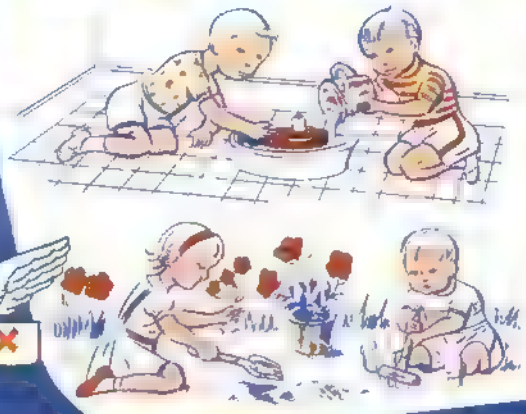
Packed 12 gift boxes to a shipping carton weight 7 pounds.

APEX TIRE & RUBBER CO

505 Central Avenue · Pawtucket, R. I.

PLAY SAFE with All Rubber

SAFE·T·MATES



- CANNOT CUT OR BRUISE
- NOT AFFECTED BY SUN OR COLD – SALT OR FRESH WATER
- YEAR ROUND USE – INDOORS OR OUTDOORS
- ALL RUBBER – CANNOT RUST
- INDESTRUCTIBLE – LIFETIME WEAR
- MULTI-COLORED

ONLY **$1.98** RETAIL

ALL NEW!
ALL RUBBER!

EACH GIFT BOX IS ITS OWN COUNTER DISPLAY UNIT!

Excitingly new and beautifully multi-colored. These are the latest in all rubber toys for the beach and sand box set. Each gift box contains a combination rake and scraper, a large pail and shovel, and the newest in sea-going tugs. One-piece molded construction makes these toys completely safe for children of all ages. Virtually indestructible, they cannot rust, cut or bruise — give year round fun, indoors or outdoors.

(Packed 12 gift boxes to a shipping carton — weight 30 lbs.)

505 Central Ave. **APEX TIRE & RUBBER CO.** Pawtucket, R. I.

Luxurious Portables *in the Modern Manner...*

A distinguished all-transistor radio with reversible flip-switch dial, for use as either a convenient portable (above) or a handsome table model (below) • Sturdy luggage-type cabinet with pyroxylin coated cover • Seven transistors for maximum sensitivity and best automatic volume control • Long-life battery pack power for 600 hours or year's life under normal use • Printed superhet wiring • Tone control • Long-range Magnetenna • Big 5¼" Alnico "V" PM speaker • Conelrad dial markings • Size 11¼" long; 8½" high; 4" deep • Ship. wt. 7 lbs. (with battery pack) • Color: British tan. MODEL 9562P

33A150 4W5776 ..... $79.95

Three-way portable—plays on batteries, AC, DC • Four tubes plus selenium rectifier • Alnico "V" PM speaker • Air-loop antenna • Automatic volume control • Conelrad markings • Size 10⅝" long; 7¾" high; 3⅝" deep • Ship. wt. 6½ lbs. • UL listed • Color: aqua, with gold-tone trim, clear plastic tuning dial. MODEL 954P

33A151—2W2307 ..... $32.95

(Portables priced less batteries)

Arvin

Top-Value Clock-Radios

LULL YOU TO SLEEP . . . WAKEN YOU GENTLY

Advanced engineering and styling • Five tubes, including rectifier • Printed AC superhet wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet • Slumber switch • Air-loop antenna • Slide-rule tuning dial • Alnico "V" PM speaker • Conelrad markings • UL listed • Size 13" long; 7⅛" high; 5¾" deep • Ship. wt. 9 lbs. • Color: pink. MODEL 5561T

33A152 OW2713 ..... $37.95

Jewel-like beauty • Panoramic clock face • Five tubes including rectifier • Air-loop antenna • Alnico "V" PM speaker • Slide-rule tuning • AC superhet • 1100-watt appliance outlet • Slumber switch • Size 12¼" long; 6¼" high; 5½" deep • Ship. wt. 10 lbs. • UL listed • Color: flame. MODEL 957T

33A153 8W2836 ..... $39.95

Accurate, dependable time-keeper • Calendar automatically tells day, date • Phonojack for records • Five tubes including rectifier • AC only • Slide-rule tuning • 1100-watt appliance outlet • Slumber switch • Alnico "V" PM speaker • Size 6" high; 13" wide; 5¼" deep • Ship. wt. 11 lbs. • UL listed • Color: ebony. MODEL 958T

33A154 6W3372 ..... $49.95

Arvin *Velvet-Voice Radios*

America's most beautiful line

Good looks, superior performance at low cost • Printed wiring AC/DC superhet • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air-loop antenna • Conelrad markings • Size 6" high; 10" wide; 5½" deep • Ship. wt. 5 lbs. • UL listed • Color: ivory. MODEL 951T

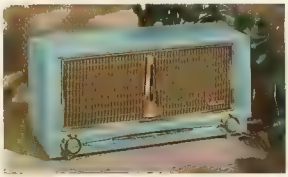
33A155—3W1690 . . . . . $21.95

Handsome plastic cabinet with beautiful meshwork grille cloth • Printed AC/DC wiring for uniform quality • Five tubes including rectifier • Alnico "V" PM speaker • Loop antenna • Conelrad dial markings • Size 7¼" high; 5⅜" deep; 13" wide • Ship. wt. 8 lbs. • UL listed • Color: apple green. MODEL 2563T

33A156—1W1896 . . . . . $24.95

High-fashion styling in chiseled plastic with two-tone grille cloth • Printed AC/DC wiring • Five tubes including rectifier • Illuminated indirect slide-rule tuning dial • Alnico "V" PM speaker • Loop antenna • Conelrad markings • Size 7¼" high; 5⅜" deep; 13" wide • Ship. wt. 8 lbs. • UL listed • Color: charcoal. MODEL 2564T

33A157—9W2207 . . . . . $29.95



Two panoramic 5-inch Alnico "V" PM speakers • Lighted mercury-type treble-bass indicator, slide-rule tuning dial • Phonojack • AC/DC superhet • Five tubes including rectifier • Conelrad markings • Automatic volume control • Size 6⅝" high; 5" deep; 13⅜" wide • Ship. wt. 11½ lbs. • UL listed • Color: turquoise. MODEL 956T

33A158—7W2481 . . . . . $34.95

Twin 5-inch Alnico "V" PM speakers • Printed AC/DC superhet wiring • Six tubes including rectifier • Illuminated indirect slide-rule tuning • Full-range tone control, visual indicator • Phonojack • Conelrad markings • Size 7⅛" high; 14¾" wide; 5¾" deep • Ship. wt. 10 lbs. • UL listed • Color: fawn. MODEL 3561T

33A159 5W2876 . . . . . $39.95

Refreshing styling that combines dignity with outstanding modern beauty • Five tubes including rectifier • Accurate, dependable clock timer • AC superheterodyne circuit • Alnico "V" PM speaker • 660-watt appliance outlet • Size 5¾" high; 11¼" wide; 4¾" deep • Shipping weight 8 lbs. • UL listed • Color: ivory. MODEL 859T1

33A160—3W2227 . . . . . $29.95

Luxurious Portables *in the Modern Manner...*

A distinguished all-transistor radio with reversible flip-switch dial, for use as either a convenient portable (above) or a handsome table model (below) • Sturdy luggage-type cabinet with pyroxylin coated cover • Seven transistors for maximum sensitivity and best automatic volume control • Long-life battery pack power for 600 hours or year's life under normal use • Printed superhet wiring • Tone control • Long-range Magnetenna • Big 5¼" Alnico "V" PM speaker • Conelrad dial markings • Size 11¼" long; 8½" high; 4" deep • Ship. wt. 7 lbs. (with battery pack) • Color: British tan.
MODEL 956ZP

3R82X5776—6X5517—Transistor Set..... ... .List $79.95

Three-way portable—plays on batteries, AC, DC • Four tubes plus selenium rectifier • Alnico "V" PM speaker • Air-loop antenna • Automatic volume control • Conelrad markings • Size 10⅛" long; 7¾" high; 3⅜" deep • Ship. wt. 6½ lbs. • UL listed • Color: aqua, with gold-tone trim, clear plastic tuning dial
MODEL 954P

3R83X2307—6X2241 ....List $32.95

(Portables priced less batteries)

Arvin

Top-Value Clock-Radios

LULL YOU TO SLEEP . . . WAKEN YOU GENTLY

Advanced engineering and styling • Five tubes, including rectifier • Printed AC superhet wiring • Automatic "on-off" and alarm set plus 660-watt appliance outlet • Slumber switch • Air-loop antenna • Slide-rule tuning dial • Alnico "V" PM speaker • Conelrad markings • UL listed • Size 13" long; 7⅛" high; 5¾" deep • Ship. wt. 9 lbs. • Color: pink.
MODEL 556LT

3R84X2713 6X2638 ....List $37.95

Jewel-like beauty • Panoramic clock face • Five tubes including rectifier • Air-loop antenna • Alnico "V" PM speaker • Slide-rule tuning • AC superhet • 1100-watt appliance outlet • Slumber switch • Size 12¼" long; 6¼" high; 5½" deep • Ship. wt. 10 lbs. • UL listed • Color: flame.
MODEL 957T

3R85X2836 6X2757 . ...List $39.95

Accurate, dependable time-keeper • Calendar automatically tells day, date • Phonojack for records • Five tubes including rectifier • AC only • Slide-rule tuning • 1100-watt appliance outlet • Slumber switch • Alnico "V" PM speaker • Size 6" high; 13" wide; 5¼" deep • Ship wt. 11 lbs. • UL listed • Color: ebony.
MODEL 958T

3R86X3372 6X3272 ... . List $49.95

Arvin *Velvet-Voice Radios*

America's most beautiful line

Good looks, superior performance at low cost • Printed wiring AC/DC superhet • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air-loop antenna • Conelrad markings • Size 6" high; 10" wide; 5½" deep • Ship. wt. 5 lbs. • UL listed • Color: ivory. MODEL 951T

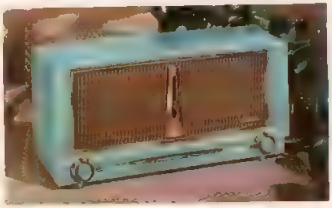
3R87X1690—6X1646 ..... List $21.95

Handsome plastic cabinet with beautiful meshwork grille cloth • Printed AC/DC wiring for uniform quality • Five tubes including rectifier • Alnico "V" PM speaker • Loop antenna • Conelrad dial markings • Size 7¼" high; 5⅜" deep; 13" wide • Ship. wt. 8 lbs. • UL listed • Color. apple green. MODEL 2563T

3R88X1896—6X1846 ..... List $24.95

High-fashion styling in chiseled plastic with two-tone grille cloth • Printed AC/DC wiring • Five tubes including rectifier • Illuminated indirect slide-rule tuning dial • Alnico "V" PM speaker • Loop antenna • Conelrad markings • Size 7¼" high, 5¾" deep; 13" wide • Ship. wt. 8 lbs. • UL listed • Color: charcoal. MODEL 2564T

3R89X2207—6X2156 ..... List $29.95



Two panoramic 5-inch Alnico "V" PM speakers • Lighted mercury-type treble-bass indicator, slide-rule tuning dial • Phonojack • AC/DC superhet • Five tubes including rectifier • Conelrad markings • Automatic volume control • Size 6⅞" high; 5" deep; 13⅝" wide • Ship. wt. 11½ lbs. • UL listed • Color: turquoise. MODEL 956T

3R90X2481 6X2412 ..... List $34.95

3R93X2481 6X2412 (Ivory) ..... List 34.95

Twin 5-inch Alnico "V" PM speakers • Printed AC/DC superhet wiring • Six tubes including rectifier • Illuminated indirect slide-rule tuning • Full-range tone control, visual indicator • Phonojack • Conelrad markings • Size 7⅛" high; 14¾" wide; 5¾" deep • Ship. wt. 10 lbs. • UL listed • Color: fawn. MODEL 3561T

3R91X2876—6X2796 ..... List $39.95

Refreshing styling that combines dignity with outstanding modern beauty • Five tubes including rectifier • Accurate, dependable clock timer • AC superheterodyne circuit • Alnico "V" PM speaker • 660-watt appliance outlet • Size 5¾" high; 11¼" wide; 4¾" deep • Shipping weight 8 lbs. • UL listed • Color: ivory. MODEL 859T1

3R92X2227—6X2196 ..... List $29.95

BENRUS

The Most Beautiful Watches in the World!

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

Compare These Exceptional Values at $49.50

Lady Angela . . . 17 Jewels. Full figure dial. In 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet
10959V2475 . . . . . **$49.50**

Lady Angela "W" . . . As above, in white
10960V2475 . . . . . **$49.50**

Sea Cove . . Incredibly accurate 17 jewel, Guaranteed Waterproof.* Shock-resistant, Chrome top, stainless steel back. Luminous dial, sweep-second hand. Unbreakable mainspring. Leather-inlaid expansion band.
10961V2475 . . . . . **$49.50**

Wallace . . . 17 Jewel guaranteed accurate movement, smoothly contoured 10K yellow rolled gold plate top, stainless steel back. Raised crystal. Unbreakable mainspring. Full figure dial. Matching expansion band.
0793V2360 . . . . . **$39.75**

Matthews . . . Modern tryion and numeral dial dramatically displayed by smart dome crystal. 17 jewels. Unbreakable mainspring 10K yellow rolled gold plate top, stainless steel back. Expansion band
10795V2870 . . . . . **$55.00**

Cramount "Z" . . Striking jet black dial has raised markers. 17 jewels, unbreakable mainspring. 10K yellow rolled gold plate top, stainless steel back Raised crystal Expansion band.
0796V2995 . . . . . **$59.50**

Cramount . . Same as above in white dial.
0797V2995 . . . . . **$59.50**

Dial-O-Rama "W" . . . Flashes the exact hour and minute. 17 jewels. Guaranteed Waterproof.* 10K yellow rolled gold plate top, stainless steel back. Leather inlaid expansion band.
10204V4785 . . . . . **$97.50**

Dial-O-Rama "M" . . . As above in chrome top, stainless steel back.
10205V4290 . . . . . **$79.50**

Daphne . . . Exquisitely proportioned case of 10K yellow rolled gold plate, stainless steel back Guaranteed accurate 17 jewel movement, unbreakable mainspring. Smart dome crystal. Expansion bracelet.
10765V2360 . . . . **$39.75**

Rhapsody . . . The ultimate in feminine elegance! Dainty 10K yellow rolled gold plate top, stainless steel back, 17 jewels unbreakable mainspring. Matching expansion bracelet.
10781V2995 . . . . **$59.50**

Rhapsody "W" . . . As above, in white
10782V2995 . . . . **$59.50**

Golden Idyll . . . Perfection in a precious 14K yellow gold case. 17 jewels, unbreakable mainspring. Raised square-cut crystal. Expansion bracelet
10183V3685 . . . . **$71.50**

Golden Idyll "A" . . . Same as above in 14K white gold.
10184V3685 . . . . . **$71.50**

Golden Siren "21" . . A magnificent watch with gleaming 14K yellow gold case, precise 21 jewel movement. Dome crystal. Expansion bracelet.
10210V4290 . . . . . **$79.50**

Golden Siren "A" "21" . . . Same as above in 14K white gold.
10212V4290 . . . . . **$79.50**

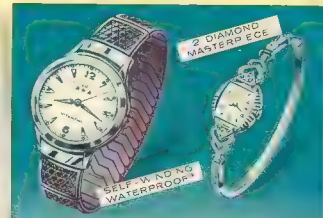
*When case, crown and crystal remain intact

Retail Prices include Federal Excise Tax

BENRUS

The Watch of Guaranteed Accuracy!

There's a tradition behind every BENRUS watch you buy . . . it is time measured accurately in the most beautiful way. And, what's more, you get the fullest measure of watch value for your money, regardless of the price you pay! Yes, every BENRUS is a masterpiece—durable, dependable timekeeping perfection.



Compare These Outstanding Values for Spring!

Auto-Flight . . . Self-Winding—always wound, always accurate! Guaranteed Waterproof.* 17 jewels. Chrome top, stainless steel back. Luminous dial, sweep second hand. Unbreakable mainspring. Leather-inlaid expansion band Gift box.
10964V2965 . . . . . **$65.00**

Diamond Kimberly . . . Two fiery diamonds. 17 jewels. 10K white rolled gold plate top, stainless steel back. Unbreakable mainspring Expansion bracelet
10962V2965 . . . . . **$65.00**

Diamond Kimberly "T" . . . As above in 10K yellow rolled gold plate
10963V2965 . . . . . **$65.00**

Embraceable Betty . . . Glamorous watch and bracelet combined! 17 jewels. Full figure dial 10K yellow rolled gold plate case, stainless steel back. Raised crystal Unbreakable main spring
10223V2870 . . . . **$55.00**

Embraceable Betty "W" . . . As above, in white
10224V2870 . . . . . **$55.00**

Embraceable Susan "21" . . . Breathtaking bracelet and watch combined! 21 jewels. 10K yellow rolled gold plate case, stainless steel back Unbreakable mainspring Dome crystal
10777V3685 . . . **$71.50**

Embraceable Susan "W" "21" . . . As above, in white
10776V3685 . . . **$71.50**

Diamond Carol "T" "21" . . . Two fiery diamonds. 21 jewels. Stunning 10K yellow rolled gold plate top, stainless steel back Unbreakable main spring. Expansion bracelet.
10252V3685 . . . . . **$71.50**

Diamond Carol "21" . . . As above, in white.
10251V3685 . . . . . **$71.50**

Diamond Paree "21" . . . 21 jewels. Two flaming diamonds, radiant 10K white rolled gold plate top, stainless steel back Dome crystal Matching expansion bracelet.
10782V4145 . . . . . **$75.00**

Diamond Paree "T" "21" . . . Same as above, in yellow.
10783V4145 . . . . **$75.00**

Sea Flag . . . 17 jewels Guaranteed Waterproof* not a drop of water not a speck of dust can get in! 10K yellow rolled gold plate top, stainless steel back. Luminous dial Sweep-second hand. Leather-inlaid expansion band
10193V3685 . . . . **$71.50**

Sport Chief . . . Self-Winding Winds itself as you wear it! Guaranteed Waterproof.* 17 jewels. 10K yellow rolled gold plate top stainless steel back Luminous dial Sweep-second hand Leather inlaid expansion band
10807V4290 . . . . **$79.50**

Sky Ace "25" . . . Ultra-precise 25 jewel self-winding! Reminds itself to wind itself! Guaranteed Waterproof.* Shock-resistant. Luminous dial. Sweep-second hand Stainless steel case. Grey, leather inlaid expansion band.
10809V4290 . . . . . **$79.50**

Sky Cadet "25" . . . Superb 25 jewel self-winding! Reminds itself to wind itself! Guaranteed Waterproof.* Shock-resistant Luminous dial. Sweep-second hand 10K yellow rolled gold plate case Leather-inlaid expansion band
10199V5440 . . . . . **$100.00**

*When case, crown and crystal remain intact

Retail Prices include Federal Excise Tax

GENERAL MERCHANDISE COMPANY

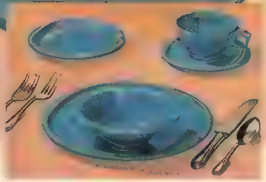
Boontonware® Belle

MELMAC® dinnerware at its finest

Smartly Modern . . . in Design . . . in Performance!

Boontonware Belle is the beautiful modern dinnerware that behaves . . . so beautifully! Handsome in shape, it's the sculptured square-in-circle design that dramatizes every table in any setting. Impressive in weight, Boontonware Belle has a satin smooth finish, a sparkling luster that never dims, for it's completely safe in a dishwasher's hottest water. Best of all, it will last next to forever—for this is the dinnerware that's

Guaranteed Against Breakage.*



45 Piece—Service for Eight. Contains 8 each: 10″ dinner plates; 6½″ dessert or sandwich plates; 12 oz. salad or soup bowls; 8 oz. cups and 6″ saucers—plus 14½″ platter; 10″ vegetable serving dish; 3 pc. sugar and creamer set. In solid colors or mixed color Harlequin as shown. Weight 17½ lbs.

No. X30A842 - 9W3330 .....**$49.95**
(Please specify color)

***Written Guarantee With Every Purchase**

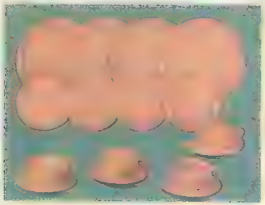
5 Piece Place Setting. Contains 1 each: 10″ dinner plate; 6½″ dessert or sandwich plate; 12 oz. salad or soup bowl; 8 oz. cup and 6″ saucer. Solid colors. Weight 2½ lbs.

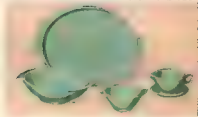
No. X30A844 - 5C317 .....**$4.75**
(Please specify color)

ALL NEW exciting "Gourmet Colors" Honeydew Green · Butter Yellow · Bon-bon Pink · Turquoisette · Smokey Charcoal

decorator-inspired to mix or match beautifully!

COMPLETE YOUR BOONTONWARE SET WITH THESE HANDSOME SERVICE PIECES!





5 Piece Continuation Service Piece Set. Contains: 14½″ platter, 10″ vegetable serving bowl; covered sugar and creamer. Solid colors or mixed Harlequin. Weight 4 lbs.

No. X30A845 - 2C777 .....**$11.65**
(Please specify color)

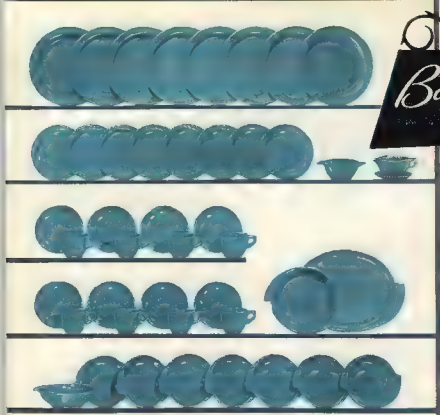
5 Piece Completion Service Piece Set. Contains: 10″ divided vegetable serving bowl; vegetable bowl cover; 11″ platter; covered butter dish. Solid colors or mixed Harlequin. Weight 3½ lbs.

No. X30A846 - 0C787 .....**$11.80**
(Please specify color)

16 Piece—Service for Four. Contains 4 each: 10″ dinner plates; 6½″ dessert or sandwich plates; 8 oz. cups and 6″ saucers. In solid colors or mixed color Harlequin (1 place setting each of Butter Yellow, Turquoisette, Bon-bon Pink, Smokey Charcoal). Weight 6 lbs.

No. X30A843 - 7W930 .....**$13.95**
(Please specify color)

"Be sure to indicate color"



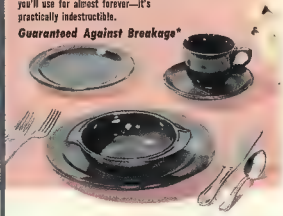
Boontonware® Deluxe

MELMAC dinnerware at its finest!

Perfection in a classic design!

Boontonware De Luxe is the finest example of classic simplicity in the finest of melmac dinnerware! The clean, unadorned lines blend with any period of decorating, lend a distinctive air to family dining. In the new decorator-inspired "Gourmet Colors," Boontonware De Luxe is the dinnerware you'll use for almost forever—it's practically indestructible.

Guaranteed Against Breakage*



45 Piece—Service for Eight. Contains 8 each: 10″ dinner plates; 7″ dessert or sandwich plates; 16 oz. lug soup or salad bowl; 8 oz. cups and 6″ saucers—plus 14½″ platter; 10″ vegetable serving dish; 3 pc. sugar and creamer. In solid colors or mixed color Harlequin containing (2 place settings each of Butter Yellow, Turquoisette, Bon-bon Pink, Smokey Charcoal). Weight 24 lbs.

No. X30A847-8W3664 .....**$54.95**
(Please specify color)

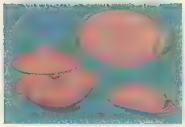
5 Piece Place Setting. Contains 1 each: 10″ dinner plate; 7″ dessert or sandwich plate; 16 oz. lug soup or salad bowl; 8 oz. cup and 6″ saucer. Solid colors. Weight 3 lbs.

No. X30A849-4C383 .....**$5.75**
(Please specify color)

COMPLETE YOUR BOONTONWARE SET WITH THESE HANDSOME SERVICE PIECES!

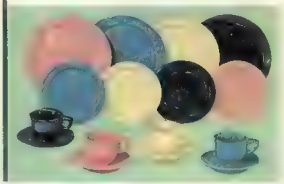
5 Piece Continuation Service Piece Set. Contains: 14½″ platter; 10″ vegetable serving bowl; covered sugar and creamer. Solid colors or mixed Harlequin. Weight 4 lbs.

No. X30A845-2C777 .....**$11.65**
(Please specify color)



5 Piece Completion Service Piece Set. Contains: 10″ divided vegetable serving bowl; vegetable bowl cover; 11″ platter; covered butter dish. Solid colors or mixed Harlequin. Weight 3½ lbs.

No. X30A846-0C787 .....**$11.80**
(Please specify color)



16 Piece—Service for Four. Contains 4 each: 10″ dinner plates; 7″ dessert or sandwich plates; 8 oz. cups and 6″ saucers. Solid colors or mixed color Harlequin. Weight 7½ lbs.

No. X30A848-6W1063 .....**$15.95**
(Please specify color)

New "Gourmet Colors" to mix or match

Honeydew Green · Butter Yellow · Bon-bon Pink · Turquoisette · Smokey Charcoal

Written Guarantee With Every Purchase

"Be sure to indicate color"

Bridgeport Copperware

Copper Clad skillets and saucepans that hold more...do more!

Guaranteed by Good Housekeeping

COPPER CLAD SKILLETS AND SAUCEPANS

WITH A STAINLESS STEEL INNER LINING FOR THOSE WHO PREFER THE RICH, DECORATIVE COLOR OF COPPER.

All outside surfaces are solid copper, all inside cooking surfaces are easy keep, lifetime Stainless Steel Constructed to insure a lifetime of proud usage!

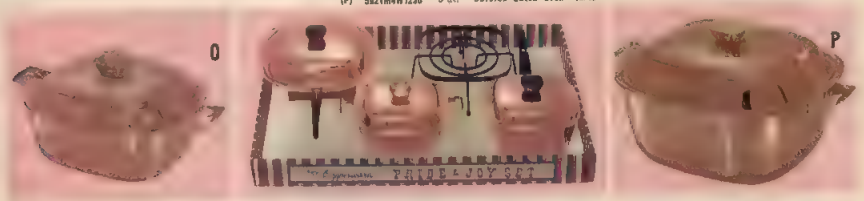
COPPER CLAD OPEN STOCK

				Estab. Retail
(I)	5914M3W738	2½ Qt	Covered Saucepan	$10.95
(J)	5915M2W597	1½ Qt.	Covered Saucepan	8.95
(K)	5917M4W683	3½ Qt	Covered Saucepan	12.95
(L)	5916M3W697	9"	Covered Skillet	10.45
(M)	5918M4W658	11"	Covered Skillet	12.45
(N)	5919M4W697	13"	Covered Skillet	14.95
(O)	5920M2W763	2 Qt.	Covered Casserole	11.45
(P)	5921M4W1230	5 Qt.	Covered Dutch Oven	18.45

WALL BRACKETS

TO HANG SKILLETS & SAUCE PANS

		Estab. Retail
5908MW50	9" Skillet wall bracket	.79
5909MW53	11" Skillet wall bracket	.95
5910MW83	13" Skillet wall bracket	1.25
5911MW50	1½ qt Saucepan wall bracket	.75
5912MW53	2½ qt Saucepan wall bracket	.95
5913MW83	3½ qt Saucepan wall bracket	1.25



2 QT. COVERED CASSEROLE

5920M2W763 Covered casserole with gleaming brass handles. Ideal for oven to table serving. Casserole and 2½ Qt saucepan combined make a double boiler. Estab. Retail $11.45

COPPER CLAD PRIDE AND JOY SET

5922M12W2230 A versatile set that answers the housewives' every basic kitchen need. Consists of 2½ qt saucepan, 11" skillet, 2 qt casserole (each with cover) and wrought iron candle warmer that can be used with any item from this set. 2½ qt. saucepan and 2 qt. casserole combined make a double boiler. Ship. wt. 12 lbs. Estab. Retail $35.45

5 QT. COVERED DUTCH OVEN

5921M4W1230 Ideal for oven roasting or top of range cooking. Large capacity. Square shape holds more. Gleaming brass handles. Estab. Retail $18.45

SOLID COPPER OUTSIDE **STAINLESS STEEL INSIDE**
Note how copper covers from rim to rim — to wrap foods in heat Constructed to insure a lifetime of proud usage!

NEW GLAMOUR IN THE KITCHEN
Imagine these beauties gleaming on your stove! See how squared shape makes maximum use of range space.

SLOPING SIDES — Preferred by gourmet chefs! Easier to turn foods...slide into serving dish.

Bridgeport Encased Copperware

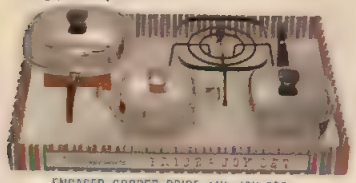
- Stainless Steel OUTSIDE
- Solid Copper CORE
- Stainless Steel INSIDE

The MAGIC HEART of Copper encased in solid Stainless Steel reaches rim-to-rim to wrap foods in heat.

Guaranteed by Good Housekeeping
REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

ENCASED COPPER COOKING UTENSILS

Combine the wonderful cooking power of copper with the easy cleaning qualities of Stainless steel. Bridgeport Copperware is the most advanced of all cookware . . . advanced in design, with its smartly squared contours, its triple-layer construction . . . advanced, too, in its wonderful cooking efficiency that actually pampers foods, coaxing their flavors, winning you compliments!



ENCASED COPPER PRIDE AND JOY SET

5907M12W2130 A versatile set that answers the housewives every basic kitchen need. Consists of 2½ qt. saucepan, 11" skillet, 2 qt. casserole (each with cover) and wrought iron candle warmer that can be used with any item from this set. 2½ qt. saucepan and 2 qt. casserole combined make a double boiler. Ship wt. 12 lbs. Estab. Retail $31.95

ENCASED COPPER OPEN STOCK

				Estab. Retail
(A)	5898M2W863	1½ Qt.	Covered Saucepan	$ 8.45
(B)	5900M3W897	2½ Qt.	Covered Saucepan	10.45
(C)	5901M4W830	3½ Qt.	Covered Saucepan	12.45
(D)	5902M5W863	9"	Covered Skillet	8.95
(E)	5903M4W797	11"	Covered Skillet	11.95
(F)	5904M4W930	13"	Covered Skillet	13.95
(G)	5905M2W730	2 Qt.	Covered Casserole	10.95
(H)	5906M4W1197	5 Qt.	Covered Dutch Oven	17.95

WALL BRACKETS

TO HANG SKILLETS & SAUCE PANS

		Estab. Retail
5906MW50	9" Skillet wall bracket	.75
5909MW63	11" Skillet wall bracket	.95
5910MW83	13" Skillet wall-bracket	1.25
5911MW50	1½ qt. Saucepan wall bracket	.75
5912MW63	2 qt. Saucepan wall bracket	.95
5913MW83	3½ qt. Saucepan wall bracket	1.25

CONVERSATION PIECE STYLING for range to table serving. So superbly fashioned you'll bring your skillet and casserole right to the table . . . enjoy easy, gracious buffet service or informal dining with the Bridgeport wrought-iron warmer.

"ENCASED COPPER" UTENSILS
Stainless Steel Outside — Solid Copper Core
Stainless Steel Inside
The MAGIC HEART of Copper encased in solid Stainless Steel reaches rim-to-rim to wrap foods in heat.

EASY NON-DRIP POURING from any of the four corners is an exclusive feature of Bridgeport Copperware

UNIQUE SQUARED SHAPE for better use of range space. Non-drip pouring is easy from corners. Bridgeport Copperware holds more, does more—accommodates square-packed frozen foods perfectly. Casserole in 2½ qt. saucepan serves as double boiler

OUTSTANDING VALUES OF AMERICA'S MOST POPULAR DOLLS

HOLIDAY BRIDE

25" all vinyl Bride. Dressed in a flowing bridal gown of luxurious satin, net, and lace. Wears a flowered tiara, imitation pearls and carries a bouquet in her hands. Rooted Hair. Her arms and legs are wired so that she can assume many life-like positions. Wears smart high heel shoes.

6T7812—Fac. 8V972.....List $7.95.....65304 ea

GLAMOUR GIRL

GLAMOUR GIRL: 20" ALL VINYL HIGH HEEL Walking Doll. Exquisitely dressed in a beautiful chiffon evening gown. Rooted Hair, Hollywood bob. Carries her own jewel box containing necklace, earrings, and ring.

6T7796—Fac. 5F711.....List $7.98.....65304 ea

BIG AND LITTLE SISTER

BIG AND LITTLE SISTER: 2 adorable all vinyl walking dolls. BIG SISTER is a 15" high heel doll. LITTLE SISTER is an 8" walking toddler. Both have Rooted Hair. Both are dressed exactly alike in a sweet party dress. Moving eyes.

6T7811—Fac. 902.....List $7.95.....65304 set

TEAR DROP . . . WEEPS REAL TEARS

14" all vinyl completely jointed doll. Drinks, wets and cries real tears, directly from the eyes. Dressed in cute 5 piece knitted outfit. Rooted Hair—completely washable. Packaged in an attractive CLEAR-VIEW all-the-way round container.

6T7780—Fac. 2K882W.....List $5.95.....54005 ea

8V972

5F711
85R711

2K882W

902

OUTSTANDING VALUES OF AMERICA'S MOST POPULAR DOLLS

600
601

PRINCESS BRIDE

ALL VINYL HIGH HEEL BRIDE DOLL IN SUITCASE. Beautifully gowned all vinyl walking bride. Rooted Hair can be washed, combed, curled and set. Her trousseau consists of four outfits: Street Dress, Nightgown, Housecoat, Sun Dress and Stole. Each in suitcase.

6T7797—Fac. 601 ..... List $7.95 ..... 65304 ea.

GOOD FAIRY

The GOOD FAIRY—19" Plastic walking doll in glittering fairy costume—complete with jeweled wand and crown. Snap on wing on the back for easy dressing and undressing. Pink pastel Rooted Hair. Each doll comes with a specially constructed stand for an attractive display in any little girl's room.

6T7807—Fac. 468386 ..... List $7.95 ..... 65304 ea

BALLERINA SHOWCASE

BALLERINA SHOWCASE—20" unbreakable plastic body, with vinyl head and ballerina arms. Rooted Hair. Ankles and knees jointed. Body jointed at waist, permits doll to be placed in numerous ballet positions. Dances on its toes or walks normally. Wears an authentic tutu of lame and net. Full length hose. Packaged with a three sided practice bar with reflector surface that serves as a stand. Additional costumes includes Change of tutu practice tights, leotard, house coat, practice shoes, panties.

Complete showcase

6T7823—Fac. 773 ..... List $10.98 ..... 87302 ea

Doll only, with around the shoulder off-stage cape

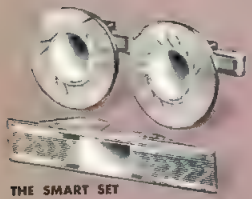
6T7805—Fac. 700 ..... List $7.95 ..... 65304 ea

773
700

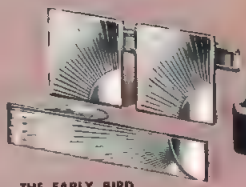
468386

Town and Country®

STERLING SILVER



THE SMART SET
For the man who gets around. Handsome Sterling Silver engraved by Master Craftsmen. *HAND POLISHED.*
0364AW750T . . . . Retail **$15.00**
0364/12AW675T (12 or more)

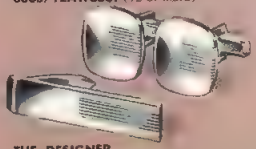


THE EARLY BIRD
Striking sunburst design in Sterling Silver for the man of fine discrimination. *HAND POLISHED.*
0363AW750T . . . . . Retail **$15.00**
0363/12AW675T (12 or more)

THE DIRECTOR
A symphony in Sterling Silver that strikes the right style note. Desirable satin and bright finish. *HAND POLISHED.*
0365AW875T . . . . . Retail **$17.50**
0365/12AW800T (12 or more)

THE DIPLOMAT
Popular oval shape for the man of the minute. Sterling Silver, mirror-finished to reflect good taste. *HAND POLISHED.*
0362AW750T . . . . . Retail **$15.00**
0362/12AW675T (12 or more)

THE EXECUTIVE
Sterling silver style-setter in the wanted round shape for the man who's a leader. *HAND POLISHED.*
0367AW500T . . . . . Retail **$10.00**
0367/12AW450T (12 or more)



THE DESIGNER
Smartly tailored simplicity of design in quality Sterling Silver. *HAND POLISHED.*
0366AW500T Retail **$10.00**
0366/12AW450T (12 or more)

Town and Country®

As advertised in **Esquire**

MEN'S JEWELRY

Styled for the man who's moving ahead! Dramatic, exciting styles by America's top designers. That "Just Right" deft touch needed to set off fine tailoring.

Sensibly priced too, and beautifully gift-packaged. Sets shown, actual size.

THE ENVOY
Handsome jet black, set with genuine gleaming rhinestone center. The Diamond Look. *HAND POLISHED.*
0368AW300T Retail **$6.00**
0368/12AW275T (12 or more)

THE CORINTHIAN
Graceful simplicity in the elegant look. *HAND POLISHED.*
0379AW300T Retail **$6.00**
0379/12AW275T (12 or more)

THE AMBASSADOR
The tailored look in handsome engine turned design. *HAND POLISHED.*
0372AW300T . . . . . Retail **$6.00**
0372/12AW275T (12 or more)

THE COUNSELOR
Oval concave design set with small white simulated pearl. The Rich Look. *HAND POLISHED.*
0381AW375T . . . . Retail **$7.50**
0381/12AW340T (12 or more)

Merchandise illustrated actual size.

 All prices subject to Federal Excise Tax Colors and Finish as illustrated

Town and Country

As advertised in **Esquire**

The Elegant look in men's Jewelry. You look best in wardrobe-flattering Town and Country stylings for the club or the office.

Beautifully packaged for gift-giving. The right price, the right style, for the right man!

Original stylings created by America's leading jewelry designers.

THE VARSITY

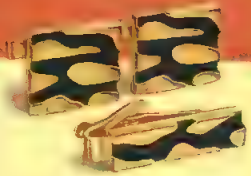
Compliment-catching, unique hobnail in black and shining gold finish. *HAND POLISHED*

0377AW250T . . . . . Retail **$5.00**
0377/12AW225T (12 or more)

THE CELEBRITY

Bright raised rhodium finish on smartly contrasting background for the style-leader. *HAND POLISHED*

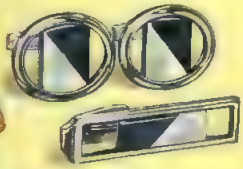
0376AW250T Retail **$5.00**
0376/12AW225T (12 or more)



THE DEBONAIR

Gleaming gold and black finish in the latest contemporary design. *HAND POLISHED.*

0378AW250T . . . . . Retail **$5 00**
0378/12AW225T (12 or more)



THE "PEEK-A-BOO"

Let that new shirt and tie show through. Genuine smoked and white mother of pearl. *HAND POLISHED.*

0373AW375T Retail **$7.50**
0373/12AW340T (12 or more)

THE SENATOR

Genuine smoked and white mother of pearl flatter each other in a set that flatters your own good taste.

0375AW300T . . . . . Retail **$6 00**
0375/12AW275T (12 or more)

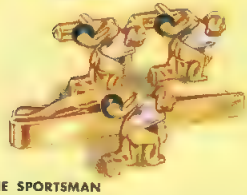
THE BANKER

Sparkling rhodium finish enhanced by a rich-looking blue center stone. *HAND POLISHED*

0374AW250T . . . . . Retail **$5.00**
0374/12AW225T (12 or more)

THE FRATERNAL

Masonic set in handsome quality, hand polished setting. Imported simulated ruby stone. **0369AW300T** . . Retai **$6.00**
0369/12AW275T (12 or more)

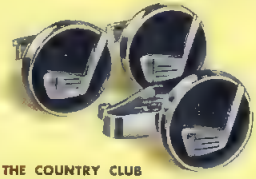


THE SPORTSMAN

For the Sports Lover. Genuine mother of pearl, set in gleaming yellow gold finish. *HAND POLISHED.*

0370AW250T . . . . . Retail **$5.00**
0370/12AW225T (12 or more)

Merchandise illustrated actual size.



THE COUNTRY CLUB

The Golfer in the style-swing this year wears this rhodium finish golf club on starkly contrasting background.

0380AW250T Retail **$5 00**
0380/12AW225T (12 or more)

Colors and Finish as illustrated

FIELD & STREAM

You'll land compliments with this genuine trout fly mounted under shining crystal.

0371AW375T. . . . Retai **$7 50**
0371/12AW340T (12 or mo

All prices subject to Federa Excise Tax

Dignified 18th Century English Baroque Westminster Mantel Clock, 10×8½".
Genuine Mahogany case, dull handrubbed. Antique finished brass ornaments and engraved hands. Raised numerals. Full 4-quarter Westminster chime 8-day pendulum movement.
5191M8W3500T . . . . . Retail $ 57.95

Smart new Sunburst 8-day Desk Clock, 8" diameter. Gleaming gold brass finish. Raised numerals on white metal dial. Accurate 4-swing lever timepiece.
5193M5W1200T . . . . . Retail $ 19.95

Handsome Mantel Clock, 8-day, hour and half-hour strike, 12¼×7¼". (Amplifying Chimes.) Genuine mahogany dull antique finished case with brass rod ornament. Raised numerals on enameled metal dial.
5195M6W1600T . . . . . Retail $ 26.40

Outstanding 8-day Desk Clock, 7" high on brass stand. Two-tone metal dial. Raised gilt figures. Dependable 4-swing lever movement.
5194M4W1075T . . . . . Retail $ 17.95

High quality Boudoir Alarm Clock, 3⅞×2¾", 7-jewel.
Silver dial with raised gold numerals. Unbreakable glass. Antique-finished ornaments. Raised numerals. Four gilt pillars. An everlasting outstanding gift.
5198M2W1000T . . . . Retail $ 15.50

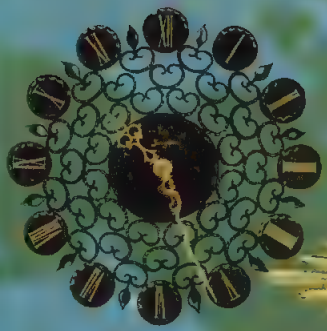
All clocks subject to F.E.T.

Modern Boudoir Alarm Clock, 4×3 . . .
Two-colored silver dial with gilt colored raised wedges. Luminous figures, points and hands. Black leather grain case on gold stand.
5192M3W450T . . . . . Retail $ 6.95

Striking Musical Alarm Clock with unbreakable glass dome, 4" diameter, 6½" high.
With genuine Swiss music box. This clock awakens you with the world famous melody of the Blue Danube Waltz, while the graceful figure dances in ballet style. Available in gold or pink.
5199M4W900T . . . . . Retail $ 14.95

1-Day Silent Tick Alarm Clock, 4" high.
Ivory case. Luminous dial. Alarm buzzes softly at first. Has range and repeater button, with loud shrill the lightest sleeper.
5197M2W495T . . . . . Retail $ 7.95

Similar two-tone Boudoir Alarm Clock, 3¼×3⅜", ivory color, luminous dial.
5196M2W275T . . . . . Retail $ 3.95



Hand-Wrought Iron 8-day Wall Clock, 14" diameter.

An outstanding beautiful, widespread decorative clock. 4 [illegible] iron wind lever movement, raised gilt numerals and matching hands.

5184M5W1450T . **Retail $ 23.95**

8-Day Sunburst Wall Clock, 20" diameter

Beautiful, widespread, gleaming brass with 8" white enameled metal [illegible] raised gilt figures and matching hands. Front wind [illegible] wet movement. Top precision [illegible] piece.

5185M8W2650T **Retail $ 43.95**

Same Clock

with hour and half-hour gong strike (amplifying membrane)

5186M9W3100T . **Retail $ 52.50**

Hand-Wrought Iron 8-day Wall Clock, 20" diameter.

A modern decorative clock that beautifies any home. 4-rivet iron wind lever movement, raised gilt numerals and matching hands. Smartly designed.

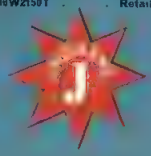
5187M5W1650T . **Retail $ 27.50**

Same Clock

with hour and half-hour gong strike (amplifying membrane)

5188M8W2150T . . **Retail $ 35.95**

WORLD FAMOUS *Junghans* CLOCKS

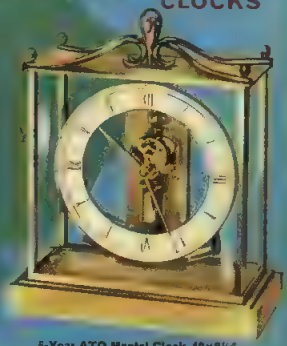


All clocks subject to F.E.T.

5-Year ATO Mantel Clock, 9×8½".

Oval shape glass dome. Polished brass base. Raised figures on silver dial. Clock operates 5 years on small battery. Split second accurate timepiece. Complete instructions with each clock. Easy to handle.

5189M7X1800T . . . . **Retail $ 29.95**



5-Year ATO Mantel Clock, 10×8½".

Brass framed glass case with ornamental top, dull gilt finish. Raised gilt numerals on silver dial. Clock operates 5 years on small battery. Split second accurate timepiece. Easy to handle.

5190M8X2650T . . . . **Retail $ 43.95**

Replogle

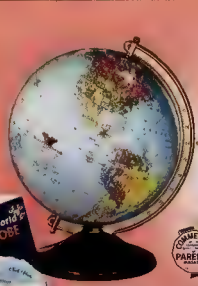
WORLD GLOBES

The wonderful gift of a globe fascinates all ages. Homework is easier—more like fun—when youngsters have a globe of their own! For grownups, too, past and present events come to life when every place is seen in true perspective on these accurate models of the world.

In this wide variety of globes made by Replogle, the world's largest globe manufacturer—you'll find a model for every purpose—from a sturdy 10-inch globe for the younger set to a magnificent 16-inch illuminated heirloom globe.

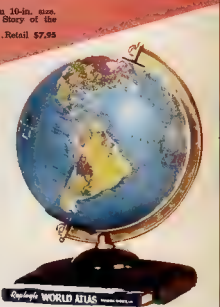
All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non-fading colors, washable.

The "Starlight." Smartly styled 12-in. globe with dramatic new map colors. Blue-black oceans contrast strikingly with vivid land colors. Numbered meridian and base plated in gleaming chrome. A handsome gift for any occasion — a valuable reference for the entire family. Map shows 6410 place names and every country clearly. Includes big deluxe 96-page book of globe uses, games, quizzes, index of place names, populations. Ht. 16½", wt. 6 lbs.
549A4-717. . . . . . Retail **$11.95**



The "Commander." America's best seller! Big 12-in. globe, classroom size, with 6410 place names, an excellent reference for school-age children. Brass-finished, numbered meridian; time dial over north pole; attractive finish on metal base. Comes with deluxe 96-page book describing uses of globe in pictures, stories, games; also handy index of cities, populations. Ht. 16½", wt. 6 lbs.
549A22-597.....Retail **$9.95**

The "Explorer." Similar model in 10-in. size. Has 32-pg. book of uses, "The Story of the Globe." Ht. 14", wt. 8½ lbs.
549A17-477. . . . . . Retail **$7.95**



GLOBE and ATLAS set. This complete reference in one handy unit is a fine family gift. Big 12-in. globe shows 6410 place names and every country in its true relationship. Numbered meridian is brass-finished. Metal base with walnut wood-grain finish is shaped to conveniently hold the Big up-to-date 206-page Atlas, which contains full-color foreign country maps, detailed U. S. maps, gazetteer, populations, valuable world information. Comes with 32-page book "The Story of the Globe." Ht. 18", wt. 8 lbs.
549A6-897 . . . . . Retail **$14.95**

REPLOGLE GLOBES ARE ADVERTISED IN
Ladies' Home Journal
PARENTS'
Better Homes and Gardens

Handmade ILLUMINATED GLOBES

Combine valuable reference with a beautiful home decoration. Maps hand applied for utmost accuracy. Complete with cord and 40W light bulb inside, easy to replace. Operate on AC or DC. 110 volts.

GLOBE and ATLAS set. Detailed 10-in. lighted globe with new 200-page Atlas in its handsome book-shaped base. Brass-plated meridian, walnut wood-grain finish on base. Atlas has full-color foreign maps, U.S. maps, index, populations. With 32-pg. globe book. Ht. 13", wt. 10 lbs.
549A10-1497.....Retail **$24.75**

BIG 12-in. LIGHTED GLOBE shows 6410 place names and offers outstanding reference and beauty for the home. All place names in large type stand out clear when globe is lit. Numbered meridian is satin brass-plated, base has modern black and brass plating. With 32-page book of globe uses. Ht. 18", wt. 10½ lbs.
549A8-1605. . . . Retail **$26.75**

8-in. LIGHTED GLOBE, similar to 12-in. model. Good size for end table, small desk, child's night light. Accurate, detailed map. Uses 25W bulb. Has 32-page globe book. Ht. 10", wt. 5¼ lbs.
549A7-837 . . . . Retail **$13.95**

Make an ideal TV light

HAGNS 617

Replyfe HEIRLOOM ILLUMINATED GLOBES

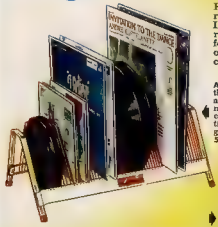
Each with cord and 40W bulb inside, easy to replace. Operate on AC or DC, 110 volts. Maps hand applied for greatest accuracy.

A truly elegant globe to enhance the finest home or office. The 12-in. lighted globe shows 6410 places. Satin brass-plated meridian revolves in a polished brass-plated fork so any area can be brought instantly into view. Duncan Phyfe pedestal is beautiful solid walnut, hand carved; 34¼ inches high for good reading level. Includes 32-page globe book. Wt. 14 lbs.
549A11-2385 .....Retail **$39.75**

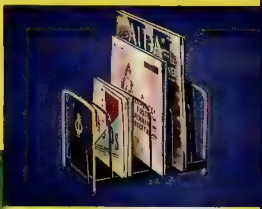
A globe masterpiece for the well appointed office, home library or living room. The huge 16-in. lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis, satin brass-plated meridian revolves on ball bearings. 32 page globe book included. Ht. 39½", wt. 38 lbs.
D565A35-8700 .....Retail **$145.00**

Lyric RECORD RACKS AND CASES

Here's the safe, easy, most compact way to file records. Solves *all* your storage needs, because LYRIC has a quality case or rack for every record size and speed. All are steel-constructed for years of use, beautifully finished in decorator colors. Perfect gifts for your record-collecting friends of any age.



ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design; brass-finished handles, red plasticized wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt. 4 lbs.
549A31-255. ... . Retail **$4.25**

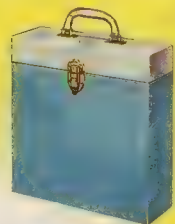


LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
549A32-315.....Retail **$5.25**

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish, red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
549A35-357.... ... . Retail **$5.95**

FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
549A38-237.....Retail **$3.95**

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
549A36-435 . ... Retail **$7.25**



FOR 12" RECORDS. Holds 36 records including LP's in jackets. Strong light metal, baked wrinkle finish. Gray top, aqua bottom. Plastic handle, brass-plated draw bolt lock. Index card, embossed dividers, gummed numbers. Wt. 6½ lbs.
549A37-465.....Retail **$7.75**

...for the discriminating

ICE CREAM SODAS

CARBONATES WATER

A GIFT THE ENTIRE FAMILY CAN ENJOY!

Transforms tap water into carbonated club soda for livelier bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host . And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine No more bottles to store . No more empties to return! Each bulb makes a full quart Always ready for unexpected guests! Connoisseur Finishes Copper & Black Turquoise & Yellow—Silver & Red.

Sparklet

★ REFILLABLE SYPHON

★ ICE BUTLER

★ ICE CRUSHER

SYPHON BOTTLE
5253M5W1050
Retail: $15.00
Specify Color

SPARKLET RED BAND BULBS—Retail, $1.00 for a package of 10 bulbs. .75 each minimum order of three boxes.

Not only the most beautiful ice container that you've ever seen . but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body — Copper lid, handles and feet Ice blue plastic liner Fully insulated with Fiberglas

CAPACITY 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9¼", DIAMETER 9⅝", SHIPPING WEIGHT 4½ LBS

ICE BUTLER
5254M5W1050
Retail: $15.00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cube ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable— Extra lid transforms container into ice bucket*

Crushed ice INSTANTLY... Turn the handle one direction for coarse ice the opposite for fine Finest mechanism. Copper top and appointments. Translucent base flecked with gold

CAPACITY: CRUSHED ICE FROM TWO FULL TRAYS, HEIGHT 9¼", DIAMETER 4¾", SHIPPING WT 2½ LBS.

ICE CRUSHER
5255M3W907
Retail: $12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

Eloquent Daiquiris

Frozen Collins

Now . . . the Sparklet Bar-Tendor

SPECIALLY DESIGNED LIQUEFIER-BLENDER FOR HOME ENTERTAINMENT!

Now, you can make those fascinating, professional drinks that are so eye-appealing and palate-pleasing Right at your own home-bar! Eloquent Daiquiris piled high with a cherry on the top, Delicious Frappes chilled to perfection, tall Frozen Collins' and hundreds of your own impressions of sophisticated cocktails

In short, the Sparklet Bar-Tendor excels in mixing everything from Alexanders to Zombies—and shaves the ice right in the drink to make it colder, smoother and more delightful!

Also grind your own coffee blend . . Chop nut-meats for sundaes, etc CHOPS, SHAVES, GRINDS, BLENDS, LIQUEFIES.

SPECIAL FEATURES: TWO-PIECE TOP, 44 OUNCE CLEAR GLASS BOWL, CHROME BASE, 2 SPEED SWITCH WITH "OFF" POSITION.

CAPACITY 44 OUNCES HEIGHT 16½" DIAMETER 7", 115 VOLTS, A.C OR D.C SHIPPING WEIGHT 11 LBS LISTED BY UNDERWRITERS LABORATORIES, INC

BAR TENDOR
5256M11W2797
Retail: $39.95

GIFT ASSORTMENTS

CONNOISSEUR SET

A superb gift selection for the person who seems to have "everything". The elegant Sparklet Ice Butler in Stainless Steel and gleaming copper holds four trays of ice cubes. And, its companion piece, the New, Sparklet Syphon in your choice of finishes Copper & Black, Silver & Red or Turquoise & Yellow.

(Please Specify Color of Syphon Bottle)

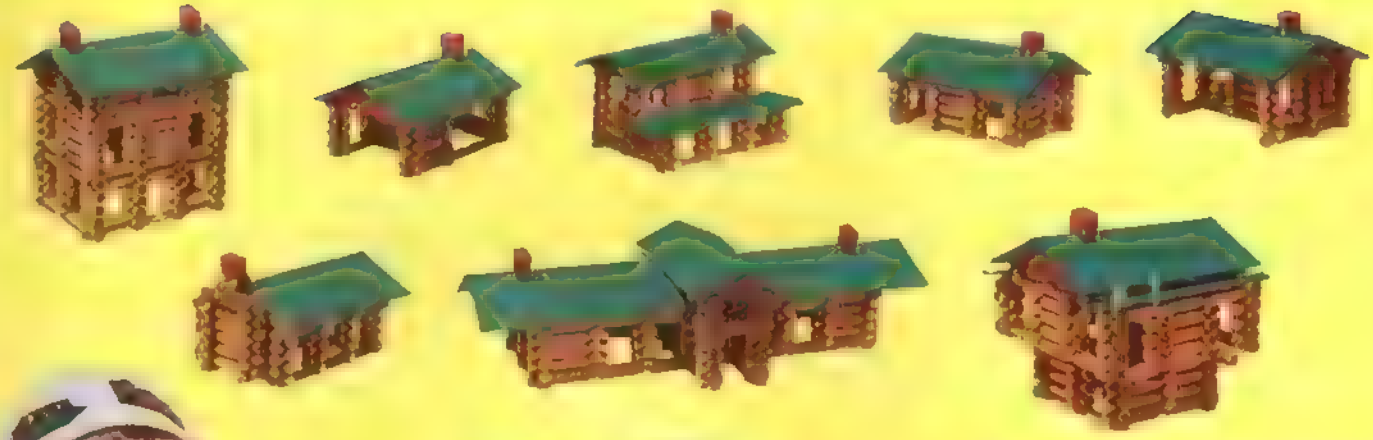
CONNOISSEUR SET
5258M10W2000
Retail: $27.95

KENTUCKY COLONEL

Here's the perfect combination that produces chilled drinks with plenty of "life," everytime! The Sparklet Syphon's fizzier, livelier club soda and the Sparklet Ice Crusher's fine or coarsely shaved ice assures "professional" results! Your choice of Sparklet Syphon finishes Copper & Black, Silver & Red, or Turquoise & Yellow.

(Please Specify Color of Syphon Bottle)

KENTUCKY COLONEL SET
5257M8W1863
Retail: $24.95



original-round

LINCOLN LOGS

America's National Toy

SET 4CF *Retail Price* **$4.00**

129 wood pieces and seven scaled metal figures, hand painted with details of cowboys and Indians. 4 page colored design sheet.

Standard package 6 cans—weight 24 pounds.

SET 6CF *Retail Price* **$6.00**

178 wood pieces and 10 scaled metal figures of Indians and cowboys, brightly painted 4 page colored design sheet. This is the deluxe Lincoln Log set.

Standard package 4 cans—weight 26 pounds.

PEG BLOX

Multiple unit system of ⅞" thick wood block shapes with drilled holes ⅞" between centers allow connecting dowels to build realistic, mobile models of any description. Can be used with Makit Toy sets. All blocks are in primary colors.

NO. 15 PEG BLOX
Retail Price **$1.50**

11 shapes, 44 pieces and design sheet.

Standard package 12 cans—weight 14 pounds.

NO. 25 PEG BLOX
Retail Price **$3.00**

13 shapes, 74 pieces and design sheet.

Standard package 6 cans—weight 13 pounds

STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

original-round

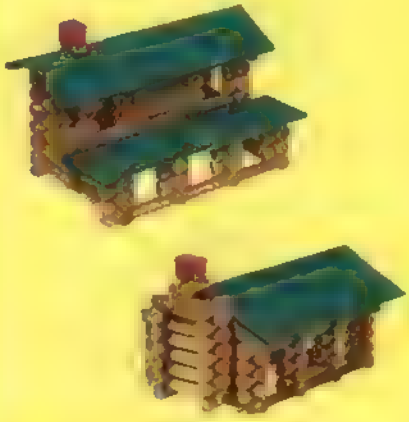
LINCOLN LOGS

America's National Toy

Lincoln Logs has been a best seller for more than a quarter of a century. As educational toys, Lincoln Logs provide hours of pure enjoyment, encourage the child's imagination, create a background for trains, trucks, figures, etc. They are ideal for play alone or for group activity. Realistic forts, cabins, stockades, houses and many other buildings and structures will be built.

Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. Lincoln Logs are standard ¾" in diameter and each set is complete in itself. All sets interchange one with another.

- Original, realistic round Logs
- More pieces at lowest prices
- Sturdy, colorful gables
- 4 page colored design sheets in each set
- 6 sets in can containers



SET 1C *Retail Price* **$1.00**
53 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds.

SET 2C *Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 3C *Retail Price* **$3.00**
129 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built
Standard package 6 cans—weight 21 pounds.

SET 5C *Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made Constructs larger buildings or more than one small building
Standard package 4 cans—weight 24 pounds.

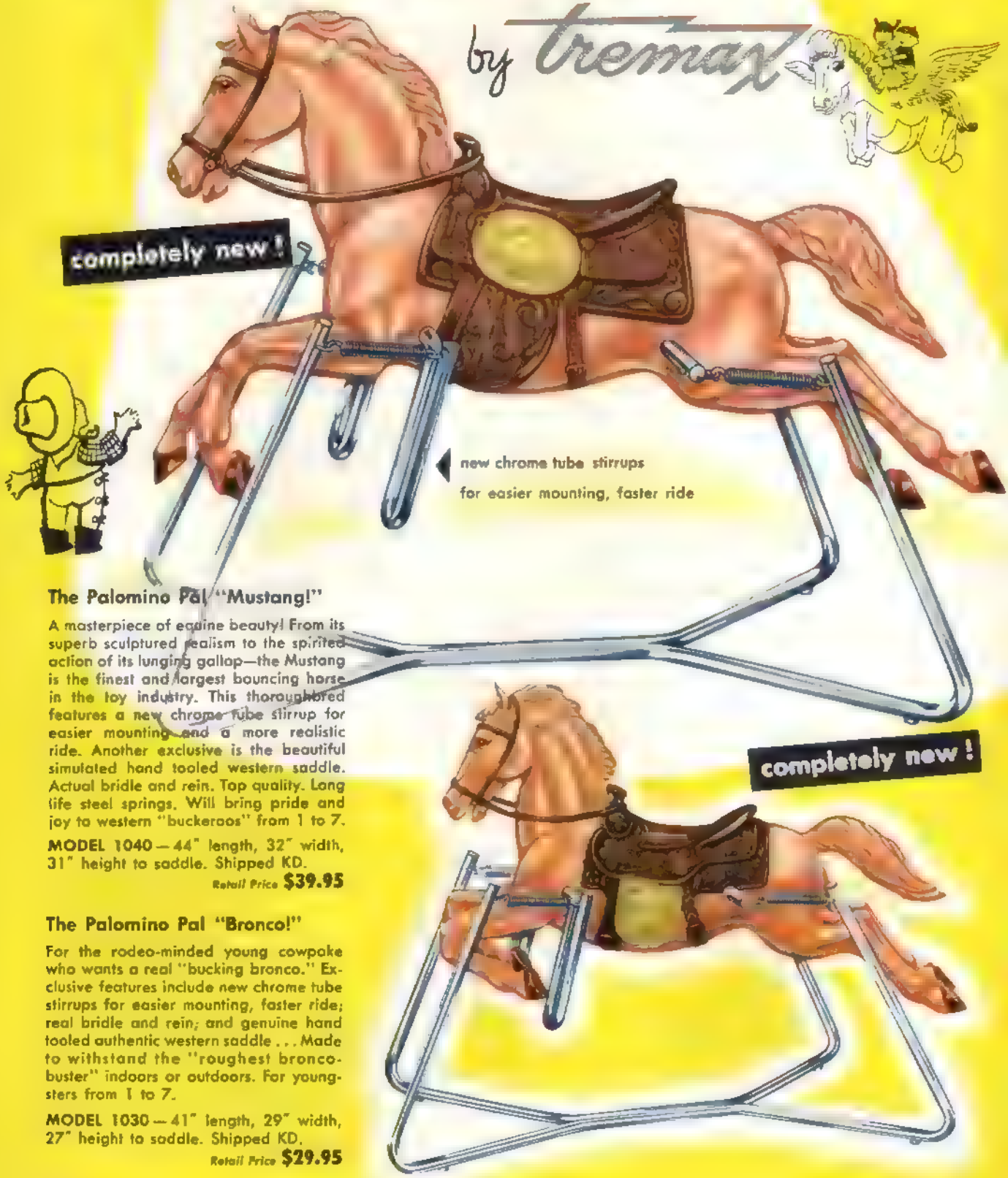
STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

Printed in U.S.A.

4 Completely New PALOMINO PALs

by tremax



The Palomino Pal "Mustang!"

A masterpiece of equine beauty! From its superb sculptured realism to the spirited action of its lunging gallop—the Mustang is the finest and largest bouncing horse in the toy industry. This thoroughbred features a new chrome tube stirrup for easier mounting and a more realistic ride. Another exclusive is the beautiful simulated hand tooled western saddle. Actual bridle and rein. Top quality. Long life steel springs. Will bring pride and joy to western "buckeroos" from 1 to 7.

MODEL 1040—44" length, 32" width, 31" height to saddle. Shipped KD.

Retail Price **$39.95**

The Palomino Pal "Bronco!"

For the rodeo-minded young cowpoke who wants a real "bucking bronco." Exclusive features include new chrome tube stirrups for easier mounting, faster ride; real bridle and rein; and genuine hand tooled authentic western saddle . . . Made to withstand the "roughest broncobuster" indoors or outdoors. For youngsters from 1 to 7.

MODEL 1030—41" length, 29" width, 27" height to saddle. Shipped KD.

Retail Price **$29.95**

tremax Industries, Inc., 933 S. Paulina St., Chicago 12 • *Tremax has been serving the Toy Industry for over a decade*

completely new!

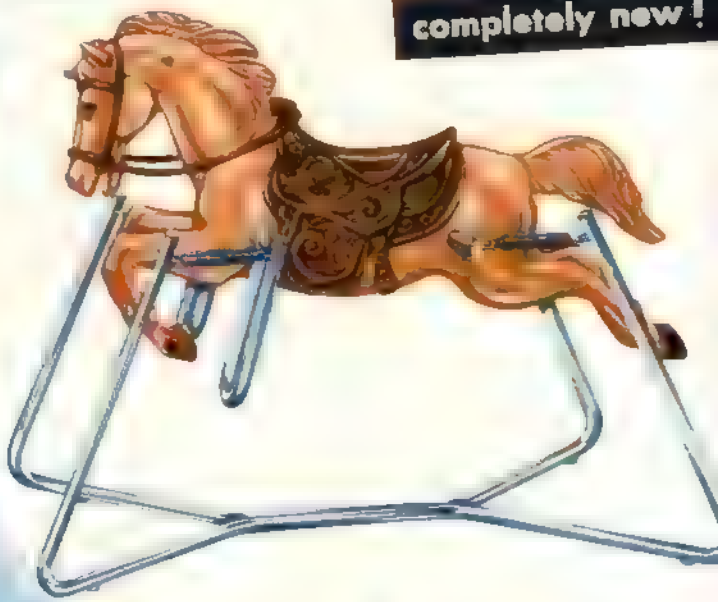
The Palomino Pal "Buckskin!"

A winner in any horseshow! A beautifully modeled realistic horse captured at a full gallop. The Buckskin is a real range riding "pace-setter." Rugged, tough construction throughout, with exclusive new chrome tube stirrups; real bridle and rein; and genuine hand tooled western saddle. Sturdy long life, heavy steel springs. For young "range riders" from 1 to 6.

MODEL 1023 — 38" length, 25" width, 23" height to saddle. Shipped KD.

Retail Price **$22.95**

completely new!



The Palomino Pal "Pinto!"

Youngest of the 4 new Palomino Pals. High-spirited "action-packed" horse of the wild prairie. New exclusive chrome tube stirrups, "real" bridle and rein and authentic hand tooled western saddle. Finest quality material and construction. Husky steel springs. For young range riders from 1 to 4.

MODEL 1017 — 35" length, 21" width, 21" height to saddle. Shipped KD.

Retail Price **$16.95**

The Super DeLuxe Palomino Pal

MODEL No. 331C — 40" length, 20" width, 23" height to saddle, shipping weight 20 lbs. Shipped KD ..... *Retail Price* **$29.95**

The DeLuxe Palomino Pal

MODEL No. 321C — 33" length, 21" width, 21" height to saddle shipping weight 13 lbs. Shipped KD..... *Retail Price* **$19.95**

The Palomino Pal Colt

MODEL No. 311 — (wood frame only) 29½" length, 15" width, 14½" height to saddle, shipping weight 12 lbs. Shipped KD.

Retail Price **$10.95**

tremax Industries, Inc., 933 S. Paulina St., Chicago 12, Ill.

PRINTED IN U.S.A.

The dream of every little girl is an adorable YVONNE *doll . . . a beautiful, life-like play-companion who will share those exciting, yet all too fleeting magic moments of childhood . . . in a fairy-tale world of pure affection and loving care from her tiny make-believe mother.*

'Peggy' wears a size 3 dress!

Dolls have individually rooted Saran hair

E **"PEGGY," ABOUT 36"—THE LARGEST WALKING DOLL IN THE WORLD!** She's almost human! Actually wears a size 3 dress . . . walks when you take her by the hand . . . her jointed knees bend so she can sit, kneel and pray just like any little girl. A durable plastic pal with vinyl head and arms, moving eyes, shining rooted pony-tail hairdo can be washed, combed, curled and set. Pretty Peggy, in her plaid taffeta dress topped with a crisp white ruffled organdy pinafore . . . lace trimmed panties, shoes and socks.

T3676-E1625-6E1575 Retail **$24.95**

"PEGGY" - AN ALMOST LIVING DOLL, 25"!
T2576-E975-6E925 Retail **$14.95**

F **"MARGY" THE CUDDLY BABY DOLL, 24".** So lifelike she even talks in a soft, baby voice 'coo'. She opens and closes her eyes . . . her cuddly vinyl body feels like a baby's skin . . . her "flexee" legs take almost any position. Margy's hair, caught up in a perky pony tail, is individually rooted, and can be washed, combed, curled or set. She's wearing an organdy dress under her pert plaid taffeta pinafore . . . lace edged petticoat, panties, vinyl shoes, socks.

T24543-E715-6E690 Retail **$10.95**

"MARGY," 16" BABY DOLL. As above, but 16" tall.
T16543-E585-6E560 Retail **$7.95**

G **"LINDA" DRINK, WET AND TEARS BABY DOLL - ABOUT 14".** Look what the stork brought for miniature mothers. A bundle of joy who moves her head, has big go-to-sleep eyes . . . actual . . . cries *real tears*, drinks and wets. Her arms and legs are jointed . . . cuddly vinyl body is sweetly scented . . . her hair individually rooted in a cute pony tail style. Linda comes to you, hapered, accompanied by a complete layette . . . dainty lace trimmed linon dress, printed flannel robe, flannel receiving blanket, booties, shoes and socks, baby towel, washcloth, powder puffs, pins, mirror, comb, nursing bottle and nipple, and soap for her bath!

T145-E650-6E625 Retail **$9.95**

H **"PLAYTIME," 19" WALKING DOLL AND WARDROBE.** A pretty miss who is ready to go places! Her big wardrobe trunk is crammed with everything from a formal to a frolic. Tailored coat, toreador pants, rayon blouse in ion nightie, striped washable frock, printed sundress, stole, extra shoes and socks, handbag, sun glasses . . . and a billowy taffeta and net formal. Playtime's body is plastic . . . her eyes open and close and her head turns as she walks with her companion. Her glossy hair is firmly rooted into a vinyl scalp . . . can be washed, combed, curled or set.

T1900-E1040-6E1000 Retail **$15.95**

The treasured moment in a little girl's life . . . her own YVONNE *doll . . . certain to become her most constant and cherished companion.*

Dolls have individually rooted Saran hair

A **"JACI," 11"—AND HER 25-PC. WARDROBE.** This little pony-tail princess is all vinyl . . . has movable eyes, arms, legs and head . . . individually rooted hair. Outfits for every occasion from bedtime to curtain time! Flowered dimity 2-pc. pajama set, slippers, housecoat; sweater and skirt, plaid taffeta coat and matching Scotch cap, socks patent leather snap-on shoes, flower trimmed ballerina costume, hose, ribbon-tied ballet slippers, nylon panties, half slip, bra—all lace trimmed; nylon hose and suede snap-on shoes

T1100-E650-6E625 . . . . . Retail **$9.95**

B **"SWAN LAKE BALLERINA," 20"—AND 2 EXTRA OUTFITS.** Because of her jointed hips, knees and ankles she kicks high, does the splits, and assumes many other traditional ballet poses! Her body is of tough plastic . . . her pony-tail hairdo is rooted into a soft vinyl head. On stage she wears a white satin and net ballerina costume with maribou feather trim . . . she has a leotard for practice . . . striped taffeta dress with white collar and waistband, panties, walking shoes and socks for street wear.

T2018-E780-6E750 . . . . . Retail **$11.95**

C **"JUNE" BRIDE—LOVELY WALKING DOLL, 25".** A picture of radiance in her magnificent satin gown, traditional veil . . . a Bible held in her hand. Underneath she's wearing a petticoat, panties, shoes and socks. June closes her eyes . . . her body is of durable plastic . . . her hair is rooted into her soft vinyl head . . . can be washed, combed and curled.

T2583-E975-6E925 . . . . . Retail **$14.95**

"JUNE" BRIDE—As above, but 15" tall.
T1583-E450-6E425 . . . . . Retail **$6.95**

D **"MISSY," 20"—AND HER MILLION DOLLAR WARDROBE!** Even a genuine *mink muff!* She bends her knees, sits, kneels and dances . . . her ankles flex so she walks as well in her high heels as she does in flat heeled sport shoes! Missy highlights her smart afternoon frock with a genuine mink muff . . . her complete wardrobe consists of: Fur jacket, beautiful ballerina outfit, panties, hose and vinyl slippers, lounging robe, black pants, printed nylon nightie, sheer lace trimmed negligee; walking shoes and socks; pearl necklace, bracelet, sun glasses, model's carry-all purse, panty girdle with attached garters, nylon stockings, petticoat. Her fashionable pony-tail hairdo is rooted into her soft vinyl head . . . Missy's eyes close when she's sleepy

T2000-E1625-6E1575. . . . . . Retail **$24.95**

"MISSY," 20" As above, but without wardrobe.
T20103-E975-6E925. . . . . . Retail **$14.95**

"MISSY," 15"—Jointed at ankles only, without wardrobe
T15103-E650-6E625 . . . . . Retail **$9.95**

(G) **RIGOLETTO** Lavish necklace and earrings of simulated shell-shaped pearls decorated with permanent yellow-gold finish
1065AW565T 2 Pc. Set ...Retail $11.25
1066AW265T Bracelet only ...Retail $ 5.25

(K) **AIDA**—Stunning necklace, fashion highlight of any costume, and earrings ensemble of pearls enhanced by rhinestones set in swirls of permanent rhodium finish.
1071AW1200T 2 Pc. Set.....Retail $24.00
1072AW640T Bracelet only.....Retail $12.75

ALL NECKLACES ADJUSTABLE FOR A PERFECT FIT

(H) **MANON** — Gracefully designed filigree appearance, necklace and earrings set with pearls. Permanent gold finish
1067AW715T 2 Pc. Set.....Retail $14.25
1068AW265T Bracelet only.. .Retail $ 5.25

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A DIVISION OF LADY ALICE PEARLS
NATIONALLY ADVERTISED
NATIONALLY PREFERRED

All Clariss de Paris jewelry in attractive gift packages.

Suggested Retail Prices Subject to Federal Excise Tax.

(L) **CARMEN** — Classic "Horn of Plenty" necklace and earrings of pearls baguette and marquise rhinestones in permanent yellow gold finish.
1073AW1425T 2 Pc. Set.....Retail $28.50
1074AW490T Bracelet only .....Retail $ 9.75
1075AW490T Pin only .....Retail $ 9.75

(J) **SALOME** — Lovely tailored necklace and earrings created in the swirl motif. Simulated pearls in a setting of permanent yellow-gold finish.
1069AW825T 2 Pc. Set.....Retail $16.50
1070AW340T Bracelet only .....Retail $ 6.75

(M) **LAKME** — A symphony-in-swirls, *exciting new conversation piece*, necklace and earrings set of pearls enhanced by rhinestones in a rhodium-finished setting.
1076AW1650T 2 Pc. Set.....Retail $33.00
1077AW640T Bracelet only..... .....Retail $12.75

Litho in U.S.A.

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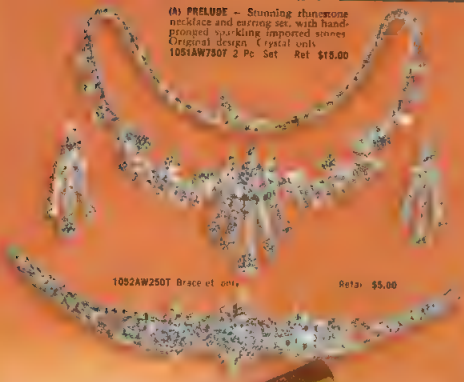


(A) PRELUDE – Stunning rhinestone necklace and earring set, with hand-pronged sparkling imported stones. Original design. Crystal only.
1051AW750T 2 Pc. Set Retail $15.00

1052AW250T Bracelet only Retail $5.00

(D) MELODY – Exquisitely designed necklace and earring set of imported navette and pear-shaped crystal and ice-blue rhinestones.
1059AW1125T 2 Pc. Set Ret. $22.50

Same set as above.
1059AW1125T All Crystal. Ret. $22.50

(E) ROMANCE—Superb creation of crystal and Montana blue rhinestone necklace and earrings, accented with simulated pearls. 2 Pc. Set.
1060AW1125T ..... Retail $22.50
Same as above
1061AW1125T Crystal and pearls. $22.50

ALL JEWELRY BEAUTIFULLY GIFT BOXED AS SHOWN

fashion jewelry originals by Clariff de Paris®
A DIVISION OF LADY ALICE PEARLS
NATIONALLY ADVERTISED NATIONALLY PREFERRED

(B) RHAPSODY

(B) RHAPSODY – Fabulous ensemble of necklace and earrings, hand-pronged imported rhinestones, blending crystal and ice-blue jewels with simulated pearl trimmings.
1053AW1425T ..... Retail $28.50
1054AW1425T As above all crystal and pearls... Retail $28.50
1055AW325T Bracelet specify ice-blue or crystal. Retail $10.00

(C) SERENADE – Smartly styled necklace and earring set decorated with glittering marquise and baguette-shaped rhinestones.
1056AW1000T 2 Pc... Ret $20.00

(F) SYMPHONY Necklace and earrings of very magnificent marquise-shaped ice-blue and round crystal rhinestones. Swirling pendant on necklace adds a striking note of elegance.
1062AW1475T 2 Pc. Set . Retail $29.95
1063AW1475T Set all crystal . Ret. $29.95

ALL NECKLACES ADJUSTABLE FOR A PERFECT FIT

1057AW340T Bracelet only ..... Retail $8.75

Bracelet, specify ice-blue or crystal.
1064AW525T ..... Retail $10.00

Suggested Retail Prices Subject to Federal Tax

® Reg. U.S. Pat. Off.

Accurate, Beautiful and Dependable

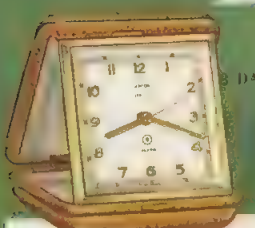
CLINTON

Travel and Desk Clocks

Guarantee

All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material . . . because Clinton Clocks are made with unsurpassed care and craftsmanship

8 DAY CLOCKS



"SIMPLY SENSATIONAL!" is the advance report on our new travel ALARM clock. Production skills give this 8 DAY, 1 JEWEL charmer a degree of accuracy second to none. Radium-accented dial adds extra touch of utility. Choice of tan, red or blue genuine leather. Size: 3⅜" x 3⅛" x 1½

C80L779 . . . . . **$13.45**

Same as above, with 7 JEWEL movement.

C84L975 . . . . . **$18.50**

EIGHT DAYS OF PERFECT TIME and correct DATE all the time! Here is an exceptional CALENDAR, 8 DAY, 7 JEWEL travel ALARM with elegant radium-detailed dial. Telling time is a pleasure with this elegant clock! Available in tan, blue or red genuine leather. Size: 3⅛" x 3⅝" x 1¼"

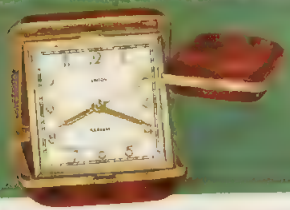
C82L1225 . . . . . **$22.50**

Same as above, without calendar feature

C84L975 . . . . . **$18.50**

WHEREVER YOU TRAVEL you'll be on time when you depend on this exciting REPEATER ALARM travel clock. Smart new 40 HOUR, 7 JEWEL movement has highly visible radium-detailed dial. Can be set to ring at short intervals or for one continuous ring. Your entire family will prize this clock! Beautiful genuine leather case available in tan, red or blue. Size: 3½" x 3⅜" x 1⅛".

C50L892 . . . . . **$16.45**



TORTOISE SHELL FINISH is the biggest news in years . . . and this 40 HOUR travel ALARM has it! Radium-accented dial adds a new dimension of beauty, precision metallic base provides durability. Rare is this charming combination of style and sturdiness! Breath-taking shades of blue, green, brown or red. Size 2⅞" x 2⅞" x 1⅜"

C23L519 . . . . . **$9.95**

YOUR TRAVEL AGENDA is well planned if it is timed with this flawless 40 HOUR travel ALARM. For pleasure or for business touring, we strongly recommend this highly-acclaimed winner! Radium dial is indispensable where precision timing is vital. Choose distinctively grained genuine leather case in tan, red or blue. Size: 3½" x 3⅜" x 1⅛"

C22L426 . . . . . **$7.95**

TRAVELING IS ENJOYABLE if you know where you're going and your timing is right. Keep pace with your busy schedule and the fashion world by owning this 7 JEWEL, 40 HOUR travel ALARM clock that is perfect for any journey. Handsomely designed for beauty and lasting wear with radium-accented dial! Luxurious genuine leather case in tan, blue or red. Size. 3⅛" x 2⅛" x . .

C28L613 . . . . . **$11.45**

DESK CLOCKS

AN EXECUTIVE'S DESK or a lady's boudoir will be home to this elegant 40 HOUR ALARM! Because your clock is an integral part of the life you lead, we suggest this lustrous Gold-colored timepiece designed with a radium dial. Perfectly designed for multi-purpose use. Size: 3⅜" x 2½" x 1⅛"

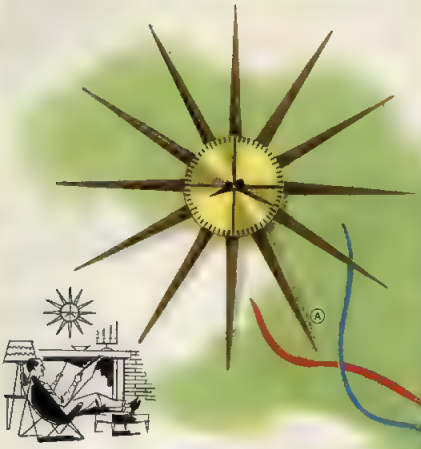
C25L505 . . . . . **$9.95**

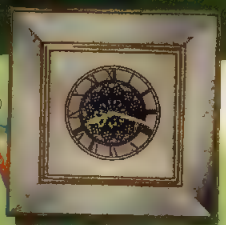
EVERY MINUTE SOMETHING WONDERFUL happens when you own this 40 HOUR ALARM clock. Designed with fresh versatility for any desk, shelf or table in any room! BLACK DIAL is radium-accented to wield magical effect with maroon-and-Gold colored metallic case. Size 3" x 2⅜" x 1⅜"

C21L328 . . . . . **$5.50**

FOR TRAVEL, DESK OR BOUDOIR, here is an amazingly versatile 40 HOUR 7 JEWEL ALARM clock! With the cover it is ideal for travel. Remove the cover, and you have an elegant desk clock. Radium dial, too! Distinctive genuine leather case is yours in tan, red or green. Size 3⅜" x 3" x 1⅜"

C31L662 . . . . . **$13.45**





Accurate, Beautiful and Dependable

CLINTON

Wall Clocks

[A] ▶ ADVENTURE IN BRASS AND WOOD! Here is the self-starting ELECTRIC wall clock of tomorrow! Brass center is surrounded by brown wood spokes This clock, with its unusual futuramic dial, will be a conversation piece! Size: 22" diameter (110 volt A.C. U.L. Approved)
C91L1911
$35 00

[B] ▶ SUNBURST OF BEAUTY is the design of our new precision ELECTRIC wall clock. This self-starting timepiece in luxurious Golden tints radiates elegance and beauty. Precision sweep second hand adds to importance of this flawless clock. Size: 22" diam. (110 volt A C. U.L. Approved)
C92L1147
$24.95

[C] ▶ THIS DISTINCTIVELY DIFFERENT wall clock is the key to a distinctively different room! Golden-tinted antique mirror and wood are combined in this 7 JEWEL, 8 DAY jeweled lever clock. Pulldown winding mechanism allows clock to be wound on wall Size 18" x 18"
C98L2592
$49 95
As above, with self-starting ELECTRIC movement, sweep hand. (110v A.C.)
C99L1955
$35 00

[D] ▶ A FLAIR FOR THE DRAMATIC resulted in this highly original self-starting ELECTRIC wall clock. Designed in a lustrous metal with golden hues and magical touches of black Color of your wall appears between the spokes. Size. 15" square. (110 volt A.C. U.L. Approved)
C93L2107
$37 50

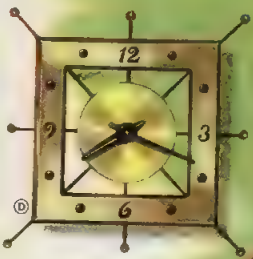
[E] ▶ DEVOTED CHEFS AND SMART HOMEMAKERS will find this skillet ELECTRIC clock delightful. Perfectly designed for placement on your kitchen wall, in your breakfast nook or in the den. Copper burnished finish assures lasting beauty Self-starting clock has sweep second hand which is indispensable! Size: 8" x 14½" (110 volt A.C U.L. Approved)
C[illegible]
$10.50

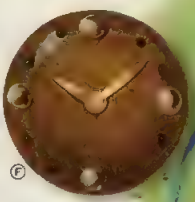
[F] ▶ YOU'LL LOOK AT THIS WALL CLOCK TWICE as often when it's in your home! First, for the correct time, secondly, to marvel at its richness Beautiful wood timepiece features an 8 DAY, 7 JEWEL front wind movement, gilt hands and hour-indicators Size: 8" diameter
C95L1563
$29 95

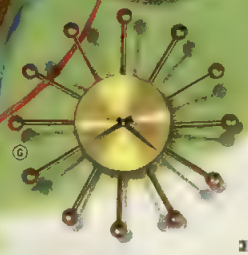
[G] ▶ THE TOAST OF FASHION is our new ELECTRIC wall timepiece styled in a subdued brass color Wonderful design of this self-starting clock has set the pace because of its versatility for use in any room anywhere! Size 14" diameter. (110 volt A.C U.L. Approved)
C97L1519
$29 95

Retail prices include federal excise tax
Prices are subject to change without notice

Printed in U.S.A







CLINTON

The Watch of Distinction

Save UP TO $25.00

Every watch shown has been carefully selected and especially chosen for this special offering. Every model represents top value for quality, styling, and special features.

(Sale ends August, 1957)

(A) THE CLINTON "SEAWOLF"—rugged, sturdy, dependable the same model worn by hundreds of thousands of American fighting men from Normandy to the Yalu. WATERPROOF** shock resistant built for a lifetime. Our finest all purpose watch, 17-jewel shock-resistant movement, chrome top steel back case, radium figured, sweep second hand. Amazingly rugged all stainless steel expansion band. A very special watch at a very special price!

10965V1567 ..... Retail $59.50

Same as above, with CALENDAR feature shows date, as well as time

10966V1754 ..... Retail $65.00

(B) THE CLINTON "SARATOGA"—*Automatic*, self-winding, really WATERPROOF** and really handsome. The most rugged, sturdy self-winder ever built. This 17-jewel shock-protected, lifetime model is a Clinton exclusive. Chrome top, steel back, radium dots, beautiful dial hands, and matchng leather-inset all-stainless expansion band Our "Best Buy" automatic.

10967V2244 .. Retail $87.50

*Waterproof** Automatic*

Beautifully Gift Boxed

THE CLINTON SEAMASTER *Automatic*, self-winding, WATERPROOF** dress and service model in gleaming yellow gold-plate case with stainless back Rugged 17-jewel Clinton shock protected Lifetime movement with handsomely masculine, leather inset, gold-filled expansion band.

White dial:

10968V2636 Ret. $92.00

Black dial

10969V2636 Ret. $92.00

VIGILANT WRIST ALARM WATERPROOF** keeps you on time for appointments, helps you stay "on schedule" Dustprotected, shock resistant, 17 jewel movement in smartly styled chrome top, steel back case. Black radium-dot dial, sweep second hand, curved crystal. All steel expansion band. An exceptionally good looking, feature packed watch

10970V3224 Ret $100.00

WATER BEAUTY WATERPROOF** favorite of nurses, sportswomen, career girls 17 jewel shock resistant, dustprotected movement in yellow gold-plate case Radium-detailed black dial, sweep second hand. Gold-filled expansion band has leather insets.

10971V2347 Ret. $79.00

As above, chrome top case, all steel expansion band, leather insets.

10972V2244 Ret. $79.00

VICTORIA—There's a world of subtle femmine charm combined with unexcelled timekeeping efficiency in this finely crafted watch with gold-plate case, stainless back, 17 jewel movement is dustprotected and shock resistant. Raised numeral dial, dome crystal, matching gold-filled expansion band.

In yellow

10973V1926 Ret. $65.00

In white

10974V1926 Ret. $65.00

TROJAN WATERPROOF**, shockprotected and strikingly handsome. Precision 17-jewel, dustprotected, movement in yellow case with stainless back Black dial has raised gold markers, radium dots, sweep hand. Matching expansion band has patent leather insets.

10975V1955 Ret. $65.00

As above, chrome top, stainless back and band

10976V1955 ..Ret. $65.00

All movement parts are GUARANTEED FOR LIFE never to break*

21 Jewel Watches

All movement parts are GUARANTEED FOR LIFE never to break*

MIDSHIPMAN *Automatic.* WATERPROOF**, self-winding, and shock resistant . . . truly the watch for the "man on the go". Yellow gold-plate case has stainless backing. Black dial, sweep second hand, curved crystal. Gold-filled expansion band. Dustprotected 21-jewel Lifetime movement.
10977V3429 Ret. **$110.00**

As above, with chrome top, steel back case, all steel expansion band
10978V3293 Ret **$100.00**

CADET—Dashing, *automatic* self-winding watch. Our best 21-jewel, shock-protected, Lifetime guaranteed timepiece. Handsome dial and rolled gold-plate case with stainless back. Gold-filled expansion band. A gift any man will use with pleasure
10979V3817 Ret. **$115.00**

As above, with 17-jewel *automatic* movement.
10980V3425. Ret. **$100.00**

As above, with 17-jewel non-automatic movement
10981V2445 Ret. **$85.00**

YACHTSMAN—An exceptional buy in a 21-jewel men's watch that has the distinctively elegant styling and quality features of truly fine watches. Fully shock resistant and WATERPROOF**. Chrome top, steel back case. Sweep second hand, all steel expansion band with leather insets
10982V2543 Ret. **$87.50**

Same as above, with black padded leather strap.
10983V2445. Ret. **$85.00**

GAY PAREE There's a piquant gayety in the pert lines of this feminine charmer. Its 21-jewel movement is dustprotected and shock resistant. 14K YELLOW SOLID GOLD case with dome crystal. Matching gold-filled expansion band for added beauty.
10984V2773 Ret. **$92.00**

As above, with 10K yellow rolled gold-plate top, stainless back case.
10985V2449 Ret. **$79.00**

DEBUTANTE—Two brilliant diamonds highlight the tailored smartness of this elegant timepiece. Dust-protected 21 jewel shock resistant movement. Silvery white dial with elevated numerals, dome crystal. Offered in choice of yellow or white gold plate top case, with stainless back. Gold-filled expansion band to match
In white.
10986V2773 Ret. **$92.00**
In yellow
10987V2773 Ret. **$92.00**

CLINTON

The Watch of Distinction

17 Jewel Watches

Save UP TO $25.00

Every watch shown has been carefully selected and especially chosen for this special offering. Every model represents top value for quality, styling, and special features.

(Sale ends August, 1957)

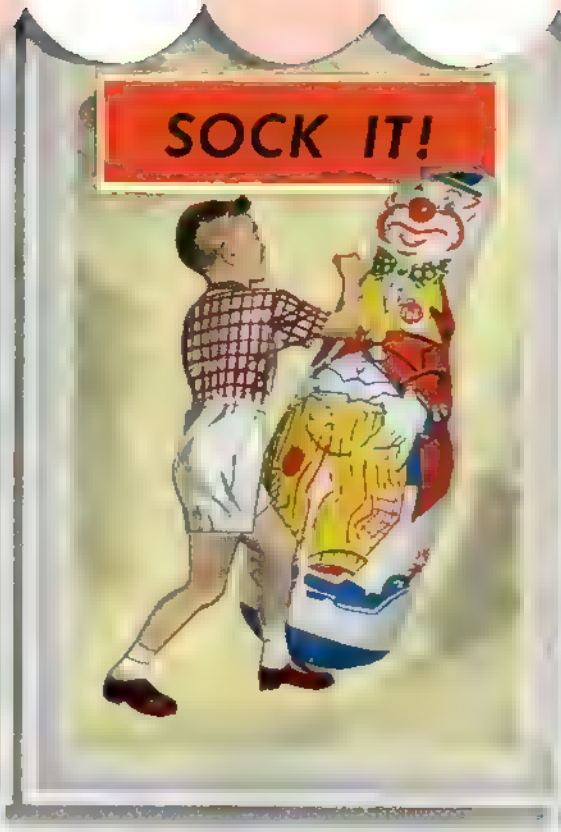
(A) STEWARDESS—Our very small and dainty WATERPROOF** Women for whom time is a real factor will appreciate its split-second accuracy and remarkable value. Dustprotected, shock resistant 17-jewel movement. Yellow gold-plate case with stainless back, and curved crystal. Gold filled expansion band with leather insets.
10988V2440 .. .. Retail **$85.00**

Same as above with chrome top, stainless band.
10989V2348 .. ..Retail **$79.00**

(B) ENCHANTRESS—A perfect example of classic beauty combined with flawless craftsmanship. You'll capture her affection with this dream watch because the tailored smartness of the yellow top with stainless back case is certain to appeal to a woman of discerning taste. The 17-jewel movement is dustprotected and shock resistant. Jet black dial has raised figures, dome crystal. Matching expansion band is gold filled.
10990V2269..... .....Retail **$79.00**

*The Clinton Watch Company will replace any defective or broken movement part without charge for material or labor
**Guaranteed Waterproof as long as case, crown, and crystal are intact. Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.

Copyrighted — 1956 — Clinton Watch Co



America's most loveable clown

. . . that all-time playroom "great"

BOBO

in a brand-new costume design

3 POPULAR SIZES

No. 518, Bobo, 50-in. tall, with squeaker nose
6 to 19-lb. case **$4.00**

No. 519, Bobo, 39-in. tal
6 to 13-lb. case **$3.00**

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Newly designed for '57 —

Doughboy's famous BOBO! He's been restyled from his famous weighted bottom, with its roly-poly bounce-back action, to the peak of his jaunty cap. More colorful, more fun than ever . . . BOBO will again be your big playroom seller . . . your leading prestige item. You'll want to stock all three sizes!

PRE-SOLD THROUGH ADVERTISING AND PUBLICITY

Doughboy

DOUGHBOY INDUSTRIES INC., NEW RICHMOND, WISCONSIN

Every playroom is a circus of fun with

TOYS

by Doughboy

ALL NEW

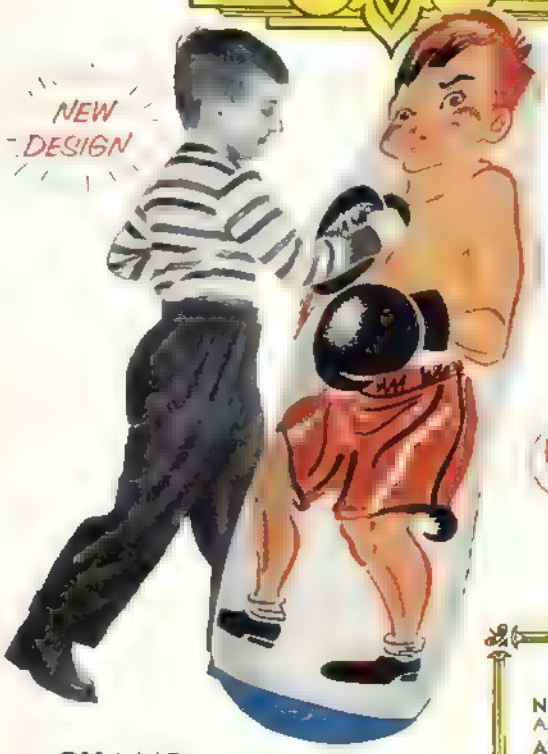
BUCKY BRONC

A real "strawberry roan" for the junior cow-pony fan! This new Bronc has a weighted bottom for real rolling "in-the-saddle" riding action. A big 2-ft. high by 2-ft. long!

6 to 13-lb. case

No. 531 ..... $3.00

NEW DESIGN



CHAMP

Here's a safe "sparring partner" that lets active youngsters work off "steam." They can't hurt him — he can't hurt them. Real ring action, and he always bounces back for more! 52 in. tall

No. 527, 6 to 23-lb. case **$4.00**

From Doughboy the leader . . . quality you can count on!

There's real customer satisfaction in the Doughboy line. All Playroom Pals are made of Forti-Plyed® Krene Plastic — TWO layers of heavy-duty vinyl, permanently bonded together — tape seamed by Doughboy's exclusive process to give extra strength and longer life. Bright, fast colors are a permanent part of the plastic . . . won't crack, chip, or peel.

These toys are BUILT to take the roughest, toughest kinds of playroom activity. They let the most active youngsters "work off steam" with complete safety. Can't scratch mother's furniture either! All items individually boxed in display cartons; backed by national advertising and publicity.

Made of GAMELITE Krene

FORTI-PLYED

NATIONALLY PROMOTED

America's most famous brand . . . most wanted line . . . pre-sold through national advertising and publicity.

DOUGHBOY SALES REPRESENTATIVES

NEW YORK, N. Y. — Eyerly Associates, 1107 Broadway
ATLANTA, GA. — The Dennis Co., 1069 Briarcliff Rd. N.E.
CHICAGO, ILL. — Eyerly Associates 1442 Merchandise Mart
DENVER, COLO. — Mountain States Sales Co., 210 Exchange Bldg.
SAN FRANCISCO, CALIF. — Ward Francis Co., Western Merchandise Mart
DALLAS, TEXAS — Ben G. Thigpen, 2554 Overton Rd.
MINNEAPOLIS, MINN. — Leslie E. Taylor, Merchandise Bldg.
SEATTLE, WASH. — Ward Francis Co. 222 Terminal Sales Bldg.
LOS ANGELES, CALIF. — Ward Francis Co. 1533 Wilshire Blvd.
ST. PETERSBURG, FLA. — The Dennis Co., 4500 Burlington No.

America's largest selling line of inflatable toys!

Doughboy

DOUGHBOY INDUSTRIES, INC. New Richmond, Wisconsin

See the Complete Doughboy Line at the Toy Fair, Grand Ballroom, Hotel New Yorker
PERMANENT SHOW ROOM: ROOM 400, 1107 BROADWAY, N. Y. C.

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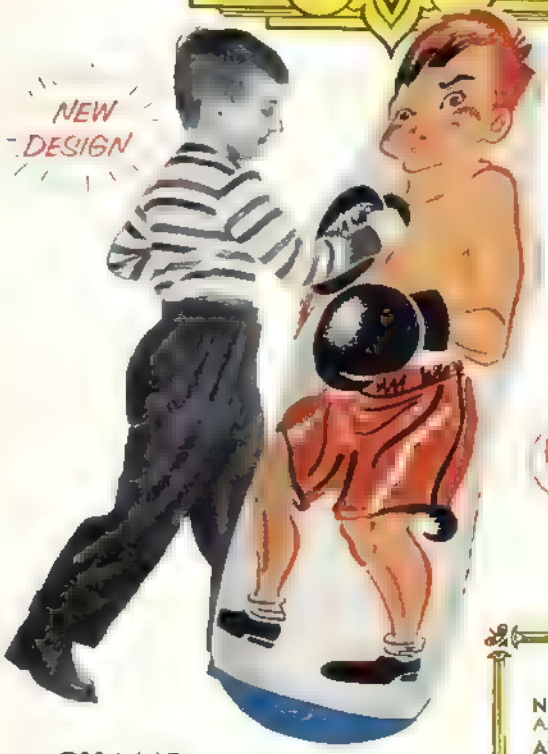

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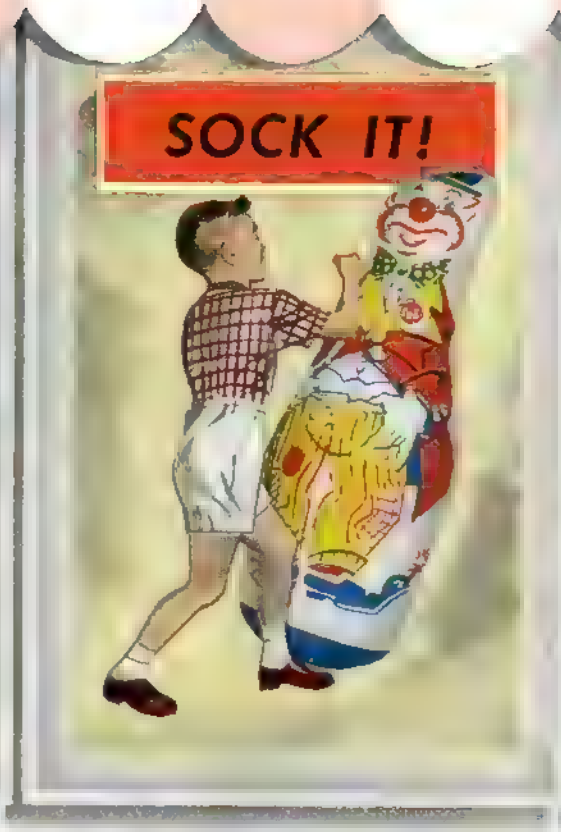

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. . . that all-time playroom "great"

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PRE-SOLD THROUGH ADVERTISING AND PUBLICITY

Doughboy

DOUGHBOY INDUSTRIES INC., NEW RICHMOND, WISCONSIN

NEW SMASH-HIT SUBJECTS

with *Econolite* CREATIVE ORIGINALITY

763 FAMOUS TRAINS

Not just one but two famous trains, the renowned *General* and the equally noted *John Bull*, reproduced on opposite sides of a fascinating lamp that makes a "living" historic memento

765 THE OLD MILL

The peaceful beauty and nostalgic charm of an authentic New England mill scene brought to life. Certain to be another Econolite "American Classic."

764 HISTORIC SHOWBOATS

A historic race between the great riverboats, *Robert E. Lee* and the *Natchez*. The charm of a bygone era in realistic detail and color

TURN THE SWITCH and see these vivid scenes come to life: water spilling through the wheel of an old mill, nestled by a tree-clad stream; famous Mississippi riverboats in a race Mark Twain would have reveled in; two flame-and-steam-spouting locomotives as well known in their day as the *Twentieth Century* or the *Superchief*. Each is a fascinating addition to the most successful line of novelty lamps in America. Full Underwriters' Laboratories approved, with turn-off switch and bulb. Priced for popular appeal. Individually boxed for shipping.

Plastic shades with inner and outer cylinders. Brass plated filigree bases (overall lamp 6¼" diameter x 11" tall.)

Econolite CORPORATION

The Novelty Lamp People

8900 BELLANCA AVENUE, LOS ANGELES 45, CALIFORNIA

HERE ARE THE FASTEST SELLING NOVELTY LAMPS IN AMERICA

created and manufactured only by

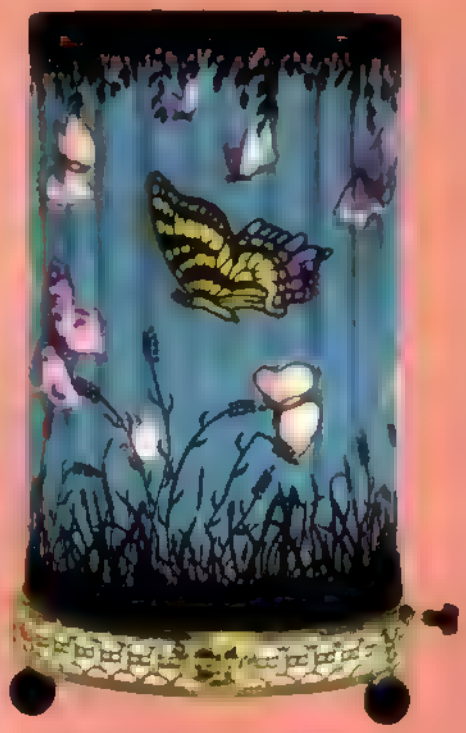
Econolite

These famous scenic-action lamps outsell any lamps in their field because only these Econolite *originals* have Econolite quality construction. Ideal for television, each is a conversation piece that becomes an increasingly prized home possession. Suitable for either modern or provincial decor. U. L. approved. Complete with turn-off switch and bulb. Priced for every budget.

CHOICE of
Brass plated filigree bases (as shown)—6½" diameter x 11" tall overall dimension
Wrought iron tripod bases—6½" diameter x 14" tal

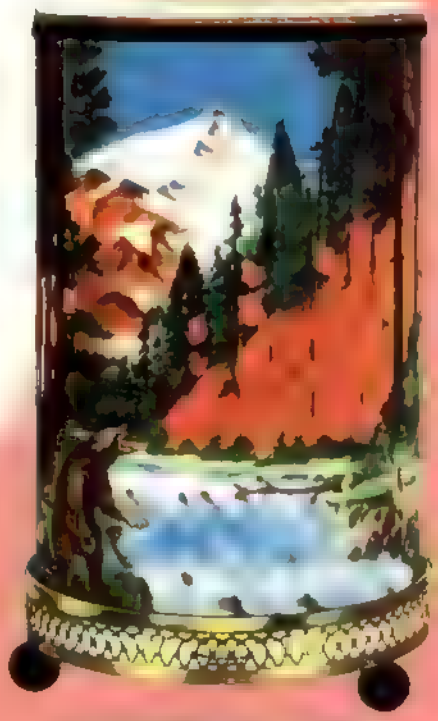
751 B TROPICAL FISH LAMP

Fabulous denizens of tropic lagoons—colorful Angel Fish, Swordtails, Pompadour Fish and other recognizable specimens move realistically in their blue-green underwater environment



753 B BUTTERFLY LAMP

Hailed as "the most beautiful lamp in the world" by owners. Such well known collectors' specimens as Monarch, Swallowtail, Painted Lady, and Red Admiral, to name but a few, enchant the eye with their graceful, natural flight.



761 FOREST FIRE LAMP

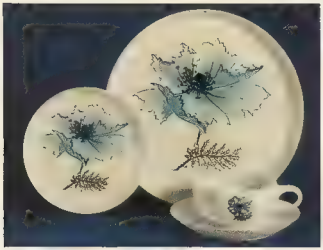
A forest fire that literally "burns" continually rises and subsides in a panorama of ever-changing grandeur

762 NIAGARA FALLS LAMP

Motion so majestic and life-like you almost hear the roar and crash of the water as it plunges over the Falls.

Econolite CORPORATION
The Novelty Lamp People

8900 Bellanca Avenue
Los Angeles 45, California

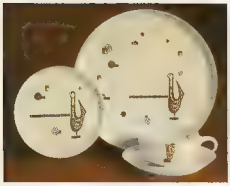


ORIENTAL POPPY

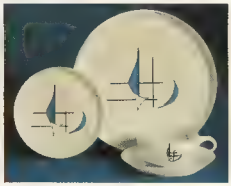
Florence BY Prolon

in captivating new decorated patterns, *translucent* like fine china

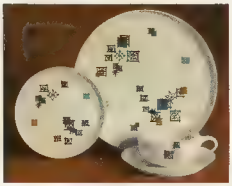
Here's built-in beauty that never fades in today's most exciting decorated dinnerware! Florence is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long life, smoothness and lustre. Translucent, rich and glowing in original decorated patterns created by the noted designer Scott Wilson—Florence is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers. Choose today from four colorful new decorated patterns: REGATTA—refreshing as a cool sea breeze, ultra modern in its smart, symbolic design. GRANADA—combines quiet dignity and charm with rich colors and exquisite design. CHANTICLEER—its whimsical, sprightly design will cheer your every meal. ORIENTAL POPPY—so colorful and captivating with its whisper of the Orient.



CHANTICLEER



REGATTA



GRANADA

Now, for the first time in Melamine Dinnerware... *Exclusively in* **Prolon's**

PATTERNS ON COMPLETE TABLE SETTINGS *Florence*

melmac

GUARANTEE *Guaranteed not to chip or break during a year of normal use.*

Guaranteed by Good Housekeeping

In fresh, glowing colors, on luminous, translucent white, available in Cups, Saucers, Dinner Plates, Bread-and-Butter Dishes, Bowls, and Service Pieces

In the same fine Melmac® quality and award-winning contemporary designs that have made Prolon's "Florence" the leader in molded Melamine Dinnerware.

16-Pc. STARTER SET

16-Pc. STARTER SET, service for four consists of 4—10" Dinner Plates, 4—6¼" Plates 4—Cups and 4 Saucers. Wt. 7 lbs.

	Pattern	
30A617-5W1303	*Regatta*	$19.95
30A619-1W1303	*Chanticleer*	$19.95
30A621-7W1303	*Granada*	$19.95
30A608-4W1303	*Oriental Poppy*	$19.95

35-Pc. DINNER SET

35-Pc. DINNER SET, service for six consists of 8 each 10" Dinner Plates, 6¼" Plates, 6 Cups, 6 Saucers, 6 Fruit Dish and 1 each 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 14 lbs.

	Pattern	
30A618-3W3430	*Regatta*	$52.50
30A620-9W3430	*Chanticleer*	$52.50
30A622-3W3430	*Granada*	$52.50
30A609-2W3430	*Oriental Poppy*	$52.50

A MOST CHERISHED GIFT: Whether it's a wedding, birthday, or anniversary Florence dinnerware will be treasured for years to come. Its unmatched beauty and graceful styling are perfect for every occasion.

EASY TO CLEAN: All pieces are designed for easy cleaning. Light to handle, clatter-free, stacks safely. Florence dinnerware is odorless non-toxic, non-inflammable and safely washable in boiling water, in sink or dishwasher without damage to color, surface or design.

Florence BY Prolon

IN RICH, LUSTROUS, SOLID COLORS

Dine with beauty at every meal — built-in beauty that never fades because this fine dinnerware is nationally advertised Melmac® quality Melamine . . . your assurance of long life, smoothness, lustre and lasting good looks. This smartly designed dinnerware is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers.

MELMAC® MEANS QUALITY — AND THE FINEST MELMAC IS "FLORENCE"

Guaranteed not to chip or break during a year of normal use.

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co.
FLORENCE, MASS

LET 'EM FALL!

Won't chip or break, need no pampering, even when the kiddies use 'em.

COLOR THROUGH AND THROUGH

Impregnated with rich, glowing color all the way through — can't wear off, rub off, or scratch off!

SEE REVERSE SIDE FOR DECORATED PATTERNS.

45-Pc. DINNER SET

Setting for Eight consists of 8 ea. 10" Dinner Plates, 8 ea. 6¼" Plates, 8 Soup or Cereal, 8 Cups, 8 Saucers; one ea. Open Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl. Wt. 18 lbs.

30A610-0W3104 *Rainbow Assortment* **$47.50**

Rainbow—equal pcs Copper, Beige, High Noon Yellow and Turquoise with service pcs Turquoise and Yellow.

20-Pc. DINNER SET

Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs.

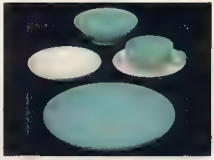
30A611-8W1238 *Set Turquoise & White*...**$18.95**
30A612-6W1238 *Set Copper and Beige*... **$18.95**
30A613-4W1238 *Set Rainbow* **$18.95**

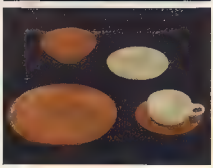
Rainbow equal pcs of Copper, Beige, Turquoise, Yellow.

5-Pc. SERVICE SET

Smartly styled serving pcs include 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl—as pictured above. Wt. 4 lbs.

30A614-2W651 *Set Midnight Black* **$9.95**
30A615-9W651 *Set Turquoise* **$9.95**
30A616-7W651 *Set Copper* **$9.95**





GOLDEN HOUR

America's most popular gift clock. The reason is obvious — classic simplicity enables it to blend with any background, to be at home in any room. Hands seem to "float" in clear crystal, with no apparent source of movement. Split-second accuracy. Absolutely guaranteed. 24 kt. gold plated, brushed satin finish.

Dimensions: 8⅝" high, 7⅞" diameter.

$24.95 RETAIL

$29.94 LIST

Jefferson ELECTRIC CLOCKS

NEW GOLDEN VIEW

Your **newest** gift idea! An imposing blend of charm and elegance — the see-thru dial set in a rich, hand rubbed wood pedestal. Ideal for desk, TV set, mantel or table. Ebony inner ring — outer ring, hands and trim line on base are 24 kt. gold plated, brushed satin finish. Base is available in dark or blond mahogany, finished to a deep lustre. Fully guaranteed.

Dimensions: 6" diameter, base 14" long, 3½" deep.

$27.95 RETAIL

$33.54 LIST

ALL PRICES SUBJECT TO 10% FEDERAL TAX

←GOLDEN SECRET

Distinctively different...with a see-thru dial that has **no glass at all.** Precision crafted for split second accuracy, this treasure is perfect for home and office...on desk, table or TV set. 24 kt. gold plated...brushed satin finish.

Dimensions: 7¼" high, 6⅝" diameter.

$22.95 RETAIL

$27.54 LIST

GOLDEN MINUTE→

The Golden Minute says "luxury" quietly and impressively with simple, balanced lines and its fascinating "see-thru" dial. Base and outer ring are 24 kt. gold plated...inner ring is satin chrome with radium-painted hands and numerals.

Dimensions: 7" high, 6" diameter.

$24.95 RETAIL

$29.94 LIST

Jefferson ELECTRIC CLOCKS

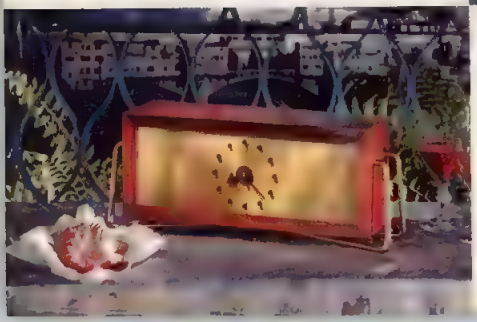
GOLDEN HELM→

An exciting blend of elegance and adventure. The hands, a meticulously detailed anchor and boat hook, "float" in clear crystal. Individually machine-turned wheel spokes. Base and outer ring are 24 kt. gold plated...inner ring is satin chrome with navy blue numerals.

Dimensions: 7⅛" high, 7¼" diameter.

$29.95 RETAIL

$35.94 LIST



←CONTEMPORAIRE

Here is breathtaking beauty...stunning solid brass contrasting with rich, hand-rubbed woods. Available in mahogany or ebony with solid brass face-plate and legs, or in limed oak with dull-black enamel over solid brass face and legs.

Dimensions: 12" wide, 5½" high, 3½" deep.

$27.95 RETAIL

$33.54 LIST

ALL PRICES SUBJECT TO 10% FEDERAL TAX

GRUEN

GRUEN HAVANA—Crisp, new men's design reflects the trend to Continental styling. 10 Kt. yellow R.G.P. Case. Matching expansion band. Unbreakable mainspring. 17 jewels. Non-magnetic.
WG926-E2350 . . .. **$49.75**

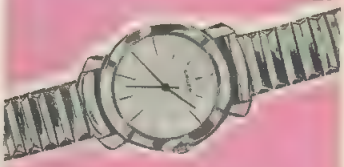
GRUEN BOND—Dashing modern design set off by gleaming yellow expansion band and newest dial styling. 17 jewels. 10 kt yellow R.G.P.
WG928-E2400 ..... . **$59.50**

GRUEN LE HAVRE — CONTINENTAL. Smart, clean lines in the narrow, oblong shape that is so masculine, so modern. Yellow gold filled case. Brown suede laced strap. 17 jewels.
WG931-E3935 .... **$89.50**

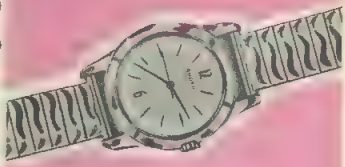
GRUEN AUTOWIND BAR HARBOR—Self-winding. One of the new stainless steel and lucite watches everyone is talking about. Movement completely visible from back. Shock resistant. 17 jewels. Silver blue dial and leather band.
WG932-E4565 . ... **$97.50**

GRUEN BURGUNDY—Sleek new round style so many modern men prefer. Perfect for formal occasions. 10 kt. yellow gold filled. Hand turned stitchless antelope band. 17 jewels.
WG933-E4245 . ... **$97.50**

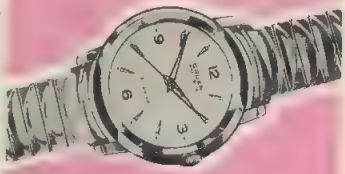
GRUEN LAWSON CONTINENTAL. For a real atmosphere of opulence. 14 kt. solid yellow gold case with alligator band. 17 jewels.
WG934-E7370 **$175.00**



GRUEN AIRPORT—WATERPROOF. Salute to the newest in design. Anti-magnetic and shock-resistant. Mirror polished white case and sleek expansion band. 17 jewels.
WG925-E2475 .... **$49.75**



GRUEN COLEMAN—WATERPROOF. Dramatic, direct, distinctive—anti-magnetic and shock resistant. YELLOW case and matching expansion band. 17 jewels.
WG927-E2650 .. **$59.50**



GRUEN AUTOWIND SATELLITE—WATERPROOF. Yellow R.G.P. case. Remembers to wind itself. Resistant to water, shock, magnetism. Sweep-second hand. Handsome expansion band. 17 jewels.
WG929-E3580 . ... **$71.50**

GRUEN BRISBANE — Handsome expansion band with leather inserts accents smart new design. Yellow, 17 jewels, 10 Kt. R.G.P.
WG930-E3085 . ... **$71.50**

ALWAYS GIVE 2nd & 3rd CHOICES WHEN ORDERING WATCHES.

GRUEN

GRUEN MADELON—Latest styling, lighthearted, bright and beautiful. Accented by lovely matching expansion bracelet. 10 Kt. R.G.P., 17 Jewels.
YELLOW: WG950Y-E2500 ..... **$59.50**
WHITE: WG951W-E2500 ..... **$59.50**

GRUEN SIERRA—Last word in modern cosmopolitan styling with smart matching expansion band. 17 jewels. 10 Kt. R.G.P.
YELLOW: WG952Y-E2315 ..... **$49.75**
WHITE: WG953W-E2315 ..... **$49.75**

GRUEN MONTPELLIER—Gay, feminine watch in yellow 10 Kt. R.G.P. with lovely matching bracelet. 17 jewels.
WG954Y-E2650 ..... **$59.50**

GRUEN DEVONSHIRE—New! Lovely petal-shaped dial is focal point of graceful sculptured case. Matching bracelet. Unbreakable mainspring. 17 jewels. Non-magnetic. 10 Kt. R.G.P.
YELLOW: WG955Y-E3085 ..... **$71.50**
WHITE: WG956W-E3085 ..... **$71.50**

GRUEN CALIENTE JOY—4 sparkling genuine diamonds adds to its radient expansion bracelet. 17 jewels.
WG957W-E3935 ..... **$89.50**

GRUEN DIAMOND CEYLON. 6 brilliant genuine diamonds accent this sophisticated design. 10 Kt. white gold filled with matching black suede cord band. 17 jewels.
WG958W-E5415 ..... **$125.00**

GRUEN DUBONNET—Sleek and simple. Wonderful way to revive a tired wardrobe. 14 K solid gold case. Dainty black suede cord band. 17 jewels.
YELLOW: WG959Y-E4065 ..... **$89.50**
WHITE: WG960W-E4065 ..... **$89.50**

GRUEN PICKFORD—New: Miniature marvel in precious 14 kt. solid gold. 17 jewels. Black suede cord band.
YELLOW: WG961Y-E5150 ..... **$125.00**
WHITE: WG962W-E5150 ..... **$125.00**

LLOYD'S WATCHES—YOUR ASSURANCE OF GOOD TIME.

To Our Friends: On this and the following page we present a fine line of Men's and Ladies' watches with Swiss movements and lifetime unbreakable mainsprings. Every watch cased and timed by American Craftsmen and fully guaranteed both by us and the manufacturer. The Lloyd's watch line has been in our catalog for many years, and we heartily endorse this brand both as to quality and style.

LLOYD'S ROYAL LADY. Magnificent rhinestone covered-dial bracelet watch. Generously handset with brilliant imported rhinestones. Lifetime rhodium finished case and bracelet.
WL84-E1800 ..... **$79.50**

LLOYD'S MISS PROFESSIONAL. Sport and nurse's model. Sweep second hand with radium dial. Water resistant, shockproof, anti-magnetic. Natural yellow goldtone case, gold filled expansion bracelet.
WL45Y-E1910 **$79.50**

LLOYD'S MISS SPORT. Same as above with stainless steel case.
WL40W-E1715 **$71.50**

LLOYD'S ZEPHYR THIN—new thin model—s immest watch made—sparkling 10 kt. yellow RGP case—silver platter dial with gold in ay sticks. gold javelin hands. Padded genuine leather strap. 17 jewel.
WL11Z-E1800 **$59.50**

LLOYD'S PRESIDENT. Elegant large square watch in the color of natural gold. Smart gold figures, silver dial. Padded genuine Alligator strap. A smart style.
WL21S-E2210 ..... **$79.50**

LLOYD'S CHAIRMAN. Same as above with jet black dial. With genuine black suede strap.
WL21B-E2210 ..... **$79.50**

Heco

TRADEMARK REG

BLACK FOREST CUCKOO CLOCKS

8-Day 14" Cuckoo Clock Beautiful deep hand carving. Selfadjusting accurate movement. Needs winding only once a week. Door opens brightly colored bird pops out, cuckoos full and half hour combined with melodious gong strike. 14X10"

8H23×1495 . . . . . Retail $24.95

As above [illegible] but with 30 hour movement

8H24×995 . . . . . Retail $16.95

8-Day 19" Cuckoo Clock 7 leaves 3 birds. A [illegible] piece of Black Forest handcarving. Selfadjusting precise movement needs winding only once a week. Cuckoo and gong strikes full and half hour. 19X13"

8H25×2395 . . . . . Retail $39.95

As above 11 8" but with 30 hour movement

8H26×[illegible]95 . . . . . Retail $14.95

1-Day 13", 1/4 Strike Cuckoo Clock 3 birds 3 leaves handcarved. Multicolored. Cuckoos only once every quarter hour. 13X9"

8H33×480 . . . . . Retail $7.95

8-Day 22" Cuckoo Clock. Hunting scene. Deeply handcarved by skilled Black Forest craftsmen. Stag head, pheasant and rabbit, pouch and guns in fine rich detail. Dependable, selfadjusting movement, needs winding only once a week. 22×14"

8H27×2995 . . . . . Retail $49.95

1-Day handpainted 14" Playroom-Cuckoo Clock 1 bird 5 leaves and fairy-tale in deep handcarving. Every child will enjoy this new creation. Accurate selfadjusting movement. 14X10".

8H30×1195 . . . . . Retail $19.95

Musical 2-Door 13" Cuckoo Clock 7 leaves 3 birds. Every hour & half hour the cuckoo pops out to chirp the time. Second door opens at full hour. Musician emerges to play melody. Thorens music box. Selfadjusting 30 hour movement. 13×10"

8H29×1595 . . . . . Retail $26.95

As above 16×11" with large Swiss Music box

8H28×2395 . . . . . Retail $39.95

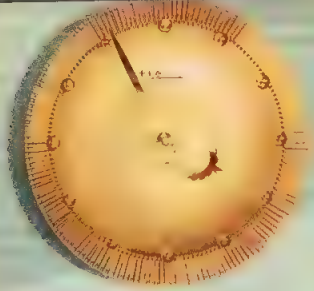
1-Day 9" Cuckoo Clock 3 birds 5 leaves. Beautiful deep handcarving. Selfadjusting fine movement with full and half hour cuckoo- and gong-strike. 9X6".

8H31×720 . . . . . Retail $11.95

1-Day 7" Cuckoo Clock 1 bird 5 leaves handcarved. Handsome, small cuckoo clock with full and half hour strike and gong. 7X5"

8H32×595 . . . . . Retail $9.95

Prices subject to F.E.T.



Ultra-Modern 8-day Gleaming Polished Brass Wall Clock
Two-tone dial, pink-gold raised markers, 10½" diameter, 4 jewels. Lever 8-day movement
8H41×1795 . Retail $29.95

8-Day Miniature Anniversary-Style Pendulum clock 5¾"×4".
Pendulum swings exactly like traditional 400 day clock. Unbreakable glass dome. Enamelled ivory case and pillars. Floral decoration. Pre-assembled Pendulum. An outstanding dependable clock
8H42×750 Retail $11.95

1-Day Miniature Pendulum Clock.
Deeply hand-carved and painted, dependable Black Forest 30 hour spring wound movement 5×4"
8H36×295 . . . . . Retail $4.95

Tick-Tock Clockmaker-Assembly Clock. Every child can build own clock as per enclosed complete instruction 8×6"
8H37×295 . . . Retail $4.95

Heco

for outstanding Clocks

8-Day Miniature Grandfather Pendulum Clock.
Royal blue case with handpainted floral decorations. Accurate eight day movement, spring wound. Weights and chains only for decoration. Has safety cabinet for key and pendulum. 8¼"×2¾"
8H36×595 . . . . . Retail $9.95
As above, but 30 hour movement
8H35×295 . . . . . Retail $4.95

Heco 400-Day Anniversary Clocks

Traditional 400-Day Anniversary Clock. 12¾"×8"
Runs 400 days without winding. Gleaming polished brass case 4½" porcelain dial with "DRESDEN" handpainted floral design. Twisted Flemish pillars. Improved safety lock and leveling device. Lever on base releases and starts pre-assembled pendulum
8H38×1330 . . . . . Retail $21.95

Modern Brass Lantern 400-Day Anniversary Clock 8×5½"×4½"
Exclusively smart designed. Engraved beveledged clear Plex-glass. A gleaming beauty. Satin finished, silver plated 4" dial with gold numerals. Lever on base releases and starts pre-assembled pendulum
8H40×1795 . . . . . Retail $29.95

Handpainted "De-Luxe" 400 day Anniversary Clock 12¾"×8½"
Ivory base. Dia and pillars with handpainted floral decorations. Ivory dial with gold raised numerals and baroque hands. Adjustable base. Selfstarting, pre-assembled pendulum
8H39×1440 . . . . . Retail $22.95

TL425 DBL. HOLSTER SET

- Genuine top grain cowhide holster set
- Three piece fold-over style, jeweled
- 3/4" belt, metal loops, tongue buckle
- Two 6 1/2" single shot toy pistols
- Automatic action. Bright nickel finish
- Finely detailed cross-hatching handle
- Fact. #6012 $1.89

TL430 DBL. HOLSTER SET

- Rich brown & white leather holster set
- Beautifully engraved in every detail
- Bright shiny spots and jeweled conchas
- Three plastic bullets on each holster
- 3/4 in. wide belt with western buckle
- Two 8 3/4" single shot repeater guns
- Fact. #6022 $1.95

TL436 DBL. HOLSTER SET

- Fine leather set in black and white
- Three piece foldover western design
- Black contour belt with western buckle
- White leather leg ties furnished
- With two 8 1/4" repeater toy pistols
- Bright nickel finish. Engraved handle
- Fact. #6032 $2.95

TL440 DBL. HOLSTER SET

- Colorful red and white leather set
- Contour belt with red felt lining
- Shining spots on holsters & hangers
- Six plastic bullets, jeweled conchas
- With two 8 3/4" single shot pistols
- Engraved stock & barrel, nickel finish
- Fact. #6034 $2.95

TL444 DBL. HOLSTER SET

- Genuine top grain cowhide throughout
- Embossed with flower & leaf pattern
- Edge creased back, hanger and belt
- 1" wide belt with 3 plastic bullets
- With two 8 1/4" repeater model pistols
- Nickel finish, red star on handles
- Fact. #6038 $2.95

TL449 DBL. HOLSTER SET

- Tutone black & white leather holsters
- Western ornaments decorated on front
- Back styled in "Slim" western design
- Contour belt with 6 plastic bullets
- Western buckle & fully adjustment bar
- Complete with two real western pistols
- Fact. #6040 $3.95

TL453 DBL. HOLSTER SET

- Deeply tooled top grain cowhide
- Beautiful Color-tone floral pattern
- Foreground is decorated with horses
- Each hanger has 3 plastic bullets
- 1 3/4" belt with large trophy buckle
- With two 8 3/4" repeater cap pistols
- Fact. #6046 $3.95

TL458 DBL. HOLSTER SET

- Exquisitely designed turquoise jeweled
- All leather brown & white holster set
- Contour belt with turquoise lining
- Extra buckle on belt for adjustment
- 12 plastic bullets. Turquoise grips
- Two 10 1/2 inch repeater cap pistols
- Fact. #6052 $4.95

TL463 DBL. HOLSTER SET

- Black inlaid, top grain cowhide
- Hand decorated in life-like colortone
- Holster back is fully edge creased
- Leather leg ties, large western buckle
- New bar makes belt fully adjustable
- With two "Western" designed cap guns
- Fact. #6056 $4.95

HUBLEY HOLSTER SETS - BURP GUNS

COAST TO COAST STORES

TL488 DBL. HOLSTER SET

- Western four piece foldover style set
- Of top grain Saddle & Cowhide leather
- Two buckle, adjustable, contour belt
- Colorfully decorated, spots & jewels
- Leather leg ties, double tongue buckle
- Two 10 1/2" repeater type cap pistols
- Fact. #6100 $8.95

TL469 DBL. HOLSTER SET

- All leather "Softone" edge holster set
- Unique oblong spots, jeweled ornaments
- Fancy western trophy buckle on belt
- Fully lined & has 12 plastic bullets
- Adjustable to fit any "Little Cowboy"
- Two Texan Jr. repeater cap pistols
- Fact. #6062 $5.95

TL475 DBL. HOLSTER SET

- All leather set for the roughest play
- Deeply tooled leaf & acorn pattern
- "Colortone" in shades of golden brown
- 2 buckle sets, silver plastic bullets
- Cowhide leg ties, brown pistol grips
- With two 10 1/2" repeater cap pistols
- Fact. #6076 $6.95

TL482 DBL. HOLSTER SET

- Authentically styled, western fashion
- Top grain "Saddle Leather" throughout
- Deep cut holsters are neatly decorated
- Contour belt has double tongue buckle
- Star & bullets on adjustable belt
- With two Texan .38 11 1/4" pistols
- Fact. #6084 $7.95

TL491 COMMANDO CAP GUN

- 13 inch replica of sub machine gun
- Made of durable high impact plastic
- In attractive color combinations
- With built-in compartment in stock
- Firing mechanism is made of metal
- When fired, loud blast & smokes emitted
- Fact. #253 89¢

TL494 LITTLE BURP GUN

- Turn the crank for a machine gun burst
- Squeeze the trigger for a single shot
- Gun uses perforated roll caps only
- All metal firing and loading mechanism
- Tough construction with wire stock
- Overall size 16 x 5 1/2 x 2 1/2 inches
- Fact. #548 $1.29

TL495 TOMMY BURP GUN

- Mattel-O-Matic action Tommy burp gun
- All metal firing & loading mechanism
- Wood grain stock, fore-grip, hand grip
- Turn crank for a "Smoking" burst
- Or squeeze trigger for single shot
- Uses TL265 caps. Measures 25 x 6 x 3"
- Fact. #548 $2.49

TL496 BURP GUN

- A fully automatic cap gun
- One to 50 shots at trigger touch
- Noisy fire burst & smoking barrel
- All metal working parts
- Uses perforated roll caps only
- 13 inches long overall
- Fact. #686 $2.98

Karen Lynne

The World's Most Beautiful Gift Jewelry

(A) Sterling silver bracelet in delicate filigree, set with imported pearshape and square stones. Available in ice blue or crystal.
2660J1313 Bracelet .....(Ice Blue). Retail $26.25
2661J1313 Bracelet .. ....(Crystal) . Retail $26.25

(B) Sterling silver filigree necklace and earrings with imported ice blue or crystal pearshape stones.
2654J1350 Set . . . . .(Ice Blue) Retail $27.00
2655J450 Earrings only . .(Ice Blue)..Retail $ 9.00
2658J1350 Set .....(Crystal) . Retail $27.00
2657J450 Earrings only ....(Crystal)...Retail $ 9.00

(C) Filigree pin with pearshape and square stones in sterling silver. Available in ice blue or crystal.
2658J1013 Pin . . . . .(Ice Blue). Retail $20.25
2659J1013 Pin .....(Crystal)...Retail $20.25

(D) Sterling silver pin with cluster of simulated pearls.
2664J936 Pin ..... Retail $16.75

(E) Sterling silver heart pendant and matching earrings.
2652J713 Set .....Retail $14.25
2653J300 Earrings only .....Retail $ 6.00

(F) Cultured pearl pin and matching earrings crafted in sterling silver with a yellow gold finish.
2666J1153 Set .....Retail $23.25
2577J450 Earrings only .....Retail $ 9.00

(G) Pin with four cultured pearls. Flower is made of sterling silver with a yellow gold finish.
2665J863 Pin ... . Retail $17.25

(H) Sterling silver pin and earrings, set with imported baguettes and sparkling rhinestones.
2662J1575 Set .....Retail $31.50
2663J525 Earrings only .....Retail $10.50

(J) Genuine scarab button earrings of 12K gold-filled set with large hand-carved scarab stones.
2670J525 Earrings .... Retail $10.50

All Merchandise Shown 3/4 Actual Size

(K) Genuine scarab necklace and matching earrings of 12K gold-filled set with finest imported scarab stones. Necklace has seven different semi-precious hand-carved scarabs.
2667J1613 Set .....Retail $32.25
2668J450 Earrings only .....Retail $ 9.00

(L) Genuine scarab bracelet of 12K gold-filled set with seven different scarab stones.
2669J1088 Bracelet .....Retail $21.75

All sterling silver items (except those with gold finish) are finished in precious non-tarnishable rhodium. Sets, pins, and bracelets are supplied in beautiful jewel box. Federal tax not included.

Karen Lynne

The World's Most Beautiful Gift Jewelry

(A) A magnificently styled necklace with matching contour earrings, handset with the finest imported octagon stones.
2671J1313 Set ..... Retail $26.25
2672J300 Earrings only..... Retail $ 6.00

(B) An elegant necklace and matching drop earrings set with glittering baguette stones.
2675J1163 Set ..... Retail $23.25
2676J283 Earrings only Retail $ 5.25

(C) Sparkling combination of imported baguettes, pearshapes, and marquises in a necklace and earring set of unusual beauty.
2681J883 Set ..... Retail $17.25
2682J225 Earrings only.... Retail $ 4.50

(D) A beautiful combination of simulated pearls and ice blue stones in a unique motif. Necklace and earrings have shimmering gold finish.
2673J1163 Set ..... Retail $23.25
2674J225 Earrings only Retail $ 4.50

(E) Magnificent marquise stones hand set in handsome necklace with matching contour earrings. Available in ice blue or crystal.
2677J1163 Set. (Ice Blue) Ret $23.25
2678J300 - Earrings only ..... (Ice Blue) Ret $ 6.00
2679J1155 Set ... (Crystal) ... Ret $23.25
2680J300 Earrings only ..... (Crystal) Ret. $ 6.00

(F) Magnificent marquise stones hand-set in semi-wide bracelet
2683J1013 Bracelet . Retail $20.25

(G) Bracelet of unsurpassed elegance hand-set with finest imported octagons and rhinestones
2684J1313 Bracelet .....Retail $26.25

(H) Smartly styled bracelet set with glittering baguettes and accented with sparkling rhinestones
2325J883 Bracelet .....Retail $17.25

All items except set with gold finish are finished in precious non-tarnishable rhodium. Necklaces have adjustable clasp feature. All sets and bracelets are supplied in beautified jewel box. Federal tax not included.

All Merchandise Shown 3/4 Actual Size

Karen Lynne

HIGH QUALITY

The World's Most Beautiful Gift Jewelry

(A) A magnificently styled necklace with matching contour earrings, handset with the finest imported octagon stones.
48J222-1290T Set . . . . . Retail $26.25
37J259-295T Earrings only Retail $ 6.00

(B) An elegant necklace and matching drop earrings set with glittering baguette stones.
48J224-1140T Set . . . . . Retail $23.25
37J261-260T Earrings only . Retail $ 5.25

(C) Sparkling combination of imported baguettes, pearshapes, and marquises in a necklace and earring set of unusual beauty.
48J227-850T Set . . . . . Retail $17.25
37J264-220T Earrings only . Retail $ 4.50

(D) A beautiful combination of simulated pearls and ice blue stones in a unique motif. Necklace and earrings have shimmering gold finish.
48J223-1145T Set . . . . . Retail $23.25
37J260-220T Earrings only Retail $ 4.50

(E) Magnificent marquise stones hand-set in handsome necklace with matching contour earrings. Available in ice blue or crystal.
48J225-1140T Set (Ice Blue) Ret. $23.25
37J262-295T Earrings only (Ice Blue) Ret. $ 6.00
48J226-1140T Set . (Crystal) Ret. $23.25
37J263-295T Earrings only (Crystal) Ret. $ 6.00

(F) Magnificent marquise stones hand-set in semi-wide bracelet.
28J357-995T Bracelet . . . . . Retail $20.25

(G) Bracelet of unsurpassed elegance hand-set with finest imported octagons and rhinestones.
28J338-1290T Bracelet . . . . . Retail $26.25

(H) Smartly styled bracelet set with glittering baguettes and accented with sparkling rhinestones.
28J356-850T Bracelet Retail $17.25

All items (except set with gold finish) are finished in precious non-tarnishable rhodium. Necklaces have adjustable clasp feature. All sets and bracelets are supplied in beautiful jewel box. Federal tax not included.

All Merchandise Shown 3/4 Actual Size

Karen Lynne

The World's Most Beautiful Gift Jewelry

(A) Sterling silver bracelet in delicate filigree, set with imported pearshape and square stones. Available in ice blue or crystal

28I355-1290T	Bracelet	(Ice Blue)	Retail $26.25
28I360-1290T	Bracelet	(Crystal)	Retail $26.25

(B) Sterling silver filigree necklace and earrings with imported ice blue or crystal pearshape stones

48I229-1325T	Set	(Ice Blue)	Retail $27.00
37I266-440T	Earrings only	(Ice Blue)	Retail $ 9.00
48I236-1325T	Set	(Crystal)	Retail $27.00
37I267-440T	Earrings only	(Crystal)	Retail $ 9.00

(C) Filigree pin with pearshape and square stones in sterling silver. Available in ice blue or crystal.

36I316-995T	Pin	(Ice Blue)	Retail $20.25
36I317-995T	Pin	(Crystal)	Retail $20.25

(D) Sterling silver pin with cluster of simulated pearls

36I318-920T	Pin	Retail $16.75

(E) Sterling silver heart pendant and matching earrings. Set with rhinestones.

48I228-100T	Set	Retail $14.25
37I265-295T	Earrings only	Retail $ 6.00

(F) Cultured pearl pin and matching earrings crafted in sterling silver with a yellow gold finish.

48I232-1140T	Set	Retail $23.25
37I269-440T	Earrings only	Retail $ 9.00

(G) Pin with four cultured pearls. Flower is made of sterling silver with a yellow gold finish

36I319-850T	Pin	Retail $17.25

(H) Sterling silver pin and earrings, set with imported baguettes and sparkling rhinestones.

48I231-1545T	Set	Retail $31.50
37I268-515T	Earrings only	Retail $10.50

(I) Genuine scarab button earrings of 12K gold-filled set with large hand-carved scarab stones.

37I271-515T	Earrings	Retail $10.50

All Merchandise Shown 3/4 Actual Size

(K) Genuine scarab necklace and matching earrings of 12K gold-filled set with finest imported scarab stones. Necklace has seven different semi-precious hand-carved scarabs

48I233-1585T	Set		Retail $32.25
37I270-440T	Earrings only		Retail $ 9.00

(L) Genuine scarab bracelet of 12K gold-filled set with seven different scarab stones

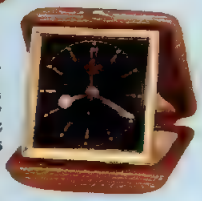
28I361-1070T	Bracelet	Retail $21.75

All sterling silver items (except those with gold finish) are finished in precious non-tarnishable rhodium. Sets, pins, and bracelets are supplied in beautiful jewel box. Federal tax not included.

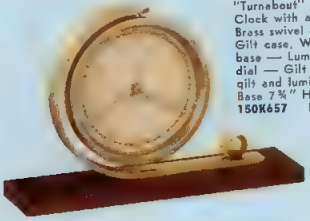
BATTERY OPERATED

J-900
"Top Brass"-New-Battery operated Desk Clock (Takes standard flashlight batteries) — brushed brass case with polished brass bezel and protective glass. An elegant gift for a discriminating executive.
7¼" x 5½" x 2"
900K1950 Retail **32.50**

B-800
"Executive" — An 8 day jeweled travel Alarm Clock. Single key winds alarm and time, efficient and dependable. Genuine leather case in Pig, Tan Brown, Red, Green or Blue. Luminous figures and hands.
3½" x 3¼"
800K717 Retail **11.95**



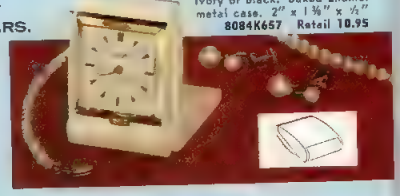
30/1213
"Black Beauty" Kienzle 7 Jewel Travel Alarm. Black or White dial, 30 hour movement raised gilt markers, luminous dots and hands. Genuine leather case in Pig, Alliq., Red, Brown Green, Blue. 3" x 3"
1213K597 Retail **9.95**



J-150
"Turnabout" Swivel Desk Clock with an alarm — Brass swivel arm — Gilt case, Walnut wood base — Luminous dot dial — Gilt figures and gilt and luminous hands.
Base 7¾" Height 5"
150K657 Retail **10.95**

B-100
"The Traveler", 30 hour Travel Alarm. Polished back and bezel. Gilt numerals, luminous dots and hands. Genuine leather case in Pigskin, Tan, Brown, Red, Green, Blue.
100K390 3" x 3" Retail **6.50**

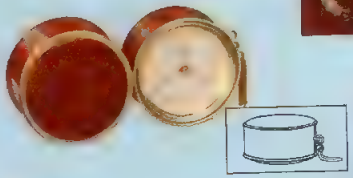
02/8084—"Travelette" Kienzle's Purse, Pocket or Travel Watch. Gilt bezel, white dial. Raised gilt and luminous hour markers and hands. Ivory or Black, Baked Enamel metal case. 2" x 1⅜" x ½"
8084K657 Retail **10.95**



WORLD RENOWNED, QUALITY CLOCK MAKERS FOR OVER 130 YEARS.

Kienzle BY Orbros CLOCKS

622
"The Hatbox" Ladies Travel Alarm, original and exclusive. 7 jewel, 30 hour movement. Raised gilt figure numerals, luminous dots and hands 2½" round, genuine leather case in Black, Ivory, Tan, Red or Green.
622K837 Retail **13.95**



25/1050
"Kienzle World Clock" magnificent 8 day, 4 jewel, gilt case. Tells time in every major capitol of the world. An heirloom piece for any family. Masterpiece of precision & elegance. 11½" x 10½"
1050K7200 Retail **120.00**

27/0253
"Saxony" — Aristocratic, dependable Kienzle Desk Clock, 8 day. 4 jewel movement, gilt brass case, gilt numerals, hands and base.
7½" x 7½"
0253K1797 Retail **29.95**

Prices Subject to Federal Excise Tax

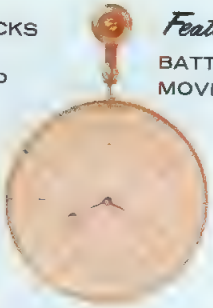
West Coast Prices Slightly Higher

Kienzle BY Arbros CLOCKS

DECORATIVE TIMEPIECES STYLED FOR THE DISCRIMINATING.

Featuring * BATTERY OPERATED MOVEMENTS

J-550 *
"Montclair" battery operated Wall Clock. 16" diameter. Gilt rim. Black dial with gilt hour markings and gilt hands. Battery lasts 9 to 12 months. Also available — Silver Dial.
550K2397
Retail **39.95**



68/1200
"Kienzle Swivel Clock" a best seller that swivels for winding and setting — Slips off for adjusting or cleaning. Gilt case, 8 day, 4 jewel. Ivory and Beige Dial; Gilt hands.
1200K1650 13" x 8¾"
Retail **27.50**

*

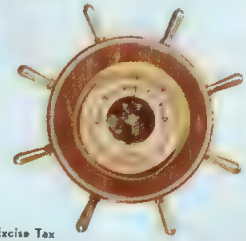
J-500 "Town House" battery operated Wall Clock runs 9-12 months on any 4½ volt battery. Solid Brass case. Brushed Silver Dial, Gilt Roman Num., Ebony Ring Gilt Hands. 12" dia. **500K1650** Retail **27.50** *

65/9003 — "Suprema" Kienzle battery operated Wall Clock. 7 jewel movement. Metal case 10⅝" diameter, 20½" long. Ivory dial with gilt rim. Raised gilt hour markers. Silver Zodiac symbols. Dark Beige cord.
9003K2550 Retail **42.50**

76, 3121 — "Bostonian" Kienzle 14 day ½ hr strike Wall Clock. Gilt edge, Silver Dial, 8¼" x 8-1/16". Raised Silver Dial Ring Gilt Nos Silver Pendulum Bob & Rod 15¾"x9½".
3121K2550 Retail **42.50**

126-E
"Homeboy" Two-Tone Wood Wall Barometer, with open center, precision movement. Brass bezel, enameled dial, beveled glass crystal, mounted in 5¼" Walnut or Mahogany frame. Brass hanging ring.
126K390 Retail **6.50**

600-D "Shipwheel" Wall-Desk Barometer. Open center movement, enameled dial, beveled glass crystal on 5½" wood two-toned case. Mahogany or Walnut. 7½" with spokes.
600K537 Retail **8.95**



961 — "The Den", Wall Pendant Barometer and Thermometer. Open center precision movement, enameled dial, beveled glass crystal. Walnut or Mahogany finished 10" wood case.
961K657 Retail **10.95**

361-H "Weathervane", Mahogany Pendant, Barometer, Thermometer, Hygrometer. Precision instruments, brass trim, beveled crystal, enamel dial. 12" and 30".
361K1350 20½" Retail **22.50**

Prices Subject to Federal Excise Tax

A Complete Line of Toy Paper Cap Pistols –

REPEATERS . . . SIX-SHOOTERS . . . SINGLE-SHOTS

SUPRA-GLEAM FINISH . . . most beautiful and durable finish in the industry — won't crack, peel, or rub off — locks in color.

RAINBOW COLORS . . . rich, sparkling colors that kids really go for" — eye-catching, sales-stimulating!

INDIVIDUALLY BOXED OR CARDED . . . dealers' choice. Carded pistols pre-priced, or not priced.

ASSORTMENTS, AND A RACK THAT SELLS 'EM! . . . pre-packed assortments of carded pistols, and a space-saving display rack — the best way to move pistols.

And Caps . . .

A full line of toy pistol paper caps — Perforated, Disc, Round, Single-Shot, Non-Perforated — in Standard and Multi-Pack Foil Boxes.

KILGORE, INC.

Westerville, Ohio, U.S.A.

World's Largest Manufacturer of Cap Pistols and Caps

Printed in U.S.A.

Kilgore

TOY CAP PISTOLS and TOY PISTOL CAPS

See 'Em at the Toy Fair

ROOM 523
HOTEL NEW YORKER
ROOM 751
FIFTH AVENUE BLDG.

Circle-K Means O.K.

KILGORE, INC.

Westerville, Ohio, U.S.A.

World's Largest Manufacturer of Cap Pistols and Caps

America's Finest Dinnerware Knowles

DURABLE WARE OF SPIRIT AND BEAUTY

FOR THE DINNERWARE YOU'VE ALWAYS WANTED

CHOOSE KNOWLES DECORATOR-WISE SEMI-PORCELAIN

FIRST IN QUALITY

GOURMET . . . Spirited and merry as its name suggests, Gourmet offers new, refreshing table interest. Informal in mood . . . Ideally suited for casual living. Gaily design in fashionable pink, green and brown on handsome "Accent" shapes of pure white.

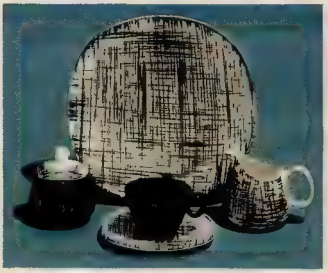
D44G91-1167	32-Pc. Set, serves 6	Retail 17.50
D44G92-1997	53-Pc. Set, serves 8.	Retail 29.95
D44G93-3663	93-Pc. Set, serves 12	Retail 54.95

WILD OATS . . . A pattern of dramatic interest. Softly colored shades of red, yellow, green and brown bring gaiety and warmth of a summer day to your table. Functional "Accent" shapes in white lend themselves to easy service and care—lovely and graceful to handle.

D44G94-1167	32-Pc. Set, serves 6	Retail 17.50
D44G95-1997	53-Pc. Set, serves 8	Retail 29.95
D44G96-3663	93-Pc. Set, serves 12	Retail 54.95

WHEAT . . . There is unusual beauty, enduring elegance in the slender spears of wheat agleam with 22K Gold—silhouetted against the striking gold-edged "Accent" shape. An exquisite design with the rare combination of traditional formality and modern simplicity.

D44G97-1100	32-Pc. Set, serves 6.	Retail 16.50
D44G98-1863	53-Pc. Set, serves 8.	Retail 27.95
D44G99-3230	93-Pc. Set, serves 12.	Retail 49.95



EBONETTE . . . A new look in table decoration. Ebonette is for the modern minded with its square-round "Criterion" shape, its abstract design, its striking black and white color combination—hand-painted under the glaze. For added interest most hollow pieces are solid black.

D44G100-1263	32-Pc. Set, serves 6	Retail 18.95
D44G101-2197	53-Pc. Set, serves 8	Retail 32.95
D44G102-3997	93-Pc. Set, serves 12	Retail 59.95

32-PIECE SET—SERVICE FOR 6

Shipping weight 32 lbs.

6 Dinner Plates
6 Cups
6 Saucers
6 Bread and Butter Plates
6 Fruit Dishes
1 Med um Size Platter
1 Vegetable Dish (Open)

53-PIECE SET—SERVICE FOR 8

Shipping weight 33 lbs.

8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soup Dishes
8 Bread-Butter Plates
1 Creamer
1 Cov'd. Sugar (2 pcs.)
1 Medium Size Platter
1 Vegetable Dish (Open)

93-PIECE SET—SERVICE FOR 12

Shipping weight 65 lbs.

12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soup Dishes
12 Bread-Butter Plates
12 Salad-Dessert Plates
1 Creamer
1 Cov'd Sugar (2 pcs.)
1 Medium Size Platter
1 Large-Size Platter
2 Vegetable Dishes (Open)
1 Pickle Dish (Use as Stand for Sauce Boat)
1 Sauce Boat (Use Pickle Dish as Stand)

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Shipped Direct From Factory In Newell, West Virginia . . . Allow 2 Weeks For Delivery.

America's Finest Dinnerware Knowles

EXCITING NEW INTEREST FOR YOUR TABLE—

BEAUTIFUL, DESIGN-WISE SEMI-PORCELAIN

JUST A SMALL INVESTMENT BUYS A LOVELY SET

FIRST IN QUALITY

FANTASY . . . No ordinary pattern this . . . guests and family alike will love this truly delightful dinnerware. Unusual simplicity of design and delicacy of color on lustrous white rimless shape ("Accent") emphasized by the gleam of platinum on edges.

D44G79-1167	32-Pc. Set, serves 6	Retail 17.50
D44G80-1997	53-Pc. Set, serves 8	Retail 29.95
D44G81-3663	93-Pc. Set, serves 12	Retail 54.95

FORSYTHIA . . . Dainty, bell-like yellow blossoms nestled in graceful green leaves emphasize the chaste simplicity of the modern "Accent" shape. Glistening 22K Gold trim. Here is a true chinaware type pattern at low, everyday dinnerware prices.

D44G82-1100	32-Pc. Set, serves 6	Retail 16.50
D44G83-1863	53-Pc. Set, serves 8	Retail 27.95
D44G84-3330	93-Pc. Set, serves 12	Retail 49.95

GRAPEVINE . . . Glorious silver-green leaves on twining stem of rich brown, curl gracefully 'round the rim of the classic "Accent" shape . . . gives startlingly vibrant effect against the frosty white ground. Equally at home with period or modern decor.

D44G85-1167	32-Pc. Set, serves 6	Retail 17.50
D44G86-1920	53-Pc. Set, serves 8	Retail 28.95
D44G87-3463	93-Pc. Set, serves 12	Retail 51.95

PARK LANE . . . Lovely as its name, Park Lane is the timeless sort of pattern you will treasure for years to come. Enchanting, stylized floral sprays in soft rose, gray and brown encircle the rim—edged in platinum. A perfect gift for the bride.

D44G88-1263	32-Pc. Set, serves 6	Retail 18.95
D44G89-2197	53 Pc. Set, serves 8	Retail 32.95
D44G90-3997	93-Pc. Set, serves 12	Retail 59.95

22-PIECE SET—SERVICE FOR 6

Shipping weight 22 lbs.

6 Dinner Plates
6 Cups
6 Saucers
6 Bread and Butter Plates
6 Fruit Dishes
1 Medium Size Platter
1 Vegetable Dish (Open)

53-PIECE SET—SERVICE FOR 8

Shipping weight 33 lbs.

8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soup Dishes
8 Bread-Butter Plates
1 Creamer
1 Cov'd. Sugar (2 pcs.)
1 Med'im-Size Platter
1 Vegetable Dish (Open)

93-PIECE SET—SERVICE FOR 12

Shipping weight 65 lbs.

12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soup Dishes
12 Bread-Butter Plates
12 Salad-Dessert Plates
1 Creamer
1 Cov'd. Sugar (2 pcs.)
1 Medium-Size Platter
1 Large-Size Platter
2 Vegetable Dishes (Open)
1 Pickle Dish (Use as Stand for Sauce Boat)
1 Sauce Boat (Use Pickle Dish as Stand)

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Shipped Direct From Factory in Newell, West Virginia . . . Allow 2 Weeks For Delivery.

original-round

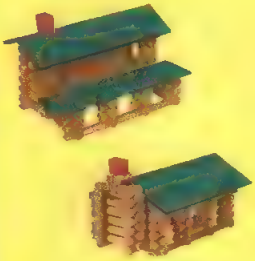
LINCOLN LOGS

America's National Toy

Lincoln Logs has been a best seller for more than a quarter of a century. As educational toys, Lincoln Logs provide hours of pure enjoyment, encourage the child's imagination, create a background for trains, trucks, figures, etc. They are ideal for play alone or for group activity. Realistic forts, cabins, stockades, houses and many other buildings and structures will be built.

Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. Lincoln Logs are standard ¾" in diameter and each set is complete in itself. All sets interchange one with another.

- Original, realistic round Logs
- More pieces at lowest prices
- Sturdy, colorful gables
- 4 page colored design sheets in each set
- 6 sets in can containers

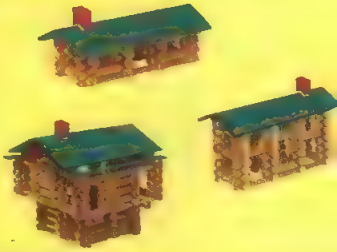


SET 1C *Retail Price* **$1.00**
53 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds.

SET 2C *Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 3C *Retail Price* **$3.00**
129 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built.
Standard package 6 cans—weight 21 pounds.

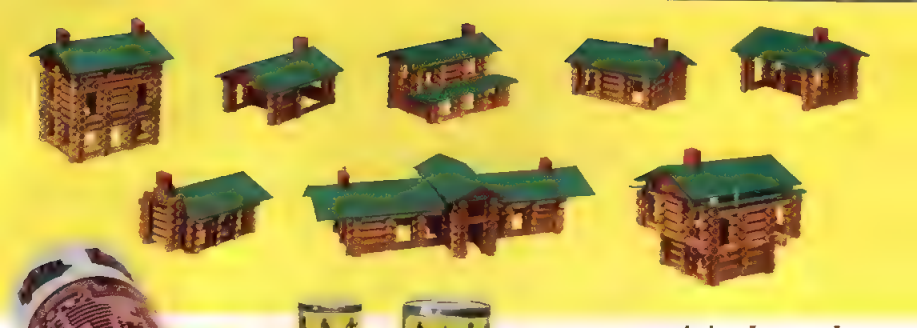
SET 5C *Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made. Constructs larger buildings or more than one small building.
Standard package 4 cans—weight 24 pounds.



STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

Printed in U.S.A.



original-round

LINCOLN LOGS

America's National Toy

SET 4CF *Retail Price* **$4.00**
129 wood pieces and seven scaled metal figures, hand painted with details of cowboys and Indians. 4 page colored design sheet.
Standard package 6 cans—weight 24 pounds.

SET 6CF *Retail Price* **$6.00**
178 wood pieces and 10 scaled metal figures of Indians and cowboys, brightly painted. 4 page colored design sheet. This is the deluxe Lincoln Log set.
Standard package 4 cans—weight 26 pounds.

PEG BLOX

Multiple unit system of ⅞" thick wood block shapes with drilled holes ⅞" between centers allow connecting dowels to build realistic, mobile models of any description. Can be used with Makit Toy sets. All blocks are in primary colors.

NO. 15 PEG BLOX
Retail Price **$1.50**
11 shapes, 44 pieces and design sheet.
Standard package 12 cans—weight 14 pounds.

NO. 25 PEG BLOX
Retail Price **$3.00**
13 shapes, 74 pieces and design sheet.
Standard package 6 cans—weight 13 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

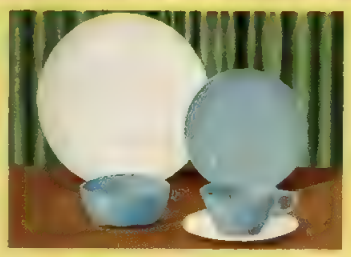
Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

45 PIECE DINNER SET—SPECIALLY PRICED $29.95

COMPLETE SERVICE for 8 . . . . . $46.80 Open Stock Value

Rio Vista's graceful coupe shape sets a beautiful table . . . and is *so* easy to care for. Safe in boiling water or dishwasher . . . the colors will never fade or wear away. So sturdy it's *guaranteed against chipping, cracking, or breaking for two full years!* 45 piece set consists of 8 each 10" dinners, 7" salads, cups, saucers, cereals, and 1 each large platter, serving bowl, creamer and sugar bowl with lid. COLORS: PINK & GRAY MIX-MATCHED (Pink dinners, saucers, platter and creamer, all other items Gray); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers, platter and creamer, all other items Turquoise); RAINBOW consisting of Pink, Gray, Turquoise and White as illustrated above. Shipping weight 15 lbs.

L2445-E2097 Retail **$29.95**



16 PIECE SERVICE FOR 4

4 each 10" dinners, 7" salads, cups and saucers. PINK & GRAY MIX-MATCHED (Pink dinners, saucers; Gray cups, salads); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers; Turquoise cups, salads); RAINBOW (1 place setting each White, Turquoise, Pink, Gray). Shipping weight 5 lbs.

L2416-E837 Ret. **$13.95**

Guaranteed by Good Housekeeping

Advertised in LIFE

5 PIECE ACCESSORY SET

1 each large platter, serving bowl, creamer, sugar with lid. PINK & GRAY MIX-MATCHED (as illustrated); TURQUOISE & WHITE MIX-MATCHED (White platter and sugar, Turquoise bowl and creamer); RAINBOW (as shown in 45 pc. Set).

L245-E528 Ret. **$8.80**

Shipping weight 4 lbs.

20 PIECE SERVICE FOR 4

16 Piece Set above plus 4 14-oz. cereals. PINK & GRAY MIX-MATCHED (Pink dinners, saucers; Gray cups, salads, cereals); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers; Turquoise cups, salads, cereals); RAINBOW (1 place setting each White, Turquoise, Pink, Gray). Shipping weight 6 lbs.

L2420-E1017 Ret. **$16.95**

FLOURISH—Dinner plates, salads, saucers and platter decorated with a graceful scroll design in turquoise with white background. Cups and bowls made by exclusive *Color-on-Color** process with Turquoise exteriors and lustrous White interiors.

ANGLES—Striking modern design with all flat pieces decorated in a combination of Charcoal, Gold, Pink and Turquoise on a white background. Cups and bowls in lovely *Color-on-Color** with Gold exteriors and lustrous White interiors.

Melmac® Dinnerware

TEXAS·WARE

Molded of *Melamine*

Never before has fine dinnerware been so durable AND so beautiful. Bang it! Boil it! Drop it! Safe in Automatic Dishwasher. Guaranteed for two full years against chipping, cracking, or breaking.

The decorations cannot wear away because they are molded right into the dish, and only TEXAS-WARE'S decorated patterns feature Color-on-Color* cups and bowls.

All flat pieces are decorated . . . cups and bowls are colored on the outside and white on the inside. Made by TEXAS-WARE'S exclusive Color-on-Color* process of bonding two colors together.

TEXAS-WARE "FLOURISH"

16 PIECE SERVICE FOR 4

4 each decorated 10" dinner plates, 7" salads, saucers, and Turquoise Color-on-Color* cups. Shipping weight 5 lbs.

L2616-E1197 FLOURISH Ret. **$19.95**

20 PIECE SERVICE FOR 4

16 Piece Set above plus 4 Turquoise Color-on-Color* cereal bowls. Shipping weight 6 lbs.

L2620-E1497 FLOURISH Ret. **$24.95**

5 PIECE ACCESSORY SET

1 each large decorated platter, Turquoise Color-on-Color* serving bowl, Turquoise creamer and sugar with white lid. Shipping weight 4 lbs.

L265-E708 FLOURISH Ret. **$11.80**

45 PIECE DINNER SET COMPLETE SERVICE FOR 8

8 each decorated 10" dinner plates, 7" salads, saucers, 8 each Turquoise Color-on-Color* cups and cereals; 1 each large decorated platter, Turquoise Color-on-Color* serving bowl, Turquoise creamer and sugar with white lid. Shipping weight 15 lbs.

L2645-E3597 FLOURISH Ret. **$59.95**

Guaranteed by Good Housekeeping

Advertised in LIFE

TEXAS-WARE "ANGLES"

16 PIECE SERVICE FOR 4

4 each decorated 10" dinner plates, 7" salads, saucers, and Gold Color-on-Color* cups. Shipping weight 5 lbs.

L2716-E1197 ANGLES...Ret. **$19.95**

20 PIECE SERVICE FOR 4

16 Piece Set above plus 4 Gold Color-on-Color* cereal bowls. Shipping weight 6 lbs.

L2720-E1497 ANGLES...Ret. **$24.95**

5 PIECE ACCESSORY SET

1 each large decorated platter, Gold Color-on-Color* serving bowl, Gold creamer and sugar with white lid. Shipping weight 4 lbs.

L275-E708 ANGLES...Ret. **$11.80**

45 PIECE DINNER SET COMPLETE SERVICE FOR 8

8 each decorated 10" dinner plates, 7" salads, saucers; 8 each Gold Color-on-Color* cups, and cereals. 1 each large decorated platter, Gold Color-on-Color* serving bowl, Gold creamer and sugar with white lid. Shipping weight 15 lbs.

L2745-E3597 ANGLES...Ret. **$59.95**

*Color-on-Color Patent Pending

FULLY MOULDED

PRINCE HARRY No. 5600

A real ride, a real buy for cowpokes 1 to 7. Fully moulded Dura fibre body is the biggest in its price range. All-weather, baked enamel finish for in and outdoor play. Crawl resistant frames.

SPECIFICATIONS:

OVERALL SIZE. Tubular Frame—36" long, 33" high, 20" wide
Wood Frame—35½" long; 33" high, 20½" wide

BODY SIZE: 30" long, 22" high; 8" wide.

SADDLE HEIGHT: 22". INDIVIDUALLY CARTONED. NOT MAILABLE.

COLORS: Golden Palomino, Silver Grey.

FRAME: Black Tubular or Selected Hardwood.

APPROX. SHIPPING WEIGHT: 18 lbs., Tubular Frame; 20 lbs., Wood Frame.

HARRY SWING MOUNT No. 806

HANG IN BASEMENT OR PORCH
HANG FROM OUTDOOR PLAY SET

A wonderful action ride for youngsters 2 to 6. Strong, weather resistant, semi-moulded Dura-fibre body mounted on sturdy metal frame. Four strong hanging chains. Ideal year 'round toy.

SPECIFICATIONS: COLOR: White.
OVERALL SIZE: 23" long; 27" high; 14" wide.
APPROX. SHIPPING WT.: 11 lbs. Individually cartoned.

HARRY SPRING MOUNT No. 5755

Plenty of thrills for range riders 1 to 6 on this handsome Palomino. Fully moulded head and semi-moulded body of strong Dura-fibre.

SPECIFICATIONS:

OVERALL SIZE: 31½" long, 30½" high; 20" wide.

SADDLE HEIGHT: 19½". COLOR: Golden Palomino.

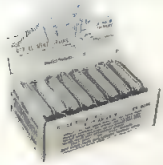
FRAME: Selected Hardwood. SHIPPING WEIGHT: Approx. 13½ lbs.

HARRY No. 6085

Your best buy in a moulded rocking horse for children 1 to 4. Dura-fibre fully moulded head and semi-moulded body. Hardwood rockers.

SPECIFICATIONS:

OVERALL SIZE 30" long 23" high; 8¾" wide.
SADDLE HEIGHT 14" COLOR. Golden Palomino.
APPROX. SHIPPING WEIGHT: 6 lbs.



SUPER DELUXE
REPLACEMENT SPRINGS

Zinc plated, hard drawn wire springs are six inches long. Packed in display carton — 9¼" x6⅞"x3½".
#60 for King and Prince. Two doz. large springs to carton. 10 lbs.
#40 for Other Models. Two doz. small springs to carton. 6 lbs.

OUTSTANDING FEATURES

Train-Rite All Weather Products have been designed for rugged outdoor use as well as indoor. Rain, snow or sun won't harm their tough double impregnated Dura-fibre bodies and baked enamel finish. Every product is child approved for realistic fun; parent approved for long lasting, safely built, quality construction. Train-Rite toys . . . favorites with over a million girls and boys.

TRAIN-RITE ALL WEATHER INSIDE OUTSIDE PRODUCTS NURSERY ITEMS MOULDED PRODUCTS, INC. MAPLE PLAIN, MINN.

Moulded Products INC

MAPLE PLAIN, MINNESOTA

AMERICAN TOYS

A DECADE OF PRODUCING TRAIN-RITE PRODUCTS FOR CHILDREN

NEW PRODUCTS • NEW COLORS • NEW FRAMES

THE WORLD'S MOST REALISTIC LINE OF FULLY MOULDED HORSES

WEATHER RESISTANT • POPULAR THE YEAR AROUND • MOULDED DURA-FIBRE BODIES • REALISTIC-SHAPED AND FORMED • STRONG AND DURABLE • LIGHTWEIGHT • ALL-WEATHER ENAMEL FINISH • EASY ASSEMBLY • PRACTICAL • COLORFUL • WASHABLE • SAFE • SHIPPED K. D

Brand New!

FULLY MOULDED

DUKE HARRY

No. 5700

Designed with the 1 to 5 rider in mind, Duke Harry is the newest member of the fully moulded Royal Line. Colorful, realistic Dura fibre body is weather-resistant for in or outdoor use. Newly designed frames have black tubular uprights with hardwood side rails to provide greater strength, greater stability and to resist creeping.

SPECIFICATIONS:

OVER-ALL SIZE, 31½" long, 28" high, 20" wide.
BODY SIZE 26" long, 21" high; 7" wide.
SADDLE HEIGHT: 19". FRAME Black Tubular.
COLORS Golden Palomino • Pinto.
INDIVIDUALLY CARTONED NOT MAILABLE.
APPROXIMATE SHIPPING WEIGHT 13½ lbs.

HE'S FULLY MOULDED! HE'S THE BIGGEST!

ROYAL ROAN

KING HARRY

No. 7000

King Harry is deluxe all the way through from his giant sized, weather-resistant, *fully moulded* Dura-fibre body with baked enamel finish, to his newly designed chromium and hardwood frame. Built to take all kinds of outdoor and indoor play all year through, King Harry is a real ride for rangers 2 to 10.

SPECIFICATIONS:

OVER-ALL SIZE Tubular Frame—40" long, 38" high, 20" wide.
Model 7000-W Wood Frame—40" long, 37" high; 21" wide
BODY SIZE: 34½ long 24½" high, 8½" wide.
SADDLE HEIGHT, 25" Tubular.
COLORS Golden Palomino, Midnight Black, Royal Roan.
FRAME Chromium No 7000 or Hardwood, No 7000-W
Individually Cartoned • Approx Shipping Wt.: 25 lbs., Wood Base, 20 lbs., Tubular Base, Not Mailable

GOLDEN PALOMINO

MIDNIGHT BLACK

MOULDED PRODUCTS, INC., MAPLE PLAIN, MINNESOTA

wake up to tuneful music . . .

THERE'S MUSIC IN THE AIR . . . there's accurate time in the room for milady . . . **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. Specify from selection of these beautiful colors: brown, light blue, ivory, or pink. Raised gilt figures and hour indicators; luminous hands and hour dots. 4x3¼x1⅜"
7054K1000 . . . . . Retail $18.95 plus tax

BLAZING RHINESTONES dainty and dazzling for the boudoir . . **30-HOUR ALARM.** Gilt finish case. Gilt figures, luminous hours, hands. With black faille envelope case. Choice of stone colors (specify): aqua, crystal, or rose 2¾x2⅜x1¼".
7055K815 Retail $12.95 plus tax

TUCK-AWAY . . when on the go for business or pleasure **30-HOUR DESK/TRAVEL ALARM** Gleaming in gilt, adjustable easel. Available with full luminous dial or raised gilt figures with luminous hands and hour dots. Genuine leather mottled finish case. Colors to please (specify): tan, green, brown, maroon. Size: 2½x2¾"
7056K704 Retail $10.95 plus tax

accurate . . . dependable . . . attractive

Phinney-Walker

time makers for more than 40 years!

TIME FOR DECOR . . . charming for the home, precise for the office . . . **B-DAY WALL CLOCK.** Silver finish dials; ornamental gilt wall fixture. 9½" diameter; 6½" dial; 2½" depth.

[N] Bronze finish case, hands; gold color cord
7058K1530 . . . . . Retail $24.50 plus tax

[P] Gilt finish case, hands; brown color cord
7059K1530 Retail $24.50 plus tax

"write" on time . . . be ready . . .

DESK MATES . . superb for time, poised for writing . . . **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators, luminous hands, dots. 4⅜x1½x3½"
Retail $12.95 plus tax
7057K815

APPOINTMENT FOR A GOOD TIME . . conveniently shows the time and date . . **30-HOUR CALENDAR ALARM** Nave. flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4⅜x4⅝", overall height 4⅜"
7036K935 . . . . . Retail $14.95 plus tax

wind only once weekly . . . brighten your home

it's a calendar, it's an alarm

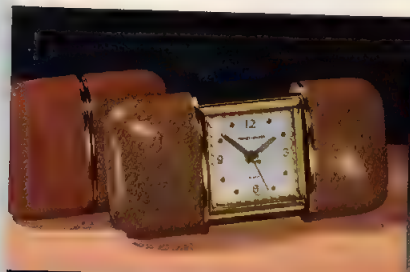
Prices subject to 10% Federal Excise Tax
West Coast Prices Slightly Higher

largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES . . or occupying a favorite corner on a desk . . . **30-HOUR DESK/TRAVEL ALARM.** Featuring gilt trim on durable Texol covered case luminous hands and figures. Specify choice of colors: tan, maroon, brown alligator 3½x3½x1½"
7033K430 Retail $6.95 plus tax

PARTNER IN TIME . . folds compactly for the getaway, unfolds smartly to serve time . . **30-HOUR DESK/TRAVEL ALARM** Distinctive in genuine leather case. Full luminous figures and hands. Specify choice of colors: brown alligator, tan, blue 3¾x3⅞x1⅜"
7034K430 Retail $6.95 plus tax

A WEEK'S TIME . . . hours and minutes while away accurately on desk or road . . . **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texo covered case. Ful luminous figures, hands. Specify choice of colors: brown alligator, maroon, tan. 3⅜x3⅜x1⅜".
7035K749 Retail $11 95 plus tax



Phinney-Walker

time makers for more than 40 years!

converts from desk, boudoir to travel

CONVERTIBLE . . . streamlined for desk or travel . . . **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine eather finish. Richly designed dial; raised gilt figures; luminous hands, hour dots. Specify- pig or red. Slides open to 5⅛x2⅜x1⅛", closed to 3¾".
7050K1000 . . . . . Retail $18 95 plus tax

TIME FOR ROYALTY . . . styled like a jewel, accurately timed, romantically transparent . . . **30-HOUR DESK/BOUDOIR ALARM** Gilt figures and hour indicators, hands and hour dots glow in the dark. Beautiful gay pastel colors (specify choice): rose, clear white, amber, or light blue to blend with today's decor accents. 3⅛x3¼x1⅝".
7051K360 Retail $8 95 plus tax

see it "tick-tock" . . . through gay colors

F

G

F **TREASURED TIME** . . . to be shown with conscious pride and lasting satisfaction before friends and acquaintances. . **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands. Specify choice of rich, attractive colors: pig, blue, or brown. 3½x3¾x1¼"
7052K997 . . . . . Retail $15.95 plus tax

G **TAKE-AWAY TIME** . . . whenever you go, wherever you stop, be ready with dependable time . . . **30-HOUR, 7-JEWEL DESK/TRAVEL ALARM.** Richly patterned, light and compact. Cased in genuine leather . . . always in discriminating taste, constantly appreciated, fondly remembered. Full raised figure dial, luminous hands and hour dots. Conventional choice of colors (specify): pig, red, or brown 3⅛x2⅞x1¼".
7053K610 . . . . . Retail $9.95 plus tax

Prices subject to 10% Federal Excise Tax
West Coast Prices Slightly Higher

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nationally known . . . mechanically perfect . . . fully guaranteed . . . always desired

RHODE-SPENCER CO. 18 SO. MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES . . or occupying a favorite corner on a desk **30-HOUR DESK/TRAVEL ALARM.** Featuring gilt trim on durable Texol covered case. Luminous hands and figures. Specify choice of colors: tan, maroon, brown alligator 3½x3½x1½"
0806AW430T Retail $6.95

PARTNER IN TIME folds compactly for the getaway, unfolds smartly to serve time . . **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case. Full luminous figures and hands. Specify choice of colors: brown alligator, tan, blue 3¾x3⅞x1¾"
0807AW430T Retail $6.95

A WEEK'S TIME . . hours and minutes while away accurately on desk or road **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full luminous figures, hands. Specify choice of colors: brown alligator, maroon, tan. 3⅞x3⅜x1½".
0808AW749T Retail $11.95

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time makers for more than 40 years!

converts from desk, boudoir to travel

CONVERTIBLE . . . streamlined for desk or travel . . . **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather finish. Richly designed dial, raised gilt figures; luminous hands, hour dots. Specify: pig or red. Slides open to 5⅛x2⅜x1½"; closed to 3⅝".
0809A2W1000T . . . . . Retail $15.95

TIME FOR ROYALTY . . . styled like a jewel, accurately timed, romantically transparent . . . **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators, hands and hour dots glow in the dark. Beautiful gay pastel colors (specify choice): rose, clear white, amber, or light blue to blend with today's decor accents. 3⅛x3¼x1⅞".
0810A2W560T . . . . . Retail $8.95

see it "tick-tock" . . . through gay colors

F TREASURED TIME . . . to be shown with conscious pride and lasting satisfaction before friends and acquaintances. . **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding. Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands. Specify choice of rich, attractive colors: pig, blue, or brown. 3½x3¾x1¼"
0811A2W997T . . . . . Retail $15.95

G TAKE-AWAY TIME . . . whenever you go, wherever you stop, be ready with dependable time . . . **30-HOUR, 7-JEWEL DESK/TRAVEL ALARM.** Richly patterned, light and compact. Cased in genuine leather . . . always in discriminating taste, constantly appreciated, fondly remembered. Full raised figure dial, luminous hands and hour dots. Conventional choice of colors (specify): pig, red, or brown. 3¼x2⅞x1¼"
0812A2W610T . . . . . Retail $9.95

Prices subject to 10% Federal Excise Tax

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nationally known . . . mechanically perfect . . . fully guaranteed . . . always desired

wake up to tuneful music . . .

THERE'S MUSIC IN THE AIR . . there's accurate time in the room for milady . . . **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. Specify from selection of these beautiful colors: brown, light blue, ivory, or pink. Raised gilt figures and hour indicators, luminous hands and hour dots. 4x3⅛x1⅜"
0813A2W1000T . . . . . Retail $15.95

BLAZING RHINESTONES . . dainty and dazzling for the boudoir . . . **30-HOUR ALARM.** Gilt finish case. Gilt figures, luminous hours, hands. With black faille envelope case. Choice of stone colors (specify): aqua, crystal, or rose. 2¾x2¾x1¼"
0814A2W815T . . . . . Retail $12.95

TUCK-AWAY . . when on the go for business or pleasure . . . **30-HOUR DESK/TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Available with full luminous dial or raised gilt figures with luminous hands and hour dots. Genuine leather mottled finish case. Colors to please (specify): tan, green, brown, maroon. Size 2½x2⅝".
0815A2W704T Retail $10.95

accurate . . . dependable . . . attractive

Phinney-Walker

time makers for more than 40 years!

"write" on time . . . be ready . . .

DESK MATES . . . superb for time, poised for writing . . . **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators, luminous hands, dots. 4⅞x1½x3½"
0816A3W815T . . . . . Retail $12.95

APPOINTMENT FOR A GOOD TIME . . conveniently shows the time and date . . **30-HOUR CALENDAR ALARM.** Novel flip date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4⅜x4⅝", overall height 4⅛"
0817A3W935T . . . . . Retail $14.95

it's a calendar, it's an alarm

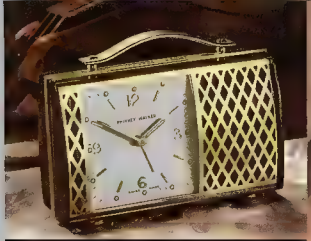
TIME FOR DECOR . . . charming for the home, precise for the office . . . **8-DAY WALL CLOCK.** Silver finish dials, ornamental gilt wall fixture. 9½" diameter; 6½" dial, 2⅛" depth.

[N] Bronze finish case, hands; gold color cord
0818A6W1530T . . . . Retail $24.50

[P] Gilt finish case, hands, brown color cord
0819A6W1530T . . . . . Retail $24.50

wind only once weekly . . . brighten your home

Prices subject to 10% Federal Excise Tax
West Coast Prices Slightly Higher



wake up to tuneful music . . .

THERE'S MUSIC IN THE AIR . . . there's accurate time in the room for milady . . . **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. Raised gilt figures and hour indicators; luminous hands and hour dots. 4x3⅞x1⅜".

11A374-6J1000 Brown $15.95
11A375-3J1000 Ivory 15.95

"write" on time . . . be ready . . .

DESK MATES . . . superb for time, poised for writing . . . **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators, luminous hands, dots. 4¾x1½x3⅛"

11A392-9J815 Gilt $12.95

APPOINTMENT FOR A GOOD TIME . . . conveniently shows the time and date . . . **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4⅜x4⅜"; overall height 4⅜".

11A383-7J925 Gilt $14.95

it's a calendar . it's an alarm

BLAZING RHINESTONES . . . dainty and dazzling for the boudoir . . . **30-HOUR ALARM.** Gilt finish case. Gilt figures; luminous hours, hands. With black faille envelope case. 2¾x2⅝x1¼".

11A376-1J815 Aquamarine $12.95
11A377-0J815 Rose 12.95
11A378-7J815 Crystal 12.95

TUCK-AWAY . . . when on the go for business or pleasure . . . **30-HOUR DESK/TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Available with full luminous dial or raised gilt figures with luminous hands and hour dots. Genuine leather mottled finish case. Size: 2½x2¾"

11A379-5J704 Green $10.95
11A380-3J704 Tan 10.95
11A381-1J704 Brown 10.95

accurate . . . dependable . . . attractive

Phinney-Walker

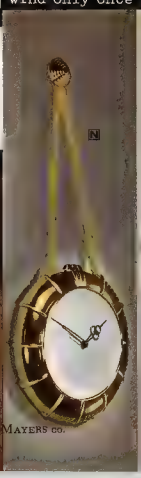
time makers for more than 40 years!

TIME FOR DECOR . . . charming for the home, precise for the office . . . **8-DAY WALL CLOCK.** Silver finish dials; ornamental gilt wall fixture. 9½" diameter; 6½" dial; 2⅛" depth.

[N] Bronze finish case, hands; gold color cord.
11A384-5J1530 Bronze $24.50

[P] Gilt finish case, hands, brown color cord.
11A385-2J1530 Gilt $24.50

wind only once weekly . . . brighten your home



Federal Excise Tax of 10% Not Included

largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES . . . or occupying a favorite corner on a desk . . . **30-HOUR DESK/TRAVEL ALARM.** Featuring gilt trim on durable Texol covered case. Luminous hands and figures. 3½x3½x1½".

11A353-0J430	*Tan*	$6.95
11A354-8J430	*Alligator*	6.95
11A355-5J430	*Maroon*	6.95

PARTNER IN TIME folds compactly for the getaway, unfolds smartly to serve time . . . **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case. Full luminous figures and hands. 3 3/16x3 7/16 1 3/8".

11A356-3J430	*Alligator*	$6.95
11A357-1J430	*Tan*	6.95
11A358-9J430	*Blue*	6.95

A WEEK'S TIME . . hours and minutes while away accurately on desk or road . . . **8-DAY DESK/TRAVEL ALARM** Rich gilt trimmed Texol covered case. Full luminous figures, hands. 3⅜x3⅜x1⅜".

11A359-7J749	*Tan*	$11.95
11A360-5J749	*Alligator*	11.95
11A361-3J749	*Maroon*	11.95

Phinney-Walker

time makers for more than 40 years!

converts from desk, boudoir to travel

CONVERTIBLE . . . streamlined for desk or travel . . . **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather finish. Richly designed dial, raised gilt figures, luminous hands, hour dots. Slides open to 5¼x2⅞x1⅛"; closed to 3 3/16".

11A362-1J1000	*Pigskin*	$15.95
11A363-9J1000	*Red*	15.95

TIME FOR ROYALTY . . . styled like a jewel, accurately timed, romantically transparent . . . **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators; hands and hour dots glow in the dark. 3⅛x3 1/16x1⅞".

11A364-7J560	*Rose*	$8.95
11A365-4J560	*Amber*	8.95
11A366-2J560	*Blue*	8.95
11A367-0J560	*White*	8.95

see it "tick-tock" . . . through gay colors

F **TREASURED TIME** . . . to be shown with conscious pride and lasting satisfaction before friends and acquaintances . . . **8-DAY, 7-JEWEL DESK/TRAVEL ALARM** More than a week of time at one winding Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands. 3½x3 3/16x1¼".

11A368-8J997	*Blue*	$15.95
11A369-6J997	*Pigskin*	15.95
11A370-4J997	*Brown*	15.95

G **TAKE-AWAY TIME** . . . whenever you go, wherever you stop, be ready with dependable time . **30-HOUR, 7-JEWEL DESK/TRAVEL ALARM.** Richly patterned, light and compact. Cased in genuine leather . . . always in discriminating taste, constantly appreciated, fondly remembered. Full raised figure dial, luminous hands and hour dots. 3¼x2⅞x1¼".

11A371-2J610	*Pigskin*	$9.95
11A372-0J610	*Brown*	9.95
11A373-8J610	*Red*	9.95

Federal Excise Tax of 10% Not Included

L. & C. MAYERS CO. **61**

nationally known . . . mechanically perfect . . . fully guaranteed . . . always desired

largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES or occupying a favorite corner on a desk **30-HOUR DESK/TRAVEL ALARM.** Featuring gilt trim on durable Texol covered case. Luminous hands and figures. Specify choice of colors: tan, maroon, brown alligator, 3½x3½x1½".
CAT. NO. J-PW27-S Retail 6.95
DEALERS PRICE **4.30**

PARTNER IN TIME folds compactly for the getaway, unfolds smartly to serve time **30-HOUR DESK/TRAVEL ALARM** Distinctive in genuine leather case Full luminous figures and hands. Specify choice of colors: brown alligator, tan, blue. 3⅜x3⅞x1⅜".
CAT. NO. J-PW28 Retail 6.95
DEALERS PRICE **4.30**

A WEEK'S TIME . hours and minutes while away accurately on desk or road **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full luminous figures, hands. Specify choice of colors: brown alligator, maroon, tan. 3⅞x3⅜x1⅜".
CAT. NO. J-PW80 Retail 11.95
DEALERS PRICE **7.49**

Phinney-Walker

time makers for more than 40 years!

converts from desk, boudoir to travel

CONVERTIBLE . streamlined for desk or travel . . . **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather finish. Richly designed dial; raised gilt figures, luminous hands, hour dots. Specify: pig or red Slides open to 5⅛x2⅞x1⅛"; closed to 3⅞x
CAT. NO. J-PW25 Retail 15.95
DEALERS PRICE **10.00**

TIME FOR ROYALTY . . styled like a jewel, accurately timed, romantically transparent **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators, hands and hour dots glow in the dark Beautiful gay pastel colors (specify choice): rose, clear white, amber, or light blue to blend with today's decor accents. 3⅛x3½x1⅞"
CAT. NO. J-PW30 Retail 8.95
DEALERS PRICE **5.60**

see it "tick-tock" . . . through gay colors

F

G

F TREASURED TIME . . . to be shown with conscious pride and lasting satisfaction before friends and acquaintances **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding. Elegant genuine leather case Gilt figures are raised and complement luminous hour indicators and hands. Specify choice of rich, attractive colors: pig, blue, or brown. 3½x3⅝x1¼"
CAT. NO. J-PW88 Retail 15.95
DEALERS PRICE **9.97**

G TAKE-AWAY TIME . . whenever you go, wherever you stop, be ready with dependable time . . **30-HOUR, 7-JEWEL DESK/TRAVEL ALARM.** Richly patterned, light and compact Cased in genuine leather . . . always in discriminating taste, constantly appreciated, fondly remembered, Full raised figure dial, luminous hands and hour dots. Conventional choice of colors (specify): pig, red, or brown. 3¼x2⅞x1¼"
CAT. NO. J-PW73 Retail 9.95
DEALERS PRICE **6.10**

Prices subject to 10% Federal Excise Tax

DEDUCT 2% CASH DISCOUNT

nationally known . . . mechanically perfect . . . fully guaranteed . . . always desired

wake up to tuneful music . . .

THERE'S MUSIC IN THE AIR . . there's accurate time in the room for melody **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. Specify from selection of these beautiful colors: brown, light blue, ivory, or pink. Raised gilt figures and hour indicators, luminous hands and hour dots. 4x3 1/4x1 3/4"
CAT. NO. J-PW30 Retail 13.95
DEALERS PRICE **10.00**

BLAZING RHINESTONES . . . dainty and dazzling for the boudoir . . . **30-HOUR ALARM.** Gilt finish case. Gilt figures, luminous hours, hands. With black faille envelope case. Choice of stone colors (specify): aqua, crystal, or rose. 2 3/4x2 3/4x1 1/4".
CAT. NO. J-PW34 Retail 13.95
DEALERS PRICE **8.75**

TUCK-AWAY . . . when on the go for business or pleasure . . . **30-HOUR DESK/TRAVEL ALARM** Gleaming in gilt, adjustable easel Available with full luminous dial or raised gilt figures with luminous hands and hour dots. Genuine leather mottled finish case Colors to please (specify): tan, green brown, maroon. Size: 2 1/2x2 3/4".
CAT. NO. J-PW424 Retail 10.95 **7.04**
DEALERS PRICE

accurate... dependable... attractive

Phinney-Walker

time makers for more than 40 years!

TIME FOR DECOR . . charming for the home, precise for the office . . . **8-DAY WALL CLOCK** Silver finish dials; ornamental gilt wall fixture. 9 1/2" diameter, 6 1/2" dial, 2 1/4" depth.

[N] Bronze finish case, hands; gold color card
CAT. NO. J-PW52 Retail 24.50
DEALERS PRICE **15.30**

[P] Gilt finish case, hands, brown color card.
CAT. NO. J-PW51 Retail 24.50
DEALERS PRICE **15.30**

"write" on time . . . be ready . . .

DESK MATES superb for time, poised for writing **30-HOUR DESK PEN SET WITH ALARM** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators, luminous hands, dots. 4 3/4x1 1/2x3 1/8"
CAT. NO. J-PW36 Retail 13.95
DEALERS PRICE **8.75**

APPOINTMENT FOR A GOOD TIME . conveniently shows the time and date . **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4 3/8x4 3/8", overall height 4 3/8"
CAT NO. J-PW33 Retail 14.95
DEALERS PRICE **9.35**

wind only once weekly . . . brighten your home

it's a calendar, it's an alarm

Prices subject to 10% Federal Excise Tax

DEDUCT 2% CASH DISCOUNT

Scientists of Tomorrow Want PORTER Today

PORTER MICROCRAFT

THE PRECISION INSTRUMENTS
WITH MORE SALES FEATURES

EXTRA for 1957
SECRETS of NATURE

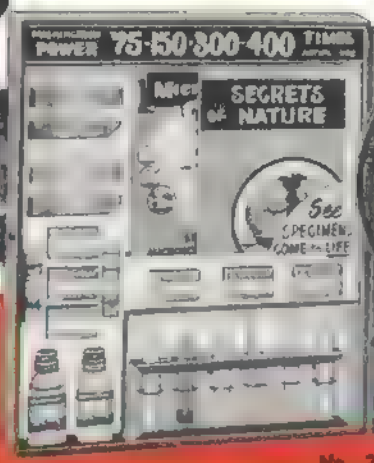
A sure-fire seller! Great fun—and highly instructive. The kids see living organisms spring to life—found in Microcraft outfits from $7.98 up.

BIG 4 TURRET MICROSCOPE

(shown 3/4 actual size)

- Largest and most powerful in the field
- Finger-tip focusing; no barrel wobble
- See entire specimen without moving slide
- Focus maintained when changing powers
- Finely ground and polished lenses
- Heavy metal base provides solid support

Handsome lithographed steel cabinets.



PORTER MICROCRAFT ORIGINAL SCIENCE TOYS

No. 215
MICROCRAFT LAB-MASTER $14.98
($15.75 in Western States)

A real professional outfit. Specimens spring to life under this big microscope magnifying 75 to 400 times. Includes electric sub-stage lamp, new [illegible] and complete SECRETS OF NATURE section with separate [illegible] shrimp eggs and other living specimens.

Complete line of Porter Microcraft Outfits available — $4.98 - $7.98 - $9.98 - $14.98 - $19.98
See them all on display in Room 405, 200 Fifth Avenue, New York City. Send for your Free Catalog—
THE PORTER CHEMICAL COMPANY, HAGERSTOWN, MARYLAND

Science Toy Market BIGGER Than Ever! . . . Over 18,250,000 Boys and Girls

PORTER CHEMCRAFT

BETTER THAN EVER

with more exciting new features

BEST SALES-YEAR EVER

The science Toy Market now reaches 18,250,000 boys and girls between the ages 9 and 15. And never before has nation-wide interest in science been at such a high pitch! It's the BIGGEST market—the most EAGER market you ever had!

NEW 1957 PORTER FEATURES

- New Built-In Unit Lab
- New Outer Space Experiments
- New Experiments in Modern Plastics
- New Brightly Colored Lithographed Steel Cabinets
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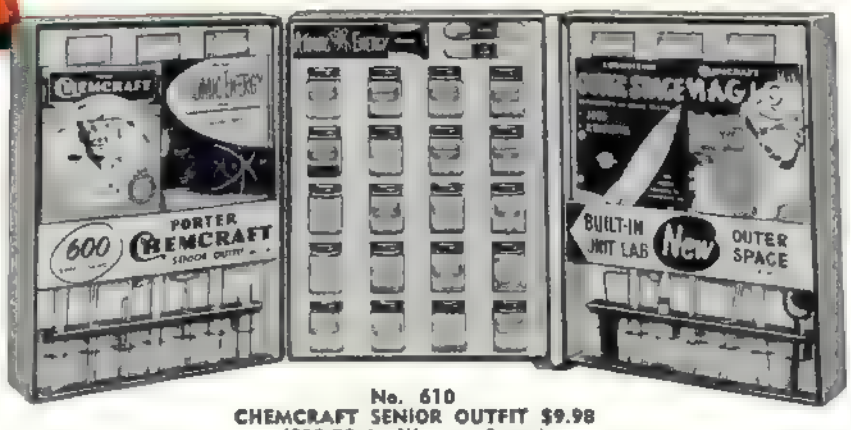
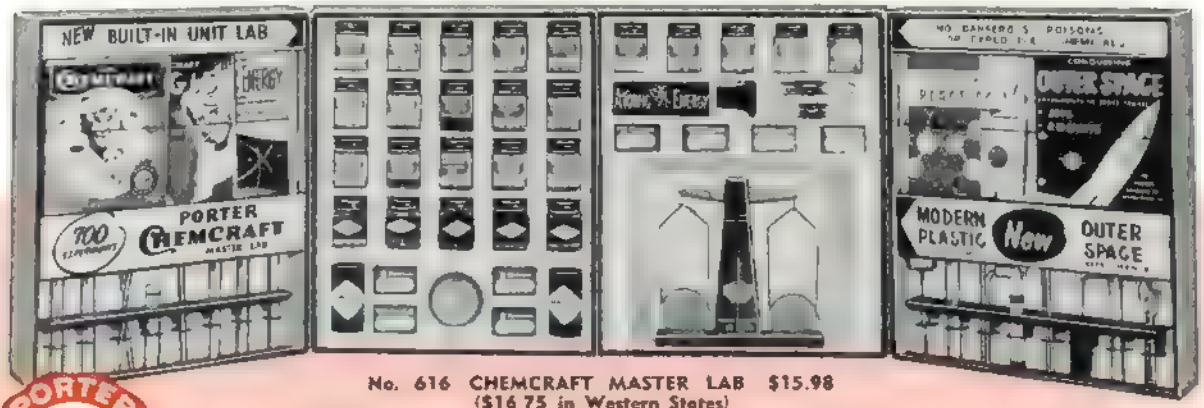


No. 610
CHEMCRAFT SENIOR OUTFIT $9.98
($10.50 in Western States)

The feature every young future scientist wants—now in Chemcraft Outfits from $9.98 up—exciting experiments in CONQUERING OUTER SPACE. Other wonderful experiments—600 in all—include Atomic Energy, Chemical Magic and General Chemistry. Chemicals and apparatus packed in three panel steel cabinet with new BUILT IN UNIT LAB.



No. 616 CHEMCRAFT MASTER LAB $15.98
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Another Chemcraft first — complete new manual plus chemicals and apparatus for actually making PLASTICS. Also includes Atomic Energy, Conquering Outer Space, Chemical Magic and General Chemistry for a total of 700 fascinating experiments. Big four-panel steel cabinet has new BUILT IN UNIT LAB.

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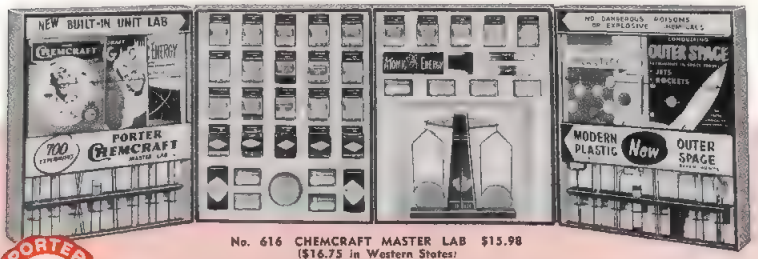

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BIG 4 TURRET MICROSCOPE

(shown 3/4 actual size)

- Largest and most powerful in the field
- Finger-tip focusing; no barrel wobble
- See entire specimen without moving slide
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- Finely ground and polished lenses
- Heavy metal base provides solid support

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Handsome enameled steel cabinets.

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See them all on display in Room 405, 200 Fifth Avenue, New York City. Send for your Free Catalog—
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Replogle

WORLD GLOBES

The wonderful gift of a globe fascinates all ages. Homework is easier—more like fun—when youngsters have a globe of their own! For grownups, too, past and present events come to life when every place is seen in true perspective on these accurate models of the world.

In this wide variety of globes made by Replogle, the world's largest globe manufacturer—you'll find a model for every purpose—from a sturdy 16-inch globe for the younger set to a magnificent 16-inch illuminated heirloom globe.

All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non-fading colors, washable.

The *"Commander."* America's best seller! Big 12-in. globe, classroom size, with 6410 place names, an excellent reference for school-age children. Brass-finished, numbered meridian; time dial over north pole; attractive finish on metal base. Comes with deluxe 96-page book describing uses of globe in pictures, stories, games; also handy index of cities, populations. Ht. 16½", wt 6 lbs.
30A126-7W597 . . . . . Retail **$9.95**

The *"Explorer."* Similar model in 10-in. size. Has 32-pg. book of uses. "The Story of the Globe." Ht. 14", wt. 3½ lbs.
30A127-5W477 . . . . . Retail **$7.95**

The *"Starlight."* Smartly styled 12-in. globe with dramatic new map colors. Blue-black oceans contrast strikingly with vivid land colors. Numbered meridian and base plated in gleaming chrome. A handsome gift for any occasion — a valuable reference for the entire family. Map shows 6410 place names and every country clearly. Includes big deluxe 96-page book of globe uses, games, quizzes, index of place names, populations. Ht. 16½", wt. 6 lbs.
30A128-3W717. . . . . Retail **$11.95**

GLOBE and ATLAS set. This complete reference in one handy unit is a fine family gift. Big 12-in. globe shows 6410 place names and every country in its true relationship. Numbered meridian is brass-finished. Metal base with walnut wood-grain finish is shaped to conveniently hold the big up-to-date 200-page Atlas, which contains full-color foreign country maps, detailed U. S. maps, gazetteer, populations, valuable world information. Comes with 32-page book "The Story of the Globe." Ht. 15", wt. 8 lbs.
30A129-1W897. . . . . Retail **$14.95**

REPLOGLE GLOBES ARE ADVERTISED IN

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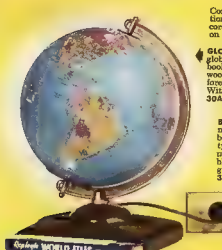
Handmade ILLUMINATED GLOBES

Combine valuable reference with a beautiful home decoration. Maps hand applied for utmost accuracy. Complete with cord and 40W light bulb inside, easy to replace. Operate on AC or DC, 110 volts.

Make an ideal TV light



GLOBE and ATLAS set. Detailed 10-in. lighted globe with new 200-page Atlas in its handsome book-shaped base. Brass-plated meridian, walnut wood-grain finish on base. Atlas has full-color foreign maps, U.S. maps, index, populations. With 32-pg. globe book. Ht. 18", wt. 10 lbs.
30A130-9W1497. . . . . Retail **$24.95**

BIG 12-in. LIGHTED GLOBE shows 6410 place names and offers outstanding reference and beauty for the home. All place names in large type stand out clear when globe is lit. Numbered meridian is satin brass-plated, base has modern black and brass plating. With 32-page book of globe uses. Ht. 16", wt. 10½ lbs.
30A131-7W1605. . . . . Retail **$26.75**

8-in. LIGHTED GLOBE, similar to 12-in. model. Good size for end table, small desk, child's night light. Accurate, detailed map. Uses 25W bulb. Has 32-page globe book. Ht. 19", wt. 5½ lbs.
30A132-5W837. . . . . Retail **$13.95**

Replaceable HEIRLOOM ILLUMINATED GLOBES

Each with cord and 40W bulb inside, easy to replace. Operate on AC or DC, 110 volts. Maps hand applied for greatest accuracy.

A truly elegant globe to enhance the finest home or office. The 12-in. lighted globe shows 6410 places. Satin brass-plated meridian revolves in a polished brass-plated fork so any area can be brought instantly into view. Duncan Phyfe pedestal is beautiful solid walnut, hand carved; 34¼ inches high for good reading level. Includes 32-page globe book. Wt. 14 lbs.
30A133-3Y2385 ... . Retail **$39.75**

A globe masterpiece for the well appointed office, home library or living room. The huge 16-in. lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis; satin brass-plated meridian revolves on ball bearings. 32-page globe book included. Ht. 39½", wt. 38 lbs.
30A134-1Y8700 .. ..Retail **$145.00**

Lyric RECORD RACKS AND CASES

Here's the safe, easy, most compact way to file records. Solves *all* your storage needs, because LYRIC has a quality case or rack for every record size and speed. All are steel-constructed for years of use, beautifully finished in decorator colors. Perfect gifts for your record-collecting friends of any age.

ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design; brass-finished handles, red plasticized wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt. 4 lbs.
30A135-8W255 .. .. Retail **$4.25**

LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
30A136-6W315. .....Retail **$5.25**

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish, red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
30A139-0W357. .. ..Retail **$5.95**

FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
30A140-8W237..... .. ..Retail **$3.95**

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
30A137-4W435 ... .Retail **$7.25**

FOR 12" RECORDS. Holds 36 records including LP's in jackets. Strong light metal baked wrinkle finish. Gray top, aqua bottom. Plastic handle, brass-plated draw bolt lock. Index card, embossed dividers, gummed numbers. Wt. 6½ lbs.
30A138-2W465. .... .Retail **$7.75**

Globes on this page shipped F. O. B. Illinois Factory

Replogle

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The wonderful gift of a globe fascinates all ages. Homework is easier—more like fun—when youngsters have a globe of their own! For grownups, too, past and present events come to life when every place is seen in true perspective on these accurate models of the world.

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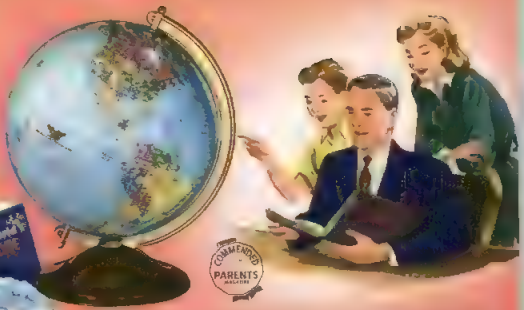
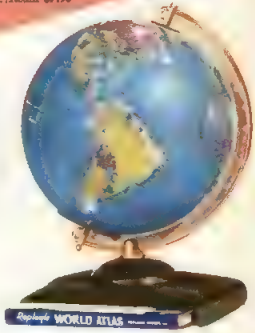
All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non fading colors, washable



The "Commander." America's best seller! Big 12-in. globe, classroom size, with 6410 place names an excellent reference for school-age children. Brass-finished numbered meridian, time dial over north pole, attractive finish on metal base. Comes with deluxe 96-page book describing uses of globe in pictures, stories, games, also handy index of cities, populations. Ht. 16½", wt. 6 lbs.
6034M6W597 ..... Retail **$9.95**

The "Explorer." Similar model in 10-in. size. Has 32-pg. book of uses, "The Story of the Globe." Ht. 14", wt. 3½ lbs.
6035M4W477 ..... Retail **$7.95**

The "Starlight." Smartly styled 12-in. globe with dramatic new map colors. Blue-black oceans contrast strikingly with vivid land colors. Numbered meridian and base plated in gleaming chrome. A handsome gift for any occasion — a valuable reference for the entire family. Map shows 6410 place names and every country clearly. Includes big deluxe 96-page book of globe uses, games, quizzes, index of place names, populations. Ht. 16½", wt. 6 lbs.
6036M6W717 ..... Retail **$11.95**



GLOBE and ATLAS set. This complete reference in one handy unit is a fine family gift. Big 12-in. globe shows 6410 place names and every country in its true relationship. Numbered meridian is brass-finished. Metal base with walnut wood-grain finish is shaped to conveniently hold the big up-to-date 200-page Atlas, which contains full-color foreign country maps, detailed U. S. maps, gazetteer, populations, valuable world information. Comes with 32-page book "The Story of the Globe." Ht. 15", wt. 8 lbs.
6037M8W897 ..... Retail **$14.95**

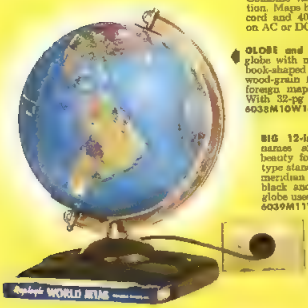
REPLOGLE GLOBES ARE ADVERTISED IN

Ladies' Home Journal
PARENTS'
Better Homes and Gardens

Handmade ILLUMINATED GLOBES

Combine valuable reference with a beautiful home decoration. Maps hand applied for utmost accuracy. Complete with cord and 40W light bulb inside, easy to replace. Operate on AC or DC. 110 volts

Make an ideal TV light



GLOBE and ATLAS set. Detailed 10-in. lighted globe with new 200-page Atlas in its handsome book-shaped base. Brass-plated meridian, walnut wood-grain finish on base. Atlas has full-color foreign maps, U.S. maps, index, populations. With 32-pg. globe book. Ht. 13", wt. 10 lbs.
6038M10W1497 ..... Retail **$24.95**

BIG 12-in. LIGHTED GLOBE shows 6410 place names and offers outstanding reference and beauty for the home. All place names in large type stand out clear when globe is lit. Numbered meridian is satin brass-plated, base has modern black and brass plating. With 32-page book of globe uses. Ht. 16", wt. 10½ lbs.
6039M11W1605 ..... Retail **$26.75**

8-in. LIGHTED GLOBE, similar to 12-in. model. Good size for end table, small desk, child's night light. Accurate, detailed map. Uses 25W bulb. Has 32-page globe book. Ht. 10", wt. 5½ lbs.
6040M6W837 ..... Retail **$13.95**

Ripley HEIRLOOM ILLUMINATED GLOBES

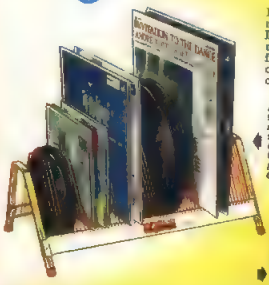
Each with cord and 60W bulb inside, easy to replace. Operate on AC or DC, 110 volts. Mass hand applied for greatest accuracy.

A truly elegant globe to enhance the finest home or office. The 12-in. lighted globe shows 6410 places. Satin brass plated meridian revolves in a polished brass-plated fork so any area can be brought instantly into view. Duncan Phyfe pedestal is beautiful solid walnut, hand carved; 34½ inches high for good reading level. Includes 32-page globe book. Wt. 14 lbs.
9210Z14X2385 ..... Retail $39.75

A globe masterpiece for the well appointed office, home library or living room. The huge 16-in. lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis, satin brass plated meridian revolves on ball bearings. 32-page globe book included. Ht. 39½", wt. 38 lbs.
9211Z38X8700 Retail $145.00

Lyric RECORD RACKS AND CASES

Here's the safe, easy, most compact way to file records. Solves *all* your storage needs, because LYRIC has a quality case or rack for every record size and speed. All are steel-constructed for years of use, beautifully finished in decorator colors. Perfect gifts for your record-collecting friends of any age.



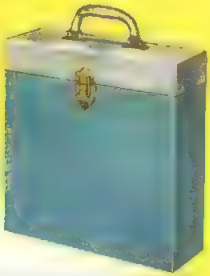
ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design, brass-finished handles, red plasticized wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt. 4 lbs.
6041M4W255 ..... Retail $4.25

LP AND EP Rack. This modern black and brass holder is as handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
6042M3W315 ..... Retail $5.25

"LITTLE GIANT" Carrying Case. Holds 80 7 inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
6045M4W357 Retail $5.95

FOR 7-INCH or [illegible] RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
6046M4W237 Retail $3.95

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
6043M5W435 Retail $7.25

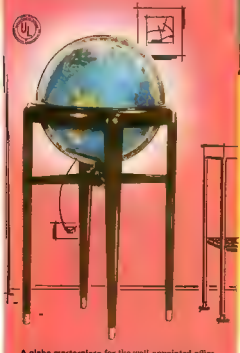


FOR 12" RECORDS. Holds 36 records including LP's in jackets. Strong light metal baked wrinkle finish. Gray top, aqua bottom. Plastic handle, brass-plated draw bolt lock. Index card, embossed dividers, gummed numbers. Wt. 6½ lbs.
6044M7W465 Retail $7.75

HEIRLOOM ILLUMINATED GLOBES

Each with cord and 40W bulb inside, easy to plug into any lamp socket. For 60 cycle 110 volts. Made hand polished for greatest accuracy.

A truly elegant globe to enhance the finest home or office. The 12-in. lighted globe shows 6410 places. Satin brass-plated meridian revolves in a polished brass-plated fork so any area can be brought instantly into view. Duncan Phyfe pedestal is beautiful solid walnut, hand carved; 34½ inches high for good reading level. Includes 22-page globe book. Wt. 14 lbs.
31-23648-2365 ..... Retail 39.75



A globe masterpiece for the well appointed office, home library or living room. The huge 16-in. lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis, satin brass-plated meridian revolves on ball bearings. 22-page globe book included. Ht. 39½", wt. 38 lbs.
31-25655-6700 ..... Retail 149.00

Lyric RECORD RACKS AND CASES

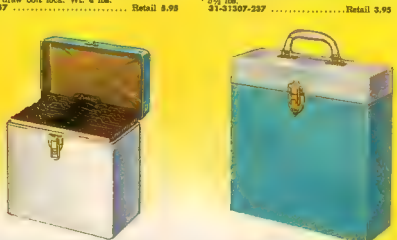
Here's the safe, easy, most compact way to file records. Solves *all* your storage needs, because LYRIC has a quality case or rack for every record size and speed. All are steel-constructed for years of use, beautifully finished in decorator colors. Perfect gifts for your record-collecting friends of any age.

LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 8 lbs.
31-31265-315 ..... Retail 5.25

ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design, brass-finished handles, red plastic-coated wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt. 4 lbs.
31-31257-255 ..... Retail 4.25

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish, red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
31-31299-357 ..... Retail 5.95

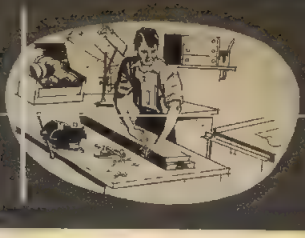
FOR 7-INCH or SINGLE RECORDS. Holds 80 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
31-31307-237 ..... Retail 3.95



FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
31-31273-433 ..... Retail 7.25

FOR 12" RECORDS. Holds 36 records including LP's in jackets. Strong light metal, baked wrinkle finish. Gray top, aqua bottom. Plastic handle, brass-plated draw bolt lock. Index card, embossed dividers, gummed numbers. Wt. 6½ lbs.
31-31281-465 ..... Retail 7.75

Hardware



Rotomatic POWER MOWERS

SPECIAL VALUE $62.95 EAST

FREE!
One Gallon Fuel Can and Leaf Mulcher with Rotomatics 223-2592 and 223-2593

B 18" ROTOMATIC MOWER
You get top performance, dependable service and long life with this 18" power mower. It's equipped with a 4-cycle, 1¾ HP Briggs & Stratton engine with convenient rewind starter. Finished in two-tone Lawn Green enamel. Safety, anchored tubular steel adjustable height handle in two-tone color with matching grips detaches easily for storing. Flush cut design allows close trimming of trees, walls, fences, posts, etc. Right front clipping ejector spreads grass evenly eliminates clearing and clumping. Five position wheel height adjustment from 1" to 2¾". Air-flo design, automatic slip clutch plus safety dirt and rock deflectors are other features. Leaf mulcher and gas can included.

223-2592 (W) East $ 89.95
1 - 63 lbs. West $ 92.95

A 20" ROTARY MOWER
This quality built mower cuts a clean, smooth path 20" wide. And its double power action 1.8 HP air cooled, 2-cycle engine plus large 8" rear and 6" front wheels, with 1.5" rubber tires, make the job easy. A heavy gauge steel deck adds durability and ruggedness for long service. Finished in ivory color with vivid red trim. Other important features include: two-tone tubular steel handle with matching non-slip grips; automatic slip clutch for maximum blade and shaft protection; whirlwind blade cuts and mulches, evenly; five position wheel height adjustment from 1¼" to 2¾"; front right side grass ejector for self-cleaning, non-clumping, even distribution of grass clippings; safety steel dirt and rock deflectors. Designed for close side trim along fences, posts, trees, etc.

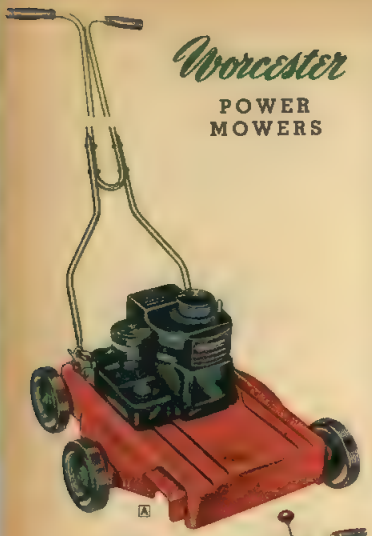
223-2591 (W) East $ 62.95
1 - 55 lbs. West $ 65.95

C 20" ROTOMATIC MOWER
Here's the lawn queen of them all. 4-cycle Briggs & Stratton 2¼ HP engine with convenient rewind starter, large 8" ball bearing wheels with 1.75" rubber tires for maximum maneuverability, makes this a tremendous buy. Finger tip engine throttle control. Tubular steel adjustable height, detachable handle. Permits close side trim along fences, trees, walls, posts, etc. Other outstanding features are: air-flo design heavy gauge steel base; offset right front wheel for non-scalping; Ez-A-Matic wheel adjustment for any desired height of cut from 1¼" to 2¾" plus right front clipping ejector and safety dirt and rock deflectors. Attractively finished in two-tone Lawn Green. Includes leaf mulcher and gas can.

223-2593 (W) East $ 99.95
1 - 68 lbs. West $102.95

Worcester

POWER MOWERS



A

A "OLYMPIC" 18-INCH ROTARY POWER MOWER

This smooth running "Olympic" Rotary Mower, has all the quality features found in more expensive models. It's powered by a Briggs & Stratton 1¾ H.P. lightweight, vertical shaft engine. Four 8" pressed steel wheels with oil retaining shouldered bearings, recessed hubs and 6 x 1½ semi-pneumatic rubber ribbed flat tread tires, add maneuverability to this popular mower. Designed to allow close trimming around monuments, shrubs, fences, posts, etc. Four cutting heights from 1" to 2¾". Ribbed steel deck adds strength and durability to frame. One piece spring steel, "Sta-Temp" hardened and balanced blade is rigidly mounted to engine shaft. Three piece, tubular steel handle is adjustable to four different operating heights, with upright parking feature plus toe-tip controlled safety latch. Black plastic grips.

223-2541 (W) East $69.95
1 - 59 lbs. West $70.95

B 21-INCH WORCESTER ROTOR MASTER

The best, sturdiest mower for average to large size lawns. New design, 21" mower with plenty of reserve power gives a clean, smooth cut — even through tall weeds or matted grass. Features a Briggs & Stratton 4-cycle 2¼ H.P. engine with recoil starter; tubular steel handle snaps on, has fingertip throttle control; side chute prevents clumping or matting; steel deck won't crack or shatter; adjustable deflector controls discharge. Inset wheels allow for close side trimming. Four cutting heights from 1" to 2¾" adjust easily without special tools. Self-lubricated wheel bearings. Blade is one-piece spring steel, rigidly mounted on engine drive shaft. Leaf mulcher included at no extra cost.

223-2543 (W) East $118.50
1 - 72 lbs. West $117.50

C 18-INCH WORCESTER ROTOR MASTER MOWER

A strong, lightweight mower. It's rugged, reliable and packed with plus features. A Briggs & Stratton 4-cycle 1¾ H.P. engine with recoil starter takes the chore out of mowing through tall weeds and high grass. All-steel wheels with oil impregnated bearings for lasting lubrication plus large, wide tread tires, add to its ease of handling. Fingertip throttle control permits change in engine speed without stopping or stooping. Handle is easily adjusted to user's height. Toe-tip control safety latch, plus upright parking feature for storing mower in small space. Side chute prevents clumping or matting. Adjustable deflector controls discharge. Inset wheels permit close side trimming around trees, fences, posts, etc. Steel deck won't crack or shatter. Finished in two-tone baked enamel. Leaf mulcher included

223-2542 (W) East $97.95
1-58 lbs. West $98.95

D 20-INCH WORCESTER ROTOR MASTER SELF PROPELLED MOWER

There's plenty of reserve power backing this labor-saver! Rear wheel, worm-gear drive provides powerful traction while fingertip controls permit faster or slower walking. No job too tough for this mower powered by a 4-cycle 2¾ H.P. Briggs & Stratton engine with recoil starter. Handle adjusts to user's height — stands upright when not in use to permit storage in less space. Toe-tip control safety latch. Side chute prevents clumping or matting. Adjustable deflector controls discharge. Three cutting heights 1¼" to 2¾". Staggered wheels prevent scalping. Large, wide tread tires on pressed steel wheels adds to its maneuverability while an all steel deck adds strength and durability for long life. Leaf mulcher included with this model.

223-2544 (W) East $157.50
1 - 102 lbs. West $158.50

E 18-INCH WORCESTER DYNA MASTER ELECTRIC MOWER

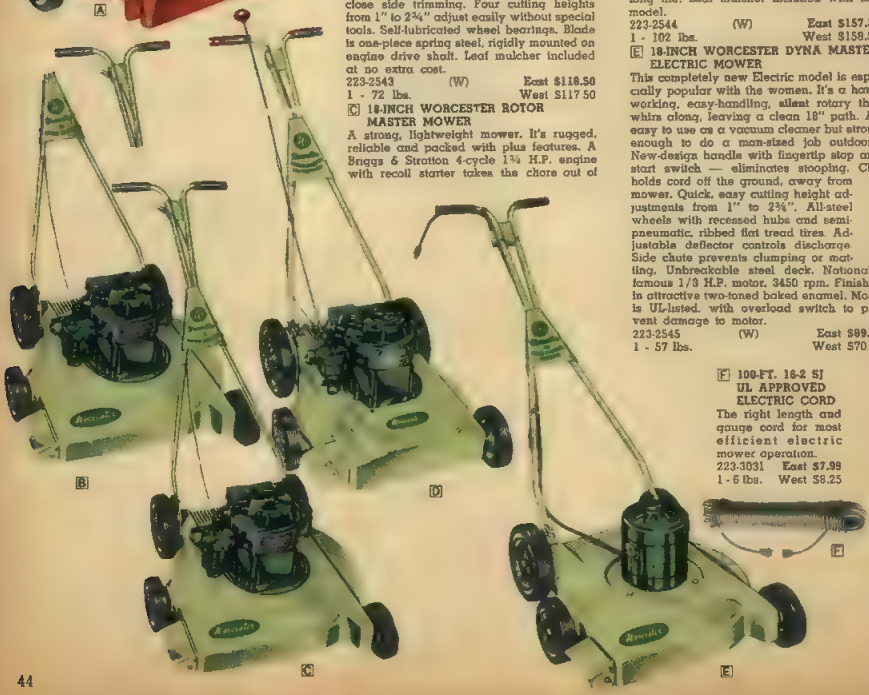
This completely new Electric model is especially popular with the women. It's a hard-working, easy-handling, silent rotary that whirs along, leaving a clean 18" path. As easy to use as a vacuum cleaner but strong enough to do a man-sized job outdoors. New-design handle with fingertip stop and start switch — eliminates stooping. Clip holds cord off the ground, away from mower. Quick, easy cutting height adjustments from 1" to 2¾". All-steel wheels with recessed hubs and semi-pneumatic, ribbed flat tread tires. Adjustable deflector controls discharge. Side chute prevents clumping or matting. Unbreakable steel deck. Nationally famous 1/3 H.P. motor, 3450 rpm. Finished in attractive two-toned baked enamel. Motor is UL-listed, with overload switch to prevent damage to motor.

223-2545 (W) East $89.95
1 - 57 lbs. West $70.95

F 100-FT. 16-2 SJ UL APPROVED ELECTRIC CORD

The right length and gauge cord for most efficient electric mower operation.

223-3031 East $7.99
1 - 6 lbs. West $8.25



B D C E F

The Sensational New ROYALITE® by ROYAL

Only 3 inches high — weighs only 8 pounds — yet has a full-size standard keyboard

ROYAL COMPANION®

The budget-priced portable with many office machine features -full size office typewriter keyboard. Right and Left Margin Set, Segment Shift, Two-Color Ribbon, Stencil Device, and Paper Guide. Complete with Fiberglas carrying case.

SPECIFY PICA OR ELITE TYPE (Dove Gray Velvetone finish only)

Established Retail $89.95

76ºN6882

Price includes Federal Excise Tax

Royal Portable Typewriters are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.

Here at Last!

A portable typewriter of exceptional value for the casual user. Children, Students, Housewives, Businessmen, Professional Typists -*All will love it.*

And-just look at these features

- LEFT AND RIGHT MARGIN SET
- BALL BEARING CARRIAGE
- MARGIN RELEASE
- BACK SPACER
- PAPER SUPPORT ARM

plus many more.

The Royalite comes complete with a beautifully designed, portfolio-type carrying case.

A soft Heather Green finish allows many hours of fatigue-free typing.

77N5700

PICA TYPE ONLY

Established Retail $74.50

Price includes Federal Excise Tax

New York — BENNETT BROTHERS, INC. — Chicago

NOW IN COLOR

ROYAL® QUIET DE LUXE

PLEASE SPECIFY CHOICE OF TYPE — PICA OR ELITE

This is Pica Type. This is Elite Type.

Also Specify Choice of Color

The portable preferred over the next three leading brands combined—now comes to you in four beautiful colors—Gray—Green—Pink—Blue—all designed to complement any room setting.

Exclusive "Magic® Margin," "Touch Control®," Push Button Top, Visible Tab Set and Line Meter now give you office typewriter performance in a portable.

Royal's *full-size* office typewriter keyboard makes professional typing easy. Comes complete with exclusive super-strength Fiberglas carrying case.

Established Retail **$129.85**
764N9922

Price includes Federal Excise Tax
SPECIFY CHOICE OF COLOR

Royal Portable Typewriters are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.

ROYAL® ARISTOCRAT®

The medium-priced *tabulation* model—offering many of the exclusive features of Royal's famous Quiet De Luxe®, including "Magic Margin," "Touch Control," and full size office typewriter keyboard. Complete with super-strength Fiberglas carrying case.

SPECIFY PICA OR ELITE (Dove Gray Velvetone finish only)

Established Retail **$116.07**
776N8869

Price includes
Federal Excise Tax

New York — BENNETT BROTHERS, INC. — Chicago

NOW IN COLOR

ROYAL® QUIET DE LUXE

PLEASE SPECIFY CHOICE OF TYPE — PICA OR ELITE

This is Pica Type. This is Elite Type.

Also Specify Choice of Color

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Exclusive "Magic® Margin," "Touch Control®," Push Button Top, Visible Tab Set and Line Meter now give you office typewriter performance in a portable.

Royal's *full-size* office typewriter keyboard makes professional typing easy. Comes complete with exclusive super-strength Fiberglas carrying case.

Established Retail **$129.85**

Pica—342004K9922
Elite 342003K9922

Price includes Federal Excise Tax

SPECIFY CHOICE OF COLOR

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ROYAL® ARISTOCRAT®

The medium-priced *tabulation* model—offering many of the exclusive features of Royal's famous Quiet De Luxe®, including "Magic Margin," "Touch Control," and full size office typewriter keyboard. Complete with super-strength Fiberglas carrying case.

SPECIFY PICA OR ELITE (Dove Gray Velvetone finish only)

Established Retail **$116.07**

Pica - 342007K8869
Elite - 34200eK8869

Price includes Federal Excise Tax

ROHDE-SPENCER COMPANY, 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILL

The Sensational New ROYALITE® by ROYAL

Only 3 inches high — weighs only 8 pounds — yet has a full-size standard keyboard

ROYAL® COMPANION®

The budget-priced portable with many office machine features—full size office typewriter keyboard Right and Left Margin Set, Segment Shift, Two-Color Ribbon, Stencil Device, and Paper Guide. Complete with Fiberglas carrying case.

SPECIFY PICA OR ELITE TYPE (Dove Gray Velvetone finish only)

Established Retail $89.95
Pica 342006K6882
[illegible]6882

Price includes Federal Excise Tax

Royal Portable Typewriters are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.

Here at Last!

A portable typewriter of exceptional value for the casual user. Children, Students, Housewives, Businessmen, Professional Typists *All will love it.*

And-just look at these features

- LEFT AND RIGHT MARGIN SET
- BALL BEARING CARRIAGE
- MARGIN RELEASE
- BACK SPACER
- PAPER SUPPORT ARM

plus many more.

The Royalite comes complete with a beautifully designed, portfolio-type carrying case.

A soft Heather Green finish allows many hours of fatigue-free typing.

342013K5700

PICA TYPE ONLY

Established Retail $74.50

Price includes Federal Excise Tax

ROHDE-SPENCER COMPANY, 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILL

PRIMROSE—A refreshingly different pattern on Salem's Ranchstyle shape featuring scarlet blooms and buds contrasted with rich green leaves. A bold pattern for smart occasions.

	RETAIL
No. 8257Z20X1339 35-Pc. Set, Service for 6	$19.95
No. 8258Z32X2190 53-Pc. Set, Service for 8	31.50
No 8259Z64X3737 94-Pc Set, Service for 12	55 95

APRIL—A simple pattern of leaves in delicate pastel shades enhance the beauty of Salem's Contour shape. Immensely popular because of the uniquely designed hollow-ware.

	RETAIL
No. 8266Z20X1485 35-Pc. Set, Service for 6	$22.50
No. 8267Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8268Z64X4177 94-Pc. Set, Service for 12	62.95

MELODY LANE—A long-time favorite of gracious homemakers. This pattern features a beautiful rose on Salem's modern Coupe shape.

	RETAIL
No. 8260Z20X1485 35-Pc. Set, Service for 6	$22.50
No. 8261Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8262Z64X4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

COMPOSITION OF SETS

35 Piece Set: Weight—20 lbs.
6 Cups, 6 Saucers, 6 Dinner Plates, 6 Bread & Butter Plates, 6 Fruit Dishes, 1 Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

53 Piece Set: Weight—32 lbs.
8 Cups, 8 Saucers, 8 Large Dinner Plates, 8 Bread & Butter Plates, 8 Soups, 8 Fruit Dishes, 1 Large Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

94 Piece Set: Weight—64 lbs.
12 Cups, 12 Saucers, 12 Large Dinner Plates, 12 Salad Plates, 12 Bread and Butter Plates, 12 Fruit Dishes, 12 Soups, 1 Small Platter, 1 Large Platter, 1 Oblong Vegetable Dish, 1 Covd. Sugar, 1 Creamer, 1 Gravy Boat, 1 Covd. Casserole, 1 Pickle Dish.

Woodhue—A superb pattern using the "woody" colors of the forest, attractively arranged on Salem's distinctive square Coupe shape. Makes an eye-catching table setting.

	RETAIL
No. 8278Z20X1925 35-Pc. Set, Service for 6	$28.95
No. 8279Z32X2824 53-Pc. Set, Service for 8	42 50
No. 8404Z64X4950 94-Pc. Set, Service for 12	74.50

IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

FIRST LADY—An impressively formal design featuring 23-karat gold on a rich green background. This elegant floral pattern is furnished on Salem's Coronet shape.

	RETAIL
No. 8272Z20X1851 35-Pc. Set, Service for 6	$27.95
No. 8273Z32X2750 53-Pc. Set, Service for 8	41.50
No. 8274Z64X4895 94-Pc. Set, Service for 12	73.50

BLOSSOMTIME—Delicate pink apple blossoms on a creamy white ware enhance the beauty of the hollow-ware pieces, too. A popular pattern trimmed in gold on Salem's traditional Coronet shape

	RETAIL
No. 8275Z20X1851 35-Pc. Set, Service for 6	$27.95
No. 8276Z32X2750 53-Pc. Set, Service for 8	41.50
No. 8277Z64X4895 94-Pc. Set, Service for 12	73.50

TUDOR ROSE—Delicate pastel floral on Salem's Ranchstyle shape. This high fashion pattern is enhanced with a gold band.

	RETAIL
No. 8269Z20X1485 35-Pc Set, Service for 6	$22.50
No. 8270Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8271Z64X4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

Well-known since before the turn of the century, Salem Dinnerware is preferred by smart homemakers for its design, pattern, price and utility.

Salem's patterns are designed and styled by Viktor Schreckengost, America's foremost designer of fine dinnerware. Salem Dinnerware is also famous for these factors:

- Lifetime guarantee against crazing!
- Ovenproof!
- Triple fired and triple selected!
- Patterns to suit every taste!

Simplicity—Sky blue buds on silver gray leaved stems are arranged in stylized pattern on Salem's Ranchstyle shape. The "Simplicity" is enhanced with a platinum edge band.

	RETAIL
No. 8263Z20X1485 35-Pc. Set, Service for 6	$22.50
No. 8264Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8265Z64X4177 94-Pc. Set, Service for 12	62.95

IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

Elegance IN GLEAMING BRASS

IMPORTED CLOCKS BY *Schatz* First in Quality

Months And Years On Only One Winding

Royal This regal creation runs *three full years* on each setting. Satin finished brass case and back, front and side panels of clear Lucite. Silently rotating pendulum. Measures 9¼″ high, 7⅞″ wide, 5⅞″ deep. One Year Warranty.

34A151-1W3200 Single Lots.... $49.50*
34A151-JW2970 Lots of 3 or more 49.50*

IMPORTED EXCLUSIVELY and GUARANTEED by REMINGTON RAND ELECTRIC SHAVER Division of Sperry Rand Corporation

The Only Imported Clock with Local Service Throughout the United States

*Federal Tax of 10% not included

London Coach

This charming clock runs *more than one full year* on each setting. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Silently rotating pendulum. Measures 8½″ high, 3½″ square at base. One Year Warranty.

34A152-9W2550 Single Lots $39.50*
34A152-RW2370 Lots of 3 or more..... 39.50*

The New Madamoiselle

Over a year's accurate time on just one setting. A beautiful, ivory time piece with painted rosettes, in authentic period styling for any boudoir. Silently rotating pendulum. Height to brass tip 8½″. One Year Warranty.

34A153-7W1917 Single Lots..... $29.50*
34A153PW1770 Lots of 3 or more..... 29.50*

IMPORTED CLOCKS BY **Schatz** First in Quality

A New Touch of Continental Charm

Black 4010

Gold 4020

Ivory 4030

The Du Barry

Over one year on a single setting. Newly introduced to America, this authentic old-world clock with painted designs is a classic of Baroque style. For table or wall display. Silently rotating pendulum. One year warranty. Height to base, 8″. Wall bracket 3¼″. Available in Black (4010), Gold (4020) and Ivory (4030).

34A154-5W2550 Black $39.50*
34A155-2W2550 Gold 39.50*
34A156-0W2550 Ivory 39.50*

*Federal Tax of 10% not included.
Prices subject to change without notice.

ADV. 60 PRINTED IN U. S. A.

"Bird" 7028

"Hunt" 7178

DEEPLY HAND CARVED 8 DAY CUCKOO CLOCKS

"BIRD"—A cheerful cuckoo and a soft chime sound each half-hour. Hand-carved, mahogany finish. White numerals and white baroque hands. 13″ high. One Year Warranty.

34A157-8W1917 Single Lots $29.50*
34A157-QW1770 Lots of 3 or more 29.50*

"HUNT"—A delicately hand-carved stag, grouse, rabbit and hunter's pack. Hands may be reset in either direction, cuckoo remains synchronized. Mahogany finish. 18″ high. One Year Warranty.

34A148-6W3200 Single Lots $49.50*
34A158-0W2950 Lots of 3 or more 49.50*

IMPORTED CLOCKS BY Schatz First in Quality

Elegance IN GLEAMING BRASS

Months And Years On Only One Winding.

Royal This regal creation runs *three full years* on each setting. Satin finished brass case and back, front and side panels of clear Lucite. Silently rotating pendulum. Measures 9¼" high, 7⅞" wide, 5⅞" deep. One Year Warranty.

No. 87X4061B3220.....Retail $49.50*

IMPORTED EXCLUSIVELY and GUARANTEED by REMINGTON RAND ELECTRIC SHAVER Division of Sperry Rand Corporation

The Only Imported Clock with Local Service Throughout the United States.

*Federal Tax of 10% not included

London Coach

This charming clock runs *more than one full year* on each setting. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Silently rotating pendulum. Measures 8½" high, 3⅞" square at base. One Year Warranty.

No. 87X4062B2665.. $39.50*

The New Madamoiselle

Over a year's accurate time on just one setting. A beautiful, ivory time piece with painted rosettes, in authentic period styling for any boudoir. Silently rotating pendulum. Height to brass tip 8½". One Year Warranty.

No. 87X4063B2310.....Retail $29.50*

IMPORTED CLOCKS BY **Schatz** First in Quality

A New Touch of Continental Charm

Black 4010

Gold 4020

Ivory 4030

The Du Barry

Over one year on a single setting. Newly introduced to America, this authentic old-world clock with painted designs is a classic of Baroque style. For table or wall display. Silently rotating pendulum. One year warranty. Height to base, 8″. Wall bracket 3¼″. Available in Black (4010), Gold (4020) and Ivory (4030).

Black No. 87X4064 B2665. . Ret. $39.50*
Gold No. 87X4064 B2665. Ret. $39.50*
Ivory No. 87X4064 B2665. Ret. $39.50*

*Federal Tax of 10% not included
Prices subject to change without notice.
ADV. 601 PRINTED IN U.S.A.

"Bird" 7028

"Hunt" 7178

DEEPLY HAND CARVED 8 DAY CUCKOO CLOCKS

"BIRD"—A cheerful cuckoo and a soft chime sound each half-hour. Hand-carved, mahogany finish. White numerals and white baroque hands. 13″ high. One Year Warranty.

No. 87X4066B1920 . . $29.50*

"HUNT"—A delicately hand-carved stag, grouse, rabbit and hunter's pack. Hands may be reset in either direction, cuckoo remains synchronized. Mahogany finish. 18″ high. One Year Warranty.

No. 87X4065B3220. . : $49.50*

The Only Imported Clock with Local Service Throughout the United States.
IMPORTED EXCLUSIVELY and GUARANTEED by REMINGTON RAND ELECTRIC SHAVER Division of Sperry Rand Corporation

Eloquent Daiquiris

Frozen Collins

Now . . . the Sparklet Bar-Tendor

SPECIALLY DESIGNED LIQUEFIER-BLENDER FOR HOME ENTERTAINMENT!

Now, you can make those fascinating, professional drinks that are so eye-appealing and palate-pleasing Right at your own home-bar! Eloquent Daiquiris piled high with a cherry on the top, Delicious Frappes chilled to perfection, tall Frozen Collins' and hundreds of your own impressions of sophisticated cocktails.

In short, the Sparklet Bar-Tendor excels in mixing everything from Alexanders to Zombies—and shaves the ice right in the drink to make it colder, smoother and more delightful!

Also grind your own coffee blend. Chop nut-meats for sundaes, etc CHOPS, SHAVES, GRINDS, BLENDS, LIQUEFIES

SPECIAL FEATURES: TWO-PIECE TOP, 44 OUNCE CLEAR GLASS BOWL, CHROME BASE, 2 SPEED SWITCH WITH "OFF" POSITION.

CAPACITY 44 OUNCES, HEIGHT 16½", DIAMETER 7", 115 VOLTS, A.C. OR D.C. SHIPPING WEIGHT 11 LBS LISTED BY UNDERWRITERS LABORATORIES INC

BAR TENDOR
5256M11W2797
Retail: $39.95

GIFT ASSORTMENTS

CONNOISSEUR SET

A superb gift selection for the person who seems to have "everything" The elegant Sparklet Ice Butler in Stainless Steel and gleaming copper holds four trays of ice cubes. And, its companion piece, the New, Sparklet Syphon in your choice of finishes: Copper & Black Silver & Red or Turquoise & Yellow

(Please Specify Color of Syphon Bottle)

CONNOISSEUR SET
5258M10W2000
Retail: $27.95

KENTUCKY COLONEL

Here's the perfect combination that produces chilled drinks with plenty of "life," everytime! The Sparklet Syphon's fizzier, livelier club soda and the Sparklet Ice Crusher's fine or coarsely shaved ice assures "professional" results Your choice of Sparklet Syphon finishes Copper & Black, Silver & Red, or Turquoise & Yellow

(Please Specify Color of Syphon Bottle)

KENTUCKY COLONEL SET
5257M8W1863
Retail: $24.95

...for the discriminating

ICE CREAM SODAS

CARBONATES WATER

A GIFT THE ENTIRE FAMILY CAN ENJOY!

Transforms tap water into carbonated club soda for livelier bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host. And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine. No more bottles to store. No more empties to return! Each bulb makes a full quart. Always ready for unexpected guests! Connoisseur Finishes: Copper & Black—Turquoise & Yellow. Silver & Red.

★ REFILLABLE SYPHON

★ ICE BUTLER

★ ICE CRUSHER

SYPHON BOTTLE
5253M5W1050
Retail: $15.00
Specify Color

SPARKLET RED BAND BULBS—Retail: $1.00 for a package of 10 bulbs. .75 each minimum order of three boxes.

Not only the most beautiful ice container that you've ever seen but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body. Copper lid, handles and feet. Ice blue plastic liner. Fully insulated with Fiberglas.

CAPACITY 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9¼", DIAMETER 9¾", SHIPPING WEIGHT 4½ LBS

ICE BUTLER
5254M5W1050
Retail: $15 00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cube ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable—Extra lid transforms container into ice bucket*

Crushed ice INSTANTLY. Turn the handle one direction for coarse ice — the opposite for fine. Finest mechanism. Copper top and appointments. Translucent base flecked with gold.

CAPACITY: CRUSHED ICE FROM TWO FULL TRAYS, HEIGHT 9½", DIAMETER 4¾", SHIPPING WT 2½ LBS

ICE CRUSHER
5255M3W907
Retail: $12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

NEW! Translucent!

Spaulding

DECORATED

MOLDED OF MELAMINE®

BREAK-RESISTANT DINNERWARE

These new translucent decorated patterns are molded in—cannot wear or chip off! Safe in boiling water—guaranteed by certificate for two full years against breaking—cracking—chipping. Available in two elegant designs that complement any home. The delicate color of the designed pieces are reflected in the cups, bowls, and service pieces.

ADVERTISED IN LIFE

Guaranteed by Good Housekeeping

16-Piece STARTER SET—Has 4 each—cup, decorated saucer, decorated 10" dinner plate, coupé soup/cereal bowl. Two color combinations are available—turquoise or coral cups and soup/cereal bowls, with white decorated saucers, and white decorated dinner plates. Specify color—coral or turquoise Shipping Wt 6 lbs.

No. 43X1088B1197—Celestial ..... *Retail* **$17.95**
No. 43X1089B1197—Spring ..... *Retail* **$17.95**

47-Piece Set—Service for 8—(*not illustrated*). Contains 8 each—cup, decorated saucer, bread/butter plate, decorated dinner plate, soup/cereal bowl; 1 each of creamer, sugar bowl with lid, vegetable bowl, pair of jumbo servers, 15½" decorated serving platter Shipping Wt. 15 lbs. State color—coral or turquoise—and pattern.

No. 43X1090B3997—Celestial ..... *Retail* **$59.95**
No. 43X1091B3997—Spring ..... *Retail* **$59.95**

7-Piece SERVING SET—These colorful serving pieces blend perfectly and enhance any table setting Contains large 15½" white decorated platter, pair of white jumbo servers sugar bowl with lid, creamer, and divided vegetable bowl State color—coral or turquoise - and pattern desired

No. 43X1092B997—Celestial ..... *Retail* **$14.95**
No. 43X1093B997—Spring ..... *Retail* **$14.95**

OPEN STOCK

ITEM	STOCK No.	RETAIL
Cup	43X1094B60	.90
Decorated Saucer	43XC1095B100	1.50
	43XS1096B100	1.50
Bread/Butter	43X1097B60	.90
10" Dinner Plate Decorated	43XC1098B197	2.95
	43XS1099B197	2.95
Coupé Soup/Cereal Bowl	43X1100B83	1.25
Lug Soup/Cereal Bowl	43X1101B90	1.35
Salad/Utility Bowl	43X1102B83	1.25
Dessert Dish	43X1103B60	.90
Vegetable Bowl	43X1104B283	4.25
Divided Vegetable Bowl	43X1105B300	4.50
Creamer	43X1106B100	1.50
Sugar Bowl w/Lid	43X1107B133	2.00
Large 15½-in. Decorated Platter	43XC1109B397	5.95
	43XS1110B397	5.95
Medium 12½-in. Platter	43X1108B250	3.75
12-oz. Tumbler	43X1111B67	1.00
Pair Jumbo Servers	43X1112B163	2.45
8-oz. Juice Tumbler	43X1113B59	.85
Large 11-in. Salad Bowl	43X1114B330	4.95
Butter Plate/Coaster, 3-in.	43X1115B23	.35

Decorated pieces are patterned on gleaming translucent white All other pieces are available in any of these lovely decorator colors Turquoise, Coral, or White. Be sure to specify pattern and color

KITCHEN NEEDS and SERVING AIDS...

Spaulding

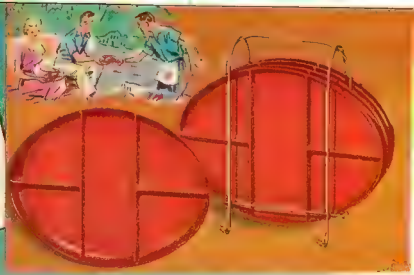
MOLDED WARE

Enhance the beauty of your home with SPAULDING HEAVY DUTY KITCHEN NEEDS and SERVING AIDS. Each piece designed for beauty, durability, and cleaning ease! Guaranteed against breaking, cracking, and chipping. Cheery—Colorful—Practical—and virtually unbreakable!

The SPAULDING 6 Pc. SERVING SET

Designed for modern service, this functional serving set will complement any dining room or kitchen decor. Set includes serving platter, creamer, sugar bowl with lid, salt and pepper shakers—all mounted on a decorative metal stand. Shipping Wt 4 lbs.

No. 43X1119B663 .... *Retail* **$9.95**



The SPAULDING BARBECUE AND BUFFET SERVING TRAY

Whether it be an outdoor barbecue or a TV Buffet Party, this handsome, practical serving tray will steal the show! Divided into spacious sections, these break-resistant trays will hold a king-sized meal with room to spare. Dimensions: 15¼" x 11⅛" Available in red or turquoise Packed 1 to a box Shipping Wt. 2 lbs.

No. 43X1120B330 ....*Retail* **$4.95**

Set of 4 in heavy duty chrome plated metal Storage/or Carrying Case

No. 43X1121B1330 .....*Retail* **$19.95**

The SPAULDING CONDIMENT SET

Salt and Pepper Shakers and 2 smart, covered Containers for condiments or sauces For indoors or outdoors -this handy serving set is colorful and useful—on a dainty, metal stand

No. 43X1123B330 *Retail* **$4.95**

SPAULDING 5 Pc. MARMALADE SET

These modernly designed jars are the perfect size for marmalades, jellies, or sauces Jars fit snugly in black anodized metal carrier. Sturdy plastic spoons for easy serving

No. 43X1117B197 *Retail* **$2.95**

The SPAULDING 4 Pc. SALAD SERVER SET

This gracefully styled, heavy duty, break-resistant 11" bowl for generous servings with black anodized wire carrying stand and Jumbo Service Bowl and sturdy Jumbo Servers available in choice of 2 colors—red or turquoise Wt 3 lbs

No. 43X1122B530 .... *Retail* **$7.95**

The SPAULDING COOKIE JAR

This heavy duty, over-sized jar is available in yellow or turquoise, with contrasting black knobs. Smart script identification on cover. Dimensions. 7¾"dia.x9¾"hr Ship Wt 2 lbs

No. 43X1118B263 **$3.95**
.....*Retail*

The SPAULDING 7 Pc. KITCHEN TOOL SET

Every kitchen need at your fingertips with this heavy duty kitchen helper set Includes stainless steel pancake turner, fork, basting spoon, potato masher, ladle spatula, and 6-place stainless steel wall rack Sturdy Melamine handles available in yellow, red, turquoise, grey and ebony colors to match any kitchen

No. 43X1116B797 .....*Retail* **$11.95**

FLOURISH—Dinner plates, salads, saucers and platter decorated with a graceful scroll design in turquoise with white background. Cups and bowls made by exclusive *Color-on-Color** process with Turquoise exteriors and lustrous White interiors.

ANGLES—Striking modern design with all flat pieces decorated in a combination of Charcoal, Gold, Pink and Turquoise on a white background. Cups and bowls in lovely *Color-on-Color** with Gold exteriors and lustrous White interiors.

Melmac® Dinnerware

TEXAS-WARE

Molded of *Melamine*

Never before has fine dinnerware been so durable AND so beautiful. Bang it! Boil it! Drop it! Safe in Automatic Dishwasher. Guaranteed for two full years against chipping, cracking, or breaking.

The decorations cannot wear away because they are molded right into the dish, and only TEXAS-WARE'S decorated patterns feature Color-on-Color* cups and bowls.

All flat pieces are decorated . . . cups and bowls are colored on the outside and white on the inside. Made by TEXAS-WARE'S exclusive Color-on-Color* process of bonding two colors together.

TEXAS-WARE "FLOURISH"

16 PIECE SERVICE FOR 4

4 each decorated 10" dinner plates, 7" salads, saucers, and Turquoise Color-on-Color* cups. Shipping weight 5 lbs.
543A60-1197 FLOURISH Ret. **$19.95**

20 PIECE SERVICE FOR 4

16 Piece Set above plus 4 Turquoise Color-on-Color* cereal bowls. Shipping weight 6 lbs.
543A63-1497 FLOURISH Ret. **$24.95**

5 PIECE ACCESSORY SET

1 each large decorated platter, Turquoise Color-on-Color* serving bowl, Turquoise creamer and sugar with white lid. Shipping weight 4 lbs.
543A66-708 FLOURISH Ret. **$11.80**

45 PIECE DINNER SET COMPLETE SERVICE FOR 8

8 each decorated 10" dinner plates, 7" salads, saucers, 8 each Turquoise Color-on-Color* cups and cereals; 1 each large decorated platter, Turquoise Color-on-Color* serving bowl, Turquoise creamer and sugar with white lid. Shipping weight 15 lbs.
543A64-3597 FLOURISH Ret. **$59.95**

Advertised in LIFE

TEXAS-WARE "ANGLES"

16 PIECE SERVICE FOR 4

4 each decorated 10" dinner plates, 7" salads, saucers, and Gold Color-on-Color* cups. Shipping weight 5 lbs.
543A61-1197 ANGLES...Ret. **$19.95**

20 PIECE SERVICE FOR 4

16 Piece Set above plus 4 Gold Color-on-Color* cereal bowls. Shipping weight 6 lbs.
543A63-1497 ANGLES...Ret. **$24.95**

5 PIECE ACCESSORY SET

1 each large decorated platter, Gold Color-on-Color* serving bowl, Gold creamer and sugar with white lid. Shipping weight 4 lbs.
543A67-708 ANGLES...Ret. **$11.80**

45 PIECE DINNER SET COMPLETE SERVICE FOR 8

8 each decorated 10" dinner plates, 7" salads, saucers; 8 each Gold Color-on-Color* cups, and cereals; 1 each large decorated platter, Gold Color-on-Color* serving bowl, Gold creamer and sugar with white lid. Shipping weight 15 lbs.
543A65-3597 ANGLES...Ret. **$59.95**

*Color-on-Color Patent Pending

Open Stock Available FOB Dallas, Texas.

46 PIECE DINNER SET – SPECIALLY PRICED $29.95

COMPLETE SERVICE for 8 . . . . . $46.80 Open Stock Value

Rio Vista's graceful coupe shape sets a beautiful table . . . and is *so* easy to care for. Safe in boiling water or dishwasher . . . the colors will never fade or wear away. So sturdy it's *guaranteed against chipping, cracking, or breaking for two full years!* 45 piece set consists of 8 each 10" dinners, 7" salads, cups, saucers, cereals, and 1 each large platter, serving bowl, creamer and sugar bowl with lid. COLORS: PINK & GRAY MIX-MATCHED (Pink dinners, saucers, platter and creamer, all other items Gray); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers, platter and creamer, all other items Turquoise); RAINBOW consisting of Pink, Gray, Turquoise and White as illustrated above. Shipping weight 15 lbs.

543A51-2097	45 Pc. Pink & Gray.....	Retail **$29.95**
543A52-2097	45 Pc. Turquoise & White.....	Retail **$29.95**
543A53-2097	45 Pc. Rainbow.....	Retail **$29.95**

Guaranteed by Good Housekeeping

Advertised in **LIFE**

Open Stock Available FOB Dallas, Texas. Minimum Order $10.00 Retail Value

16 PIECE SERVICE FOR 4

4 each 10" dinners, 7" salads, cups and saucers. PINK & GRAY MIX-MATCHED (Pink dinners, saucers; Gray cups, salads); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers; Turquoise cups, salads); RAINBOW (1 place setting each White, Turquoise, Pink, Grey). Shipping weight 5 lbs.

543A45-837	Pink and Gray...	Ret. **$13.95**
543A46-837	Turquoise and White	Ret. **$13.95**
543A47-837	Rainbow	Ret. **$13.95**

5 PIECE ACCESSORY SET

1 each large platter, serving bowl, creamer, sugar with lid. PINK & GRAY MIX-MATCHED (as illustrated); TURQUOISE & WHITE MIX-MATCHED (White platter and sugar, Turquoise bowl and creamer); RAINBOW (as shown in 45 pc. Set).

543A54-528
Pink and Gray.....Ret. **$8.80**
543A55-528
Turquoise and White.....Ret. **$8.80**
543A56-528
Rainbow .....Ret. **$8.80**
Shipping weight 4 lbs.

20 PIECE SERVICE FOR 4

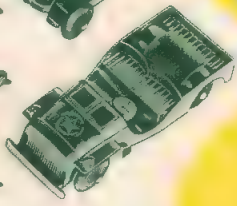
16 Piece Set above plus 4 14-oz. cereals. PINK & GRAY MIX-MATCHED (Pink dinners, saucers; Gray cups, salads, cereals); TURQUOISE & WHITE MIX-MATCHED (White dinners, saucers; Turquoise cups, salads, cereals); RAINBOW (1 place setting each White, Turquoise, Pink, Gray). Shipping weight 6 lbs.

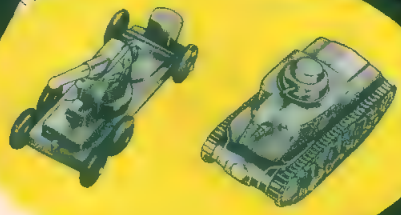
543A48-1017	Pink and Gray...	Ret. **$16.95**
543A49-1017	Turquoise and White	Ret **$16.95**
543A50-1017	Rainbow	Ret. **$16.95**

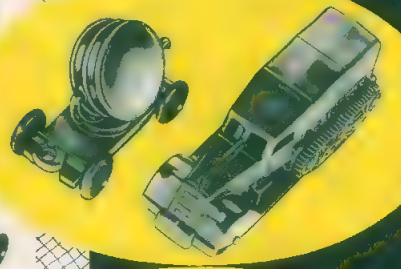
Tootsietoy

No. 3198
Tootsietoy *LAND & AIR SET*

Real action set composed of Army jeep, 3¼" long; Two (2) Jet planes, 4" long; Six (6) Wheel Cannon, 4¼" long, 2¼" high; Four (4) Wheel Cannon, 4" long, 2" high; Tank, 3½" long, 2" high; Red Cross Ambulance, 4" long; Revolving Searchlight, 2½" high. All die cast metal finished in O. D. high gloss enamel. Packed 1 dozen to carton; Approximate shipping weight 22 lbs. *Retail* — **$2.00**







No. 1250
Tootsietoy *ARMY ASSORTMENT*

Six items — Tank, 3½" long, 2" high; Half-track, 4¼" long, 1½" high., Six (6) Wheel Cannon, 4¼" long, 2¼" high; Four (4) Wheel Cannon, 4" long, 2" high; Ambulance, 4" long and Searchlight, 2½" high. All die cast metal finished in O. D. high gloss enamel. Packed 1 dozen in a chipboard box; 1 gross to shipping carton; Approximate shipping weight 22 lbs. *Retail* — **$.25 ea.**

DOWST MFG. CO.
600 N. Pulaski Road • Chicago 24

New Top $ Makers

IN THE

"SO REAL"

Tootsietoy

LINE

U. S. ARMY SETS

Hitch your wagon to Tootsietoys, the original cast metal toys that have been America's favorite for fifty years. The leader in explicit detail, workmanship and want appeal to everyone.

For selling right now and right through holiday time . . . these new highly detailed U. S. Army items. Durable die cast metal, finished in high gloss enamels.

For more information on the full line of Tootsietoys, see your jobber.

No. 4398

Tootsietoy *COMBAT SET*

15-piece set--Ready to go into battle. Contains scale model 155 MM self-propelled Howitzer, 5¼" long, 2½" high; turret revolves; real life caterpillar; scale model 155 MM Cannon 5" long, 1¾" high that really shoots, rolls on large life-size rubber tires. Three (3) Jet planes, 4" long; convoy truck with removable top, 6" long, 1½" high; Ambulance, 4" long; officer's car, 4" long; Jeep, 3¾" long; Six (6) Polyethylene soldiers, 2½" high. All finished in O. D. high gloss enamel. Packed 1 dozen to carton; approximate shipping weight 28 lbs. *Retail* — **$4.00**

DOWST MFG. CO.

600 N. Pulaski Road • Chicago 24

Town and Country®

As advertised in **Esquire**

The Elegant look in men's Jewelry. You look best in wardrobe-flattering Town and Country stylings for the club or the office.

Beautifully packaged for gift-giving. The right price, the right style, for the right man!

Original stylings created by America's leading jewelry designers.

THE VARSITY

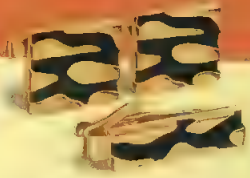
Compliment-catching, unique hobnail in black and shining gold finish. *HAND POLISHED.*

0377AW250T . . . . . Retail **$5.00**
0377/12AW225T (12 or more)

THE CELEBRITY

Bright raised rhodium finish on smartly contrasting background for the style-leader. *HAND POLISHED.*

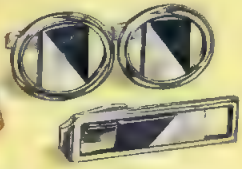
0376AW250T . . Retail **$5.00**
0376/12AW225T (12 or more)



THE DEBONAIR

Gleaming gold and black finish in the latest contemporary design. *HAND POLISHED*

0378AW250T Retail **$5.00**
0378/12AW225T (12 or more)



THE "PEEK-A-BOO"

Let that new shirt and tie show through. Genuine smoked and white mother of pearl. *HAND POLISHED.*

0373AW375T Retail **$7.50**
0373/12AW340T (12 or more)

THE BANKER

Sparkling rhodium finish enhanced by a rich-looking blue center stone. *HAND POLISHED.*

0374AW250T Retail **$5.00**
0374/12AW225T (12 or more

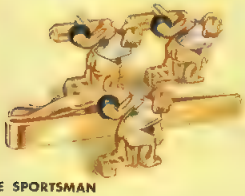
THE SENATOR

Genuine smoked and white mother of pearl flatter each other in a set that flatters your own good taste.

0375AW300T Retail **$6.00**
0375/12AW275T (12 or more)

THE FRATERNAL

Masonic set in handsome quality, hand polished setting. Imported simulated ruby stone **0369AW300T** Retail **$6.00**
0369/12AW275T (12 or more)

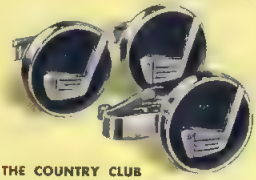


THE SPORTSMAN

For the Sports Lover. Genuine mother of pearl, set in gleaming yellow gold finish. *HAND POLISHED*

0370AW250T Retail **$5.00**
0370/12AW225T (12 or more)

Merchandise illustrated actual size.



THE COUNTRY CLUB

The Golfer in the style-swing this year wears this rhodium finish golf club on starkly contrasting background.

0380AW250T . . . . . Retail **$5.00**
0380/12AW225T (12 or more)

Colors and Finish as illustrated

FIELD & STREAM

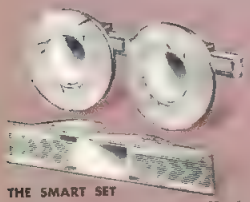
You'll land compliments with this genuine trout fly mounted under shining crystal.

0371AW375T Retail **$7.50**
0371/12AW340T (12 or more

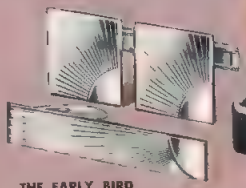
All prices subject to Federal Excise Tax

Town and Country®

STERLING SILVER



THE SMART SET
For the man who gets around. Handsome Sterling Silver engraved by Master Craftsmen. *HAND POLISHED.*
0364AW750T ..... Retail **$15.00**
0364/12AW675T (12 or more)

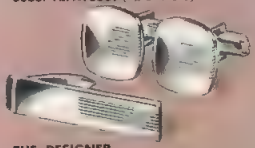


THE EARLY BIRD
Striking sunburst design in Sterling Silver for the man of fine discrimination. *HAND POLISHED.*
0363AW750T ..... Retail **$15.00**
0363/12AW675T (12 or more)

THE DIRECTOR
A symphony in Sterling Silver that strikes the right style note. Desirable satin and bright finish. *HAND POLISHED*
0365AW875T Retail **$17.50**
0365/12AW800T (12 or more)

THE DIPLOMAT
Popular oval shape for the man of the minute. Sterling Silver, mirror-finished to reflect good taste. *HAND POLISHED.*
0362AW750T ..... Retail **$15.00**
0362/12AW675T (12 or more)

THE EXECUTIVE
Sterling silver style-setter in the wanted round shape for the man who's a leader. *HAND POLISHED.*
0367AW500T Retail **$10.00**
0367/12AW450T (12 or more)



THE DESIGNER
Smartly tailored simplicity of design in quality Sterling Silver. *HAND POLISHED.*
0366AW500T ..... Retail **$10.00**
0366/12AW450T (12 or more)

Town and Country®

As advertised in **Esquire**

MEN'S JEWELRY

Styled for the man who's moving ahead! Dramatic, exciting styles by America's top designers. That "Just Right" deft touch needed to set off fine tailoring.

Sensibly priced too, and beautifully gift-packaged. Sets shown, actual size.

THE ENVOY
Handsome jet black, set with genuine gleaming rhinestone center. The Diamond Look. *HAND POLISHED.*
0368AW300T ..... Retail **$6.00**
0368/12AW275T (12 or more)

THE CORINTHIAN
Graceful simplicity in the elegant look. *HAND POLISHED.*
0379AW300T ..... Retail **$6.00**
0379/12AW275T (12 or more)

THE AMBASSADOR
The tailored look in handsome engine turned design. *HAND POLISHED.*
0372AW300T ..... Retail **$6.00**
0372/12AW275T (12 or more)

THE COUNSELOR
Oval concave design set with small white simulated pearl. The Rich Look. *HAND POLISHED.*
0381AW375T ..... Retail **$7.50**
0381/12AW340T (12 or more)

Merchandise illustrated actual size.

 All prices subject to Federal Excise Tax Colors and Finish as illustrated

Building with BLOCK CITY*

is real family fun... *Through the years!*

For children, 5 years and up . . . there's nothing like Block City. These stimulating scale model construction toys hold the whole family's interest day after day. They constantly challenge the imagination to create new shapes, new ideas, new ways of self-expression. In the hands of the first grader, the interlocking blocks become a fairy tale tower. With the same molded plastic parts the teen-ager builds a space city on the moon. Block City is for every member of the family . . . and the whole family will love it! 6 BIG SETS **$1.98 - $2.95 - $4.95 - $7.50 - $9.95 - $15.00**

TOY STATE TOYS

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Illinois • Van Buren 6-6637

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE

* Trade Mark

BC 55 A

HUNDREDS OF DIFFERENT BUILDINGS WITH BLOCK CITY*

Scale Model Construction Sets

RETAIL: $1.98 - $2.95 - $4.95 - $7.50 - $9.95 - $15.00

Every Block City set makes hundreds of different buildings, an endless variety of sturdy scale models. Every set contains blocks, half-blocks, windows, corner windows, doors, garage doors, lintels, trim, roofing blocks, roofing material, even a picket fence. Gleaming white, washable blocks of rugged, molded shatterproof plastic with accessories in contrasting colors In sealed tubes with 20-page instruction book.

* TRADE MARK

EDUCATOR APPROVED Prestige Toy 1956 COMMENDED PARENTS MAGAZINE

AMERICAN TOY PROMOTION

BC-57

SET B 200 "THE DETROITER"
Retail $1.98

Contains 118 pieces
Packaged 1 doz. per carton
Shipping Wt. 13 lbs.

SET B 300 "THE MIAMIAN"
Retail $2.95

Contains 152 pieces
Packaged 1 doz. per carton
Shipping Wt. 17 lbs

SET B 500 "THE BEVERLY HILLS"
Retail $4.95

Contains 278 pieces
Packaged ½ doz. per carton
Shipping Wt. 15 lbs.

SET B 750 "THE CHICAGOAN"
Retail $7.50

Contains 472 pieces
Packaged ¼ doz. per carton
Shipping Wt. 11 lbs

SET B-995 "THE LAS VEGAS"
Retail $9.95

Contains 627 pieces
Packaged ¼ doz per carton
Shipping Wt. 14 lbs.

SET B 1500 "THE NEW YORKER"
Retail $15.00

Contains 950 pieces
Packaged 3 per carton
Shipping Wt. 25 lbs.

K

$4.49

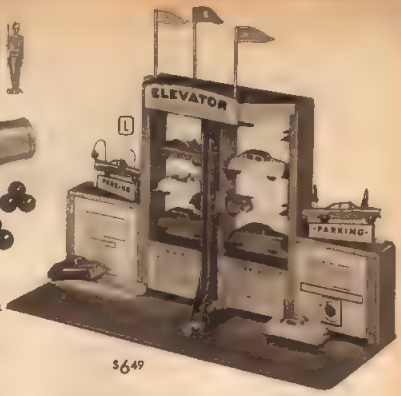
Army Truck with Cannon

K YOU'RE 100% TOP COMMANDER when you have your own cannon and ammunition, plus a transportation truck. Six plastic soldier "silhouettes" for "battle" practice included.

THE TRUCK IS A RUGGED AUTHENTIC military transport, used for transporting the soldiers to or from the "front." Constructed of durable heavy duty polyethylene, without sharp edges. Color will not chip or peel. Set about 26 in. long overall. The vinyl truck canopy is removable for added play.

THE CANNON can be attached to rear of the truck so that it can be towed easily and securely to its destination. This big Bertha cannon actually shoots the six harmless cannon balls that are provided. Cannon is about 10½ inches long.

48 T 1210—Shipping wt. 2 lbs. 12 oz. Army Truck and Cannon Set.....4.49

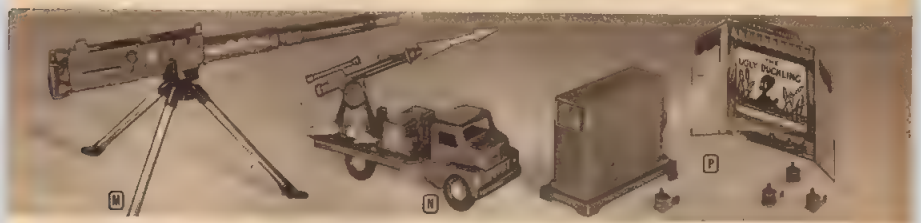


$6.49

New Elevator Tower Garage With 8 Autos

L Fun to operate your own garage! One crank raises and lowers cars in elevator, another places them in their tiered parking space. Push knob for locating cars in and out of parking space. Equipped with elevator, ramp, roof signs, pennants, 8 easy-roll cars.

48 T 2748 M—Abt. 24x9 in.; 15¼ in. high. Assembled. Wt. 6 lbs. 6.49



Battery-Operated Machine Gun $4.69

M This new, big, rapid-fire machine gun on tripod has recoiling barrel, loud rat-tat-tat noise, flashing light, all working simultaneously as trigger is pressed. Operated by an electric motor, powered by 2 standard flashlight batteries (not included, order under (C) on opposite page). Front barrel recoils. Light blinks on and off intermittently, visual in barrel of gun. Fully detailed in durable black plastic. Mounted on 18-in. tripod steel legs. Gun swivels, tilts, and turns.

48 T 3376 M—Abt. 28¼ in. long. Wt. 2 lbs.4.69

U.S.A. Guided-Missile Launcher $3.49

N Have a guided missile all your own just like the latest developed fighting weapon. Fully operative authentic reproduction. Actually launches missiles several feet into the air. Realistic controls on missile launching tube and range-and-direction finder.

Truck and cab heavy-gauge steel; Launcher of highly durable plastic, both olive drab. Two missile racks, complete with two plastic missiles. Truck equipped with 4 heavy-duty rubber tires. About 12¾ inches long.

48 T 1239—Ship. wt. 3 lbs. 12 oz..... ...3.49

Telejector and 5 Stories $4.49

P Youngsters can show pictures for almost an hour. Projector with sliding door for quick threading; easy-focus tube, simple crank operation. About 100 black and white slides on film strip show 5 popular stories: Red Riding Hood, Ugly Duckling, 3 Little Pigs, Jingle Bells, Snow White. Easel back "screen." Projector in ventilated, high impact plastic case to prevent overheating. With bulb, cord. UL appr. 110 v. AC-DC.

48T2047—Projector 7x9x4 in. Wt. 2 lbs. 8 oz. 4.49

48T2032—3 Extra Film Strips for above (with 15 popular children's stories). Wt. 8 oz.....1.98

Take-Apart Station Wagon $3.89

R Be your own automobile mechanic. Children 5 to 10 yrs. take small car apart, piece by piece, easily reassemble it. Plastic replica of Station Wagon in bright colors. Accurate design insures simplicity in taking apart, reassembling. Transparent motor block reveals V 8 cylinder type motor showing action of individual cylinders and pistons. Demountable wheels and tires. Tools, auto jack, instructions.

48T1267—Abt. 13½ in. long. Wt. 2 lbs. 6 oz. 3.89

Take-Apart Jeep $1.35

T Children 5 to 10 yrs. will have fun taking this apart and reassembling it. Motor, hood, seat, chassis, and wheels are removable. Jeep is made of sturdy high impact plastic, in bright colors. All parts highly detailed. Unit also contains tools to aid in "repairs"; Jack, spare-tire, hammer, monkey wrench, open-end wrench, box wrench, fire extinguisher, screw driver, gas can. Instructions included. Jeep about 7½ in. long.

48 T 1256—Ship. wt. 12 oz. 1.35

Four-Piece Tank and Plane Set $1.66

U Set consists of two replicas of U.S. Army tanks, and two replicas of U.S. Army Jet planes. All pieces are highly durable plastic. One Super Jet, one Cutlass Jet, one Single Gun Turret tank, and one Twin Gun Tank. Tanks about 5 in. long, one plane 6 in., the other about 7½ in. long. Base of box forms "parking area" for each piece of "army" equipment.

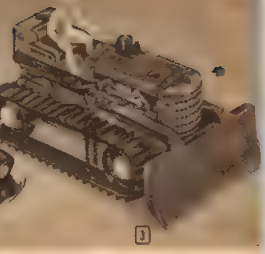
48 T 1213—Ship. wt. 1 lb. 4 oz. . 1.66

1

ONLY $3.59

Remote Control Flying Helicopter

2



3

Remote Control and Mechanical

1 ALL THE EXCITEMENT OF REMOTE CONTROL in a helicopter that really flies! Fascinating for all ages. Turning the remote control handle starts the flexible propeller whirling and the helicopter lifts into the air; crank faster and it flies higher and higher. Made of metal, about 9 inches long. Cable about 39 inches long incl. housing. Imported from Western Germany.

48 W 2808—Shipping weight 1 lb. 4 oz. 3.59

48 T 2876—Like (1) above but smaller; abt. 5½ in. long, cable 33½ in. long, incl. housing. Wt. 10 oz. . .1.79

2 REMOTE CONTROL SPORTS CAR with transparent plastic astra-dome roof to give it that futuristic look. Makes "motor" noise and the dashboard lights up as car moves forward, backward, right or left. Steel with metallic color baked-on enamel finish; nickel plated bumper, grille. 4 heavy-duty tires. Abt. 12¼x5x3¼ in. high. From Japan. Requires 2 regular flashlight batteries (not included, order under (6) below).

48 T 2871—Ship. wt. 2 lbs. 2.69

3 SPARKLING, CLIMBING "DIESEL" TRACTOR with adjustable bulldozer scraper. This powerful little caterpillar-type tractor climbs steep hills, pulls loads and crawls over objects; harmless sparks fly from exhaust stack. Wide, sure-grip rubber treads, strong clockspring motor. Equipped with brake lever and rear coupling hook. Steel with sturdy plastic scraper. About 10x6x6½ inches high. Winding key included.

48 T 2866—Ship. wt. 1 lb. 10 oz. . . 2.69

4

5

6

7

4 REMOTE CONTROL FIRE ENGINE. This exciting bright red fire engine races off, full speed ahead; it stops—even backs around corners with realistic jack-knife action, all done by remote control. Big, crank-operated aerial ladder extends to about 18 in.; raised, lowered manually. 3 removable auxiliary ladders. Bright flashing dome light, wailing siren. Travels smoothly on 10 dual rubber wheels. Red plastic with white trim. About 3¼x3¾x16 in. Powered by 2 regular flashlight batteries (not incl., see under (6) this page).

48 T 2994—Ship. wt. 1 lb. 10 oz. 3.98

SHOP COMPLETELY . . . EASY TERMS, PAGE 328.

5 REMOTE CONTROL POLICE CAR. Looks like the police are coming as this exciting little car runs around with its signal light blinking and the siren sounding. Metal; green baked-on enamel finish. Nickel plated bumpers, hub caps, "head lights." 4 rubber wheels. Abt. 7½x2x3 in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) at right).

48 T 2805—Ship. wt. 1 lb. 1.57

6 "CAPITOL AIRLINES" PLANE. This big "queen of the airways" taxis along with propellers spinning; turns right or left. Red and green wing lights. Lithographed steel; 11¾ in. long, 14-in. wingspan. Requires 2 flashlight batteries (not incl., sold separately below). Imported from Japan.

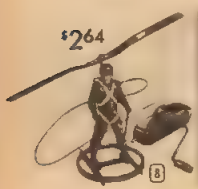
48 T 2991—Wt. 1 lb. 12 oz. .2.69

62 W 23 X-2 Flashlight Batteries. Wt. 8 oz. 2 for. 24c

7 REMOTE CONTROL WALKING BEAR. His eyes light up as he walks along playing the xylophone; moves his head from side to side. Metal; fine quality black plush covering; white ears, nose, mouth; yellow metal shoes. Abt. 10½x4x4¼ in. "Walks" when you press button. Requires 2 flashlight batteries (not incl., see under (6) at left). From Japan.

48 T 2873—Wt. 1 lb. 4 oz. 2.69

$2.64



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9

10

11

8 "FLYING COMMANDO." Turn remote control crank; propeller spins, lifts durable plastic Commando into air. Turn faster, he flies higher. Flexible metal connecting cable. 6 in. tall. Ship. wt. 1 lb. 6 oz.

48 T 2867. . . . . 2.64

9 REMOTE CONTROL HELICOPTER. Scale model of well-known Army Piasecki Helicopter; 2 sturdy revolving rotary blades; steers right or left, moves forward, reverse by means of control box powered by 2 flashlight batteries (not incl., sold separately under (6) this page). 11½ in. long. Durably constructed of brightly lithographed metal. From Japan.

48 T 2872—Ship. wt. 1 lb. 2.59

10 RADAR JEEP. The radar antenna revolves and lights flash alternately in the two radar screens as the jeep goes forward or in reverse; powered by 2 regular flashlight batteries (not incl., sold separately under (6) above). Steers manually. Brightly lithographed metal; authentically detailed. Four rubber wheels. Abt. 11 in. long. Imported from Japan.

48 T 2837—Ship. wt. 2 lbs. 3.29

11 ELECTRIC-POWERED SPARKLING COMBAT TANK. With a rat-a-tat sound, this fast-moving tank rolls along shooting harmless sparks from its "machine gun." Forward and reverse switch on hatch. Steel with wide, endless rubber tractor treads. Abt. 8¾x5¾x5 in. high. Requires 2 regular flashlight batteries (not included, order under (6) this page).

48 T 2847—Ship. wt. 2 lbs. 6 oz. 3.67

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

STAR OF THE BALLET. Valentina Ballerina will dance right into your heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger.

But that's not all! **For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction.** Her head is of soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

5329M4W1135 25" Doll ... Retail **$16.95**
5330M4W735 20" Doll ... Retail **$10.95**

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Setable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

This 20" package of joy is the greatest thrill ever for your little dancer. Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and turns her head from side to side. But, that's not all!!! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for:

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too.

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included -- Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

5331M10W1665 20" Doll ... Retail **$24.95**

"QUEEN for a DAY"

As Featured on the N.B.C. Network Coast-to-Coast

with MILLERKINS
by I. MILLER

"QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS
She can sit like a Queen on a Throne.
For informal occasions she can cross her legs in a natural, lady-like position
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet. She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I. MILLER Shoe Box
Rooted Saran hair that can be washed curled & set
QUEEN FOR A DAY" will make your Little Princess proud and happy all year long!

5332M4W865 20" Doll Retail $12 95

BONNIE TRU-FLEX DOLL

She's "little sister" with "real as life" glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big "go-to-sleep" eyes. Sweet "coo" voice.
Dressed in a smartly designed party dress with a pretty matching bonnet. Tru Flex action permits Bonnie to sit unaided with her legs straight out or bent at the knees, and be posed in many life-like positions.

5333M5W665 22" Doll Retail $9 95
5334M4W400 16" Doll Retail $5 95

HOLIDAY

19" Tall Walking Doll. She sits, stands, kneels, walks and turns her head from side to side. Unbreakable plastic body and legs. Sleeping eyes. A taffeta party dress and real Boucle (lace) sailor hat. Wardrobe includes shoes, stockings, printed piqolay street dress, pedal pusher shorts, attached matching shirt, sunback dress, fringed stole, a bathrobe with tasseled sash. Has sunglasses, curlers, roller skates, bedroom slippers and pocketbook. Comes complete in an extravagant steamer trunk with room for all her clothes.

5337M9W1070 Retail $15 95

TEAR DROP ...weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief — weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. Complete layette includes

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

5335M3W800 Retail $11.95
5336M3W535—Doll only—Dressed in romper, with Kleenex pacifier, and bottle Retail $7.95

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Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

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- Nursing bottle
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- Soap, powder puffs and cleansing tissues

5335M3W800 Retail $11.95
5336M3W535—Doll only—Dressed in romper, with Kleenex pacifier, and bottle Retail $7.95

PREVUE WALTHAM DESIGNS OF TOMORROW

17, 21, AND 25 JEWEL WATCHES
from Our International Collection
SHOCK PROTECTED WITH INCABLOC
[Fully Guaranteed]

H Braymere . . . A delight to wear, charming to use! Sculptured yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. High-domed crystal over a very legible, modern dial. 17 Jewels.

29375V2445.....Retail **$67.50**

As above with white rolled gold plate case.

29376V2445.....Retail **$67.50**

J Wellesley . . . Truly international in style but designed for the robust American tempo. Petite carved case of yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels.

29377V2160.....Retail **$57.50**

K Vassar . . . At last! A *dainty* self-winding waterproof* watch for ladies. Styled with a jet black dial and raised crystal. Dust-protected yellow gold-filled case and expansion bracelet. 17 Jewel Waltham movement.

29378V4425.....Retail **$97.50**

L Stevens . . . Here's proof a practical watch can be beautiful. Exceptionally legible dial in a contoured yellow rolled gold plate case with a stainless back. Matching gold-filled expansion bracelet. 17 Jewel movement.

29379V2320.....Retail **$55.00**

M Edgebrook . . . A perfect gem of a watch for the most style-conscious lady! Solid 14K yellow gold case with matching gold-filled expansion bracelet. Exquisite dot-textured skip-figure dial. Domed crystal. 17 Jewels.

29380V2920.....Retail **$75.00**

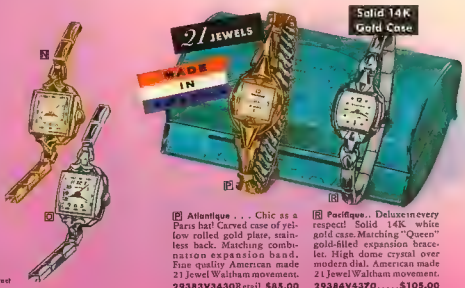
For Women at Work

N Bryn Mawr . . . The style-sense of a dress watch in a timepiece designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. Dependable 17 jewel movement in dust-protected case of yellow rolled gold plate. Stainless back. Matching expansion band has black leather insets. High dome crystal over an exceptionally easy-to-read dial.

29381V2600.....Retail **$70.00**

O Galewood . . . A career woman's watch skillfully wrought in white rolled gold plate with stainless back and red leather insets in the gold-filled expansion bracelet. 17 Jewel movement.

29382V2600.....Retail **$70.00**



P Atlantique . . . Chic as a Paris hat! Carved case of yellow rolled gold plate, stainless back. Matching combination expansion band. Fine quality American made 21 Jewel Waltham movement.

29383V3430R retail **$85.00**

R Pacifique.. Deluxe in every respect! Solid 14K white gold case. Matching "Queen" gold-filled expansion bracelet. High dome crystal over modern dial. American made 21 Jewel Waltham movement.

29384V4370.....**$105.00**

Each Watch Handsomely Gift Boxed
Prices Do Not Include Federal Excise Tax
*As long as case, crown and crystal remain intact

WALTHAM

17, 21 AND 25 JEWEL WATCHES

PREVUE

DESIGNS OF TOMORROW

from Our International Collection

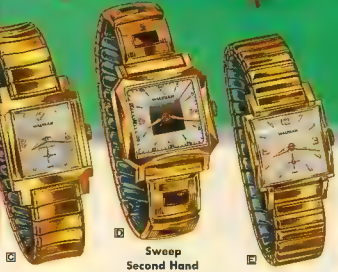
Waterproof* and Self-Winding

A Sea Hawk . . . waterproof* self-winding watch. Contoured gold-filled case, stainless back. Matching combination expansion band has genuine leather insets. Recessed crown, two-tone dial. 17 Jewel movement.

29367V3703 . . . $95.00

B Sea Eagle . . . 25 Jewel movement, self-winding and waterproof*! Rolled gold plate case, non-corrosive back. Combination expansion band has genuine leather panels. Neat textured radium dial glows in dark.

29368V4910 . . $115.00



Sweep Second Hand

C Bello Aire . . sophisticated executive model with smartly textured dial. Dust-protected rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. 17 Jewel movement.

29369V2475 . . . . . Retail **$65.00**

D Swenkster . . something debonair in a man's watch. Black center on white dial makes an ultra smart design. Gold-filled bracelet has matching black insets. Rolled gold plate case, stainless back. 17 Jewel Waltham movement for a lifetime of accurate, dependable service.

29370V2365 . . . . . Retail **$55.00**

E Coventry . Smartly tailored executive styled watch that bespeaks successful achievement. Yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement.

29371V2425 . . . . . Retail **$65.00**

21 JEWELS

F Cutty Sark . . . Built for a lifetime of dependable, accurate service. Styled to be worn anytime! Waterproof* chromed steel case. Combination expansion band with gray leather insets. Modern stick figure and radium-dot dial with radium bands that can be read in the dark American made 21 Jewel movement

29372V3515 . . . . $87.50

*As long as case, crown and crystal remain intact

Prices Do Not Include Federal Excise Tax

Each Watch Handsomely Gift Boxed

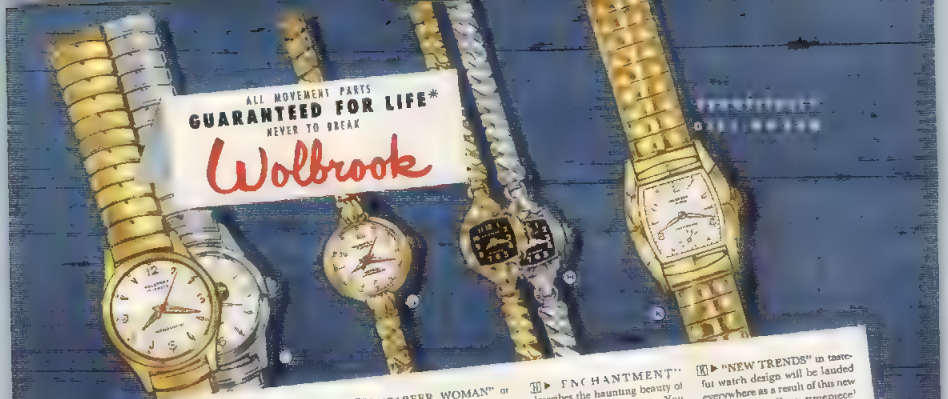
G Chase . . . Master-styled dress watch. 14K gold case, matching combination band. Stick-figure dial. 17 Jewels.

29374V4345 Retail **$105.00**

As above. Gold-filled.

29373V3013 Retail **$80.00**

All Waltham Watches Fully Guaranteed



[E] ▶ "FRIGATE" is our WATERPROOF** timepiece in a yellow case designed for active executives. Sweep second hand, stainless backing, unbreakable crystal, radium detailed dial, Gold-filled expansion band assure rugged wearability. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
0913AW1955T $45.00
With WHITE chrome top case, all stainless steel expansion band
0914AW1563T $37.50

[G] ▶ "CAREER WOMAN" or "NURSE" will immediately recognize the flawless beauty of this round yellow timepiece. Stainless backing, rock crystal, precision sweep second hand, radium accented dial and Gold-filled expansion band are trium phantly designed for precision usage. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
0915AW1994T $45.00

[H] ▶ "ENCHANTMENT" describes the haunting beauty of this dainty achievement. You will capture her affection with this India black dial raised figures, dome crystal and heritage Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
0916AW2073T Yellow $47.50
0917AW2073T White $47.50

[I] ▶ "NEW TRENDS" in tasteful watch design will be lauded everywhere as a result of this new handsome, yellow timepiece! Durable stainless back, smart dome crystal and combination elevated numerals on vision-perfect dial. Gold-filled expansion band has regal look of importance. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
0918AW1857T $39.50

SPECIALLY • PRICED • WOLBROOK • JEWELED • LEVER • TIMEPIECES!

[L] ▶ "EDEN BAY" is our new WATER RESISTANT watch that has a gleaming WHITE chrome top, stainless-back and curved unbreakable crystal. Designed for all ages with radium-accented dial, precision sweep second hand and all-stainless steel expansion band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
0919AW1171T $19.95
As above, with genuine leather strap
0920AW1068T $18.50

[M] ▶ "SIMPLE ELEGANCE" describes this new versatile watch! Yellow case design, curved crystal, full-figure dial, non-corrosive back and small second hand are "just right". Genuine leather strap compliments dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
0921AW1098T $18.95

[N] ▶ "PLANTATION" is a timepiece he'll enjoy at the office or while relaxing. Yellow, stainless steel backed case is classically designed with curved crystal, futuramic radium dial, sweep second hand and executive harmonizing band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
0922AW1225T $22.50
Same as above, with leather strap
0923AW1068T $18.50

[O] ▶ "COSMOPOLITAN" has all the features for a lady on the go! Chic French Salon contemporary design of yellow case is enhanced by non-corrosive backing, curved crystal, small second hand and easy-to-read dial. Vogue silk cord is perfect touch to this dustprotected 7 JEWEL shock resistant movement which is GUARANTEED FOR LIFE.*
0924AW1171T $19.95

[P] ▶ "ADORABLE" perfectly describes this charming eye catcher! Yellow case is dainty in appearance, yet rugged in construction! This very new watch has stainless-backing, dome crystal and Gold-filled expansion band. An irresistible timepiece for an irresistible lady! Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
0925AW1563T $29.95

[R] ▶ "THE TRAVELER" goes anywhere in the world without a care in the world. Midnight dial with raised gilt-radium numerals and sweep hand highlights this yellow, stainless-backed watch. Subtle curved crystal and black leather strap are ideal for dustprotected 7 JEWEL shock resistant movement which is GUARANTEED FOR LIFE.
0926AW1098T $18.95

** The Clinton Watch Co. will replace any defective or broken movement free without charge for material or labor. **Guaranteed Waterproof as long as case, crown and crystal are intact. Shock resistant balance staff for added protection. Retail prices include federal excise tax. Prices are subject to change without notice. Watches are illustrated actual size. Diamonds slightly enlarged to show detail. Printed in U.S.A. Copyrighted - 1956 Clinton Watch Co.*

A ▶ TWO FIERY DIAMONDS as exciting as champagne in a sculptured case with stainless back, dome crystal and elevated numerals on a silvery white dial. Beautiful diamond case is enhanced by a Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0896AW2641T (WHITE) **$59.50**
0897AW2641T (YELLOW) **$59.50**

B ▶ "WOMAN'S WORLD" describes this feminine watch of subtle case design, enduring stainless back, dome crystal and raised dot-and-numeral dial. A timepiece to make her dreams come true! Gold-filled expansion band is perfectly mated. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0898AW1955T (WHITE) **$45.00**
0899AW1955T (YELLOW) **$45.00**

C ▶ NURSE'S WATER-RESISTANT timepiece never fails when minutes count! Yellow stainless-backed case, vital sweep second hand, radium dial and unbreakable curved crystal. Commanding Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0900AW2048T **$47.50**
With WHITE chrome top case, stainless band
0901AW1955T **$45.00**

D ▶ 14 K SOLID GOLD in the fashion of today for the traditions of tomorrow! She'll adore the shapely case design, high-styled dome crystal and raised dial. Classic Gold-filled expansion band adds perfect touch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

0902AW2577T **$59.50**
As above, yellow case with stainless back.
0903AW1955T **$45.00**

E ▶ "MONACO" is an irresistible yellow bracelet watch that would please any lady of impeccable taste. Royal-styled case has stainless back, Gold-filled bracelet arms, shapely dome crystal and important safety chain. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0904AW2347T **$52.50**
Same as above, in WHITE CHROME
0905AW2195T **$49.50**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

Shock Resistant

Wolbrook

ANOTHER FINE CLINTON PRODUCT

THE SEAJET" is a bold new idea in a black-accented WATERPROOF** timepiece! Yellow case has stainless back, sweep hand, unbreakable crystal and jet dial with raised radium markers. Stately Gold-filled expansion band embodies black patent leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0906AW1994T **$45.00**

As above, with WHITE chrome top case, all-stainless band, leather insets.
0907AW1823T **$42.50**

"INTERNATIONAL" describes an important timepiece designed in a contemporary square yellow Gold-electroplated case with stainless back. This aristocratic watch has a sweep second hand, heavy-duty crystal and raised combination white dial. Perfectly matched with Gold-filled expansion band. Gentlemen who prefer subtle, conservative designs will be pleased to own this superb watch. A true value for this timepiece! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0908AW1994T **$45.00**

SEA HAWK" water-resistant AUTOMATIC watch sets the pace for self-winding timepieces. Yellow Gold-electroplated case has sweep hand, unbreakable crystal, stainless back and radium dial. Brown genuine leather insets compliment Gold-filled band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0909AW2683T **$59.50**

As above, WHITE chrome top case, black leather insets on stainless steel band.
0910AW2528T **$55.00**

"TOP PERFORMANCE" underlines the confidence we have placed in this new original masterpiece! Imaginative yellow case has superb stainless-steel back, dome crystal and corresponding Gold-filled plateau expansion band. Wherever you roam, you'll never find a comparable watch at such a low price. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

0911AW1994T **$45.00**

With 14 K SOLID GOLD case
0912AW2935T **$65.00**

A ▶ TWO FIERY DIAMONDS as exciting as champagne in a sculptured case with stainless back, dome crystal and elevated numerals on a silvery white dial. Beautiful diamond case is enhanced by a Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-27007-2641 (WHITE) **$59.50**
36-27015-2641 (YELLOW) **$59.50**

B ▶ "WOMAN'S WORLD" describes this feminine watch of subtle case design, enduring stainless back, dome crystal and raised dot-and-numeral dial. A timepiece to make her dreams come true! Gold-filled expansion band is perfectly mated. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-27023-1955 (YELLOW) **$45.00**
36-27031-1955 (WHITE) **$45.00**

C ▶ NURSE'S WATER-RESISTANT timepiece never fails when minutes count! Yellow stainless-backed case, vital sweep second hand, radium dial and unbreakable curved crystal. Commanding Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-27049-2048 ..... **$47.50**
With WHITE chrome top case; stainless band
36-27056-1955 ..... **$45.00**

D ▶ 14 K SOLID GOLD is the fashion of today for the traditions of tomorrow! She'll adore the shapely case design, high-styled dome crystal and raised dial. Classic Gold-filled expansion band adds perfect touch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

36-27064-2577 ..... **$59.50**
As above, yellow case with stainless back.
36-27072-1955 ..... **$45.00**

E ▶ "MONACO" is an irresistible yellow bracelet watch that would please any lady of impeccable taste. Royally styled case has stainless back, Gold-filled bracelet arms, shapely dome crystal and important safety chain. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-27080-2347 ..... **$52.50**
Same as above, in WHITE CHROME
36-27098-2195 ..... **$49.50**

"THE SEAJET" is a bold new idea in a black-accented WATERPROOF** timepiece! Yellow case has stainless back, sweep hand, unbreakable crystal and jet dial with raised radium markers. Stately Gold-filled expansion band embodies black patent leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-28005-1994 ..... **$45.00**
As above, with WHITE chrome top case; all-stainless band, leather insets
36-28013-1823 ..... **$42.50**

"INTERNATIONAL" describes an important timepiece designed in a contemporary square yellow Gold-electroplated case with stainless back. This aristocratic watch has a sweep second hand, heavy-duty crystal and raised combination white dial. Perfectly matched with Gold-filled expansion band. Gentlemen who prefer subtle, conservative designs will be pleased to own this superb watch. A true value for this timepiece. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

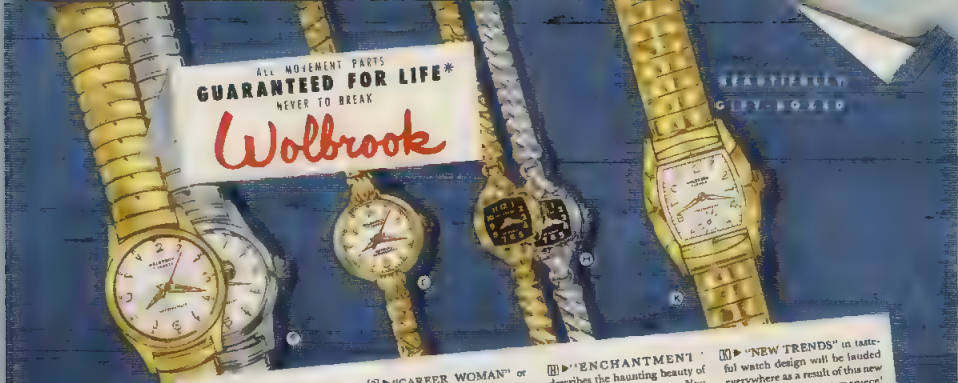
36-28021-1994 ..... **$45.00**

"SEA HAWK" water-resistant AUTOMATIC watch sets the pace for self-winding timepieces! Yellow Gold-electroplated case has sweep hand, unbreakable crystal, stainless back and radium dial. Brown genuine leather insets compliment Gold-filled band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-28039-2685 ..... **$59.50**
As above, WHITE chrome top case, black leather insets on stainless steel band
36-28047-2528 ..... **$55.00**

"TOP PERFORMANCE" underlines the confidence we have placed in this new original masterpiece! Imaginative yellow case has superb stainless-steel back, dome crystal and corresponding Gold-filled plateau expansion band. Wherever you roam, you'll never find a comparable watch at such a low price. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

36-28054-1994 ..... **$45.00**
With 14 K SOLID GOLD case
36-28062-2935 ..... **$65.00**



[E] ▶ "FRIGATE" is our WATERPROOF** timepiece in a yellow case designed for active executives. Sweep second hand, stainless backing, unbreakable crystal, radium detailed dial. Gold-filled expansion band assure rugged wearability. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
W740L1955 $45.00
With WHITE chrome top case, all stainless-steel expansion band.
W742L1563 $37.50

[G] ▶ "CAREER WOMAN" or NURSE will immediately recognize the flawless beauty of this round yellow timepiece. Stainless backing, rock crystal, precision sweep second hand, radium-accented dial and Gold filled expansion band are triumphantly designed for precision usage. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
W744L1994 $45.00

[H] ▶ "ENCHANTMENT" describes the haunting beauty of this dainty achievement. You will capture her affection with this India black dial, raised figures, dome crystal and heritage Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
W746L2073 YELLOW $47.50
W748L2073 WHITE $47.50

[K] ▶ "NEW TRENDS" in tasteful watch design will be lauded everywhere as a result of this new handsome, yellow timepiece! Durable stainless back, smart dome crystal and combination elevated numerals on vision-perfect dial. Gold-filled expansion band has regal look of importance. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
W750L1857 $39.50

SPECIALLY • PRICED • WOLBROOK • JEWELED • LEVER • TIMEPIECES!

[L] ▶ "EDEN BAY" is our new WATERRESISTANT watch that has a gleaming WHITE chrome top, stainless-back and curved unbreakable crystal. Designed for all ages with radium-accented dial, precision sweep second hand and all-stainless steel expansion band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
W771L1171 $19.95
As above, with genuine leather strap
W773L1068 $18.50

[M] ▶ "SIMPLE ELEGANCE" describes this new versatile watch! Yellow case design, curved crystal, full-figure dial, non-corrosive back and small second hand are "just right". Genuine leather strap compliments dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
W775L1098 $18.95

[N] ▶ "PLANTATION" is a timepiece he'll enjoy at the office or while relaxing. Yellow, stainless steel-backed case is classically designed with curved crystal, futuramic radium dial, sweep second hand and executive harmonizing band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
W777L1225 $22.50
Same as above with leather strap.
W779L1068 $18.50

[O] ▶ "COSMOPOLITAN" has all the features for a lady on the go! Chic French Salon contemporary design of yellow case is enhanced by non-corrosive backing, curved crystal, small second hand and easy-to-read dial. Vogue silk cord is perfect touch to this dustprotected 7 JEWEL shock resistant movement which is GUARANTEED FOR LIFE.*
W781L1171 $19.95

[P] ▶ "ADORABLE" perfectly describes this charming eye catcher! Yellow case is dainty in appearance, yet rugged in construction! This very new watch has stainless-backing, dome crystal and Gold-filled expansion band. An irresistible timepiece for an irresistible lady! Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
W783L1563 $29.95

[R] ▶ "THE TRAVELER" goes anywhere in the world without a care in the world. Midnight dial with raised gilt-radium numerals and sweep hand highlights this yellow, stainless-backed watch. Subtle curved crystal and black leather strap are ideal for dustprotected 7 JEWEL shock resistant movement which is GUARANTEED FOR LIFE.
W785L1098 $18.95

** The Clinton Watch Co will replace any defective or broken watch part without charge for material or labor. **Guaranteed Waterproof as long as case, crown and crystal are intact. Shock resistant balance staff for added protection. Retail prices include federal excise tax. Prices are subject to change without notice. Watches are illustrated at actual size. Diamonds slightly enlarged to show detail. Printed in U.S.A. Copyrighted 1956—Clinton Watch Co.*

[A] ▶ TWO FIERY DIAMONDS as exciting as champagne in a sculptured case with stainless back, dome crystal and elevated numerals on a silvery white dial. Beautiful diamond case is enhanced by a Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W700L2641 (WHITE) **$59.50**
W702L2641 (YELLOW) **$59.50**

[B] ▶ "WOMAN'S WORLD" describes this feminine watch of subtle case design, enduring stainless back, dome crystal and raised dot-and-numeral dial. A timepiece to make her dreams come true! Gold-filled expansion band is perfectly mated. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W704L1955 (YELLOW) **$45.00**
W706L1955 (YELLOW) **$45.00**

[C] ▶ NURSE'S WATER-RESISTANT timepiece never fails when minutes count! Yellow stainless-backed case, vital sweep second hand, radium dial and unbreakable curved crystal. Commanding Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W708L2048 ..... **$47.50**
With WHITE chrome top case; stainless band.
W710L1955 ..... **$45.00**

[D] ▶ 14 K SOLID GOLD in the fashion of today for the traditions of tomorrow! She'll adore the shapely case design, high-styled dome crystal and raised dial. Classic Gold-filled expansion band adds perfect touch! Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

W712L2577 ..... **$59.50**
As above, yellow case with stainless back.
W714L1955 **$45.00**

[E] ▶ "MONACO" is an irresistible yellow bracelet watch that would please any lady of impeccable taste. Royally styled case has stainless back, Gold-filled bracelet arms, shapely dome crystal and important safety chain. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W716L2347 ..... **$52 50**
Same as above, in WHITE CHROME
W718L2195 ..... **$49.50**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

Shock-Resistant **Wolbrook**

ANOTHER FINE CLINTON PRODUCT

THE SEAJET" is a bold new idea in a black-accented WATERPROOF** timepiece! Yellow case has stainless back, sweep hand, unbreakable crystal and jet dial with raised radium markers. Stately Gold-filled expansion band embodies black patent leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W720L1994 ..... **$45.00**

As above, with WHITE chrome top case; all-stainless band, leather insets
W722L1823 ..... **$42 50**

"INTERNATIONAL" describes an important timepiece designed in a contemporary square yellow Gold-electroplated case with stainless back. This aristocratic watch has a sweep second hand, heavy duty crystal and raised combination white dial. Perfectly matched with Gold-filled expansion band. Gentlemen who prefer subtle, conservative designs will be pleased to own this superb watch. A true value for this timepiece! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W724L1994 **$45.00**

"SEA HAWK" water-resistant AUTOMATIC watch sets the pace for self-winding timepieces! Yellow Gold-electroplated case has sweep hand, unbreakable crystal, stainless back and radium dial. Brown genuine leather insets compliment Gold-filled band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W726L2685 ..... **$59.50**

As above, WHITE chrome top case, black leather insets on stainless steel band.
W728L2528 .. **$55 00**

"TOP PERFORMANCE" underlines the confidence we have placed in this new original masterpiece! Imaginative yellow case has superb stainless-steel back, dome crystal and corresponding Gold-filled plateau expansion band. Wherever you roam, you'll never find a comparable watch at such a low price. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W730L1994 ..... **$45.00**

With 14 K SOLID GOLD case
W732L2935 ..... **$65.00**

Florence BY Prolon

Award-Winning Designs—Clear, Glowing Colors

"Florence" plastic dinnerware in fines Melmac quality rich solid colors distinctive modern shapes to highlight any table setting. Florence equals the beauty of fine semi-porcelain, yet offers the durability you get only in plastic. It's fully chip-and-crack resistant, virtually unbreakable. Wash it in your automatic dishwasher, the hottest water can damage it. And the beauty of Florence wear lasts. Colors stay bright and clear always, surfaces remain smooth and lustrous. It's sold at open stock—single colors, two-color combinations, or exclusive assortment.

SPECIAL OFFER

To Aug. 15, 1957, only

54-PC. RAINBOW DINNER SET

Open Stock Value $64.10

NOW Retail $49.95

Special set contains eight each 10 in. dinner plates (4 up), bread and butter plates, 4 oz. soup or cereal bowls, 8 oz. fruit dishes, cups and saucers. Set also includes each of the following: 7 in. salad plates, open vegetable dish, 8 in. round serving dish, 14 in. oval platter, gravy boat and covered sugar bowl. Rainbow assortment in equal numbers of red, yellow, turquoise, yellow, copper and beige. With all serving pieces in turquoise and yellow. Shpg. wt. 21 lbs.

24598W2997 Special Set Retail $49.95

FLORENCE 20-PC. DINNER SET

Contains four each of the following: 10-in. dinner plates, 6¼-in. bread and butter plates, 14-oz. soup or cereal bowls, cups and saucers. In two-color sets or open stock rainbow assort. on consisting of two or four colors in turquoise, yellow, copper and beige. At Open stock value $22.00.

Stock No	Color Combination	Retail
25638A1263	Turquoise and White	$16.95
25627A1263	Copper and Beige	$18.95
25625A1263	Rainbow Assortment	$18.95

FLORENCE OPEN STOCK

Minimum order $10.00 retail. Seven solid colors: Sunset Red, Beige, Yellow, Black, White, Turquoise, or Copper specify. Ship from Jackson, Tenn.

Stock No	Description	Price
25638F120	10 in. Dinner Plate	$1.00
25659F78	7¾ in. Salad Plate	$1.15
25660F63	6¼ in. Round B & B Plate	$0.85
25661F60	Saucer	$0.75
25662F67	Cup	$1.00
25663F67	14 oz. Soup or Cereal Bowl	$1.00
25664F53	8 oz. Fruit Dish	$0.80
25665F.96	14 in. Oval Platter	$2.85
25666F263	14 in. Oval Platter	$5.95
25667F200	8 in. Vegetable Dish	$3.00
25668F217	8 in. Round Vegetable Dish	$3.25
25669F234	Cream & Sugar Set	$3.50

AS ADVERTISED IN LIFE

Good Housekeeping Guaranteed by Good Housekeeping Institute

GUARANTEED

Guaranteed not to chip or break during 2 years of normal use.

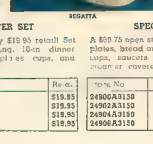
melmac

Florence DECORATED BY Prolon

Exciting New Patterns—on All Pieces!—Translucent, Like Fine China!

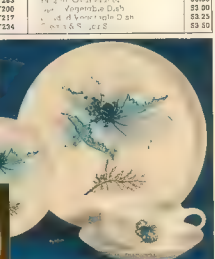
Just like the Florence dinnerware described above—the same Melmac quality, the same modern shapes—but done in a wide choice of four colorful patterns, all set against a translucent white background. Like fine semi-porcelain, our Florence dinnerware. Does not fade, chip, or break. Wash it through your automatic dishwasher. Choose ultra-modern "Regatta," charming "Granada," exotic "Oriental Poppy" or classic "Chantilier" patterns.

CHANT CLEER



REGATTA

GRANADA



ORIENTAL POPPY

SPECIAL 16 PC. STARTER SET

A $24.00 open stock value—for only $19.95 retail! Set contains four each of the following: 10-in. dinner plates, 6¼-in. bread and butter plates, cups, and saucers. In four patterns. Wt. 7 lbs.

Stock No	Pattern Name	Retail
24899A1330	Regatta	$19.95
24901A1330	Granada	$19.95
24903A1330	Oriental Poppy	$19.95
24905A1330	Chantilier	$19.95

SPECIAL 35-PC. DINNER SET

A $59.75 open stock value—for $52.50! Six each, dinner plates, bread and butter plates, soup or cereal bowls, cups, saucers. One each platter, vegetable dish, cream or covered sugar. Wt. 14 lbs.

Stock No	Pattern Name	Retail
24900A3150	Regatta	$52.50
24902A3150	Granada	$52.50
24904A3150	Oriental Poppy	$52.50
24906A3150	Chantilier	$52.50

DECORATED FLORENCE OPEN STOCK

Minimum order $10.00 retail. Four patterns: Chantilier, Regatta, Granada or Oriental Poppy specify. Ship from Jackson, Tenn.

Stock No	Description	Price
24918F189	10 in. Dinner Plate	$2.85
24919F150	7¾ in. Salad Plate	$2.25
24920F120	6¼ in. Bread & Butter	$1.50
24921F97	Saucer	$1.30
24922F107	Cup	$1.60
24923F117	14 oz. Soup, Cereal Bowl	$1.75
24924F87	8 oz. Fruit Dish	$1.30
24925F417	14 in. Oval Platter	$6.25
24926F283	Oval Vegetable Dish	$4.25
24927F350	Cream & Sugar Set	$5.25

BEVERLY 5 PC. SERVICE SET

For [illegible] 14-in. dinner, 9-in. salad and dish, creamer, [illegible] Single Colors Wt. 4 lbs

Stock No.	Color	Retail
24915A397	Yellow	$5.95
24916A397	Pink	$5.95
24917A397	Turquoise	$5.95

BEVERLY 20 PIECE DINNER SET SERVES FOUR PEOPLE

Four each: dinner plates, bread and butter plates, soup-or-cereal bowls, cups, and saucers

In single colors—or rainbow assortment of yellow, turquoise, pink, and white. Wt. 8 lbs

Stock No.	Color	Retail
24911A833	Turquoise	$12.50
24912A833	Pink	$12.50

Stock No.	Color	Retail
24913A833	Yellow	$12.50
24914A833	Rainbow Assortment	$12.50

Beverly

BY Prolon

Another Prolon style-triumph—lovely new Beverly dinnerware in strong Melmac plastic. It looks so delicate and "china like," yet is strong and durable enough to give you years of service. It's safe in no more water than your table, also dishwasher. Wan, crack, crazy or fade and is practically impossible to break! You'll love the lustrous new colors, the sleek modern shape—and most of all the low low price. Beverly dinnerware by Prolon, comes in three different sets: choice complete 45-pc. or 53-pc. sets or for service set

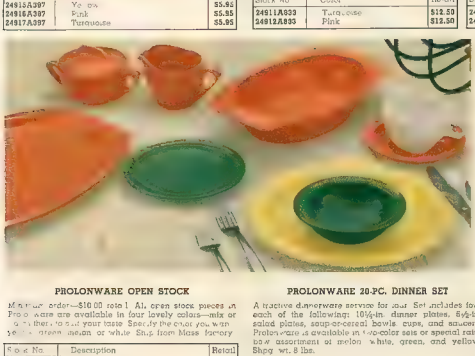
COMPLETE 45-PC. DINNER SET

Open Stock Value $42.00

Retail $29.95

Complete set contains eight each of the following: 10-in. dinner plates, 6¾-in. bread and butter plates, soup-or-cereal bowls, cups, and saucers. Also includes one each of the following serving pieces: 13-in. platter, 11-in. vegetable dish, creamer, and covered sugar bowl. In new Rainbow assortment—an equal number of pieces in yellow, turquoise, pink, and white. Shipping wt. 18 lbs

24910A1997 Set [illegible] Retail $29.95



PROLONWARE OPEN STOCK

Minimum order—$10.00 retail. All open stock pieces in Prolonware are available in four lovely colors—pink or yellow, turquoise or melon, to suit your taste. Specify the color you want. Open stock melon or white. Ship from Mass. factory

Stock No.	Description	Retail
25946F106	10¼-in. Dinner Plate	$1.80
25947F50	9-in. Salad Plate	$0.75
25848F93	7½-oz. Cup	$0.85
25849F43	Saucer	$0.65
25850F67	9-oz. Mug	$1.00
25851F53	15-oz. Salad Bowl	$0.80
25852F47	8-oz. Rim Cereal Bowl	$0.70
25853F37	5-oz. Fruit Dish	$0.55
25855F234	Sugar and Creamer Set	$3.50
25856F167	11-in. Vegetable Serving Dish	$2.50
25857F263	13-in. Platter	$3.95

PROLONWARE 20-PC. DINNER SET

A tractive dinnerware service for four. Set includes four each of the following: 10¼-in. dinner plates, 6¾-in. salad plates, soup-or-cereal bowls, cups, and saucers. Prolonware is available in two-color sets or special rainbow assortment of melon, white, green, and yellow. Ship. wt. 8 lbs.

Stock No.	Color Combination	Retail
25841A1033	Green and Yellow	$15.50
25842A1033	Melon and White	$15.50
25843A1033	Rainbow Assortment	$15.50

Open stock in Prolonware is always available. Allow the factory about 10 days for shipment. Be sure to specify correct color and stock number when you order.

AS ADVERTISED IN

LIFE

Guaranteed not to chip or break during 2 years of normal use.

melmac®

Guaranteed by Good Housekeeping

Prolonware

Super strong Melmac Dinnerware by Prolon. Smart solid colors in lovely modern shapes that beautify every table. Won't fade, crack or break—lasts a lifetime

SPECIAL OFFER

To Aug. 15, 1957, only

COMPLETE 53-PC. DINNER SET

Open Stock Value $50.75

NOW Retail $39.95

Special set contains eight each: 10¼-in. dinner plates, 6¾-in. salad plates, soup bowls, fruit dishes, cups, and saucers. Also includes one each of the following serving pieces: vegetable serving dish, 13-in. platter, creamer, and covered sugar bowl. In Rainbow assortment—an equal number of regular pieces in melon, white, green, and yellow with all serving pieces in melon. Wt. 19 lbs.

24997W2397 Special Set [illegible] Retail $39.95

"YEAR 'ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During National Toy Show — March 6-15, 1957
Rooms 907-8-11 New York Hotel

FLI-BACK

The TOP NAME in TOYS

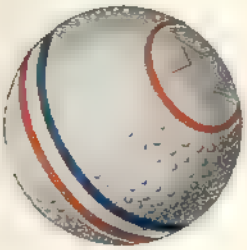
introduces a complete new line of beautifully decorated inflated balls, with four brilliant new designs in four colors. Fli-Back Athletic Balls, in popular sizes, are "tough as a mustang."

ALPHABET
Sizes — 3" - 4" - 5" - 6"
Educational
Lasting Finish

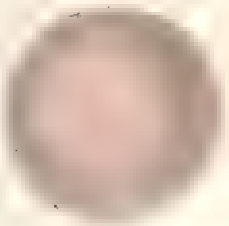
CIRCUS
Sizes — 3" - 4" - 5" - 6"
Four Color
Animal Designs

STAR
Sizes — 3" - 4" - 5" - 6"
A New Star
Design

SAIL BOAT
Sizes — 3" - 4" - 5" - 6"
Sensational
Action Design



STAR
Embossed
Size — 3"
Popular Seller



HIGH BOUNCING
PINK BALL
Size — 2¼"

MUSTANG REGULAR
All Rubber — All Weather
Football — Size 9" x 5"

MUSTANG REGULAR
Scuff & Wear Resistant
Football — Size 9" x 5"

Fli-Back Mustang

ATHLETIC BALLS

MUSTANG JUNIOR
Colors — Leather or White
Size 6" x 3"

OUTDOOR BASKETBALLS
Colors — Leather · White
or Pastels
"Tough as a mustang"
Size 7"

EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931

THE FLI-BACK SALES CORPORATION
HIGH POINT, NORTH CAROLINA

"YEAR 'ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During National Toy Show — March 6-15, 1957
Rooms 907-8-11 New York Hotel

25c DELUXE BALL GAMES

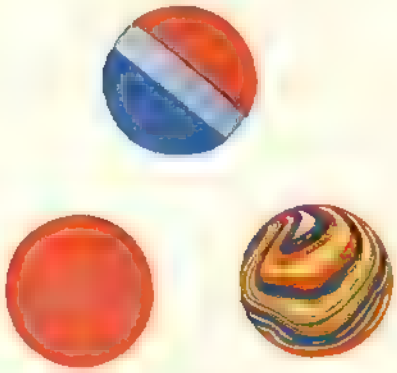
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1¼" White Sponge Ball
Tied and Wrapped ½ Doz.

10c PADDLE BALL GAMES

Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz

RETURN BALLS

Assorted Colors, Each Ball Individually
Cellophane Wrapped
Sizes 1¼", 1⅜", 1¾", 1⅞", 2"



SPONGE PLAY BALLS

ALL SIZES
Red Gloss, Rainbow, Three-Color

SPONGE BASEBALLS

Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"

RAINBOW BALLOONS

Assorted Colors — Popular Sizes

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type — Will
Do All Known Playing Tricks

FAMOUS WHIRL-KING RETURN TOPS

Perfectly Balanced for Easy Spinning
Assorted Brilliant Colors

No. 40 No 48

CHAMPION SPINNING TOPS

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

SELF SELLERS / FAST MOVERS!

Still Going Strong!

Results ? ? ? ? Fabulous ! Fast turnover beats "on shelf" display.

Look over **your** stock for the fill-ins at left below . . . or OK a #9000 rack complete, if this great "salesman" is not yet on your staff.

ORDER THESE
PROFITABLE FILL-INS
BY NUMBER AND NAME

No.		Retail	In Boxes of	Shp. Ctn.	Lbs
9019	Midget Car and Road Sign	19c	2 dz.	2 gr.	47
9029	Medium Car and Road Sign	29c	1 dz.	1 gr.	21
9039	Construction Set—Fire Dept. Set—Police Set--Two Cars and Two Signs	39c	1 dz.	1 gr.	30
9049	Tow Truck and Tools—Jeep and Army Accessories	49c	1 dz.	1 gr.	30

BIG PROFITS, STEADY VOLUME . . .

You Get STURDY STEEL RACK, MDSE. IN SEALED POLY BAGS

No. 9000 Rack Assortment

5 doz.	19c	Retailers
3 doz.	29c	Retailers
2 doz.	39c	Retailers
2 doz.	49c	Retailers

(Rack and Mdse. ships at 30 lbs. Brings in $39.48

SEE YOUR JOBBER

19c 29c 39c 49c

"So Real"

TOOTSIETOYS

- AUTHENTIC SCALE MINIATURES
- STRONG, IN METAL
- SMOOTH ROLL ON REAL RUBBER
- BAKED ENAMEL COLOR FINISHES

SEE NEW PROFITMAKER, other side

DOWST Mfg. Co. • 600 N. PULASKI • CHICAGO 24

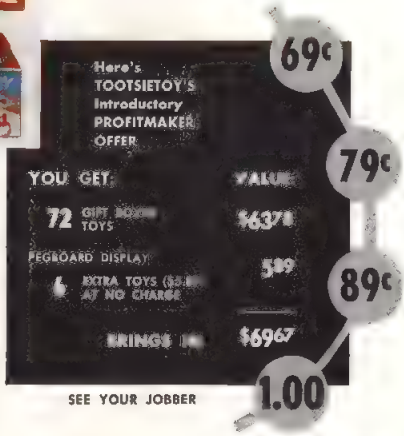
Brand New

Tootsietoys

PEGBOARD PROFITMAKERS

Here's a "salesman" that works every minute of the day for you. Keeps Gift Boxed TOOTSIETOYS moving out fast . . . cash coming in steadily. Put him to work now!

Masonite, 24 x 36". Hanging fixtures if desired.



SEE YOUR JOBBER

ORDER **RE-FILLS** BY NUMBER

No		Retail	Shpg. Ctn.	Lbs.
695	Bulldozer	1.00	3 dz.	22
207	Auto Transport	1.00	3 dz.	24
389	Tractor with Scoop	1.00	3 dz.	21
589	Van	1.00	3 dz.	24
489	Hook and Ladder	1.00	3 dz.	17
289	Tractor and Disc Harrow	.89	3 dz.	20
679	Road Grader	.79	3 dz.	18
869	Utility Trailer	.89	3 dz.	22
769	Greyhound Scenicruiser	.79	3 dz	20
569	Logger	.79	3 dz.	19
669	Oil Tanker	.79	3 dz.	20
469	Fire Engine Pumper	.69	3 dz	20

"So Real"

TOOTSIETOYS

SEE METAL RACK OFFER ON OTHER SIDE

DOWST Mfg. Co.

600 N. PULASKI
CHICAGO 24

DE LUXE *French Saxon* DINNERWARE

FRENCH SAXON CHINA

The Hallmark of Distinction and Prestige

The French Saxon mark on dinnerware is a symbol of fine craftsmanship and dependable quality. French Saxon ware has fine body and rich appearance. Colors are clear. True and appealing. Patterns and shapes combine the best of long time favorites with the fresh modern trend. You will always be proud of any French Saxon dinnerware you select.

Pastel The new modern shape in a rainbow selection of four delicate pastel colors—warm pink, turquoise green, Delft blue, and canary yellow. Each set consists of place settings in *all* 4 colors. An outstanding assembly of distinctive color combinations that will prove overwhelmingly popular. Highly glazed semi-vitreous

8013Z80X1035	36 piece set for 6	Retail $17.25
8013Z56X1695	53 piece set for 8	Retail 28.25
8014Z65X2900—93 piece set for 12		Retail 48.35

Star Flower America's most modern design in dinnerware decoration—that will evoke admiration from all. Scattering colorful stars in a floral arrangement on the lovely modern shape, with 22K gold edge line. Non-cracking glaze, semi-vitreous

8018Z80X1245—32 piece set for 6	Retail	$20.75
8019Z56X2080—53 piece set for 8	Retail	34.65
8020Z65X3595—93 piece set for 12	Retail	59.90

Gardenia . . A rich appearing pattern with beautiful Gardenia design in center. 22k gold band around outer edge and center. In the very popular aristocratic Hermosa shape

8094Z80X1245—32 piece set for 6	Retail	$20.75
8095Z56X2080—53 piece set for 8	Retail	34.65
[illegible]	Retail	59.90

Crocus A dainty classic pattern in the smart modern popular shape with an exquisite pink and charcoal crocus center decoration. 22K gold band around outer edge. Non cracking, semi-vitreous.

8021Z80X1125—32 piece set for 6	Retail	$18.75
8022Z56X1855—53 piece set for 8	Retail	30.90
8023Z65X3220—93 piece set for 12	Retail	53.65

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—8" plates
6 desserts
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 soupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 soupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy (open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT. Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio

Allow 2 Weeks for Delivery

DISTINGUISHED *French Saxon* DINNERWARE

The Creations of an Outstanding Pottery that Add Distinction to Any Table

Here are the offerings of America's most modern pottery where generations of craftsmen have full play for their skill, experience and fine workmanship.

The French Saxon pottery is superbly equipped with the most modern quality controls that guarantee the production of uniform high quality dinnerware that will give lasting pleasure and satisfaction.

Heather . . . A very appealing modern version of the beautiful heather floral design. Here is a pattern of outstanding charm and beauty . . . a delight to the eye . . . a distinctive addition to any hostess' table setting. In the modern shape with gold palladium (Platinum) band around outer edge

8033Z20X1230—32 piece set for 6	Retail	$20 50
8034Z56X2050—53 piece set for 8	Retail	34 15
8035Z65X3540—93 piece set for 12	Retail	59 00

Wisteria . . . A dignified, charming pattern in the aristocratic Herm sa shape. Delicate pink, life-like floral motif in center and around border. 22K gold band around outer edge. Non-cracking glaze, semi-vitreous

8015Z20X1265—32 piece set for 6	Retail	$21 10
8016Z56X2115—53 piece set for 8	Retail	35 25
8017Z65X3655—93 piece set for 12	Retail	60 90

Pond Lily . . . Another delightful modern pattern with delicate pink, grey and green center floral design. In the popular modern shape with gold palladium (Platinum) band around outer edge. Non-cracking glaze

8027Z20X1245—32 piece set for 6	Retail	$20.75
8028Z56X2080—53 piece set for 8	Retail	34 65
8029Z65X3595—93 piece set for 12	Retail	59.90

Rose Garden . . . A modern shape with the ever popular American rose design. A distinctive rose effect for the many who adore America's favorite flower. 22K gold around outer edge

8030Z20X1245—32 piece set for 6	Retail	$20.75
8031Z56X2080—53 piece set for 8	Retail	34 65
8032Z65X3595—93 piece set for 12	Retail	59 90

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

INTERNATIONAL
SALES
Representation
THE HENRY KATZ
ORGANIZATION
SUITE
540
IN THE TOY CENTER
200 FIFTH AVENUE • NEW YORK 10, N. Y.

from any angle...

BUDDY L and GMC . .

AUTHORIZED
GMC
REPRODUCTIONS

Buddy L

Made by Moline Pressed Steel Corporation. Use of truck design and trademark GMC authorized by General Motors Corporation.

STOP for catalogs, check the first page of the Henry Katz section.

. . . can't be beat!

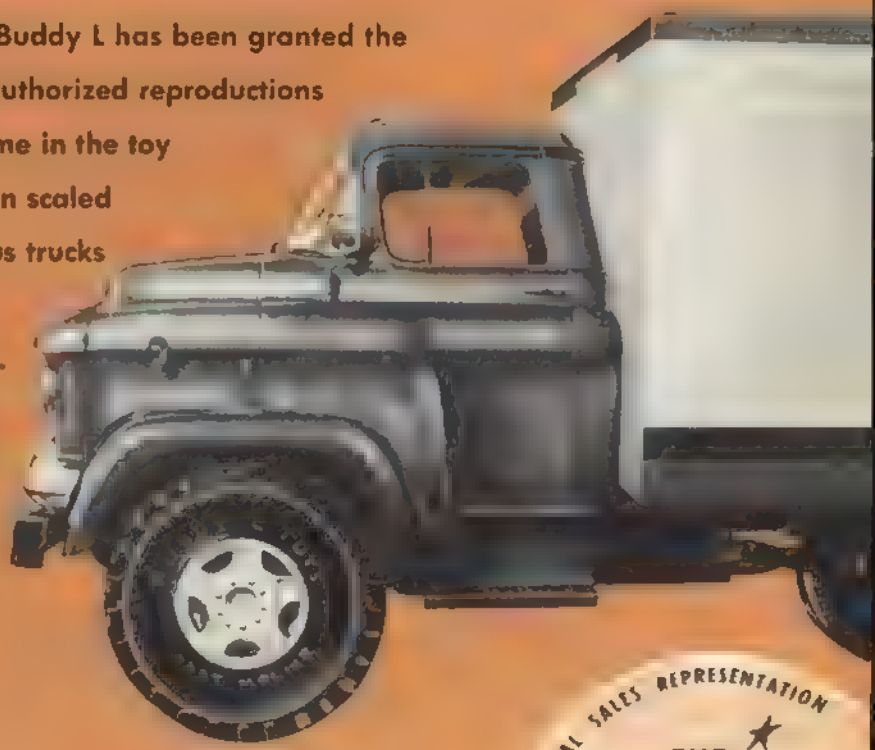
WOTTA COUPLE

BUDDY L and GENERAL MOTORS

TRUCK & COACH DIVISION

We are proud to announce that Buddy L has been granted the exclusive right to manufacture authorized reproductions of GMC trucks . . . for the first time in the toy field. Imagine, accurate, precision scaled reproductions of the most famous trucks in the world, manufactured by the "Leader in Steel Playthings". Buddy L. . . . "Famous since Grandfather was a boy!"

See them exclusively in our showrooms at Toy Fair.



INTERNATIONAL SALES REPRESENTATION

THE **HENRY KATZ** ORGANIZATION

Suite 540

200 FIFTH AVE., N.Y., N.Y.

Moline Pressed Steel Corp.

EAST MOLINE, ILLINOIS

George Ride-On Tractor

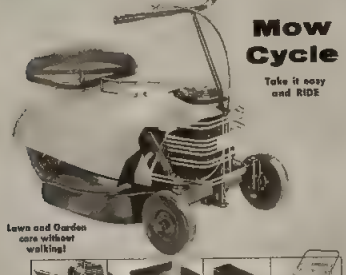
Snow Blade | Snow Blower | Dump Barrow | Tiller

Self-Propelled 3 HP Garden Tractor . . . does the toughest jobs in less time, with less effort than ever before! And you can even ride . . . while "George" tills, mows, cultivates, cleans snow, off of sidewalks and driveways, hauls trash or leaves. Add-tachments enable you to do all these chores; they plug into tractor in 30 seconds—without tools. Tractor has husky 3 HP, 4-cycle Clinton gasoline engine with V-belt, recoil starter and throttle control. 2 separate clutches: one for forward, neutral and reverse, one for power take-off attachments. ¾" steel chassis, self-cleaning drive wheels; semi-pneumatic tires. 9" plenty clearance. From Ill.

524-025 D10475	Tractor only Ship wt. 125 lbs	$129.50
524-033 D3700	Rotary Mower Attachment. 21". Ship. wt. 50 lbs	49.50
524-163 D2975	Riding Sulky. Ship wt. 35 lbs.	39.50
524-041 D3700	Rotary Tiller. 15" cut (1-6" deep). 30 lbs.	49.50
524-014 D2975	Snow Blower. Cut: 20" path. Wt. 50 lbs.	39.50
524-058 D1175	Snow Blade, 25". Ship wt. 20 lbs	15.75
524-082 D3700	Dump Barrow. 3½ cu. ft. capacity. Wt. 75 lbs	49.50
524-124 D730	Snow and Ground Grippers. Ship. wt. 10 lbs.	9.75

Mow Cycle

Take it easy and RIDE

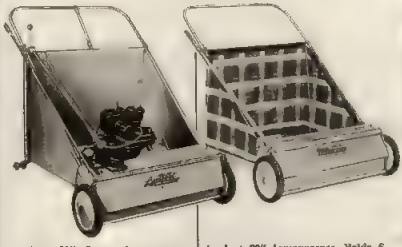


Lawn and Garden care without walking!

Snow Plow | Steel Cart | Spreader | Lawn Sweeper

Mow-Cycle . . . cuts grass, sweeps lawn, mulches leaves, applies lime or fertilizer, hauls tools . . . even removes light snow! Clinton 3 HP, 4-cycle engine with non-slip drive belt; recoil starter. Finger-tip controlled twin rotary blades cut 24" swath. Rugged Uni-Strut welded frame with 1" steel tubing. Hard tires in front, air-cushion in rear. From Ohio.

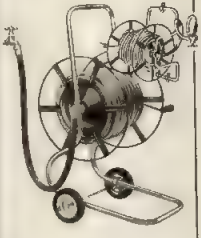
525-426 D21700	Mow-Cycle. Ship. wt. 237 lbs	$299.50
525-659 D1685	Spreader, 24". 50 lb. capacity Wt. 30 lbs	22.50
525-642 D4180	Sweeper, 24". 5-bu. capacity. Wt. 48 lbs.	55.75
525-667 D295	Leaf mulcher. Ship. wt. 2 lbs.	3.95
525-675 D2120	Cart, 30x24x10". Ship. wt. 50 lbs.	28.25
525-683 D1110	Snow Plow, 26x12". Ship. wt. 15 lbs.	14.75



Lambert 30" Power Lawnsweeper. Cleans lawn in minutes. 1 6 HP 4-cycle engine with recoil starter. Chain driven brush shaft, gear driven power. Clutch and throttle controls on handle. Handle lever adjusts height of brush and angle of cover shield. All steel hinged hamper. Holds 8 bu. From Ohio.
525-477 D11900 Wt. 120 lbs $169.95

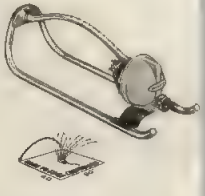
Lambert 30" Lawnsweeper Holds 6 bu in Scram hamper. Brush adjusts; hamper, cover detach. From Ohio.
525-485 D4380 Wt. 50 lbs. . .$59.95

Lawnsweeper with Canvas Hamper, no cover. 30" (wt. 48 lbs.) holds 6 bu. 21" (wt. 40 lbs.) holds 4½ bu.
525-493 D3145 30" Sweep. . . $44.95
525-469 D2555 21" Sweep. . . 34.95



Castell Portable Hose Reel. Holds over 200-ft. garden hose. Tubular steel frame with rubber tires on chromium wheels. 3½-ft. flexible leader hose assembly included
526-145 C1063 Portable Reel $13.95

Wall-Type Hose Reel Wall space required: 20x20x24" high.
526-152 C863 200 ft. cap. . $12.95



Swingin' Spray . . . saves time and water! Permo-sealed motor unit completely separates water flow from motor; retains motor lubrication permanently Operates on water pressures from 2 to 125 lbs. Of aluminum, zinc and brass.
524-256 B915 Waters 40x60' $13.95
524-413 B725 Waters 40x30' . 11.95
524-249 B597 Waters 38x45'. . 8.95

Wiss House & Garden Kit . . handiest set of shears you ever owned! Flower shears cut and hold flower stem in one operation. Pruning shears cut cleanly and easily even in small hands. Kitchen shears cut vegetables, remove caps, open bottles Chrome-plated stainless steel Set of 3 in plastic holder.
524-587 B600 Wiss Kit $9.00

Control Hedge Trimmer Trims hedges or shrubbery . . . shapes trees and bushes . . . trims hard-to-get-at areas quickly and easily Powerful lightweight 110-volt, AC motor; toggle-type switch. Sickle-type 12" blade of fine tool steel. Insulated shockproof handles. safe-grip. Bevel pinion gear and cam action.
524-751 B1998 Trimmer, AC .$29.95

Carter

Unlimited Inboard Hydroplane—"Shanty I," Jones & Staudacher hull and Allison motor owned by William Waggoner

THE ALL AMERICAN RACING TEAM

A Poll Conducted By

W MELVIN CROOK

YACHTING proudly presents the 1956 All American Racing Team—eight boats selected—as the cream of this nation's power boat racing fleet during the past season.

Our Board of Judges consisted of: Ralph Clesi, New Orleans, La., *Member, A.P.B.A. Inboard Racing Commission;* H. Burr Coleman, Wheatridge, Colo., *Member, A P B.A. Council;* Merlyn Culver, Dayton, Ohio, *Member, A.P B.A. Council;* J Otto Crocker, San Diego, Cal., *A.P.B.A. Chief Timer,* Lou Eppel, Cedar Grove, N.J., *Member, A.P.B A. Council;* Fred Hallett, Oakland, Cal., *Member, A.P.B.A Inboard Racing Commission;* Cliff Harrison, Seattle, Wash., *Outdoor Editor, "The Post Intelligencer;"* Al Hart, Sacramento, Cal., *A.P.B.A. Chief Measurer;* Jack Horsley, Miami, Fla., *A.P B A Referee;* Dr. Wayne Ingalls, Bell, Cal., *Member, A.P.B.A. Outboard Racing Commission;* Emile Jacoby, North Bergen, N.J., *Commodore, N.J Outboard Assn.;* Malcolm D. Lamborne, Jr., Washington, D.C., *Yachting Editor "Washington Star;"* Harry LeDuc, Detroit, Mich., *"The Detroit News"* Charles Strang, Jr., Oshkosh, Wis., *Chairman, A.P B.A. Stock Outboard Technical Committee;* George Trimper, Buffalo, N.Y., *President, A.P B A.*

These judges—officials and writers who have been in touch with power boat racing throughout the year and from coast to coast—were so selected as to make it unlikely that any outstanding boat would be missed

Congratulations from the editors of YACHTING to the owners and drivers of the eight boats picked and of all those considered. And to the judges, our sincere thanks.

Unlimited Inboard Hydroplane—Results of the voting. *Shanty I*—William Waggoner, Seattle, Wash., Jones & Staudacher hull, Allison motor (12 votes); *Miss Thriftway*—Willard Rhodes, Seattle, Wash., Jones & Staudacher hull, Allison motor (3).

Shanty I, the big Allison-powered hydro which was designed by Ted Jones and built by Les Staudacher compiled an enviable season's record under the daring handling of Air Force jet pilot Lt. Col. Russ Schleeh. She emerged the big winner from the early-season Lake Tahoe regatta. From there she moved to her home port of Seattle to capture the Seafair Trophy race, in the course of which she set new course records for

The All American Racing Team—1956

UNLIMITED INBOARD HYDROPLANE
Shanty I—William Waggoner Seattle, Wash.
Hull: Jones & Staudacher Motor Allison

LIMITED INBOARD HYDROPLANE
Wa Wa Too—266 cu in.
William Ritner, Sr., Camden, N.J.
Hull. Lauterbach Motor: Chevrolet

INBOARD RUNABOUT
Lil Bee—Class B Racing
Ernest Rose, Patterson, Cal
Hull: Speedliner Motor. Ford

OUTBOARD HYDROPLANE
Class C—Doug Creech, Charlotte, N.C.
Hull: Neal Motor: Johnson

OUTBOARD RUNABOUT (tied for first place)
Class C Service—Manuel Carnakis, Bakersfield, Cal.
Hull: DeSilva Motor: Elto
Class F Racing—Chuck Parsons, Lodi, Cal
Hull: Hoggatt Motor: Pumper

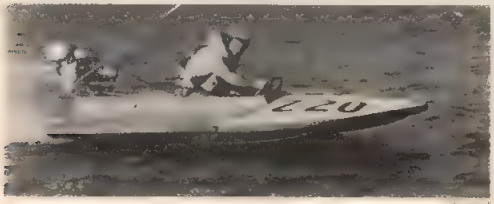
STOCK OUTBOARD RUNABOUT
Class J—Billy Schumacher, Seattle, Wash.
Hull: Benson Motor: Mercury

STOCK OUTBOARD HYDROPLANE
Class A—Dean Chenoweth, Xenia, Ohio
Hull: Swift Motor. Mercury

American Racing Team Consisting Each of the Seven Categories

Outboard Runabout—(top) Class C service, DeSilva hull and Elto motor, Manuel Carrakis (bottom) Class F Racing, Hoggatt hull and Pumper motor, Chuck Parsons

Stock Outboard Runabout—Results of the voting: Billy Schumacher, Seattle, Wash.—Class J—Benson hull, Mercury motor (5 votes); John Jackson, Cincinnati, Ohio—Class D—Speedliner hull, Mercury motor (3); Bob Jacobson, Flint, Mich.—Class D—Speedliner hull, Mercury motor (2) Jon Culver, Dayton, Ohio—Class C—Speedliner hull, Mercury motor (1); Hunter Grimes, Alexandria Bay, N.Y. Class C, Raveau hull, Mercury motor (1). Dave Hart Temple City, Calif.—Class D Speedliner hull, Mercury motor (1); John Homan, Deepwater, N.J.—Class J—Speedliner hull, Mercury motor (1); Charles Smith, Norfolk, Va.—Class C—Sid Craft hull, Mercury motor (1).



Outboard Hydroplane—Class C, Neal hull and Johnson motor, Doug Creech

Billy Schumacher, the Seattle youngster, caught the eye of 5 of our judges by a successful season with his Benson-Mercury rig and a one mile mark of 27.564 m.p.h.

John Jackson of Cincinnati climaxed a fine competitive season by winning National Championship honors with his Mercury-powered Speedliner.

Bob Jacobson of Flint, Mich. did well in both closed course and marathon racing. High spot of his boat's year was winning the Winnebagoland Marathon.

Stock Outboard Hydroplane—Results of the voting: Dean Chenoweth, Xenia, Ohio—Class A—Swift hull, Mercury motor (10 votes); Wm. Holloway, Monroe, Mich.—Class D—Swift hull, Mercury motor (2); Mel Hughes, Norfolk, Va.—Class D—Swift hull, Mercury motor (1); David Kough, Hawthorne, N.J.—Class B—Sid Craft hull, Mercury motor (1); Wm. McClung, Portsmouth, Va.—Class C—McClung hull, Mercury motor (1).

The Mercury motor and Swift hull of Dean Chenoweth was an outstanding favorite of our judges. The Xenia, Ohio college student did well competitively throughout 1956 and won the Nationals for his ASH class at Cambridge, Md.

William Holloway's Mercury-powered Swift hydro showed its heels to most of its competitors in the season's racing. It also won for the Monroe, Mich. driver the D stock hydro national championship.

Mel Hughes, Class D, Swift-Mercury was well in contention for high point honors. Dave Kough drove his Mercury-motored Sid Craft to a National Championship. William McClung's McClung hull and Merc was also a National champ.

Benson

Stock Outboard Hydroplane—Class A, Swift hull and Mercury motor, Dean Chenoweth

Carter

Stock Outboard Runabout—Class J, Benson hull and Mercury motor, Billy Schumacher

Rushaw

Inboard Runabout—"Lil Bee," Speedliner hull and Ford motor, Ernest Rose

YACHTING's Eighth Annual All
of The Outstanding Boat in

Limited Inboard Hydroplane—"Wa Wa Too," Lauterbach hull and Chevrolet motor, William Ritner, Sr

lap, heat and total race (90 miles). Her final win for the year was in turning back with ease the Canadian challenge for the Harmsworth Trophy. At season's end she ranked as high-point boat of the class and National Champion.

Miss Thriftway, the Willard Rhodes craft turned out by Jones and Staudacher and powered by Allison, won the Gold Cup and the ensuing protests, as well as the President's Cup.

Limited Inboard Hydroplane—Results of the voting: *Wa Wa Too*—266 cu. in.—William Ritner, Sr., Camden, N.J., Lauterbach hull, Chevrolet motor (8 votes); *Little Rackett II* 48 cu. in—J. A. Colcock, Seattle, Wash., Colcock hull, Crosley motor (4); *Restless* 7 litre Edgar Kaiser, Oakland, Cal., Hallett hull, Chrysler motor (3)

William Ritner, Sr's Chevrolet-powered *Wa Wa Too* was campaigned with builder Henry Lauterbach at the wheel She opened her season by turning back the Italian bid for the International Grand Prix at Miami, besting the famous Ezio Selva craft She has since proven to be a most consistent winner. Among the laurels gathered during the year have been high point standing and the National Championship of the 266 cu. in. hydro class.

Jack Colcock drove his home-made hull with Crosley engine to the 48 cu. in. National Championship. During 1956 he also created a new 5 mile class record of 67.517 m p h.

The Hallett hull and Chrysler engine combination that is Edgar Kaiser's *Restless* set a new 7 litre competition record of 83.877 m.p.h.

Inboard Runabout Results of the voting: *Lil Bee*—Class B Racing—Ernest Rose, Patterson, Cal., Speedliner hull, Ford motor (6 votes); *Bouncy Barby*—Class E Racing—Ed Brown, Sacramento, Cal., Brown hull, Chevrolet motor (3); *Jr. Prowler*—Class F Service—Forest Johnson, Miami, Fla., Johnson hull, Connell motor (3), *Nellie Belle*—44 cu. in—Weldon Ropp, Miami, Fla., Scull hull, Crosley motor (3).

Lil Bee, the class B racing runabout owned and driven by Ernest Rose, is no newcomer to the All American, having been selected as tops on the 1954 team During the past year this Ford-powered Speedliner hull became the National Champion and boosted the 5 mile mark to 61.517 m.p.h.

Bouncy Barby was designed, built, owned and driven by Ed Brown. In addition to seldom losing a race, she won the class Nationals

Forest Johnson's Connell engined *Jr. Prowler* became champion of her class; romped to a new competitive record of 51 843 m p.h

The 44 cu. in runabout *Nellie Belle* consists of a Crosley engine in a hull by the late Mully Scull. She was inboard high point boat.

Outboard Hydroplane—Results of the voting: Doug Creech, Charlotte, N.C.—Class C Neal hull, Johnson motor (4 votes), Orlando Torigiani, Bakersfield, Cal.—Class A—Fillinger hull, Johnson motor (2); Hubert Entrop, Seattle, Wash.—Class F—Jones hull, Mercury motor (1); Dr. Tommy Ingalls, Bakersfield, Cal.—Class C—DeSilva hull, Hubbell motor (1); Eric Molinar, Hollywood, Cal.—Class M—Mosher hull, Evinrude motor (1); Johnny Maypole, Chicago, Ill.—Class C—Neal hull, Johnson motor (1); Henry Wagner, Fresno Cal. Class C Service DeSilva hull Evinrude motor (1).

Doug Creech capped a most successful year with his Johnson-motored Neal class C hydro by winning the National Championship.

Hubert Entrop became the scourge of F and free-for-all racing with his Mercury motor and unusual Ted Jones designed hull.

Eric Molinar and Henry Wagner both won the Nationals in their class.

Tommy Ingalls was undefeated; Johnny Maypole set a new mile record of more than 69 m.p.h.

Outboard Runabout—Results of the voting: Manuel Carnakis, Bakersfield, Cal.—Class C Service—DeSilva hull, Elto motor (4 votes), Chuck Parsons, Lodi, Cal.—Class F Racing Hoggatt hull, Pumper motor (4); Lon Stevens, Oakland, Cal.—Class C Racing—DeSilva hull, Evinrude motor (3).

For the first time in the long history of YACHTING's All American Racing Teams, our judges gave us a tie vote. This even split found four of them favoring Manuel Carnakis' C service outboard runabout with DeSilva hull and Elto motor while an equal number prefered Chuck Parson's Pumper-powered Hoggatt hull - an F racing runabout.

There being no equitable means of resolving such a tie, it was decided to bestow equal honors on each of these Californians. Their performances deserve no lesser treatment as each campaigned with great success and each won the National Championship of his class at the annual title meet at Long Beach, Cal.

Close on the heels of the two tied leaders was Lon Stevens' Evinrude-DeSilva combination with which he copped the C racing National title.

SWEET SUE WALKING DOLLS

BY *American Character*

Star Pupils on NBC-TV's "Ding Dong School"

American Character makes the wish of every little girl come true with the creation of Sweet Sue dolls. Matchless in design and true-to-life features; Sweet Sue dolls have rooted Saran hair that can be washed, curled and combed—and will *never pull out*. They feature durable plastic bodies that feel as smooth as a baby's skin . . . hard plastic heads . . . sleeping glass eyes with long lashes. Doll A illustrated on this page is in 2 series:

1. Life-size Sweet Sue—stands a tall 31 in. high, as big as a 3-year-old child. And just like a real child, she's a wonderful playmate from sunup to sundown. She walks, sits, stands—even kneels Sweet Sue is fully jointed at the knees and elbows. Thanks to her fabulous wardrobe, Sweet Sue is certain to become a keepsake treasure handed down from "mother" to daughter.

2. Regulation-size Sweet Sue—heights as described. Like her grown-up sister, she can walk when you hold her hand, turn her head from side to side, stand, and kneel. A must for every good little girl everywhere!

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(a) **SWEET SUE AMERICAN BEAUTY**—Beauty fair in Sweet Sue's gown of shirred pastel nylon tricot over exquisite nylon sheer Accents of Val lace trim, tulle dust ruffle on bodice, flower trim and ribbon sash make Sweet Sue a dazzling winner on sight. Her petticoat is prettily ruffled, too. She wears matching panties and shoes and socks.

36A222-8W2450	*Life-size. H. 31 in. Shpg. Wt. 10 lbs.*	**$24.98**
36A223-6W1540	*Regulation-size. H. 25 in. Shpg. Wt. 5 lbs.*	**21.98**
36A224-4W1120	*Regulation-size. H. 18 in. Shpg. Wt. 3 lbs.*	**15.98**

(b) **SWEET SUE BRIDE**—The most beautiful bride doll ever in precious nylon lace and tulle. Exquisitely trimmed with lace-edged satin sleeves, ruffled satin petticoat. Both the bodice and skirt feature dainty dust ruffle accent. Sweet Sue wears a lovely headpiece of lace with circular veil edged in lace. She carries an old-fashioned corsage of flowers adorned with ribbon streamers. Her outfit includes panties, shoes and socks

36A225-1W1260	*H. 22 in. Shpg. Wt. 4 lbs.*	**$17.98**
36A226-9W1050	*H. 18 in. Shpg. Wt. 3 lbs.*	**14.98**

(c) **SWEET SUE IN HER SUNDAY BEST**—All dressed and ready for church in the smartest ensemble ever! Sweet Sue wears crisp white nylon with Val lace trim, wide velvet sash. She wears a becoming straw hat and matching bag She has a ruffled pastel petticoat and panties to match. Complete with Sunday shoes and socks.

36A227-7W1260	*H. 25 in. Shpg. Wt. 5 lbs.*	**$17.98**
36A228-5W910	*H. 18 in. Shpg. Wt. 3 lbs.*	**12.98**

(d) **SWEET SUE IN COAT AND HAT**—All heads will turn when you take Sweet Sue for a stroll in her beautiful coat and hat. Her heavy tweed cotton coat has a black velvet and braid collar. Her straw hat has velvet streamers to match. Complete ensemble includes rustling taffeta dress, matching panties, bag, shoes and socks. Shpg. wt 4 lbs.

36A229-3W1190	*H. 22 in.*	**$16.98**

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DOLLS TO CHERISH

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(a) **FAIRY PRINCESS**—Breathtaking to behold! The prettiest doll ever with vinyl head that turns as doll walks, sleeping eyes with lashes, jointed knees. She has a rooted pony tail hair-do you can wash and wave. The Fairy Princess wears a silver tiara and beautiful net costume, silver snap-button shoes. Magic wand, big wings with tinkle bells. Shpg. wt. 3 lbs.
36A504-9W1050 *22 in. Tall* **$14.98**

(b) **ALL VINYL DOLL**—Ever so lovable with large sleeping eyes and lashes. Her Perma-Bend Action knees enable her to walk and assume a variety of positions. You can wash and wave her rooted Saran hair. She wears a taffeta dress with flocked ninon pinafore and velvet bow, panties, shoes and socks. Shpg. wt. 5 lbs.
36A503-1W700 *26 in. Tall* **$9.98**

(c) **"EFFANBEE" CUDDLE-UP BABY DOLL**—Made of soft vinyl to cuddle and love! She has large sleeping eyes with lashes. Since she has just cut 2 front teeth, you usually find her finger in her mouth. She carries her own plush pet. Chinchilla cloth snowsuit, matching hat with ear muffs and pom-pom, creepers, shoes and socks. You can wash and wave her rooted Saran hair.
36A507-2W1190 *23 in. Tall* **$16.98**
Shpg. Wt. 8 lbs.
36A508-0W770 *20 in. Tall* **10.98**
Shpg. Wt. 6 lbs.

(d) **"BANNISTER" BABY DOLL WITH LAYETTE**—Looks and feels —even acts like a real baby! She drinks a bottle, wets, sleeps, blows bubbles, even cries. Made of soft, huggable vinyl. She takes to tubbing. Her wardrobe valise holds a cotton frock, booties, slip, baby bottle. She wears a bonnet and rompers and is protectively wrapped in a receiving blanket. Shpg. wt. 3 lbs.
36A506-4W695 *18 in. Tall* **$9.95**

(e) **REVLON "KISSING PINK" DOLL**—So life-like, it's just like having a big sister! She has Magic Touch "skin" that's more pliable than plastic, firmer than vinyl, the nearest thing to real skin! She has a full-formed teen-age figure with new turning waist that enables her to bend and pirouette as gracefully as a model. Her wardrobe includes a "Kissing Pink" dress, crinoline, high-heel shoes, nylon stockings and pearl necklace. Vinyl head, rooted Saran hair. Shpg. wt. 3 lbs.
36A509-8W1120 *20 in. Tall* **$16.00**

(f) **"BABY PRECIOUS" DOLL**—All precious and cuddly vinyl with rooted curly bob hair-do you can shampoo and set! Super-flex arms and legs let "Baby Precious" assume real-life positions. Dainty dress with matching bonnet, panties, shoes and socks. Sleeping eyes and lashes, cooing voice, turning head. Shpg. wt. 3 lbs.
36A505-6W560 *19 in. Tall* **$7.95**

(g) **"IDEAL" POSIE DOLL**—Posie can do practically everything a little girl can do. With exclusive Magic Knee Action, Posie kneels, sits, strolls, bends her knees in any pose. She turns her head from side to side as she walks. Nothing to break! Posie's mechanism is completely concealed in her unbreakable plastic body. She has a vinyl Magic Flesh head with rooted Saran hair you can shampoo and set, sleeping eyes. She comes to you with a cotton frock, slip, shoes and socks, and plenty of plastic hair curlers. Shpg. wt. 6 lbs.
36A510-6W1050 *23 in. Tall* **$15.00**

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American Character

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(e) **DELUXE TINY TEARS—The Doll That Cries Real Tears**—So much like a real baby, Tiny Tears is America's best loved baby doll! Feed her, place a pacifier in her mouth, squeeze her gently and she cries lustily with big tears. She drinks her bottle, wets her diaper, blows soap bubbles, sleeps, takes a bath. Made of fully jointed, molded velvet skin with plastic head. She has rooted Saran hair that can be combed and washed. Tiny Tears is all dressed up in panties, cotton dress and bonnet. Complete with deluxe, 18-in. collapsible plastic playpen with her name inscribed, quilted bottom pad, pail and shovel, plus accessories. Shpg. wt. 13 lbs.
36A230-1W1400 *Height 20 in.* ***$19.98***

(f) **TINY TEARS—The Doll That Cries Real Tears**—Just like her big sister, Tiny Tears goes right to a little mother's heart! She's all dressed up in cotton rompers, with a complete layette of dress, panties, bonnet, bathrobe, shoes and socks. Accessories include bottle and nipple, Kleenex, diaper, sponge, soap, bubble pipe, washcloth, pacifier, clothespins, instruction booklet. Packaged in Blue grained-effect trunk with plastic handle, metal hinges and lock. Shpg. wt. 7 lbs.
36A231-9W840 *Height 13½ in.* ***$11.98***

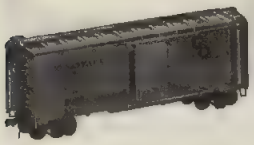
(g) **TINY TEARS—The Doll That Cries Real Tears**—Lovable and talented as her other sisters, Tiny Tears makes a wonderful gift for any little lady. Molded head. Tiny Tears is dressed in a cotton romper complete with a layette of cotton dress, panties and bonnet. Shpg. wt. 7 lbs.
36A232-7W560 *Height 13½ in.* ***$7.98***

(h) **BABY SUE**—Tubbable and lovable Baby Sue is made of cuddly vinyl with built-in bending feature. She has the prettiest sleeping eyes and realistic molded head. Baby Sue is beautifully dressed in a ribbed cotton snowsuit with fringed scarf and tassel cap plus shoes and socks. She's desperately looking for a mother to love her and rock her to sleep! Shpg. wt. 6 lbs.
36A236-8W420 *Height 13 in.* ***$5.98***

(k) **RICKY, JR.—The Famous "I Love Lucy" Baby Doll**—The darling baby of the TV world, yours now in tubbable vinyl with built-in bending feature. Ricky, Jr. looks almost real with big sleeping eyes and molded head. He's all dressed up in corduroy overalls with his name embroidered across the front, gaily checked shirt, shoes and socks. As lovable as the real Ricky, Jr. Shpg. wt. 6 lbs.
36A235-0W560 *Height 17 in.* ***$7.98***

(m) **TOODLES THE ACTION DOLL**—Toodles has all the playful charm of a real baby. She even plays with her own toes, kneels, creeps, sits, and moves her head. She not only acts like a real baby, but Toodles has life-like, cuddly vinyl unbreakable construction. You can bathe her, give her a bottle. She wets, too! Toodles is dressed in nylon print seersucker rompers with lace trim, taffeta sunbonnet and white sandals. Shpg. wt. 7 lbs.
36A233-5W1400 *Height 26 in.* ***$19.95***
36A234-3W1050 *Height 21 in.* ***14.95***

ATHEARN



HO BOX CARS. Made by Athearn. Aluminum sides, printed in black. Modern cars now in use on railroads all over the country. Available in three road names 2.75

No.	Description
4300B	Great Northern
4300C	Rock Island
4300D	C & O

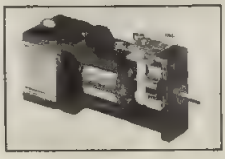
TANK CARS. Simple to construct—authentic in appearance. Brilliant colors and many road names All metal construction with painted and lettered sides. Complete with spring trucks and couplers, and all hard ware

No.	Description	No.	Description
	Single Dome "Shorty"		
A501	Co-Op		2 40
A502	Atlas		2.40
A503	Magnolia		2.40
A504	Crystal		2.40
A305	Union Oil		2.75
	Single Dome 12,000 Gal.		
A506	Mobilgas		2.50
A507	Southern Pacific, Gas		2.50
A508	Southern Pacific, Diesel		2.50
A509	Union Pacific		2.50
A510	Shell		2.50
A511	Texaco		2.50
A512	Roller Freight		2.50
	Triple Dome 12,000 Gal.		
A513	U T L X		2.75
A514	Deep Rock		2.75
A515	Shippers		2.75

HO GAUGE TRUCKS for use on all types of passenger and freight cars. All metal with fine detail Free rolling

Description	Ea.	Description	Ea.
Bettendorf	.85	Symington R.B	1.00
Andrews	.85	Buckeye 6-wheel	1.95
Archbar	.85		

PITTMAN



Model railroad electric motors. Very compact for installation in locomotives, cars, power trucks. DC prefix indicates 12 volts DC. AC prefix is universal AC-DC 12 volts.

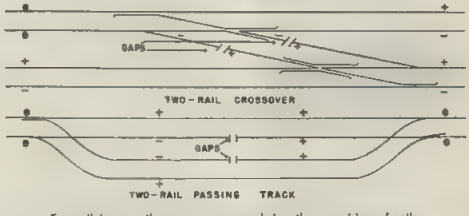
No.	Description	Price
DC60	**Standard** HO motor 6 amps	5.00
DC71A	**Double power of DC60.** For HO	6.50
DC80	**Heavy duty** for HO or S gauge	6.00
DC91	**Heavy duty** S or O gauge where usage requires nar row width	8.00
DC94	**Permag field** O gauge 12 amps	7.50
DC95	**Permag field** O gauge, 20 amps	8.50
DC62A	**Motor**	4.50

"O" GAUGE ERECT-A-WIRE. Erect-A-Wire is a dependable, simple-to-erect, overhead trolley wire for "O" gauge layouts. Requires no soldering: just clip together assembly with ready-to-mount poles, prefinished in black oxide. Readily adapts itself to tinplate layouts. Poles mount in 3/16" hole in baseboard up to ¾" thick. Operates with No. 75-26 Trolley Pole contained in Pittman Body Kits, or sold separately.

75-31 Erect-A-Pole, single arm. .35
75-32 Erect-A-Pole, double arm. .45
168536 Erect A Wire, trolley wire. Pkg of ten 3-ft. pcs. .75
20-136 Extra Hanger Clips. Pkg of 8. .35

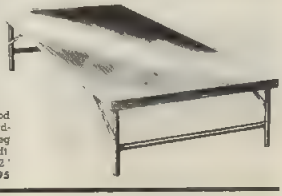
"O" GAUGE ERECT-A-FROGS. Used in conjunction with Erect-A-Wire poles, gives solderless wire frog for No. 4 or smaller radius switches, or tinplate track. 35
75-33 for Right Hand turnouts.
75-34 for Left Hand turnouts.

"O" AND "HO" GAUGE SCALE TROLLEY FROGS. Stamped brass to Standards in N M R A. Handbook. Fits No. 24 B&S gauge wire or smaller
20-129 Frogs Pkg of 2 .15
75-26 "O" GAUGE TROLLEY POLE. Pittman Trolley Poles have set new standards for quality All American made, all N M R A. standard Complete, easy-to-assemble kits that look and act like the real thing Die stamped base and pole socket, double springs, steel pole, brass contact shoe and perfect performance .75



Two rail is easy, the primary concern being the energizing of rails for the movement of trains and the avoidance of short circuits. The diagrams above show the gapping necessary in a crossover and passing track. Plastic rail joiners in HO do the gapping quickly and neatly.

TRAIN TABLE



TRAIN PLATFORM Steel braced hardwood construction with ¼" thick Canadian hardboard top No buckling — positive action leg locks. Green lacquer and wax finish. 6-ft long, 4-ft. wide, 24" high. Folds to only 2" thick, weighs only 30 lbs. 24.95

• HO GAUGE READY TO RUN TRAINS, LOCOS AND CARS
• SCALE MODEL REALISM FOR SMALL SPACE RAILROADING

Athearn

IRVIN R.

MINIATURE TRAIN SETS (HO Scale). Ready-to-run, and fully decorated with road colors and lettering. Powerful diesel locomotives and passenger cars are authentic and of finely detailed plastic construction. Each set is packaged in an individual 4-color lithographed gift package.

AR-3350 SERIES A. Santa Fe lettering. Set includes Diesel A unit—powered, single drive—coach, observation car, 14 sections of track—12 curved, 1 straight, 1 terminal. **19.95**

AR-4350 SERIES A. Same set as above with Pennsylvania lettering. **19.95**

AR-3150 SERIES B. Santa Fe lettering. Set includes: Diesel 1A unit—powered, single drive, Diesel B unit—dummy, baggage car, vista dome, observation car, 16 sections of track—12 curved, 3 straight, 1 terminal. **29.95**

AR-4150 SERIES B. Same set as above with Pennsylvania lettering. **29.95**

AR-3250 SERIES C. Santa Fe lettering. Set includes. Diesel A unit—powered, dual drive, Diesel B unit—dummy baggage car, coach, vista dome, observation car, 16 sections of track—12 curved, 3 straight, 1 terminal. **34.95**

AR-4250 SERIES C. Same set as above with Pennsylvania lettering. **34.95**

POWERED DIESEL LOCOMOTIVES. Authentic finely detailed plastic construction. Genuine Olite bearings are used throughout to insure perfect performance. The motor itself is suspended in dead center to allow for equal weight distribution.

KITS

No.	Description	Price
AP-311	A Unit—Santa Fe Single Drive	11.95
AP-312	B Unit—Santa Fe Single Drive	11.95
AP-321	A Unit—Santa Fe Dual Drive	14.95
AP-322	B Unit—Santa Fe Dual Drive	14.95
AP-411	A Unit—Pennsylvania Single Drive	11.95
AP-412	B Unit—Pennsylvania Single Drive	11.95
AP-421	A Unit—Pennsylvania Dual Drive	14.95
AP-422	B Unit—Pennsylvania Dual Drive	14.95
AP-80	A Unit—Southern Pacific Single Drive	11.95
AP-81	B Unit—Southern Pacific Single Drive	11.95
AP-82	A Unit—Southern Pacific Dual Drive	14.95
AP-83	B Unit—Southern Pacific Dual Drive	14.95

READY TO RUN

PR-311	A Unit—Santa Fe Single Drive	14.95
PR-312	B Unit—Santa Fe Single Drive	14.95
PR-321	A Unit—Santa Fe Dual Drive	17.95
PR-322	B Unit—Santa Fe Dual Drive	17.95
PR-411	A Unit—Pennsylvania Single Drive	14.95
PR-412	B Unit—Pennsylvania Single Drive	14.95
PR-421	A Unit—Pennsylvania Dual Drive	17.95
PR-422	B Unit—Pennsylvania Dual Drive	17.95
AP-84	A Unit—Southern Pacific Single Drive	14.95
AP-85	B Unit—Southern Pacific Single Drive	14.95
AP-86	A Unit—Southern Pacific Dual Drive	17.95
AP-87	B Unit—Southern Pacific Dual Drive	17.95

PLASTIC LOCO KITS. HO scale in molded plastic. Features remarkably sharp and complete detail. For use for display or as dummy units on layout.

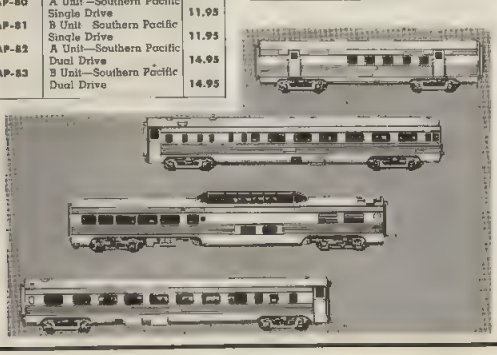
No.	Description	Price
KITS		
AK-1	Diesel A Unit Unpainted	.98
AK-2	Diesel B Unit Unpainted	.89
AK-31	Diesel A Unit Santa Fe	2.29
AK-32	Diesel B Unit Santa Fe	1.89
AK-41	Diesel A Unit Penn	2.29
AK-42	Diesel B Unit Penn	1.89
AK-61	Diesel A Unit So. Pacific	2.29
AK-62	Diesel B Unit So. Pacific	1.89
READY-TO-RUN		
AK-201	Diesel A Unit Santa Fe	3.50
AK-202	Diesel B Unit Santa Fe	3.00
AK-501	Diesel A Unit So. Pacific	3.50
AK-502	Diesel B Unit So. Pacific	3.00

PASSENGER CARS. Athearn finely detailed passenger cars. All plastic construction for greater detail, more economy and easier assembly. Designed to match perfectly with the Diesel A and B units. Available in kit form only.

No.	Description	Price
AK-3	Coach—undecorated	.98
AK-4	Baggage-Mail—undecorated	.98
AK-5	Vista-Dome—undecorated	1.29
AK-6	Observation—undecorated	1.29
AK-33	Coach—Santa Fe	1.98
AK-34	Baggage-Mail—Santa Fe	1.98
AK-35	Vista Dome—Santa Fe	2.29
AK-36	Observation—Santa Fe	2.29
AK-44	Coach—Pennsylvania	1.98
AK-45	Baggage-Mail—Penn	1.98
AK-46	Vista Dome—Pennsylvania	2.29
AK-46	Observation—Penn.	2.29

DIESEL LOCO ACCESSORIES

PR-19	Power Unit—Single Drive	10.95
PR-29	Power Unit—Dual Drive	13.95
PR-09	Metal Underframe	2.95
PR-39	Metal Floor for Passenger Cars	.25



HO railroad car kits, all metal construction with painted and lettered sides, sprung trucks and couplers, and all hardware. Construction kit for the more advanced railroad modeler. All detail, ends, roof, floor and trucks must be carefully assembled.

IRVIN S. **Athearn**

40' BOX CARS.

50' AUTO BOX CARS.

40' BOX CARS—SPECIAL.

TANK CARS.

40' REFRIGERATOR CARS.

40' ROUND ROOF AUTO CARS

40' REFRIGERATOR CARS. Beautiful detail with all metal construction. Painted and lettered sides. Complete with sprung trucks and couplers, all metal hardware and working ice hatches. **2.50**

No.	Description	No.	Description
A401	M D.T.	A407	P.F.E.
A402	Illinois Cent'l	A409	Swift
A403	Burlington	A410	Northern Pac.
A404	F D.E.X.	A411	Armour
A405	A.R.T./M.P.	A412	A.R.T.
A406	W.F.E.	A413	State of Maine

40' BOX CARS—SPECIAL. Same model as above with colorful billboard lettering on the road's special advertising cars. **2.95**

No.	Description	No.	Description
A175	B&O Sentinel	A181	Timken, yellow
A176	B&O Timesaver	A182	Timken, silver
A177	C&O Luminous	A183	Western Pac
A178	NYC Pacemaker	A184	M.P. Eagle
A179	S.P. Overnight	A185	N.C.&St.L.
A180	Timken, red	A186	State of Maine

50' AUTO BOX CARS. All metal construction painted and lettered sides. Operating doors are larger to accommodate auto and truck accessories. Complete with sprung trucks and couplers, and all hardware. **2.75**

No.	Description	No.	Description
A201	K.C.S.	A206	Super Chief
A202	S.S.W.	A207	El Capitan
A203	M.K.T.	A208	Scout
A204	A.T.S.F. Exp.	A209	Grand Canyon
A205	Chief	A210	Monon

ROUND ROOF CARS. Constructed with round roof design instead of square. Also metal construction, painted and lettered sides, with operating doors. Complete with sprung trucks and couplers, and all hardware.

40' ROUND ROOF BOX CARS. 2.30

No.	Description	No.	Description
A301	Pennsylvania	A303	Seaboard
A302	D.T.&I.	A304	N&W

40' ROUND ROOF AUTO CARS 2.65

No	Description	No.	Description
A305	Pennsylvania	A307	Seaboard
A306	D.T.&I.	A308	N&W

50' ROUND ROOF AUTO CARS 2.75

No.	Description	No.	Description
A309	Pennsylvania	A311	Seaboard
A310	D.T.&I.	A312	N&W.

A607 55' PULPWOOD RACK CAR. Extra long flat car designed with special ends for carrying logs to paper mills. All metal construction with painted and lettered sides. Complete with sprung trucks and couplers and all hardware. **2.25**

FLAT CARS. A must for an interesting and varied pike. All metal construction with painted and lettered sides. Complete with sprung trucks and couplers, and all hardware.

40' FLAT CAR. 1.85

No.	Description	No.	Description
A601	C.&N.W.	A603	Grand Trunk
A602	Clinchfield		

50' FLAT CAR. 1.95

No.	Description	No.	Description
A604	Southern	A605	Union Pacific
A606	Erie		

40' BOX CARS. All metal construction, painted and lettered sides, with operating doors. Complete with sprung trucks and couplers, and all hardware. **2.50**

No.	Description	No.	Description
A102	El Capitan	A115	G.M.&O.
A103	Grand Canyon	A116	Gt. Northern
A104	Scout	A117	Illinois Central
A105	Chief	A118	D.L.&W.
A106	Super Chief	A119	Monon
A107	A.C.L.	A120	N.Y.N.H.&H.
A108	C.B.&Q.	A122	Northern Pac.
A109	C.&E.I.	A123	Pere Marquette
A110	C.&N.W.	A124	Rock Island
A111	Canadian Nat'l	A125	Seaboard
A112	Canadian Pac.	A126	Southern Pac.
A113	Erie	A127	Union Pacific
A114	F.E.C.		

HO WRECK CRANE. Model of the Bucyrus-Erie 200 ton crane used by railroads for clearing wrecks and other heavy lifting jobs. Kit has one-piece die cast base, cab and boom, 20 individual pulleys, working drums, 8-wheel Buckeye trucks. Exceptionally fine detail. **8.50**

A BOWMAN CUSTOM MIAMI—GOODYEAR "BERMUDA"

You and your family can enjoy the pleasures of carefree boating and the fun of water sports for many summers with this molded plastic and Fiberglass boat made by Goodyear Aircraft. Whether you want to go to your favorite fishing spot or just enjoy a fast, smooth, quiet ride on the water, the Custom Miami will give you the greatest pleasure.

The unique structural material and quality craftsmanship of this boat make it strong and resilient against shocks and abrasions; and its built-in non-tipping quality, regardless of load, motor size, or sharpness of turn give you the confidence you need when the entire family is out enjoying the water with you. Outstanding hull engineering makes possible quieter, more vibration free riding, plus excellent floating quality even with extremely heavy loads plus the largest outboard motor.

Pride of ownership will be yours when you own this quality crafted boat with its mahogany deck hand rubbed to a beautifully lustrous natural finish offset by the gleaming white hull. Seating arrangement has been carefully designed to give you maximum comfort and practical convenience with a walk-through foreseat and two side seats with backrests. There is ample room for storage in the new under deck forward hatch with lift up door. Chrome bow plate and chrome winch ring are standard equipment. Over-all length of this water beauty is 16 feet.

225-3662 (W) 1 - 355 lbs. **East $ 999.50 West 1049.50**

B BOWMAN CUSTOM MIAMI—GOODYEAR "BERMUDA"—FULLY EQUIPPED

Same boat as above, with the following factory installed equipment: chrome trimmed wrap around plexiglas windshield; combination telescoping stern light and flag pole, complete with ensign flag; bow light with red and green lenses (Coast Guard recommendation) with mahogany socket flagpole and MIAMI pennant, bow chocks, deck cleat, fender cleats, stern lifting handles, tailored life saver type seat cushions, and latex impregnated curled hair lined seat backs with washable vinyl covering. All hardware is heavy chrome plated solid brass for use in salt or fresh water. Also equipped with heavy rubber step pads in chrome frames.

225-3663 (W) 1 - 400 lbs. **East $1249.50 West $1299.50**

BOWMAN BOATS NEW FOR 1957

FUN AND BEAUTY ON THE WATER . . .

SPECIFICATIONS

Code No.	Name	Length	Beam	Transom Width	Amid Depth	Bow Depth	No. of Seats	Max. H.P.	Weight	RETAIL PRICE FREIGHT PAID Denver East	West of Denver
225-3663	Bermuda, fully equipped	16'	64"	54"	26½"	30"	3	40	370	$1249.50	$1299.50
3662	Bermuda	16'	64"	54"	26½"	30"	3	40	345	999.50	1049.50
225-3664	Savannah, fully equipped	14'	62"	55"	30"	31"	2	35	290	699.50	749.50
225-3666	Jamaica, fully equipped	14'	56"	52½"	22"	26"	2	30	260	599.50	639.50
3665	Jamaica	14'	56"	52½"	22"	26"	2	30	235	399.50	439.50
225-3667	Saugatuck	14'	58"	46"	21"	26"	3	16	190	349.50	369.50
225-3668	Comanche	14'	52"	43"	18"	24"	3	10	135	299.50	319.50
225-3669	Comanche	12'	52"	43"	18"	23"	3	7½	98	259.50	279.50
225-3670	Deluxe Trailer	16'	For boats 16' and under.			Capacity 800 lbs				199.50	209.50
225 3671	Supreme Trailer	16'	For boats 16' and under.			Capacity 900 lbs				239.95	249.95

ALL BOATS AND TRAILERS SHIPPED IMMEDIATELY FROM WAREHOUSE STOCK—FREIGHT PREPAID

A dependable boat made of Glaseam construction which is a combination of solid core marine plywood and Fiberglass molded into a one piece, leak free hull. Wide, deep hull especially designed for water ski enthusiasts, with extra width at transom for maximum "lift." An extremely fast, safe hull built for modern high horsepower outboard motors. Perfected V bottom eliminates any tendency to slip, trip, skid, or porpoise. Walk through foreseat and folding stern seat. Handsome rubbed solid mahogany plank deck fitted with vinyl combing. Lustrous white topside and green bottom with red spray rails, plastic inside finish. Floor boards in solid type construction extending from chine to chine. Entire hull is chemically impregnated with painted finish for appearance only. 3/8" 5 ply bottom with 1/4" sides; 9 ply 1 3/8" heavy duty flared transom for drier ride, and more space at stern. This is also an ideal boat for coastal and other "big water" use. Brass fastened. Chrome winch ring and bow lift handle. Includes the following factory installed custom equipment: chrome trimmed wrap around plexiglas windshield; combination telescoping stern light and flag pole, complete with ensign flag, bow light with red and green lenses (Coast Guard recommendation) with mahogany socket flag pole and MIAMI pennant; bow chocks, deck cleat, fender cleats, stern lifting handles, tailored life saver type seat cushions, and latex impregnated curled hair lined seat backs with washable vinyl covering. All hardware is heavy chrome plated solid brass for use in salt or fresh water.

225-3664 1 - 300 lb. (W) **East $699.50**
West $749.50

fully equipped

BOWMAN MIAMI "SAVANNAH"

BOWMAN MIAMI "JAMAICA"

A high speed runabout, unapproached in its price range for beauty of design and excellence of performance. The well engineered MIAMI hull design gives the softest, pleasant, spray free ride. Built with a V bottom for top performance and maximum safety, this boat is unusually fast and quick planing. Glaseam construction gives assurance of long boat life and freedom from leaks. Solid core marine plywood and Fiberglass hull material has 3/8" 5 ply bottom and 1/4" sides with 1 3/8" 9 ply modern flared transom construction. Beautiful matched dark red mahogany deck protected by rugged plastic combing. White topside, red splash rails, and green bottom. Plastic inside finish. Fold down seats fitted with handy swim suit and towel rack. Solid floor boards. Chrome winch ring and bow lift handle.

225-3665 1 - 225 lb. (W) **East $399.50**
West $439.50

fully equipped

Same boat as above, with the following factory installed custom equipment: chrome trimmed wrap around plexiglas windshield; combination telescoping stern light and flag pole complete with ensign flag; bow light with red and green lenses (Coast Guard recommendation) with mahogany socket flag pole and MIAMI pennant; bow chocks, deck cleats, fender cleats, stern lifting handles, tailored life saver type seat cushions, and latex impregnated curled hair lined seat backs with washable vinyl covering. All hardware is heavy chrome plated solid brass for use in salt or fresh water.

225-3666 1 - 270 lb (W) **East $599.50**
West $639.50

All boats allow time for direct shipment from Manufacturer in Arkansas

[A] BOWMAN MIAMI SUPREME FULL ROLLER TILT TRAILER
Positive acting tilting and swiveling loading boom make this one of the easiest loading trailers ever designed. Boat hull entirely cradled on rubber with nine rubber keel rollers. Adjustable hull cradles with rubber rollers. Rubber padded bow, and rubber rollers on extra strong transom support. This is the ideal trailer for Fiberglass boats. Special design makes it possible to carry largest outboard motor on the transom. Geared Fulton winch with 20 feet of manila rope with S hook. Deluxe Fulton trailer hitch and ground stand. Super soft heavy duty coil spring suspension with airplane type shock absorbers. Anti-sway stabilizer bar. Tail light with cord and plug, license bracket, and safety chain secured to boom. Demountable wheels hold 4.00x8 4 ply pneumatic tires. Wheels turn freely on Timken high speed roller bearings. 900 pound capacity. Adjustable for 14' or 16' boats
225-3671 1 - 275 lb. (W) **East $239.85**
West $249.85

[B] BOWMAN MIAMI TILT TRAILER
Easy loading with convenient tilting and swiveling loading boom. Boat cradled on rubber padded adjustable hull cradles and rubber keel rollers. Padded bow chuck. Full transom support with two heavy duty rubber rollers. Coil spring suspension with airplane type shock absorbers. Anti sway stabilizer bar. Demountable 4.00 x 8 wheels with 4 ply pneumatic tires turn freely on Timken high speed roller bearings. 800 pound capacity. Adjustable to 14' or 16' boats
225-3670 1 - 265 lb. (W) **East $199.50**
West $209.50

[C] STERLING JUNIOR 16' BOAT TRAILER
Carries boats from 12' to 16' long. Equipped with shock absorbers, anti sway bar, and adjustable cradles, coil spring suspension. Tilt glide with built in swivel and transom support available (see below) 500 pound capacity
225-3672 1 - 190 lb. **East $164.95**
West $174.95

[D] STERLING DELUXE 16' BOAT TRAILER
Carries boats from 12' to 16' long. Automatic coupler, double action shock absorbers, double safety chain, adjustable padded cradles, anti sway bar, coil spring suspension, and tail light with wire connector for car. Tilt glide with built in swivels and transom support available (see below) 800 lb. capacity
225-3673 1 - 282 lb. **East $235.95**
West $245.95

STERLING TRAILER TILT GLIDE ATTACHMENT
Tilt glide attachment permits tilting complete trailer and lets you swing the trailer 90° in either direction for loading and launching. Easy to install. No drilling
225-3674 1 - 40 lb. **East $19.50**
West $19.95

STERLING BOAT TRAILER TRANSOM SUPPORT
Four rollers give maximum support at transom for carrying large horsepower motors on transom. Helps in loading and launching your boat. No drilling.
225-3675 1 - 26 lb. **East $17.50**
West $17.95

ALUMINUM BOATS

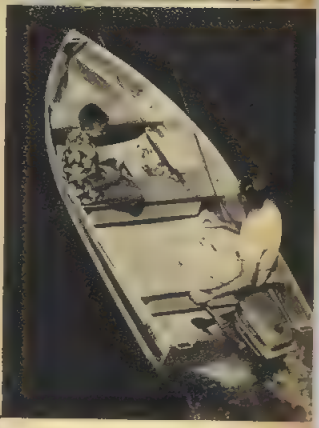
BOWMAN "SAUGATUCK"

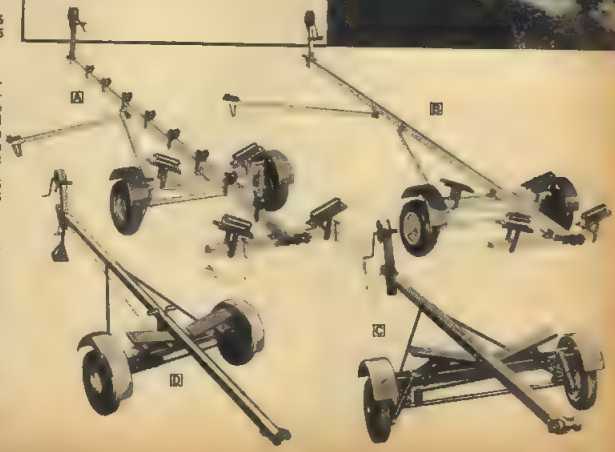
Heavy duty, super strong all aluminum utility boat ideal for fishing, hunting, and family pleasure craft, free from maintenance, leakage, rot, and deterioration. Extra heavy extrusions at points of wear. Extruded aluminum gunwales. Wooden seats and motor block. Enclosed aluminum compartments under seats are filled with Dow Styrofoam to give superior flotation. Fitted with bow lifting handle and oar locks. Pressed in full length spray rails increase hull rigidity. New hydro marine design permits easy planing with medium size motors. Inside bottom covered with non-slip paint. Alloy construction eliminates need for painting. Double riveted seats guaranteed leak proof. Boat is 14 feet long.
225-3667 1 - 175 lb. (W) **East $349.50**
West $368.50

BOWMAN "COMANCHE"

An aluminum boat light enough for car top carriage. It's the lightweight champion for fishing and pleasure cruising. One man can easily handle it. V bottom construction gives this boat efficient, quick planing performance. Treated wooden seats. Extruded aluminum gunwales. Styrofoam flotation. Alloy construction eliminates need for painting. Will give many years of carefree, inexpensive boating in this safe, well constructed aluminum utility boat.
225-3668 (14' long) (W) **East $299.50**
1 - 125 lb. **West $319.50**
225-3669 (12' long) (W) **East $259.50**
1 - 95 lb. **West $279.50**

All boats and trailers shipped direct from Manufacturer in Arkansas.

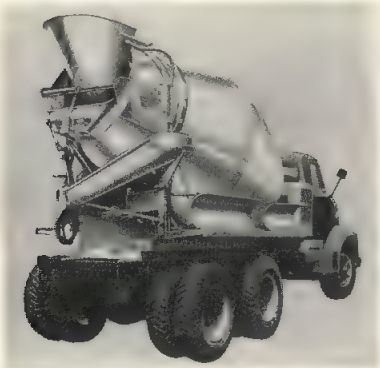




TRANSCRETE

TRUCK MIXERS

UP TO 7-YARD MIXING CAPACITIES



Above, MODEL 700, which hauls up to 8-PLUS YARD LOADS . . . guaranteed to satisfactorily mix any 7-yard batch.

NOW ALSO AVAILABLE FOR TRUCK ENGINE DRIVE

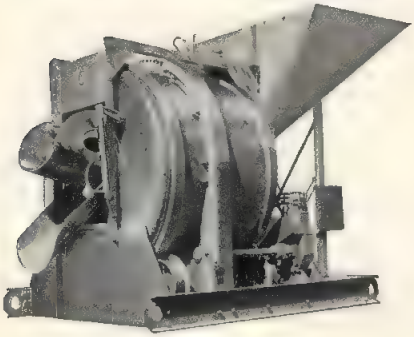
Five, six and seven yard Transcretes now are available for front engine power takeoff equipped trucks. Since speed is only subject to throttle variation, mixer runs well within desirable limits for all phases of operation. Comparatively easy to adapt to a variety of popular trucks.

MORE COMPACT FOR BETTER WEIGHT DISTRIBUTION — BIGGER LEGAL PAYLOADS

CMC's complete line of TRANSCRETE MIXERS is designed with a low center of gravity and with weight distributed to make them drive and handle better than any machine on the market.

Have a larger diameter drum head and 16° slope which permits shorter overall length and a much more favorable center of gravity—the key to more legal payload.

All models have the proven time-tested Transcrete features including the famous floating drive; outswinging hopper; continuous "L" shaped blade construction; quiet, smooth roller chain; hardened nickel alloy steel drum rollers — Twin Timken mounted; extra high discharge with 13 foot, 3 section chute



CENTRAL PLANT MIXERS

28S, 56S AND 84S, ONE, TWO AND THREE YARDERS

These ruggedly built CMC stationary mixers are designed to speed up central plant production on big jobs and in commercial ready mix plants. Finger tip hydraulic controls. Machined drum tracks—Timken bearings throughout. Renewable hardened steel drum liners. Backed by more than 40 years' experience in building mixers.

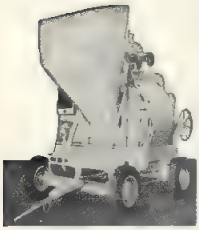
135-1-57

CONCRETE MIXERS

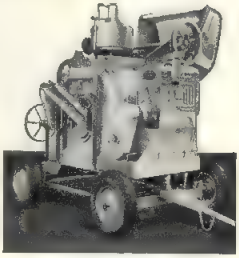
THORO-MIX MIXERS

11S, 16S, FOUR WHEELERS

QUICKEST CHARGING — PERFECT MIXING — FASTEST DISCHARGE



CMC four-wheelers are furnished in popular optional truck mountings. Standardization of CMC models lowers costs and enables us to sell better mixers for less money. Side as well as end discharge four-wheelers in the CMC line are identical with the two-wheelers from the chassis up. Built to take the punishment of long service, these CMC mixers incorporate such features as Timken roller bearings, machined drum tracks, silent transmission and improved stabilizers. CMC, 16S four-wheelers have abrasion resisting steel liners in drum and discharge chute.



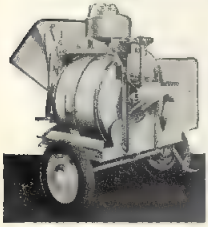
SMALL JOB MIXERS

CMC has always led the field in building mixers of the types shown on this page. Today's models are right up to the minute in features that mean outstanding performance, mixing ability, ease of handling and durability. A complete line to meet every small job need.

3½S SIDE DISCHARGE WONDER TILTER

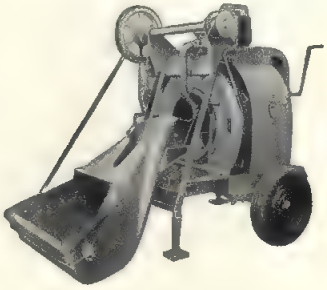
Streamlined construction — unmatched performance — easy to transport. Simple to operate. "Figure 8" mixing action. Today's outstanding mixer buy.

3½S NON-TILT MIXERS



Improved type Gated Batch Hopper WITH CAM OPERATED SHAKER — gives power-loader speed and performance without its cost.

Compact, perfectly balanced, end-charge design. 100% Timken equipped.



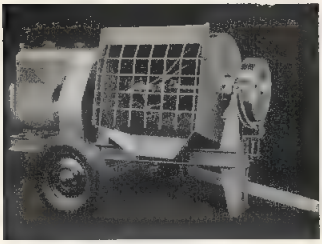
6S—NON-TILT

MOST VERSATILE MIXER ON WHEELS

Here's tops in all-round performance and portability. Built to take it, these high speed non-tilt units are guaranteed to give longer life. Of end discharge design and mounted on two-wheel trucks, these CMC 1 baggers incorporate all the "plus" value features necessary to make them "tops" in the field.

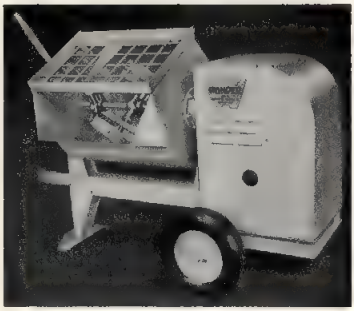
HOE TYPE MIXERS

FOR PLASTER and MORTAR
DRY CONCRETE—COLD PATCH



BITUMINOUS MIXERS

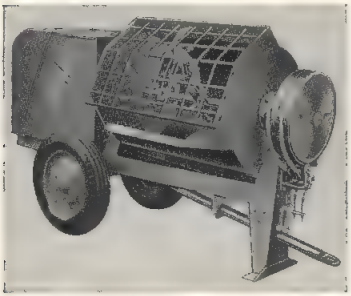
Available with or without the power loader. They are money saving portable cold patch units in 6 and 10 cu. ft. sizes for the building, repair and maintenance of all types of bituminous pavements.



FOUR CU. FT. HOE-BOY

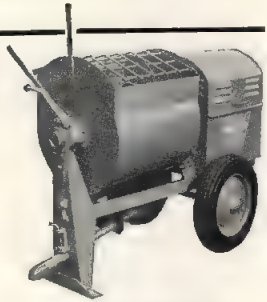
FEATURES

1. Adjustable triple action mixing hoes.
2. Safety grating and bag splitter.
3. Leak-proof, long-life paddle shaft seals.
4. Tapered roller anti-friction shaft bearings.
5. Heavy-duty electric welded frame.
6. Machine-cut sprockets, roller chain drive.
7. Optional gas or electric power.



SUPER NINE

The large capacity mixer with all the proven features of the Super-Six built in. BIGGER capacity, HIGHER production QUALITY mixes—HEAVY-DUTY engine. Standard with manually-operated discharge. Power tilt equipment pictured is optional.



SIX FOOT WONDERS

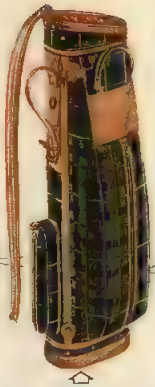
Six cu. ft. capacity. Have triple mixing hoes with exclusive adjustable blades assuring perfect mixing. Jack shaft and hoe shaft equipped with anti-friction Timken bearings for extra long life.

135-3-57

Play the best... PAR-BAGS

14-CLUB PRO model keystone made of vinyl coated duck with top grain leather trim. 3 pockets, detachable hood, "Adjusto Balance" handle, sling and saddle
1664K2352 *Retail* **$40.00**
Shipping weight 9 lbs

14-CLUB OVAL model of Du Pont fibre nylon. Selector ball and streamlined "locker" pockets, detachable vinyl hood.
1667K1176 *Retail* **$20.00**
Shipping weight 8 lbs



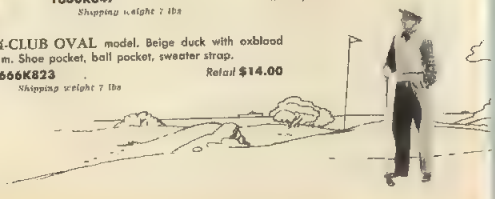
14-CLUB LADIES' OVAL model. Green woven cotton plaid Selector ball, large shoe and top side vanity pockets, umbrella holder, detachable vinyl hood.
1668K1176 *Retail* **$20.00**
Shipping weight 8 lbs

9-CLUB LADIES' OVAL model of red woven cotton plaid Ball and vanity pockets with tee holder, sweater strap.
1633K647 *Retail* **$11.00**
Shipping weight 7 lbs

9-CLUB OVAL model made of beige duck Ball pocket, convertible hood and sweater strap.
1630K647 *Retail* **$11.00**
Shipping weight 7 lbs

14-CLUB OVAL model Green woven cotton plaid. Accessories pocket, detachable vinyl hood.
1665K1029 *Retail* **$17.50**
Shipping weight 8 lbs

14-CLUB OVAL model. Beige duck with oxblood trim. Shoe pocket, ball pocket, sweater strap.
1666K823 *Retail* **$14.00**
Shipping weight 7 lbs



Wilson CLASSIC GOLF BAGS

Men's GOLF BAGS

Large Keystone shape • red top grain leather, embossed black strap leather trim • Country Club styling • detachable hood • Patented bag balancer carrying strap • large pockets • double zipper ball pocket • two umbrella holders • white leather sling.

89106K4410 $75.00

Country Club style • black and white washable vinyl with embossed black strap leather trim • large Keystone shape • extra large pockets • hood

89105K2352 $40.00

14-club compartment style bag • black and red cotton plaid with Aztec vinyl trim • side panel • utility pocket.

89104K1764 $30.00

Brown and yellow cotton plaid • London tan vinyl trim • large Keystone shape • panel style • name plate

89103K1470 $25.00

Panel style in rainbow cotton plaid • Aztec vinyl trim • extra large oval size • hanging style hood • name plate

89102K1176 $20.00

Two pocket and hood style in blue and white cotton plaid • Aztec vinyl trim • large oval size • name plate • hanging hood.

89101K882 $15.00

Pocket and hood style in red and black plaid • black vinyl trim • medium size oval • new style handle • utility strap

89100K706 $12.00

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

World famous PAR-BAGS

First in Quality—First in Styling—First in Value . . . from the world's largest manufacturer of fine golf bags for over thirty-five years.

FEATURES:

- 3 large pockets and detachable hood.
- Wrap around, abrasion proof, leather sheath.
- Soil proof, scratch proof, vinyl covered duck.
- Top grain leather trim, nylon stitched.
- 9" skid proof, life-time round rubber bottom.

14-CLUB KEYSTONE model in red plaid woven duck. Complete with 3 pockets, dual purpose zipper traveling hood, umbrella holder and sweater strap.
1624K1470 *Retail* **$22.50**
Shipping weight 8 lbs.

14-CLUB KEYSTONE model made of beige duck with oxblood trim. Selector ball pocket, accessories and clothing pockets, zipperhood, umbrella holder.
1625K1470 *Retail* **$22.50**
Shipping weight 8 lbs.

PRO SIZE 14-CLUB "Drop-Ring" Keystone model with 9" round bottom. Vinyl coated duck with top grain leather trim
1669K2940 *Retail* **$50.00**
Shipping weight 10 lbs

all new COMPARTO *bags*

LADIES' COMPARTOS

New 14-CLUB LADIES' COMPARTO model; ball pocket, zipper vanity. Convertible traveling hood. In red plaid duck or yellow vinyl coated duck.
1662K1617 Red *Retail* **$27.50**
1663K1617 Yellow *Retail* **$27.50**
Shipping weight 8 lbs.

14-CLUB COMPARTO model made of red cotton plaid with russet vinyl trim. New larger club compartments, 3 pockets, detachable hood.
1626K1617 *Retail* **$27.50**
Shipping weight 9 lbs.

14-CLUB COMPARTO model made of Du Pont fibre nylon. Three pockets and detachable hood.
1622K1764 Green *Retail* **$30.00**
1623K1764 Beige *Retail* **$30.00**
Shipping weight 9 lbs.

APPLE BLOSSOM by Haviland . the pride of your home through years of beauty and service. Sprays of apple blossoms in pale pink and white with fresh green leaves add enchantment to the wide ivory border. A tiny nosegay nestles in the white center. Gold Lines and edges Contents on page 536

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707-281	C23825	93 pc. Set (for 12) 317.65

SHELTON and DANVILLE. .by Haviland. Flawless ivory-toned, translucent porcelain, embellished only by a gleaming band of precious embossed gold or platinum with a matching inner circle ..elegant in any decor! Specify Shelton (with platinum), or Danville (with gold) Contents of sets on page 538

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707-356	C24310	62-pc Set (for 8) . 324.10
707-364	C38400	93-pc. Set (for 12) 511 90

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707-745	C26725	93 pc Set (for 12) 356.20

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BAGATELLE...Haviland's very newest pattern created for daily beauty. This is its ever-fresh ever-loved appeal: a tender red rose with shaded gray-black leaves and stems against a translucent white background. Twin bands of bright gold follow the exquisite Baroque shape Contents on page 536.

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707-430	C21310	62-pc Set (for 8) 284.10
707-448	C34080	93-pc Set (for 12) . 454.40

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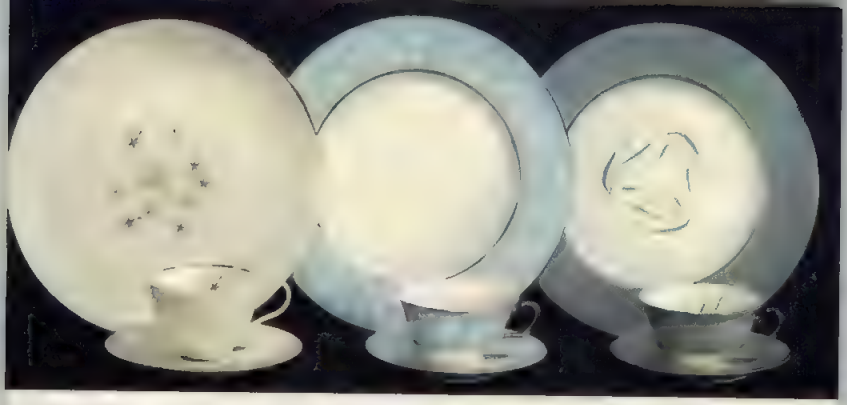
707-489	C30135	93 pc Set (for 12) 401 80



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707-158	B1535	5-pc. Setting (for 1)	$ 19.75
707-166	C19350	53-pc. Set (for 8)..	249.50
707-174	C5115	5-pc. Table Service...	66.00

CORSAGE new pride of Castleton, crafted in the finest porcelain A border of soft Turquoise sets the background for a raised garland of Queen Anne's lace in hues of pink, white and rosy beige. Twin bands of platinum highlight the pattern further...platinum handles make the cups unique. Ivory white centers. Contents on page 536

707-299	B1695	5-pc. Setting (for 1)	$ 21 75
707-307	C21250	53-pc. Set (for 8)..	274.00
707-315	C5115	5-pc. Table Service..	66.00

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TURQUOISE and SHELL PINK. Castleton's exciting gem of rare beauty in vibrant porcelain. A bold stroke of delicate turquoise or blushing pink flows between wisps of gleaming platinum, creating a striking effect on the classic Century shape. See contents of sets on opposite page Please specify color Turquoise or Shell Pink

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707-067	C23595	82-pc Set (for 8)...	304 50
707-075	C36525	93-pc Set (for 12). .	470.00

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DINNERWARE

. . . in patterns that express beauty and hospitality

On the following pages, you'll find a superb collection of dinnerware in many, many patterns . . . traditional: gracious, charming, sentimental . . . elegant: ornate but not elaborate . . . or modern: stunning in its simplicity. And now, more so than ever, you'll find this vast variety in every category . . . china, semi-porcelain, molded plastic.

Choose china for its heirloom quality . . . its translucent beauty and exceptional strength. Our selection offers you famous American porcelains by **Castleton** or **Haviland** . . . imported porcelains by **Narumi** . . . **Halsey** . . . **Noritake.**

Perhaps one of the highly glazed American semi-porcelains or stunning California services, such as **Well Ware** by **Grant Ceramics** . . . **Poppy Trail** by **Metlox** . . . **Brock,** suits your mode of living. Many of these patterns are so flexible that they fit into whatever setting you choose.

If you search for dinnerware that is subject to the whims of children or the hurry of daily living, you'll appreciate the unbreakable plastics . . . now in surprisingly lovely designs as well as fashionable shades and shapes . . . they do justice to the most impressive company dinners.

All dinnerware is carefully selected for perfection in substance, style, color and finish. You'll find set compositions to fit your especial needs.

Contents of Sets

5-pc. Place Setting (service for 1). One each: dinner plate, bread-and-butter plate, salad plate, cup and saucer. Wt. approx. 5 lbs.

16-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, cups and saucers. Shpg wt. approx. 10 lbs.

16-pc. Set in Poppy Trail only ,service for 4) Four each dinner plates, cups, saucers and fruits. Shpg. wt approx. 12 lbs.

28-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, fruits, cups, saucers. Shpg wt. approx. 20 lbs.

20-pc. Set in Halsey only (service for 4). Four each: dinner plates, salad plates, bread-and-butter plates, cups and saucers. Shipping weight approximately 20 lbs.

23-pc. Set (service for 4). Four each: dinner plates, bread-and-butter plates, fruits, cups and saucers. One each: sugar bowl with lid and creamer. Shipping weight approximately 23 lbs.

25-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, fruits, cups, saucers. One each: covered sugar, creamer, platter and vegetable dish. Weight approximately 25 lbs.

32-pc. Set (service for 6). Six each: dinner plates, bread-and-butter plates, fruit dishes, cups and saucers. One each: vegetable dish and platter. Shipping weight approximately 28 lbs.

35-pc. Set (service for 6). Six each: dinner plates, bread-and butter plates, fruit dishes, cups and saucers. One each: open vegetable dish, platter, creamer, sugar bowl with lid. Shipping weight approximately 25 lbs

45-pc. Set (service for 8). Eight each: dinner plates, bread-and-butter plates, cereal-soups, cups and saucers. One each: covered sugar bowl, creamer, vegetable dish and platter. Shipping weight approximately 30 lbs.

53-pc. Set (service for 8). Eight each dinner plates, bread-and-butters, soups, fruit dishes, cups and saucers. One each: creamer, sugar bowl with lid, open vegetable dish and platter. Castleton, Haviland and Imported China: shipping weight approximately 55 lbs. Domestic Dinnerware: approximately 35 lbs.

53-pc. Set in Noritake China only (service for 8) Eight each dinner plates, bread-and-butters, salads, fruits, cups, saucers. One each: covered sugar, creamer, platter, vegetable dish. Wt. 42 lbs.

62-pc. Set (service for 8). Eight each: dinner plates, bread-and-butters soups, salads, fruits, cups and saucers. One each. creamer, covered sugar, platter; two vegetable dishes. Wt. approx. 50 lbs.

63-pc. Set (service for 8). Eight each: dinner plates, bread-and-butter plates, soups, salads, fruit dishes, cups and saucers. One each. creamer, sugar bowl with lid, platter, sauce boat on attached stand, two open vegetable dishes. Shipping wt. approximately 53 lbs.

93-pc. Set Domestic Dinnerware only (service for 12). Twelve each: dinner plates, bread-and-butter plates, soup bowls, salad plates, fruit dishes, cups and saucers. One each: creamer, sugar bowl with lid, gravy boat, pickle tray; two open vegetable dishes, two platters. Shipping wt. approx. 70 lbs

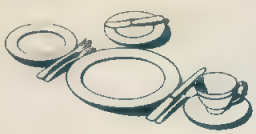
93-pc. Set Castleton, Haviland and Imported China only (service for 12) Twelve each. dinner plates, salad plates, bread-and-butter plates, soup bowls, fruit dishes, cups and saucers. One each: sugar bowl with lid, creamer, open vegetable dish, sauce boat on stand, casserole with lid; two platters. Ship. wt. approx. 104 lbs.

98-pc Set in Narumi only (service for 12). Twelve each: dinner plates, salads, bread-and-butters, soups, fruits, saucers. Eighteen cups; two platters, two vegetable dishes (1 open, 1 divided). One each: covered sugar, creamer and gravy boat. Wt. approx. 80 lbs.

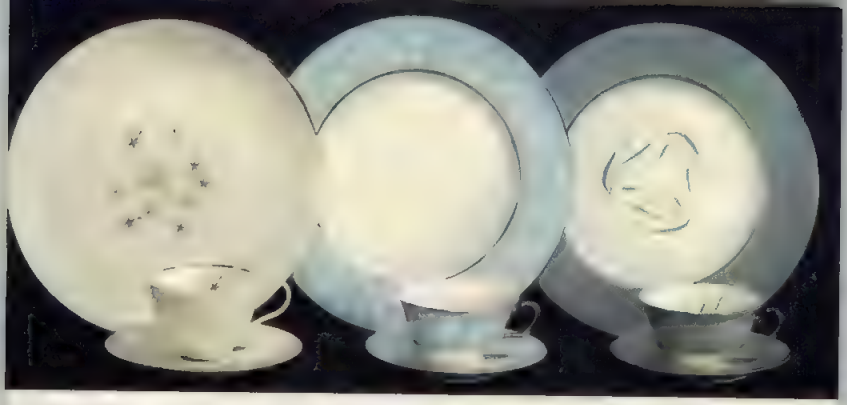
101-pc. Set (service for 12). Twelve each. dinner plates, salads, bread-and-butters, soups, fruits, saucers. Eighteen cups; 2 platters, 2 vegetable dishes One each: creamer and covered sugar, sauce boat, open butter dish, salt and pepper. Wt. approx. 78 lbs.

5-pc. Table Service. One each: creamer, sugar bowl with lid, open vegetable dish, platter Ship. wt approx. 5 lbs.

7-pc. Table Service. One each: platter, open vegetable dish, sugar bowl with lid, creamer; salt and pepper Shipping weight approximately 7 lbs.



The individual place setting illustrated at left consists of one each: dinner plate, salad plate, bread-and-butter plate, cup and saucer.



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Choose china for its heirloom quality . . . its translucent beauty and exceptional strength. Our selection offers you famous American porcelains by **Castleton** or **Haviland** . . . imported porcelains by **Narumi** . . . **Halsey** . . . **Noritake.**

Perhaps one of the highly glazed American semi-porcelains or stunning California services, such as **Well Ware** by **Grant Ceramics** . . . **Poppy Trail** by **Metlox** . . . **Brock,** suits your mode of living. Many of these patterns are so flexible that they fit into whatever setting you choose.

If you search for dinnerware that is subject to the whims of children or the hurry of daily living, you'll appreciate the unbreakable plastics . . . now in surprisingly lovely designs as well as fashionable shades and shapes . . . they do justice to the most impressive company dinners.

All dinnerware is carefully selected for perfection in substance, style, color and finish. You'll find set compositions to fit your especial needs.

Contents of Sets

5-pc. Place Setting (service for 1). One each: dinner plate, bread-and-butter plate, salad plate, cup and saucer. Wt. approx. 5 lbs.

16-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, cups and saucers. Shpg wt. approx. 10 lbs.

16-pc. Set in Poppy Trail only ,service for 4) Four each dinner plates, cups, saucers and fruits. Shpg. wt approx. 12 lbs.

28-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, fruits, cups, saucers. Shpg wt. approx. 20 lbs.

20-pc. Set in Halsey only (service for 4). Four each: dinner plates, salad plates, bread-and-butter plates, cups and saucers. Shipping weight approximately 20 lbs.

23-pc. Set (service for 4). Four each: dinner plates, bread-and-butter plates, fruits, cups and saucers. One each: sugar bowl with lid and creamer. Shipping weight approximately 23 lbs.

25-pc. Set (service for 4). Four each: dinner plates, bread-and-butters, fruits, cups, saucers. One each: covered sugar, creamer, platter and vegetable dish. Weight approximately 25 lbs.

32-pc. Set (service for 6). Six each: dinner plates, bread-and-butter plates, fruit dishes, cups and saucers. One each: vegetable dish and platter. Shipping weight approximately 28 lbs.

35-pc. Set (service for 6). Six each: dinner plates, bread-and butter plates, fruit dishes, cups and saucers. One each: open vegetable dish, platter, creamer, sugar bowl with lid. Shipping weight approximately 25 lbs

45-pc. Set (service for 8). Eight each: dinner plates, bread-and-butter plates, cereal-soups, cups and saucers. One each: covered sugar bowl, creamer, vegetable dish and platter. Shipping weight approximately 30 lbs.

53-pc. Set (service for 8). Eight each dinner plates, bread-and-butters, soups, fruit dishes, cups and saucers. One each: creamer, sugar bowl with lid, open vegetable dish and platter. Castleton, Haviland and Imported China: shipping weight approximately 55 lbs. Domestic Dinnerware: approximately 35 lbs.

53-pc. Set in Noritake China only (service for 8) Eight each dinner plates, bread-and-butters, salads, fruits, cups, saucers. One each: covered sugar, creamer, platter, vegetable dish. Wt. 42 lbs.

62-pc. Set (service for 8). Eight each: dinner plates, bread-and-butters soups, salads, fruits, cups and saucers. One each. creamer, covered sugar, platter; two vegetable dishes. Wt. approx. 50 lbs.

63-pc. Set (service for 8). Eight each: dinner plates, bread-and-butter plates, soups, salads, fruit dishes, cups and saucers. One each. creamer, sugar bowl with lid, platter, sauce boat on attached stand, two open vegetable dishes. Shipping wt. approximately 53 lbs.

93-pc. Set Domestic Dinnerware only (service for 12). Twelve each: dinner plates, bread-and-butter plates, soup bowls, salad plates, fruit dishes, cups and saucers. One each: creamer, sugar bowl with lid, gravy boat, pickle tray; two open vegetable dishes, two platters. Shipping wt. approx. 70 lbs

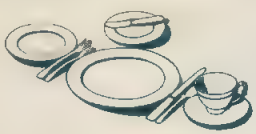
93-pc. Set Castleton, Haviland and Imported China only (service for 12) Twelve each. dinner plates, salad plates, bread-and-butter plates, soup bowls, fruit dishes, cups and saucers. One each: sugar bowl with lid, creamer, open vegetable dish, sauce boat on stand, casserole with lid; two platters. Ship. wt. approx. 104 lbs.

98-pc Set in Narumi only (service for 12). Twelve each: dinner plates, salads, bread-and-butters, soups, fruits, saucers. Eighteen cups; two platters, two vegetable dishes (1 open, 1 divided). One each: covered sugar, creamer and gravy boat. Wt. approx. 80 lbs.

101-pc. Set (service for 12). Twelve each. dinner plates, salads, bread-and-butters, soups, fruits, saucers. Eighteen cups; 2 platters, 2 vegetable dishes One each: creamer and covered sugar, sauce boat, open butter dish, salt and pepper. Wt. approx. 78 lbs.

5-pc. Table Service. One each: creamer, sugar bowl with lid, open vegetable dish, platter Ship. wt approx. 5 lbs.

7-pc. Table Service. One each: platter, open vegetable dish, sugar bowl with lid, creamer; salt and pepper Shipping weight approximately 7 lbs.



The individual place setting illustrated at left consists of one each: dinner plate, salad plate, bread-and-butter plate, cup and saucer.

GIFTS by CORY

perfect presents for new brides
presents for every gift occasion

CORY Rubberless Glass Coffee Brewer

World famous CORY glass coffee brewer—the only all-glass coffee brewer. Features the exclusive, new CORY vacuum seal—there's no rubber bushing to stick or wear out or to change coffee flavor. Has heat-resistant, taste-proof glass upper and lower bowls with striping plus glass filter rod and heat-proof cover and handle Shipping weight 3 lbs.

35A223-7W387 Single Lots *$5.95*
35A223-LW357 Lots of 6 or more *5.95*

CORY Carafe Royale

Smart serving accessory for coffee or any hot beverage. Perfect for porch, buffet or patio . . . a unique gift. Carafe tilts for serving; can be carried with the stand attached or removed. Polished brass collar and candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover. Shipping wt. 3 lbs.

35A219-5W517 Single Lots . . . *$7.95*
35A219-NW477 Lots of 4 or more *7.95*

★ Handy appliance for every home

★ Use it anywhere

★ Perfect beverage and food warmer.

CORY 2-Heat Electric Stove

Keep coffee, tea or any hot beverage warm anywhere . . . use it with any range model coffee brewer or server. Also use it to keep foods warm in the kitchen or at the table. Has a top quality 2-heat element—high heat (500 watts) for brewing coffee; low heat (80 watts) for warming beverages and foods. Features handsome chrome finish, handy hi-low switch, heat-proof handles and feet plus cord A.C.-D.C., 115 volts, UL approved. Shipping weight 2¾ lbs.

35A229-4W655 Single Lots. *$9.95*

CORY Electric Coffee Grinder

Whole bean coffee keeps more of the important coffee flavor according to coffee brewing experts. Now grind coffee as you need it. You use less coffee . . . and make better tasting coffee. Adjusts to any grind; holds full pound. A grand gift for anyone—especially that person who "has everything." Handsome white steel body with contrasting ebony trim—includes measuring glass. A.C.-D.C., 115 volts, UL approved. Shipping wt., 7½ lbs.

35A228-6W1947 Single Lots. *$29.95*
35A228-OW1797
Lots of 3 or more. *29.95*

new combination KNIFE & SCISSORS SHARPENER by CORY

At last! A new electric appliance that does a professional sharpening job on both knives and scissors. Restores original sharpening edge.

★**PERFECTLY SHARPENS ANY KNIFE** . . . just press starting button—draw blade along sharpening guide—no skill required. Restores original 20° sharpening edge.

★**PROFESSIONALLY SHARPENS SCISSORS**—from shank to tip . . . . Does a professional job on any type scissors—large or small. Restores original 12° sharpening edge. Retains natural curvature of cutting edge.

★**AUTOMATICALLY STOPS** if you press too hard. Won't harm any knife or scissors Shipping wt. 3 lbs.

35A224-5W1102 Single Lots *$16.95*
35A224-MW1017 Lots of 6 or more *16.95*

Famous CORY Electric Knife Sharpener

The original—and now wonderful famous CORY Electric Knife Sharpener. Millions now in use. Same style and features as Combination Knife and Scissors Sharpener shown above, but designed specifically for sharpening of knives only. Sharpens every knife—won't harm any knife. A wonderful gift for any occasion Shipping wt. 2½ lbs.

35A225-2W972 Single Lots. *$14.95*
35A225-KW897 Lots of 6 or more. *14.95*

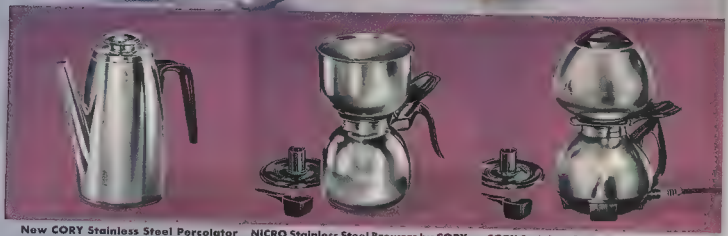
CORY
Crown Jewel

The Gift with the Touch of Elegance

The new CORY *Crown Jewel* is not for everyone! CORY created it for coffee connoisseurs only . . . those people willing to pay any price for a cup of good coffee! It costs $50, and is worth every penny of it. For any gift occasion, no other gift can equal your gift when you give the CORY *Crown Jewel* Automatic Percolator. Beautiful with its stainless steel body, that handsome Continental design includes a 24 Karat gold plated base, a smart raffia type handle and drip-proof spout The CORY *Crown Jewel* is completely automatic—just set the Taste-O-Matic flavor selector for the strength you prefer. Your coffee is brewed *automatically* to the peak of perfection . . it stays at the perfect drinking temperature for hours Truly the gift with the touch of elegance—the CORY *Crown Jewel*. 4-9 cup capacity. A.C only, 115 volts, UL approved. Shipping weight 5½ pounds.

35A214-6W3293 *Single Lots.*	$50 00
35A214-0W3049 *Lots of 3 or more*	50 00

Superb CORY Coffee Brewers of Stainless Steel



New CORY Stainless Steel Percolator

Enjoy a lifetime of better coffee! Stainless steel percolator won't chip, break, crack or stain . . . will not add a foreign "metallic" taste to coffee. Dramatic modern design features cup markings on decanter and inner basket, drip-proof spout, heat-proof handle. Use it on any gas or electric range. 4-9 cup capacity. Shipping wt. 3¼ lbs.

35A216-1W777 *Single Lots.*	$11.95
35A216-JW717 *Lots of 3 or more.* . . .	11.95

NICRO Stainless Steel Brewers by CORY

America's most popular, taste-free stainless steel coffee brewer . . won't break, crack or stain. Won't change coffee flavor. Has hinged decanter cover, "Flavor-Insurance" stainless steel filter, safety stand, coffee measure. Shipping wt 3½ lbs.

35A217-9W842 *Single Lots* .	$12.95
35A217-RW777 *Lots of 6 or more* . . .	12.95

CORY Stainless Steel Automatic Brewer

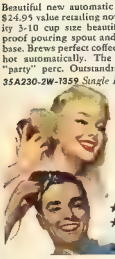
So-o-o automatic! Put water in bottom, coffee in top . . . and plug it in! *Automatically* brews fine coffee—turns itself down to lo-heat, keeps coffee piping hot. Stainless steel bowls won't break, crack or stain. Has safety stand and coffee measure 4-8 cup capacity. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

35A215-3W2631 *Single Lots*	$39.95
35A215-LW2436 *Lots of 3 or more.* . .	39.95

new CORY "CAPRI" AUTOMATIC ELECTRIC PERCOLATOR

Beautiful new automatic perc by famous Cory. Special $24.95 value retailing now for only $19.95. Large capacity 3-10 cup size beautiful chrome with graceful drip proof pouring spout and heat proof plastic handle and base. Brews perfect coffee automatically—keeps it piping hot automatically. The ideal all-purpose family and "party" perc. Outstanding value! Shipping wt. 5 lbs.

35A230-2W-1359 *Single Lots* **$19.95**



new VITABRUSH electric hairbrush by CORY

★ New health and beauty aid.

★ Gives a professional scalp massage right at home.

"100 strokes per day"—now a matter of few minutes.

Wonderful new idea in electric appliances—by Cory. A quality built heavy duty electric hair brush built for years of trouble-free service. Alternate rows of nylon bristles reciprocate rapidly for vigorous brushing action. Brush easily detachable for cleaning. Changes healthful brushing from a task to a pleasure. Shipping wt. 3 lbs.

35A218-7W1947 *Single Lots* **$29.95**
35A218-9W1797 *Lots of 3 or more* **29.95**

for better living for better giving.....

grand gifts for every home
holiday, birthday, anniversary gift ideas

CORY Mardi Gras Gift Pack

Gay . . . festive, that's the new matched set of 4 "Mardi Gras Gift Pack" Beverage Servers. Each heat-proof glass server holds 12 ounces or 2 full cups of coffee, milk or any hot or cold beverage. There's a bright, heat-proof plastic neckband and a black stopper on each server. Packaged in a colorful gift carton. Shipping weight 2½ lbs.

35A220-3W322 *Single Lots* **$4.95**
35A220-1W297 *Lots of 4 or more* **4.95**

CORY Warmette Set

A touch of glamour for parties, buffets, snacks. Beautiful ebony and brass serving decanters . . . with marching wrought iron and brass candlewarmers. Heat-resistant glass decanters have 2 cup capacity, polished brass collar, heat-proof handle and stopper. 2 decanters and 2 warmers in gift carton. Shipping weight 3 lbs.

35A221-1W387 *Single Lots* . . **$5.95**
35A221-1W357 *Lots of 6 or more* **5.95**

CORY 18-cup Coffee Service

Famous stainless steel CORY 2-burner Electric Range with 2 CORY Stainless Steel Percs. Each "perc" has 4-9 cup brewing capacity with cup markings—drip proof spout and heat-proof plastic handle. Stainless steel range has 2 heating elements. Combination high heat (660 watts) for brewing and low heat (80 watts) for keeping beverages or foods warm. Ideal unit wherever large capacity coffee service is needed. F.O.B. Illinois factory. Shipping weight 15 lbs.

35A222-9Y3838 *Single Lots* **$62.95**

CORY Instant Beverage Bar

Serve any hot instant beverage . . . coffee—chocolate—soups . . . anywhere, anytime. Just fill the new Beverage Bar with water and plug it in. There's a half gallon of hot water in tank and a full gallon in the glass container. You're never out of hot water because you can see when you need more. Interior and faucet are odorless and tasteless. Automatic thermostat keeps water piping hot. 115 volts, A.C. only UL approved. F.O.B. Illinois factory. Shipping wt. 9 lbs.

35A227-8Y2997 *Single Lots* **$49.95**

CORY *Crown Jewel*

The Gift with the Touch of Elegance!

Created by CORY for coffee connoisseurs—it's the *gift supreme!* Beautiful Continental design of stainless steel with 24 Karat gold plated base and smart raffia type handle. Completely automatic . . . brews perfect coffee to strength you prefer and keeps it at perfect temperature for hours. 4-9 cup capacity. A.C. only. 115 volts. UL approved. Shipping weight 5½ pounds

5562M6W3293	**Retail**
5562/3M6W3049 (3 or more)	**$50.00**

Electric Knife Sharpener

Lustrous chrome-like finish with ebony trim. Professionally sharpens every knife . . . won't harm any knife. Easy to use . . . just press starting button—draw blade along sharpening guide and wheel. Gives blade a "like new" perfect edge. A wonderful gift! A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.

5563M3W1297	**Retail**
5563/3M3W1197 (3 or more)	**$19.95**

CORY Stainless Steel Percolator

Polished stainless steel for a lifetime of perfect coffee! Won't break or stain . . . adds no foreign or "metallic" taste to coffee. Modern design . . . cup markings on decanter and basket, drip-proof spout, heat-proof handle. Use on any gas or electric range. 4-9 cup . . . shipping wt. 3½ lbs.

5568M3W777	**Retail**
5568/3M3W717 (3 or more)	**$11.95**

NICRO Stainless Steel Brewers

Popular, taste-free stainless steel vacuum coffee brewer . . . won't break or stain. Won't change coffee flavor. Has hinged decanter cover stainless steel filter, heat proof handle. Shipping wt. 4½ lbs.

5583M3W647 2-6 Cup	**Retail**
5583/6M3W597 (6 or more)	**$9.95**
5584M3W842 4-8 Cup	**Retail**
5584/6M3W777 (6 or more)	**$12.95**
5585M4W1037 8-12 Cup	**Retail**
5585/6M4W957 (6 or more)	**$13.95**

CORY Stainless Steel Automatic Brewer

Just put water in bottom . . . coffee in top—and plug in! Automatically brews perfect coffee—keeps it piping hot. Polished stainless steel bowls, famous CORY glass filter rod. 4-8 cup . . . A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

5564M5W2631	**Retail**
5564/3M5W2436 (3 or more)	**$39.95**

GIFTS by CORY

CORY Rubberless Glass Coffee Brewers

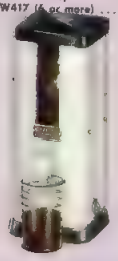
Famous CORY glass coffee brewer—only all-glass coffee brewer. New CORY vacuum seal—no rubber bushing to stick or wear out. Heat-resistant, taste-proof glass, glass filter rod, heat-proof cover and handle. Shipping wt. 3 lbs

5580M3W358 2-4 Cup	Retail
5580/6M3W330 (6 or more)	$5.50
5581M3W387 4-8 Cup	Retail
5581/6M3W357 (6 or more)	$5.95
5582M3W452 8-12 Cup	Retail
5582/6M3W417 (6 or more)	$6.95

CORY Instant Coffee Maker and Beverage Server

Designed specially for easy brewing and serving of instant coffee . . . also useful for making and serving any hot or cold beverage. Sparkling heat and shock proof glass decanter with handy cup markings Polished brass neckband and black plastic handle. Shipping wt 2 lbs.

5579M3W192 6 Cup	Retail
5579/6M3W177 (6 or more)	$2.95



CORY Electric Coffee Grinder

Whole bean coffee keeps more coffee flavor according to experts Now grind coffee as you need it—use less make better coffee Adjusts to any grind; holds full pound A grand gift for anyone—especially the person who "has everything" White steel body with ebony trim—measuring glass. A.C.-D.C., 115 volts, UL approved. Shipping wt. 7½ lbs

5566M7W1947	Retail
5566/3M7W1797 (3 or more)	$29.95

Stainless Steel Mixing Bowl

Polished stainless steel. 3 quart size fits most electric mixers. Sh. wt. 2 lbs

5565M2W257	Retail
5565/3M2W237 (3 or more)	$3.95

CORY 2-Heat Electric Stove

High heat (500 w.); warming (80 w.) Chrome finish with hi-low switch For all range model brewers. A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¾ lbs

5574M3W635	Retail
5574/6M3W607 (6 or more)	$9.95

CORY Instant Beverage Bar

Serve any hot instant beverage . coffee—chocolate—soups . . . anywhere, anytime Just fill the wonderful, new Beverage Bar with water and plug it in There's a half gallon of hot water in tank and a full gallon in the glass container. You're never out of hot water because you can see when you need more Interior and faucet are odorless and add no foreign taste to the hot water Automatic thermostat keeps water piping hot 115 volts, A C only UL approved Shipping wt 9 lbs

5561M9W2997 . Retail $49 95

new combination

KNIFE & SCISSORS SHARPENER by CORY

At last! A new electric appliance that does a professional sharpening job on both knives and scissors. Restores original sharpening edge

PERFECTLY SHARPENS ANY KNIFE . . . just press starting button—draw blade along sharpening guide—no skill required Restores original 20° sharpening edge

PROFESSIONALLY SHARPENS SCISSORS—from shank to tip . . . . Does a professional job on any type scissors—large or small. Restores original 12° sharpening edge. Retains natural curvature of cutting edge.

AUTOMATICALLY STOPS if you press too hard. Won't harm any knife or scissors. Shipping wt. 3 lbs.

5573M3W1102	Retail
5573/6M3W1017 (6 or more)	$16.95

Famous CORY Electric Knife Sharpener

The original—and now wonderful famous CORY Electric Knife Sharpener. Millions now in use. Same style and features as Combination Knife and Scissors Sharpener shown above, but designed specifically for sharpening of knives only. Sharpens every knife—won't harm any knife A wonderful gift for any occasion Shipping wt. 2½ lbs

5572M3W972	Retail
5572/6M3W897 (6 or more)	$14.95

new CORY "CAPRI" AUTOMATIC ELECTRIC PERCOLATOR

Beautiful new automatic perc by famous Cory. Special $24.95 value retailing now for only $19.95. Large capacity 3-10 cup size beautiful chrome with graceful drip proof pouring spout and heat proof plastic handle and base. Brews perfect coffee automatically—keeps it piping hot automatically. The ideal all-purpose family and "party" perc. Outstanding value! Shipping wt. 5 lbs

6479M5W1359 ..... Retail $19 95

new VITABRUSH *electric hairbrush* by CORY

- ★ New health and beauty aid.
- ★ Gives a professional scalp massage right at home
- ★ "100 strokes per day"—now a matter of few minutes.

Wonderful new idea in electric appliances—by Cory A quality built heavy duty electric hair brush built for years of trouble-free service. Alternate rows of nylon bristles reciprocate rapidly for vigorous brushing action Brush easily detachable for cleaning. Changes healthful brushing from a task to a pleasure Shipping wt. 3 lbs.

5567M3W1947 Retail
5567/3M3W1797 (3 or more) $29 95

for better living for better giving.....

CORY Carafe Royale

Smart serving accessory for coffee or any hot beverage. Perfect for porch, buffet or patio . . . a unique gift. Carafe tilts for serving; can be carried with the stand attached or removed Polished brass collar and candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover. Shipping wt 3 lbs

5569M3W517 Retail
5569/4M3W477 (4 or more).....$7.95

Glass Percolator and Candlewarmer

Swedish modern CORY perc has cup markings, chrome collar, heat-proof glass and handle Doubles as hot or cold beverage server. 4-8 cup capacity. Shipping wt 2½ lbs. Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt. 2 lbs

5576M3W452 Percolator Retail
5576/6M3W417 (6 or more) $6.95
5577M2W192 Candlewarmer Retail
5577/6M2W177 (6 or more) $2.95

CORY Warmette Set

for a touch of glamour at dinner parties . . . buffets . . . or casual snack bars! Beautiful ebony and brass individual serving decanters . . . with matching wrought iron and brass candlewarmers. Sparkling heat-resistant glass decanters have full 2 cup capacity . . . polished brass collar . . . heat-proof ebony handle and stopper. 2 decanters and 2 warmers in beautiful gift carton. Shpg. wt. 3 lbs

5575M3W387 Retail
5575/6M3W357 (6 or more) $5 95

CORY Mardi Gras Gift Pack

For hot or cold beverages Heat-resistant 2 cup servers. Plastic neckbands . . stoppers. Colorful gift. Shipping wt. 2½ lbs.

5570M2W322 Retail
5570/4M2W297 (4 or more) ..$4.95

CORYette Gift Twosome

Gift packed "His" and 'Hers' 2-cup Servers for hot or cold beverages Sh. wt. 1¾ lbs

5571M3W192 Retail
5571/4M3W177 (4 or more) $2.95

CORY 18-cup Coffee Service

famous stainless steel CORY 2-burner Electric Range with 2 CORY Stainless Steel Percs. Each "perc" has 4-9 cup brewing capacity with cup markings—drip proof spout and heat proof plastic handle. Stainless steel range has 2 heating elements Combination high heat (660 watts) for brewing and low heat (80 watts) for keeping beverages or foods warm. Ideal unit for den, summer cottage, game room, or wherever large capacity coffee service is needed Shipping wt 15 lbs

5560M15W3838 .... . Retail $62 95

CORY *Crown Jewel*

The Gift with the Touch of Elegance!

Created by CORY for coffee connoisseurs—it's the *gift supreme!* Beautiful Continental design of stainless steel with 24 Karat gold plated base and smart raffia type handle. Completely automatic . . . brews perfect coffee to strength you prefer and keeps it at perfect temperature for hours. 4-9 cup capacity. A.C. only, 115 volts, UL approved. Shipping weight 5½ pounds.

	Retail
5562M6W3293	
5562/3M6W3049 (3 or more)	**$50.00**

Electric Knife Sharpener

Lustrous chrome-like finish with ebony trim. Professionally sharpens every knife . . . won't harm any knife. Easy to use . just press starting button—draw blade along sharpening guide and wheel. Gives blade a "like new" perfect edge. A wonderful gift! A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.

	Retail
5563M3W1297	
5563/3M3W1197 (3 or more)	**$19.95**

CORY Stainless Steel Percolator

Polished stainless steel for a lifetime of perfect coffee! Won't break or stain . . adds no foreign or "metallic" taste to coffee. Modern design . . cup markings on decanter and basket, drip-proof spout, heat-proof handle. Use on any gas or electric range. 4-9 cup . . shipping wt. 3¼ lbs.

	Retail
5568M3W777	
5568/3M3W717 (3 or more)	**$11.95**

NICRO Stainless Steel Brewers

Popular, taste-free stainless steel vacuum coffee brewer . . . won't break or stain. Won't change coffee flavor. Has hinged decanter cover, stainless steel filter, heat proof handle. Shipping wt. 3½ lbs.

	Retail
5583M3W647 2-6 Cup	
5583/6M3W597 (6 or more)	**$9.95**
5584M3W842 4-8 Cup	
5584/6M3W777 (6 or more)	**$12.95**
5585M4W1037 8-12 Cup	
5585/6M4W957 (6 or more)	**$15.95**

CORY Stainless Steel Automatic Brewer

Just put water in bottom—coffee in top—and plug it in! Automatically brews perfect coffee . keeps it piping hot. Polished stainless steel bowls, famous CORY glass filter rod. 4-8 cup . A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

	Retail
5564M5W2631	
5564/3M5W2436 (3 or more)	**$39.95**

new CORY "CAPRI" AUTOMATIC ELECTRIC PERCOLATOR

Beautiful new automatic perc by famous Cory Special $24.95 value retailing now for only $19 95. Large capacity 3-10 cup size beautiful chrome with graceful drip proof pouring spout and heat proof plastic handle and base. Brews perfect coffee automatically—keeps it piping hot automatically. The ideal all-purpose family and "party" perc. Outstanding value! Shipping wt. 5 lbs

6479M5W1359 ..... Retail $19.95

new VITABRUSH electric hairbrush by CORY

- ★ New health and beauty aid
- ★ Gives a professional scalp massage right at home.
- ★ "100 strokes per day"—now a matter of few minutes.

Wonderful new idea in electric appliances—by Cory A quality built heavy duty electric hair brush built for years of trouble-free service Alternate rows of nylon bristles reciprocate rapidly for vigorous brushing action Brush easily detachable for cleaning. Changes healthful brushing from a task to a pleasure. Shipping wt 3 lbs

5567M3W1947 Retail
5567/3M3W1797 (3 or more) $29 95

for better living for better giving .....

CORY Carafe Royale

Smart serving accessory for coffee or any hot beverage Perfect for porch, buffet or patio . . a unique gift. Carafe tilts for serving; can be carried with the stand attached or removed. Polished brass collar and candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover Shipping wt 3 lbs.

5569M3W517 Retail
5569/4M3W477 (4 or more).....$7.95

Glass Percolator and Candlewarmer

Swedish modern CORY perc has cup markings, chrome collar, heat-proof glass and handle. Doubles as hot or cold beverage server 4-8 cup capacity. Shipping wt. 2½ lbs Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt 2 lbs.

5576M3W452 Percolator Retail
5576/6M3W417 (6 or more) $6 95
5577M2W192 Candlewarmer Retail
5577/6M2W177 (6 or more) $2.95

CORY Warmette Set

for a touch of glamour at dinner parties . buffets . . , or casual snack bars! Beautiful ebony and brass individual serving decanters . . . with matching wrought iron and brass candlewarmers. Sparkling heat-resistant glass decanters have full 2 cup capacity . . polished brass collar . . . heat-proof ebony handle and stopper. 2 decanters and 2 warmers in beautiful gift carton Shpg. wt. 5 lbs.

5575M3W387 Retail
5575/6M3W357 (6 or more).... $5 95

CORY Mardi Gras Gift Pack

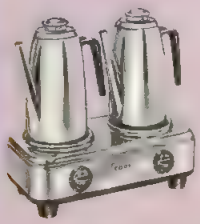
For hot or cold beverages. Heat-resistant 2 cup servers. Plastic neck-bands . . . stoppers. Colorful gift. Shipping wt. 2½ lbs.

5570M2W322 Retail
5570/4M2W297 (4 or more) ... $4.95

CORYette Gift Twosome

Gift packed "His" and "Hers" 2 cup Servers for hot or cold beverages Sh. wt. 1¾ lbs

5571M3W192 Retail
5571/4M3W177 (4 or more) $2.95



CORY 18-cup Coffee Service

Famous stainless steel CORY 2-burner Electric Range with 2 CORY Stainless Steel Percs Each "perc" has 4-9 cup brewing capacity with cup markings—drip proof spout and heat-proof plastic handle. Stainless steel range has 2 heating elements. Combination high heat (660 watts) for brewing and low heat (80 watts) for keeping beverages or foods warm. Ideal unit for den, summer cottage game room, or wherever large capacity coffee service is needed Shipping wt 15 lbs.

5560M15W3838 ... Retail $62 95

GIFTS by CORY

CORY Rubberless Glass Coffee Brewers

Famous CORY glass coffee brewer—only all-glass coffee brewer New CORY vacuum seal—no rubber bushing to stick or wear out Heat-resistant, taste-proof glass, glass filter rod, heat-proof cover and handle. Shipping wt. 3 lbs.

5580M3W358 2-4 Cup Retail
5580/6M3W330 (6 or more) $5.50
5581M3W387 4-8 Cup Retail
5581/6M3W357 (6 or more) . . $5.95
5582M3W452 8-12 Cup Retail
5582/6M3W417 (6 or more) $6.95

CORY Instant Coffee Maker and Beverage Server

Designed specially for easy brewing and serving of instant coffee . . . also useful for making and serving any hot or cold beverage Sparkling heat and shock proof glass decanter with handy cup markings. Polished brass neckband and black plastic handle Shipping wt. 2 lbs.

5579M3W192 6 Cup Retail
5579/6M3W177 (6 or more) . . . $2.95

CORY Electric Coffee Grinder

Whole bean coffee keeps more coffee flavor according to experts. Now grind coffee as you need it—use less . . . make better coffee Adjusts to any grind, holds full pound. A grand gift for anyone—especially the person who "has everything." White steel body with ebony trim measuring glass A.C.-D.C., 115 volts, UL approved Shipping wt. 7½ lbs.

5566M7W1947 Retail
5566/3M7W1797 (3 or more) . $29.95

Stainless Steel Mixing Bowl

Polished stainless steel. 3 quart size. Fits most electric mixers. Sh. wt. 2 lbs.

5565M2W257 Retail
5565/3M2W237 (3 or more) $3.95

CORY 2-Heat Electric Stove

High heat (500 w.); warming (80 w.) Chrome finish with hi-low switch For all range model brewers. A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¼ lbs

5574M3W655 Retail
5574/6M3W607 (6 or more) $9.95

CORY Instant Beverage Bar

Serve any hot instant beverage . . . coffee—chocolate—soups . . . anywhere, any time. Just fill the wonderful, new Beverage Bar with water and plug it in. There's a half gallon of hot water in tank and a full gallon in the glass container You're never out of hot water because you can see when you need more. Interior and faucet are odorless and add no foreign taste to the hot water Automatic thermostat keeps water piping hot 115 volts, A.C only, UL approved Shipping wt 9 lbs

5561M9W2997 . . . . . Retail $49.95

new combination KNIFE & SCISSORS SHARPENER by CORY

At last! A new electric appliance that does a professional sharpening job on both knives and scissors. Restores original sharpening edge

PERFECTLY SHARPENS ANY KNIFE . . just press starting button—draw blade along sharpening guide—no skill required. Restores original 20° sharpening edge

PROFESSIONALLY SHARPENS SCISSORS—from shank to tip . . . Does a professional job on any type scissors—large or small Restores original 12° sharpening edge Retains natural curvature of cutting edge.

AUTOMATICALLY STOPS if you press too hard, Won't harm any knife or scissors. Shipping wt. 3 lbs.

5573M3W1102 Retail
5573/6M3W1017 (6 or more) $16.95

Famous CORY Electric Knife Sharpener

The original—and now wonderful famous CORY Electric Knife Sharpener. Millions now in use. Same style and features as Combination Knife and Scissors Sharpener shown above, but designed specifically for sharpening of knives only Sharpens every knife—won't harm any knife. A wonderful gift for any occasion. Shipping wt 2½ lbs

5572M3W972 Retail
5572/6M3W897 (6 or more) $14.95

[A] "TRIGGER-TACH POWER-PAK
Complete with sturdy, rigid-locking folding handle. Powerful 2¼ H.P. 4-cycle Briggs & Stratton gasoline engine with positive "Trigger-Tach" base. A unique trigger device releases and locks power-pak to all four different implements. Handle adjusts to different heights. Conveniently located lever-type throttle and clutch controls. Positive engaging and disengaging mechanical clutch. Recoil starter included on engine.
223-2450 (W) East $84.95
1 - 41 lbs. West $86.95

[B] "TRIGGER-TACH" 16" GARDEN TILLER
A heavy-duty implement . . . well balanced and easy to handle. Has removable, replaceable tine assemblies — rugged, tempered alloy tines. Works a full 16" width. Rolls easily on 10-inch, rubber tired wheels. Complete with V-belt. Less Power Pak unit
223-2451 (W) East $64.95
1 - 65 lbs. West $66.95

[C] "TRIGGER-TACH" GARDEN TRACTOR
Complete with reversible, full-floating draw bar for attaching the complete "stable" of accessories shown here Heavy-duty construction for maximum efficiency under full load. Large power driven steel wheels with differential turning — 12 x 3.00 tractor lug tires. Heat treated pinons and pawls. Over-all width 16-inches. Full range of working speeds. V-belt included. Less Power Pak unit.
223-2454 (W) East $59.95
1 - 62 lbs. West $61.95

[D] "TRIGGER-TACH" 20" ROTARY MOWER
A full 20-inch, side discharge type. Tempered alloy steel blade with heat-treated "airlift" tip . . . picks up the grass, cuts evenly. Adjusts easily to 5 cutting heights — 1¼ inches to 3¼ inches. Large, easy-rolling wheels. Shaft runs in Timken bearings. Rugged cast aluminum housing. Includes V-belt. Less Power Pak unit.
(Allow extra time for delivery direct from manufacturer in Mantua, Ohio.)
223-2452 (W) East $60.95
1 - 40 lbs. West $62.95

[E] "TRIGGER-TACH" 18" REEL MOWER
A smooth-cutting mower with 5-blade reel and 10-inch rubber tired wheels. Adjustable height. Power driven. Includes V-belt. Less Power Pak unit.
(Allow extra time for delivery direct from manufacturer in Mantua, Ohio.)
223-2453 (W) East $60.95
1 - 60 lbs. West $62.95

[F] 18" CULTIVATOR
Five duck-foot cultivating teeth. Adjustable, working width. Rear or front attachment on tractor draw bar.
223-2455 1 - 4 lbs. East $ 9.95
West $10.95

[G] 6" TURN PLOW
Attached to tool frame. One or two can be used for opening or closing rows.
(Allow extra time for delivery direct from manufacturer in Mantua, Ohio.)
223-2457 1 - 3 lbs. East $3.95
West $4.25

[H] 5" DISCS
Set of two disc units. Attached to tool frame. Reversible. (Allow extra time for delivery direct from manufacturer in Mantua, Ohio.)
223-2458 1 - 5 lbs. East $7.95
West $8.55

[J] 24" SNOW PLOW
Blade adjusts to various angles. (Less draw bar.) (Allow extra time for delivery direct from manufacturer in Mantua, Ohio.)
223-2456 1 - 15 lbs. East $11.95
West $12.95

[K] 24" LAWN AND GARDEN SPREADER
Holds a large load of fertilizer or seed. Spreads evenly and automatically at various settings. (Allow extra time for delivery from manufacturer in Mantua, Ohio.)
223-2459 1 - 25 lbs. East $24.95
West $26.80

CHANGE IN SECONDS . . . NO TOOLS REQUIRED

This complete, 4-implement fleet of home power tools is operated by the original "Trigger-Tach" 1-unit power plant. That's right! . . . one economical power plant, complete with handle, locks in position, rigidly in seconds, to any of these popular lawn and garden tools - a rotary lawn mower, a reel-type lawn mower, tiller and garden tractor with such necessary accessories as a plow, disc, cultivator etc.

Just release the trigger, lower the handle and remove power unit. Then, position the power unit on the next implement to be used - attach the V-belt, lock the trigger and you have the best machine of its kind available. Only one engine to maintain! . . . it's "Trigger-Tach" the sensible, practical answer to the high cost of lawn and garden power tools. Originated by Farm-Ette the well known pioneer of this type of equipment. Fast, simple and efficient - no tools are required! You can now get two or more of these very necessary and profitable lawn and garden tools at a fraction of the cost of equipment with separate engines.

FARM-ETTE PORTABLE-ENGINE POWER TOOLS

This "Trigger-Tach" Power-Pak Unit Runs all 4 Implements

A

GARDEN TILLER

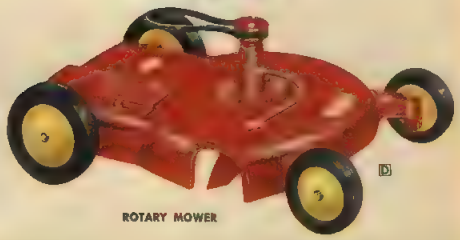
B

C

GARDEN TRACTOR

BELT MOWER

E

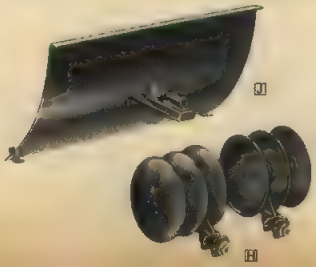


D

ROTARY MOWER

F

G



J

H

K

A

B

MOW-CYCLES BY MUSGRAVE MAKES LAWN UPKEEP A PLEASURE

A MOW CYCLE CADET

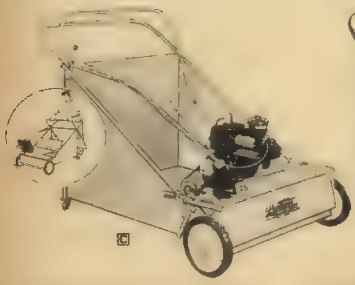
This slick looking little Mow Cycle Cadet takes all the work out of caring for lawns. It's power-packed by a 4-cycle, cast iron Clinton vertical shaft 3.5 H.P engine with recoil starter. Primary power conveyed from engine to transmission by improved, heat and oil resistant, static free V-belts. Maximum speed is 4½ mph. Forward and reverse shifts controlled by handy lever. Final drive to rear wheels by chain and sprocket. It's feature packed too. The frame is made of heavy 1" steel tubing, welded into single piece construction. Front frame member is steel beam — lower platform, die formed from heavy gauge steel. Handle bars and steering column formed and welded out of strong steel bars. Ventilated cushion type seat — patented construction. Blades are mounted direct on engine shaft. Two interchangeable blades with each machine — one straight 24" and one suction 21". Front wheels are 8" high with 2.5" solid rubber tires. 10" rear wheels with 3" air cushioned tires.

223-2587 1 - 152 lbs. (W) West $229.50 East $219.50

B MOW CYCLE 24

High quality construction, top performance and reasonable price puts this model at the top of its class. The frame is made of heavy 1" steel tubing, welded into single piece construction. Front frame member is steel beam and lower platform is die formed from heavy gauge steel. A 4-cycle, cast iron Clinton heavy duty 3.5 H.P. engine with recoil starter is capable of furnishing speeds up to 4½ mph-forward and reverse. Drive clutch is controlled by a foot pedal. Blade clutch is controlled by hand lever. Forward and reverse shifts are controlled by a handy lever. Twin Blades can be disengaged when not in use. Primary power is conveyed from engine by improved heat and oil resistant, static free V-belts. Both clutches are belt tightener type. Engine housing is die formed from heavy automobile steel. Front grille is made from plated steel bars. This model is highly maneuverable with 8" front wheels with 2.5" solid rubber tires and 12" rear wheels with 3" air cushioned tires. A rugged machine built for hard work. (Allow extra time for delivery from factory located in Ohio.)

223-2588 1 - 205 lbs. (W) West $299.50 East $289.50



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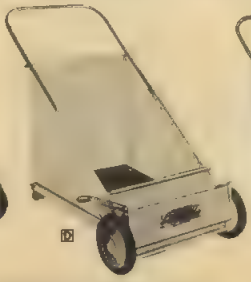


D

E

C NEW "LAMBERT" POWER SWEEPER

This new-type sweeper is ideal for large wooded lawns. It's power-propelled to whisk away leaves, clippings and debris as you stroll along. The powerful, 4-cycle, 1.6 H.P. gasoline engine, with recoil starter does the hard work. The heavy duty, chain-drive brush and throttle are easily controlled by finger-tip action. Rubber front rail protects trees, house paint and shrubs. Features the exclusive Lambert all-steel, "Flipomatic" hamper for easy dumping action. One lever controls brush height and cowl angle simultaneously — no nuts or bolts to loosen. (Allow extra time for direct delivery from Mfgr. in Ohio.)

223-2521 (30" wide) (W) East $175.00
1 - 128 lbs West $179.95

D RANCHETTE MODEL S-212A LAMBERT LAWN SWEEPER

Light, easy-to-handle model with all-steel frame, steel backed brushes, swivel casters and new single lever for height adjustment. Canvas basket folds in for compact storing.

223-2523 (21" wide) (W) East $34.95
1 - 42 lbs. West $37.50

F

E RANGER MODEL LAMBERT LAWN SWEEPER 140A

Ideal for the larger type lawns — over 1000 sq. ft. New wonder bar-X controls brush height and position of part shield simultaneously. Other features are same as Ranchette model.

223-2520 (30" wide) (W) East $44.95
1 - 50 lbs. West $47.50

F "EAGLE" GASOLINE FILLER CAN

Galvanized steel can has seamless body and double-seamed bottom. "Duo-Pour" spout cap. Holds 2½ gallons.

225-3528 4 - 15 lbs. $2.98

Famed Tonnieshof Ceramics — Decorative Candles and Holders

Luxury ceramics of suave elegance and simplicity Highly glazed earthenware with ash-green overall design shot with dots and flashes of gold Flattering to conservative or modern decor No two patterns alike . . de luxe gift pieces . reasonably priced

(A) Seashell Magic. Indented oval Use as table piece planter, ash tray 11¼ in. Packed 2 in carton
82C27 Per dozen 30.00

(B) Two at Twilight. Sentiment and simplicity-plus. Mantel ornament, tablepiece 10 in wide Packed 2 in carton
82C22 Per dozen 24.00

(C) Abalone. Graceful abalone-lines Serves as glorified ash tray, bulb planter, tablepiece 8½ in Packed 3 in carton
82C19 Per dozen 27.00

(D) Luxor. Antique design, for tablepiece, vase, mantel ornament or for drinks that refresh Packed 2 in carton, 7½ in
82C25 Per dozen 18.00

(E) Macedon. Use as vase, tablepiece, curio cabinet ornament 6¾ in. 2 pcs. in carton
82C20 Per dozen 27.00

(F) Escoffier. Glorified salad bowl for brunch, outdoor table Ritzy candy, nut, raisin holder 6¼ in Packed 2 in carton
82C21 Per dozen 30.00

(G) Etruscan Vase. Antique form 8 in. high. Eye-catcher as honey jar, vase, curio cabinet ornament. Packed 2 in carton
82C18 Per dozen 24.00

(H) El Dorado. Glorified candy and nut bowl Flattering for panter candy bon bons, nut meats 7½ in Packed 3 in carton
82C25 Per dozen 21.00

(J) Trident. Ash tray, convenient 5¼ in., 3 rests Pinch-hits as planter between smokes. 6 in carton
82C23 Per dozen 7.20

(K) Oval. 3 cigarette rests. 5¼ in diam 6 in carton
82C24 Per dozen 6.00

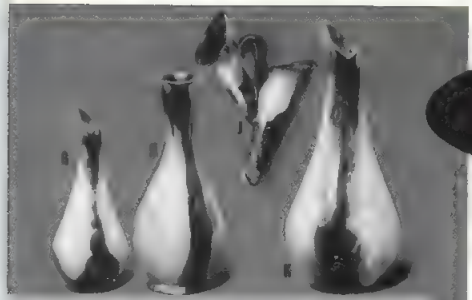
(L) Florentine. 10 in. Specially hardened wax, varnished, hand painted Pink, orange light green, light blue citron, cobalt 1 pair in carton, 6 prs. in box
82C50 Per dozen pair 10.80

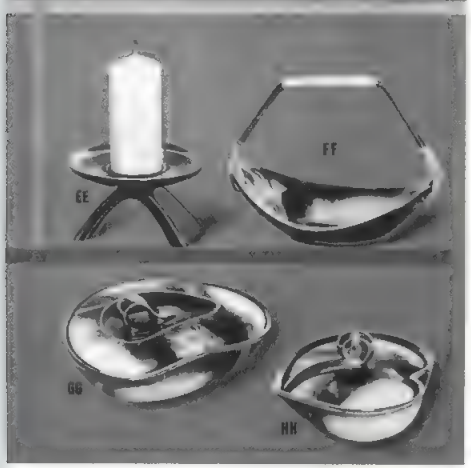
(M) Fiorella. 12 in Specially hardened wax varnished, applied wax floral spray Pink, orange, light blue light green, citron, cobalt. Pair in box, 6 prs in master box, 3 assorted styles
82C51 Per dozen pair 8.40

(N) Festa. 12 in Cobalt color only Specially hardened wax varnished, gold flower decoration. 1 pair in printed carton 6 pairs in master carton
82C52 Per dozen pair 8.40

Skandia Modern. Functional design, polished zaponized brass 1 or 3 lights (Candles not included) Packed each in box
(P) 82C7 Single. 13 in. high as shown. Per dozen. 15.00
(R) 82C10 Three lights 16 in. high as shown Each 4.00
(S) Danish Modern. Candlestick 2 lights Polished zaponized brass Packed each in box (Candles not included.) 15 in high as shown
82C8 Per dozen 19.80
(T) Norske Modern. Candlestick 3 lights For modern decor Polished zaponized brass (Candles not included) 14 in. high as shown Packed each in box
82C9 Per dozen 30.00

Flower Candles in Pots. Attractive! Two kinds Hyacinth in rose, light blue white Tulip in red, yellow, white Green leaves Hardened tropical wax 10 in high, 3 assorted colors 6 in box.
(V) 82C1 Tulip Per dozen 5.40
(W) 82C2 Hyacinth Per dozen 6.00





The Exciting New LYON Pattern

Tonnieshof

CERAMICS FROM GERMANY

Imported Exclusively by ENESCO!

Tonnieshof is a uniquely original and different ceramic , no other line has been able to match its elegance. And the Lyon shown here is a new pattern, beautifully colored in brilliant combinations of yellow, tan, brown and accented with gold, all blended together with flecks of red. With a very wide selection of pieces to choose from, the new Lyon pattern is indeed a deluxe line, a complete line, moderately priced, and it's a fast selling profit-maker, too.

(A) Double Lip Vase. Squatty round shape. Use as vase or tablepiece. 9 inches high. 2 pieces in bundle
82C201 Per dozen 36.00

(B) Medium Vase. Squatty shape with double lip type top. Use as vase, tablepiece or curio ornament. 8¾ inches high. 2 pieces in bundle
82C202 Per dozen 30.00

(C) Double Neck Vase. Odd shaped vase has two receptacles. Use as vase or table ornament. 8¾ inches high. 2 pieces in bundle
82C203 Per dozen 27.00

(D) Narrow Neck Vase. Thin shaped vase on round base with wide opening at top. 7⅞ inches high. 3 in bundle
82C204 Per dozen 16.20

(E) Small Vase. Squatty—pinched shape. Use as vase or small pitcher. 4¾ inches high. 3 pieces in bundle
82C205 Per dozen 12.60

(F) Round Urn. Only 3⅜ inches high, this urn is very squatty in shape. Small opening with lip edge. Packed 6 in bundle
82C206 Per dozen 9.00

(G) Bud Vase. Small opening at top—narrow neck—larger base. Use as vase or mantel ornament. 6¾ inches high. Packed 6 in bundle
82C207 Per dozen 12.60

(H) Medium Size Bud Vase. Small opening growing progressively larger at lower section. 8 inches high. Packed 3 in bundle
82C208 Per dozen 18.00

(J) Wall Vase. Uniquely different double vase with ceramic wall hanger. Use for vase or wall plaque. 8¼ inches high. 3 in bundle
82C209 Per dozen 16.80

(K) Large Bud Vase. Small spout type opening—narrow neck larger at lower portion. 10 inches high. Packed 3 in bundle
82C210 Per dozen 19.80

(L) Iced Drink Pitcher. Antique shape. Also used as honey jar, vase or curio cabinet ornament. 8¾ inches high. Packed 3 in bundle
82C213 Per dozen 27.00

(M) Water Pitcher. Goose neck shape. Modern design. Also used as vase. 8 inches high. Packed 3 in bundle
82C214 Per dozen 19.80

(N) Fruit Juice Pitcher. Antique design, for tablepiece, mantel ornament or juices. 5¼ inches high. Packed 3 in bundle
82C215 Per dozen 18.00

(P) Fruit Juice Pitcher. Antique shape. Also used as honey jar, curio ornament or vase. 5¼ inches high. Packed 3 in bundle
82C216 Per dozen 14.40

(R) Large Size Flower Pot. 6 inches in diameter by 5 inches high. Ribbed top. Flower pot or tablepiece. 3 in bundle
82C218 Per dozen 16.80

(S) Medium Flower Pot. 5 inches diameter x 4 inches high. Ribbed top. Use as flower pot or tablepiece. 3 in bundle
82C219 Per dozen 13.20

(T) Small Flower Pot. 4 inches in diameter x 3⅓ inches high. Simply designed with ribbed top. Can be used as drinking cup. 6 in bundle
82C220 Per dozen 10.80

(V) 3-Sided Ash Tray. Round, with 3 irregular sides. 15 grooves for cigarettes. 8 inches diameter. Packed 3 in bundle
82C211 Per dozen 18.00

(W) Round Ash Tray. Conventional shape ash tray. 6⅝ inches diameter. 3 grooves for cigars or cigarettes. Packed 6 in bundle
82C212 Per dozen 7.20

(X) Cigarette Box. 2-piece set includes 4½ inch box and cover. Oblong shape with rounded corners. Packed 2 in bundle
82C230 Per dozen sets 24.00

(Y) Shell Shaped Dish. Looks like sea shell. Ideal for potato chip dip or snacks. Also used as large ash tray. 9⅝ inches diam. 3 in bundle
82C222 Per dozen 30.00

(Z) Sea Shell Bowl Planter. Indented oval. Tablepiece, planter or ash tray. Also for potato chips, popcorn, snacks. 11¼ inches 3 in bundle
82C223 Per dozen 33.00

(AA) Leaf Shaped Dish. Used for candy nuts or snack dish. Leaf shape with embossed ribs. 8⅜ inches diameter. Packed 3 in bundle
82C224 Per dozen 24.00

(BB) Glorified Candy Dish. Irregular shaped dish. Can be adapted to planter use. 7½ inches diam. Packed 3 in bundle
82C225 Per dozen 19.80

(CC) Candy Dish. Shallow dish used for candy or nuts. Leaf shaped. 7 inches diameter. Packed 3 in bundle
82C226 Per dozen 18.00

(DD) Popcorn or Table Bowl. Large size oval shaped bowl can be used as serving plate. 12¼ inches diameter. Packed 3 in bundle.
82C227 Per dozen 33.00

(EE) Candle Holder. Round shape on inverted "V" stand. Simplicity itself. 5¼ inches diam. Candle not included. Packed 3 in bundle
82C217 Per dozen 18.00

(FF) Oval Shape Basket with Handle. Ceramic basket has 4 holes to which double wicker type handles are attached. 8 inches long
82C221 Per dozen 24.00

(GG) Kidney Shaped Dish. Large size covered dish can be used for tidbits or as a serving bowl. 8 inches long. 2 in bundle
82C228 Per dozen 36.00

(HH) Heart Shaped Bowl. Dish with fancy cover featuring snail design handle. For candies, nuts or salads. 6 inches diam. 2 in bundle
82C229 Per dozen 33.00

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Autowind . . . Water-Resistant

You always know your Gruen Autowind is wound, because it remembers to wind itself. You set it . . . and forget it. There's plenty of reserve power for off-wrist hours. And because the mainspring is always wound to proper tension, you can rely on your Gruen Autowind for accuracy.

(E) **Autowind Envoy** . . . the classic watch, now in a class all its own. Automatic . . . you need never wind it by hand. Resists water and shock . . . you can wear it without a care. Mirror-polished stainless steel case can never lose its beauty. Luminous dial. Matching stainless steel expansion band. 17 jewel movement, unbreakable mainspring.
185-009 A3750 All Stainless Steel....**$59.50**

(F) **Autowind Satellite** . . . a "star" for perfect timekeeping. Unbreakable mainspring winds as you wear it . . . stays wound overnight. It's water-resistant, shock-resistant too. Its 10K rolled gold plate case, stunningly radical . . . stainless steel back, unbelievably sturdy. Sweep second hand, luminous dial . . . both helpful. 17 jewels.
185-017 A3975 10K Yellow RGP.....**$71.50**

(G) **Autowind Lakeview** . . . watch with a "black tie touch." Polished black dial with gilt time-markers contrasts marvelously with 10K yellow gold-filled case (stainless steel back). Has built-in ability to wind itself, to resist water and shock. Sweep second hand, expansion band, 17 jewels.
185-025 A4950 Black Dial **$79.50**
185-033 A4950 White Dial **79.50**

(H) **Autowind Fordham** . . . draws admiring glances directly to your wrist. Superbly proportioned 10K yellow gold-filled case. Winds itself automatically as you wear it, with plenty of reserve power for off-wrist hours. Shock-resistant and non-magnetic. Matching expansion band. Unbreakable mainspring, 17 jewel movement.
185-041 A5500 10K Yellow GF.....**$89.50**

(K) **Autowind Trinidad** . . . up-to-the-minute look in time. Modern in purpose and design . . . 10K yellow gold-filled case with mirror-lapped finish. Fascinating, faceted marker dial. Winds automatically . . . even as you walk. It's water-and-shock resistant . . . wear it anywhere, anytime. Sweep second hand helps you count the seconds. 17 jewels.
185-058 A5950 10K Yellow GF.....**$97.50**

(L) **Autowind Power Master** . . . masterpiece of precision in a timepiece. Mere presence on your wrist winds up and stores running power. Features a reserve power indicator on the dial. Water can't stop it, shock can't hurt it. Non-magnetic . . . not affected by outward conditions. 10K gold-filled case of manly distinction. 17 jewels.
185-066 A5950 10K Yellow GF.....**$110.00**

(M) **Autowind Plaza** . . . beyond challenge, the ultimate in automatic watches. Without parallel are the stylish lines of its 10K gold-filled case. You'll appreciate the accuracy of its 23-jewel precision movement. Other important features: water-and-shock resistant, non-magnetic, luminous dial, sweep second hand. Expansion band.
185-074 A6950 10K Yellow GF.....**$125.00**

RETAIL PRICES on these pages include 10% Federal Excise Tax

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(F)

(G)

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(L)

(M)

GRUEN

THE NEWEST LOOK IN TIME

E Diver . . . well-advised choice for student or businessman Husky, handsome stainless steel case and matching expansion band promise a lifetime of proud ownership. Give it a jolt, get it wet . . this watch is water-and-shock resistant Luminous dial, sweep second hand. 17 jewels
185-082 A2950 All Stainless Steel **$49.75**

F Jefferson . . . magnificence in a watch for you and that busy schedule Case of 14K gold with manly, modern end pieces Surface of gold-filled expansion band is alternately raised and recessed Handsome Roman numerals. Accurate 17 jewel movement.
185-090 A4950 14K Yellow Gold . . **$85.00**

G Berkshire . . high style and low price team up for your best buy Perfectly squared case is 10K yellow rolled gold plate . . back is enduring stainless steel. Band of artfully tooled links expands to fit the wrist of youth or elder. Easy-to read, full numeral dial. Dust-resistant. 17 jewels.
185-106 A2375 10K Yellow RGP.....**$35.75**

H Trieste . . a Gruen Precision watch with a luxury look at a low price 10K rolled gold plate case, backed by stainless steel as durable as time itself, Triangular shapes on end pieces and hollowed, rectangular links in expansion band. Dust resistant. 17 jewels.
185-116 A2950 10K Yellow RGP.....**$49.75**

K Hollywood . . . glamorous and ornamental on the male wrist. Fancily but manfully sculptured case in good taste 10K rolled gold plate, stainless steel back. Links in expansion band seem to ripple around in double waves. Dust-resistant. 17 jewels.
185-124 A3350 10K Yellow RGP.....**$59.50**

Each Gruen Autowind® watch winds itself as you wear it. Shock-resistant, dust resistant, non-magnetic . . . has an unbreakable mainspring. Water-resistant Gruens assure top performance under all conditions Gruen . . . the precision watch.

(E) Autowind Rendezvous . . . wraps up all the Gruen genius for quality in one watch. Water-resistant case of 18K yellow gold contains a handsome face with gold dial and gold hand-applied numerals. Sweep second hand. Unbreakable mainspring. Non-magnetic, shock-resistant, 23-jewel movement. Truly the ultimate in man's wrist wear.
185-140 A13950 18K Yellow Gold....$250.00

(F) Ascot . . . detailed to masculine simplicity for well-deserved praise. Glistening 14K gold case is artistically plain. Gold time-markers positioned and applied by hands of craftsmen. Unbreakable mainspring saves costly repair bills. Above all . . . a 17 jewel movement for a lifetime of accuracy.
185-173 A6950 14K Yellow Gold....$125.00
185-181 A6950 14K White Gold..... 125.00

(G) Autowind Lisbon . . . a dramatic step forward in watch design. Here's the modern watch look . . . beautifully expressed in the 10K gold filled case and matching expansion band. Shock-resistant 17-jewel movement with unbreakable mainspring won't ever let you down . . . even in the most strenuous activities. Tells the time accurately, always.
185-157 A6950 10K Yellow GF.....$125.00

(H) Autowind Fathom . . . winds itself with every motion of your wrist—can't overwind! It is water-resistant, shock-resistant and has a luminous dial for easy, nighttime reading. Stainless steel case, beautiful and enduring. Sweep second hand. 17 jewels; unbreakable mainspring. A handsome, practical watch in the Gruen tradition.
185-199 A3975 All Stainless Steel....$71.50

(K) Brisbane . . . an instrument of delicate precision, yet remarkably rugged. Handsome case is 10K yellow rolled gold plate with a sturdy stainless steel back. Famous 17-jewel Gruen Precision® movement . . . unexcelled for accuracy! Leather inserts outlined in gold, dramatize the expansion band and accentuate the masculine beauty of the case.
185-132 A3975 10K Yellow RGP.....$71.50

(L) Jamaica . . . traveling companion for men on the go. Its case is 10K rolled gold plate with stainless steel back. Wear it in any weather . . . it's water-resistant Sweep second hand lets you time the fractions of a minute when you wish. Time-markers are raised, faceted. Expansion band with genuine leather inserts adds another note of elegance. 17 jewel movement.
185-207 A4500 10K Yellow RGP.....$79.50

(M) Autowind Chateau . . . suggest your success with sleek, square wrist wear. Quality written on the watch face . . . in the gold, hand-applied numerals and markers. Gently concave sides enrich 10K Gold Filled case. Built to withstand the hazards of everyday wear . . . it's shock-resistant. Alligator leather band. 17 jewel movement.
185-165 A5500 10K Yellow GF.....$89.50

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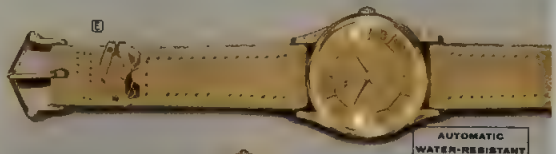

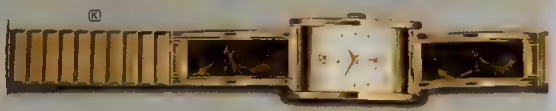

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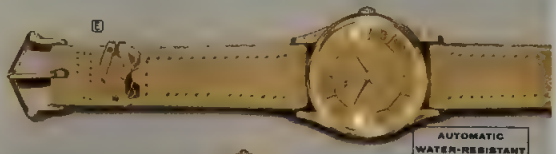

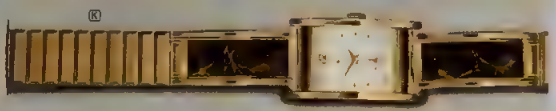

Autowind . . . Water-Resistant

You always know your Gruen Autowind is wound, because it remembers to wind itself. You set it . . . and forget it. There's plenty of reserve power for off-wrist hours. And because the mainspring is always wound to proper tension, you can rely on your Gruen Autowind for accuracy.

(E) **Autowind Envoy** . . . the classic watch, now in a class all its own. Automatic . . . you need never wind it by hand. Resists water and shock . . . you can wear it without a care. Mirror-polished stainless steel case can never lose its beauty. Luminous dial. Matching stainless steel expansion band. 17 jewel movement, unbreakable mainspring.
185-009 A3750 All Stainless Steel....**$59.50**

(F) **Autowind Satellite** . . . a "star" for perfect timekeeping. Unbreakable mainspring winds as you wear it . . . stays wound overnight. It's water-resistant, shock-resistant too. Its 10K rolled gold plate case, stunningly radical . . . stainless steel back, unbelievably sturdy. Sweep second hand, luminous dial . . . both helpful. 17 jewels.
185-017 A3975 10K Yellow RGP.....**$71.50**

(G) **Autowind Lakeview** . . . watch with a "black tie touch." Polished black dial with gilt time-markers contrasts marvelously with 10K yellow gold-filled case (stainless steel back). Has built-in ability to wind itself, to resist water and shock. Sweep second hand, expansion band, 17 jewels.
185-025 A4950 Black Dial **$79.50**
185-033 A4950 White Dial **79.50**

(H) **Autowind Fordham** . . . draws admiring glances directly to your wrist. Superbly proportioned 10K yellow gold-filled case. Winds itself automatically as you wear it, with plenty of reserve power for off-wrist hours. Shock-resistant and non-magnetic. Matching expansion band. Unbreakable mainspring, 17 jewel movement.
185-041 A5500 10K Yellow GF.....**$89.50**

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FAMOUS HORSMAN DOLLS . . . sit, kneel, hold any pose

S **"DRAFT DODGER" DOLL with WARDROBE.** Cuddly soft, all vinyl doll is ready to be kissed 'nite-nite in striped "Draft Dodger" sleeper. Coos, turns her head, shuts her eyes . . . has rooted muracle hair, flexible arms and legs. Wardrobe includes. dress, bonnet, underwear, pajamas, bootees, diapers, soap, sponge, clothespins.
887-562 B560 15" Doll with Wardrobe (shown above) $7.98
887-554 B350 15" Doll, no Wardrobe. See H opposite page. . . . 4.98

T **"LOVE-ME BABY" DOLL** . . a pretty miss, indeed, from perky rooted pony-tail down to tiny tinted shoes! Lace-edged embossed cotton print dress is fetching enough to make her coo, turn her head and lower lashes provocatively! Flexible legs let her sit, kneel . . . assume any position that suits the whim of her new mama!
887-539 B350 15" Love Me Baby Doll $4.98
887-570 B630 21" Love-Me Baby Doll 8.98

ADORABLE DOLLS to love and care for

E **HORSMAN "BABY PRECIOUS" DOLL . . .** holds new enchantment when she kicks her legs high . . . kneels to say prayers . . . sits down to tea. Her flexible legs, soft vinyl body let "Precious" assume dozens of life-like poses. Dressed for a party in frothy lace-trimmed nylon and acetate frock, taffeta slip a perky straw hat atop her curly rooted hair. When the party is over, long lashed eyes close for sleep . . . sweet head turns and she coos her contentment.
887-596 B420 Baby Precious, 15" $5.98
887-604 B360 Baby Precious, 19" 7.98

F **"HONEY WALKER" ICE SKATER . . .** she looks, she acts just like a real ice star! Her head moves naturally from side to side as she glides on shoe-skates or does fancy splits and pirouettes. She wears a glamorous white satin skating outfit with a red-dotted lining, pompon'd caracul collar. Authentic attire is complete with long nylon stockings and a caracul muff. Honey Walker is all plastic. Her Saran hair can be shampooed, combed and set.
887-349 B698 15" Ice Skater Doll $9.98

G **WALKING BALLERINA DOLL** . . . so realistic, you'll want to applaud her! Amazingly limber . . . fully jointed ankles, knees and hips. She wears a feather-trimmed costume for top performances. She has an extra leotard for practice . . . a taffeta dress with walking shoes and socks for off-stage wear. Her lithe-some body is tough plastic . . . ponytail hair is rooted in soft, vinyl head.
887-240 B840 20" Ballerina $11.98

H **DRAFT DODGER DOLL** . . . without wardrobe. See S above for complete description of this 15" Horsman doll.
887-554 B350 Draft Dodger Doll $4.98

K **RAGGEDY ANN and RAGGEDY ANDY.** Two beloved story book dolls that are said to "come to life" the minute you turn your back! With captivating shoe button eyes, rag-mop curls, soft cotton-filled bodies . . . these are the dolls she takes to her heart while she's young, keeps on her bed while she's growing up. Ann wears a white apron over a print dress. Andy sports blue pantaloons, checked shirt and cap.
887-739 B345 Raggedy Ann, 20" $4.98
887-737 B345 Raggedy Andy, 20" 4.98

L **"LIL DARLIN'" BABY DOLL** . . . by Effanbee. An all-vinyl baby that's ready for a day's activities. Start her out with a head-to-toe scrubbing. Watch her lovely eyes close in sleep . . . jointed arms move to let you know she's ready to get up! What fun to dress her for the day! Put on her dainty Christening dress and bonnet, lace-edged slip, socks and flannelette diaper . . . then make ready for a buggy ride, cuddled up in her fleecy, satin-edged blanket.
887-851 B360 Lil Darlin', 14" . . . . . $ 7.98
887-869 B765 Lil Darlin', 20" 10.98

M **HORSMAN "BABY PRECIOUS"** . . . dressed for unlimited adventures with "mommie" in a running acetate tweed coat and bonnet. She wears a cute cotton dress and knit panties underneath. Her soft vinyl body is jointed to imitate real life poses . . . watch baby sit, kneel; can cross her legs! She can close her big eyes, coo, turn her head. Curly rooted hair tolerates repeated attention from comb, brush and shampoo. Every little girl who sees her wants to adopt Baby Precious. 19" doll has flexible arms and legs; 17" size with flexible legs.
887-620 B485 17"; Flexible Legs $6.98
887-638 B560 19", Flexible Arms, Legs. 7.98

N **"CUDDLE-UP" BABY.** So big, so beautiful, she looks—even feels so much like a real infant—tots spend happy hours "tending baby" Made of petal-soft vinyl for head-to-toe bathing . . . her jointed arms move so she can suck her thumb or wave 'bye. Her eyes shut when she sleeps. She wears a cuddly chinchilla cloth snowsuit with taffeta-lining, detachable hood and bootees; there's taffeta rompers and socks underneath. Her rooted Saran hair tumbles into curls . . . can be washed, combed and set in favorite hair-dos. And she even has her own toy.
887-463 B1398 27" Doll, Saran Hair. . $19.98
887-455 B1115 23" Doll, Saran Hair. . 15.98
887-448 B900 20" Doll, Saran Hair . . . 12.98
887-420 B765 20" Doll, Molded Hair . 10.98

P **DY-DEE DOLL** . . . drinks, weeps, wets . . . holds her eyes open or shut. Natural rubber with plastic head. Even the hair can be washed. Comes with bottle, bubble pipe, pacifier, tissues, etc., plus a baby-care booklet so pretend-mommies can treat her just like a real baby. Layette includes: shirt, diaper, dress, sunsuit, bonnet, shoes, socks, bib, bath necessities, and metal case.
887-350 B925 11" Doll, Case, Layette . $12.98
887-398 B1285 15" Doll, Case, Layette. 17.98
887-406 B1775 20" Doll, Case, Layette. 24.98
887-356 B698 11" Doll in Blanket. . . . 9.98
887-364 B1125 15" Doll in Blanket. . . 15.98
887-372 B1570 20" Doll in Blanket. . . . 21.98

R **36" WALKING DOLL** . . . a saucy, life-like playmate! "Peggy" wears an actual size 3 dress . . . walks when you take her hand bends, sits, kneels. Durable plastic with rooted, washable hair. Dressed in crisp taffeta with organdy pinafore, lacy panties.
887-216 B1750 36" Walking Peggy . $24.98
887-224 B1150 25" Walking Peggy . . 14.98

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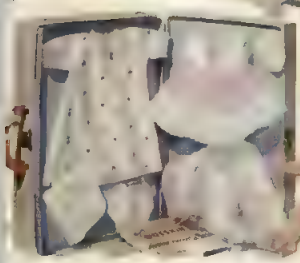


DARLING PLAYMATES to dress and care for

All, just waiting for little mothers to love them

S "LOVE ME" BABY DOLL with WARDROBE & SUITCASE. Wide-eyed Horsman baby takes lots of cuddling and loving care . . . for she's all washable vinyl and unbreakable. Tho' she sports an adorable pony tail, she likes other styles too . . . her little "mommy" will have hours of fun changing, washing, combing and setting the rooted-in hair. Dressed in cotton suit, felt crown hat . . . with 2 extra dresses, sunsuit, 2-pc. pajamas, knit panties and socks. And to keep Love-Me looking sweet there's soap, sponge, her own plastic curlers, comb, brush and mirror. Keeps all her things neatly packed in her heavy fiberboard suitcase with snaplock, wire hangers.

887-547 B698 Doll (13" Tall) with accessories **$9.98**

P PEGGY PETITE and WARDROBE TRUNK . . . a glamorous little lady with a lovely wardrobe of trousseau finery that includes her nylon wedding dress and veil, a nylon set party dress, an embossed cotton dress, and the dainty nylon nighties and dressing robe she wears. Those big, bright eyes close when she sleeps . . . her flexible arms and legs pose as your wee miss pleases . . . it's fun to comb, shampoo and set her rooted in hair.

887-653 B350 Peggy Petite (8" Doll) and Wardrobe Trunk **$4.98**

R BETSY WETSY WEEPS REAL TEARS! Beautiful baby that drinks from her own bottle, wets diapers, blows nose and sleeps. When unhappy, Betsy Wetsy cries like any baby . . . real tears well up behind her eyes and roll down her chubby cheeks! Fun for little mothers to shampoo her rooted-in hair . . . bathe and powder her all-vinyl jointed body . . . perfectly detailed down to the dimples in her tiny fingers and toes! Layette includes all of baby's needs.

Doll, Deluxe Layette & Suitcase			Doll, Layette & Carrying Case		
887-786 B765	Doll, 11½"	$10.98	887-752 B630	Doll, 11½"	$ 8.98
887-794 B900	Doll, 13½"	12.98	887-760 B765	Doll, 13½".	10.98
887-802 B1115	Doll, 16" .	15.98	887-778 B975	Doll, 16". .	13.98

T SWEET SUE BECOMES A BRIDE . . . and she can walk down the aisle herself, kneel, sit comfortably with her jointed knees. All sturdy plastic; gorgeously dressed in white nylon tulle and lace, satin petticoat, veil . . . even a corsage! Separate wardrobe trunk holds 2 dresses, panties, lounging robe, shoes and socks.

887-174 B1190 Bride (15") and Trousseau . . **$16.98**
887-182 B839 Bride Only (15") **11.98**
887-190 B1048 Bride Only (18"). **14.98**

V JOANIE and her Trousseau . . will put stars in any little girl's eyes! Unbreakable plastic, Joanie walks, assumes natural sitting position. Her lovely face has flirting eyes, her curly hair is lustrous Dynel. She brings hours of dress-up fun with her trousseau—little mothers can dress her in any of 4 different outfits. Print dress, raincoat with hood, nightgown or housecoat. Wears lovely wedding outfit. 16" tall.

887-505 B550 Bride, Trousseau **$7.98**

W SET of SIX CHUBBY DOLLS . . . a whole family of thrilling little plastic darlings. All 8" tall with long-lashed eyes that "sleep", moving arms and legs, real hair. They're costumed as a majorette, Sunday-best miss, school girl, cowgirl, bride and nurse.

887-521 B398 Doll Set **$5.98**

Modern Styling

DINETTE SETS

Styled by Lloyd—one of America's foremost manufacturers of quality metal furniture. Combines the smooth beauty of sturdy, seamless tubing, finest laminated table tops, and Masland Duran upholstery in smart new patterns and colors.

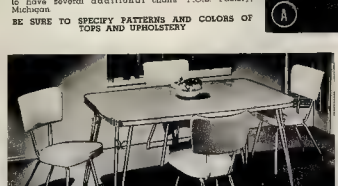
UPHOLSTERY AND FINISHES

"Trimline" suites have Black and Gold color frames ¾" steel tubing with Black baked enamel finish, Gold color decorations, ferrules and glides.
Chrome sets have 1" steel tubing, heavily chrome-plated Clear plastic floor glides.

TABLE TOPS: Plastic laminated in choice of wood grains: Brown Walnut, Champagne Walnut, Black Walnut, or White Mahogany. Also available in two-tone "Heyday" pattern in Gray Yellow, Turquoise, Toast. UPHOLSTERY. "Swirl" pattern, Gold flecked on two-tone modern design in White, Toast, Turquoise, Flame. Also available in "Heyday" pattern in Gray, Red, Yellow, Turquoise Toast.

For your convenience we have priced tables and chairs separately so that a choice of any table or chair may easily be made. Chairs sold in carton lots of 4 only except on original orders where it may be desirable to have several additional chairs F.O.B. Factory, Michigan.

BE SURE TO SPECIFY PATTERNS AND COLORS OF TOPS AND UPHOLSTERY



A LLOYD "TRIMLINE" DINETTE SUITE

Extension table with modern "surfboard" shape top, self-edge of matching plastic on aluminum. See construction features listed above. Available in Brown or Black Walnut and White Mahogany only. **Top size: 36x48x60".** Ship. wt 68 lbs. K.D.
61F56-6625 ..... RETAIL $71.25

As above: Smaller size. **Top size: 36x40x48".** Ship. wt 50 lbs. K.D.
61F65 3575 ..... RETAIL $55.00

Dinette Chair. Padded, form-fitting box cushion seat. "Envelope-type," no-mar construction back. Black plastic welts on seat and back cushions. Rubber cushioned Self-aligning floor glides. Seat size. 16½x15½". Chair height 33½". Ship. wt. per carton of four, 68 lbs.
61F66-5000 ..... RETAIL, SET OF 4 $75.80

Buffet with Hutch Top. (As shown.) Shelf surface and banding to match surface and banding of buffet. Top shelf 23½x6¾", 21" from top of buffet. Lower shelf 20½x11¾", 12" from top of buffet. Main supports ¾" tubular steel with Gold color caps. Ship. wt., combined with buffet, 97 lbs.
61F98-8250 ..... RETAIL $97.50

Dinette Buffet. Side panels and sliding doors finished in light, neutral Gray Plastic top available in Brown, Black or Champagne Walnut only. Gold color aluminum bonding around top. Top surface 42x17½x32" high. Adjustable shelf. Ship wt. 74 lbs.
61F67-4570 Buffet only ..... RETAIL $68.00

B LLOYD CHROME DINETTE SUITE

Extension table with laminid "surfboard" shape top. 2" combination edge-banding and apron of highly polished aluminum. Leaf hanger for storing leaf under table top, and "leg-lock" easy assembly feature. See other construction features listed at top of page. **Design on top** in: Turquoise with White, Toast with Pink, Yellow with Toast, Gray with Red. (Also available with plain top colors and patterns listed at top of page.) **Top size: 36x48x60".** Ship. wt. 65 lbs. K.D.
..... RETAIL $67.50

As above: Larger size table. Available only in colors and patterns listed at top of page. **Top size: 36x54x72".** Ship. wt. 70 lbs.
..... RETAIL $82.95

Chrome Chair. Seat has 2½" thick rubber cushioning and double welt. Padded form-fitting back with no-mar, "envelope-type" construction. Welts on seat and back White plastic. See choice of patterns and colors listed at top of page. Seat size. 16¼x15¾". Overall height 32". Ship. wt. per carton of four, 70 lbs.
62F71 3750 ..... RETAIL, SET OF 4 $60.00

C LLOYD "TRIMLINE" DINETTE SUITE

Extension table with smart "surfboard" shape top and 2" apron of anodized, Gold color extruded aluminum. Convenient leaf hanger for storing leaf under table top. "Leg-lock" assembly feature. See top of page for other construction features. Choice of patterns and colors listed at top of page. **Top size: 36x48x60".** Ship. wt. 64 lbs. K.D.
67F72-4480 ..... RETAIL $70.00

As above: Larger size table. **Top size: 36x54x72".** 18" self-storing leaf. Ship. wt 74 lbs.
62F75-5565 ..... RETAIL $88.75

Dinette Chair. Rubber-cushioned, box cushion seat. Padded, form fitting back with new "envelope-type," no-mar construction. Welts on seat and back are extruded Black plastic. Colors and patterns are listed at top of page. Seat size 16¼x15¾". Overall height 31½". Ship. wt. per carton of four, 67 lbs.
62F74-3760 ..... RETAIL, SET OF 4 $60.00

D LLOYD "TRIMLINE" DROP LEAF DINETTE SUITE

A completely new idea in drop leaf dinette suite. Legs are always at the corners never in the way. Leg assembly pulls out to support leaves. Top is "surfboard" shape. Colors and patterns are listed at top of page. **Top size: 36x24x60".** Ship. wt. 63 lbs. K.D.
62F60-4450 ..... RETAIL $69.50

As above: in Chrome. Specify color of top.
62F60A-4450 ..... RETAIL $69.50

Dinette Chair. Box cushion seat. 2½" thick with rubber cushioning. Padded form-fitting back with "envelope-type" no-mar construction. Welts on seat and back are Black plastic. Choice of patterns and colors at top of page. Seat size 16¼x15¾". Overall height 31½". Ship. wt. per carton of four, 67 lbs.
62F75-3760 ..... RETAIL, SET OF 4 $60.00

Chrome chair for above table. See listing 62F71 under letter "B" above

All pieces upholstered in Tolex—a sturdy, cloth backed plastic in burnished antique finish. Choice of: Red, Green, Blue, Citron, Bone, Gray, Tan, Chartreuse, and Coral. Swatches on request. Choice of colors for enamel finished pieces: Office Gray, Sable Black, or Cocoa. Be sure to specify colors and finishes.

Settee-Davenport. Seat and back cushions are reversible and interchangeable, with "custom-comfort" coil spring construction. Black enamel wood arm rests. **Overall dimensions:** 71½" wide, 34½" deep, 35" high. Seat cushions, each 23½x24½". Back cushions, each 22½x22½". **Specify upholstery color.** Ship. wt. 105 lbs.

61F91-13313—Satin Chrome.....RETAIL $213.00
61F92-11438—Enamel finish. Specify. RETAIL $189.00

Arm Chair (at left). Comfortable spring seat and shaped, padded back rest. Black enamel wood arm rests. **Overall dimensions:** 23¼" wide, 29" deep, 30½" high. Seat cushion: 19½x21". Ship. wt. 36 lbs. **Specify upholstery color.**

61F93-3688—Satin Chrome.....RETAIL $59.00
61F94-3125—Enamel. Specify.....RETAIL $50.00

Loose Cushion Chair (background). Seat and back cushions are reversible and interchangeable with "custom-comfort" coil spring construction. Black enamel wood arm rests. **Overall dimensions:** 26" wide, 34½" deep, 35" high. Seat cushion: 22½x24¼". Back cushion 22½x20½". **Specify upholstery color.** Ship. wt. 45 lbs.

61F95-5938—Satin Chrome.....RETAIL $95.00
61F96-7988—Enamel. Specify.....RETAIL $71.00

Step-End Table. Plastic top surfaces with satin chrome metal edge banding. **Top surface:** 18x18¼". Lower surface 18x30x18". Available in choice of Platinum wood grain, Pion Black, or Tan linen. Ship wt 30 lbs. **Specify color.**

61F97-2719—Satin Chrome.....RETAIL $43.50
61F98-2344—Enamel. Specify.....RETAIL $37.50

Coffee Table. Plastic top surface with satin chrome metal edge banding. **Top size:** 22x36x16". Available in Pion Black, Platinum Wood grain, and Tan Linen. Sh.p wt 26 lbs. **Specify color.**

61F99-2344—Satin Chrome.....RETAIL $37.50
61F100-1969—Enamel. Specify.....RETAIL $31.50

LLOYD QUALITY STEEL FURNITURE

(Room scene—center, left.)

Right Arm Chair. Comfortable spring seat and back cushions. Black enamel wood arm rest. **Overall dimensions:** 23¼" wide, 31" deep, 33½" high. Seat cushion 22x20". Ship. wt 44 lbs. **Specify upholstery color.**

61F101-4375—Satin Chrome.....RETAIL $70.00
61F102-3875—Enamel. Specify color.....RETAIL $62.00

Sectional Filler. Comfortable spring seat and back cushions. **Overall dimensions:** 22" wide, 31" deep, 33½" high. Seat cushion, 22x20". Ship. wt. 40 lbs. **Specify color of upholstery.**

61F103-3875—Satin Chrome.....RETAIL $62.00
61F104-3625—Enamel. Specify color.....RETAIL $58.00

Left Arm Chair. Black enamel wood arm rest. Comfortable spring seat and back cushions. **Overall dimensions:** 23¼" wide, 31" deep, 33½" high. Seat cushion: 22x20". Ship. wt. 44 lbs. **Specify upholstery color.**

61F105-4375—Satin Chrome.....RETAIL $70.00
61F106-3875—Enamel. Specify color.....RETAIL $62.00

Arm Chair. Comfortable spring seat and back cushions. Black enamel wood arm rests. **Overall dimensions:** 24¼" wide, 31" deep, 33½" high. Seat cushion: 22x20". Ship. wt. 48 lbs. **Specify upholstery color.**

61F107-4875—Satin Chrome.....RETAIL $78.00
61F108-4125—Enamel. Specify color.....RETAIL $66.00

Corner Table. Plastic top surface with satin chrome metal edge banding. **Top surface:** 23½x23½x24". Lower surface: 30x30x16". Available in Platinum Wood Grain, Plain Black, and Tan Linen. Ship. wt. 36 lbs. **Specify color.**

61F109-3688—Satin Chrome.....RETAIL $59.00
61F110-3313—Enamel. Specify color.....RETAIL $53.00

Step-End Table. (See description above, No. 61F97.)
Coffee Table. (See description above, No. 61F99.)

Lloyd square tubular steel furniture combines extreme durability with distinguished appearance. This Lloyd furniture is well adapted to homes, offices, waiting rooms, institutions and such places where it is likely to be subjected to unusually hard use. Distinctive, modern styling and true serviceability makes these pieces excellent for both home and commercial use. Such materials as modern supported plastic upholstery with frames finished in satin chrome or high-baked enamels achieve surfaces that are easy to clean and noted for retaining their original appearance. The new "wall-saver" design is incorporated into all seating pieces to prevent walls from being marred by backs of chairs. Rubber-cushioned, self-leveling floor glides are easy on floor surfaces and allow the furniture to be moved about silently and easily. All pieces, F.O.B. Factory, Michigan.

(Room scene—lower left.)

Arm Chair. Comfortable spring seat and back cushions. Full upholstered arms. **Overall dimensions:** 27½" wide, 31" deep, 33½" high. Seat cushion: 22x20". Ship. wt. 51 lbs. **Specify upholstery colors.**

61F111-5375—Satin Chrome.....RETAIL $86.00
61F112-5125—Enamel, Specify color.....RETAIL $82.00

Right Arm Chair. Comfortable spring seat and back cushions. Full upholstered arm. **Overall dimensions:** 25x31x33½". Seat cushion: 22x20". Ship. wt. 45 lbs. **Specify upholstery color.**

61F113-4625—Satin Chrome.....RETAIL $74.00
61F114-4375—Enamel. Specify color.....RETAIL $70.00

Left Arm Chair. Full upholstered arm. Comfortable spring seat and back cushions. **Overall dimensions:** 25" wide, 31" deep, 33½" high. Seat cushion: 22x20". Ship. wt. 45 lbs **Specify upholstery color.**

61F115-4625—Satin Chrome.....RETAIL $74.00
61F116-4375—Enamel. Specify Color.....RETAIL $70.00

Sectional Filler. (See description above, No 61F103.)
Corner Table. (See description above, No. 61F109.)
Step-End Table. (See description above, No. 61F97.)
Coffee Table. (See description above, No. 61F99.)

Side Chair. (Not Shown.) Suitable for offices, game rooms, wherever additional units are desirable. Padded spring seat and padded, shaped back with welded seams. Seat size: 17½x16". Height overall 32". Square tubing as above. **Specify upholstery color.**

61F111-2535—Satin Chrome.....RETAIL $40.50
61F111A-2085—Enamel. Specify color.....RETAIL $33.50

Important Information on Factory Shipments—see Page 744

"Regal Capri"

by LLOYD

Casual furniture with a luxury look—far beyond its modest price. Outstanding functional design for modern convenience and comfort. Features: 1" tubular steel frames with permanently welded joints, wall-saver design, gold color metal ferrules and rubber-cushioned, self-leveling floor guides . . . Seating pieces with helical spring and slat under-construction, reversible seat and back cushions with hour-glass coil spring construction . . . 6" box seat cushions, 23½x24", 5" box back cushion, 23½x19" . . . Padded arm rests on gold color, tubular metal supports . . . Table tops of plastic in Sliced White Mahogany pattern, edge banding of convex shaped, gold color anodized, extruded aluminum. Sitting height on all upholstered pieces, 18". Choice of 3 upholstery materials.
Modern Textured Blend Frieze—A Mohair and Cotton Frieze in: Yellow, Beige, Lime, White, or Persimmon.
"Woven Reed" pattern (textured) Elastic Backed Naugahyde in: Peacock (turquoise), Oyster, Cork, Clover (pastel rose), Mist, Jonquil, or Lobster.
Tolex—A sturdy, fabric-backed plastic with a leather-like finish (shown opposite page on institutional furniture). Choice of: Red, Green, Blue, Citron, Bone, Brown, Grey, Tan, Chartreuse, or Coral.
F.O.B. Factory, Michigan

(Room Scene Above)

RIGHT ARM CHAIR (Shown together with single filler). Size: 25½" wide, 32½" deep, 31½" high. See construction features, upholstery and colors top of page—SPECIFY UPHOLSTERY and COLOR. Ship. wt. 41 lbs
61F76-3700 ..... RETAIL **$56.50**

SINGLE FILLER CHAIR (Without arms). Size. 23" wide, 32½" deep, 31½" high See construction features, upholstery and colors top of page—SPECIFY UPHOLSTERY and COLOR Ship. wt 38 lbs.
61F77-3300 ..... RETAIL **$49.50**

LEFT ARM CHAIR. Size. 25½" wide, 32½" deep, 31½" high. See construction features, upholstery and colors top of page—SPECIFY UPHOLSTERY and COLOR. Ship wt. 41 lbs.
61F78-3700 ..... RETAIL **$56.50**

ARM CHAIR. Size: 27½" wide, 32½" deep, 31½" high. See construction features, upholstery and colors top of page—SPECIFY UPHOLSTERY and COLOR Ship. wt 44 lbs
61F79-4100 ..... RETAIL **$81.50**

STEP-END TABLE. Lower shelf 18x30", 15" high, top shelf 18x15", 22" high. See construction features Listed at top of page. Ship wt. 25 lbs.
61F80-1800 ..... RETAIL **$27.50**

CORNER TABLE. Lower shelf 30x30", 15" high. Top shelf 28x28", 22" high See construction features listed at top of page. Ship. wt. 36 lbs.
61F81-3100 ..... RETAIL **$45.50**

COCKTAIL TABLE. Rectangular top 24x42", 15" high. See construction features listed at top of page. Ship wt. 31 lbs.
61F82-3000 ..... RETAIL **$44.50**

(Group at Right)

DAVENPORT. Size. 73½" wide, 32½" deep, 31½" high. See complete listing of construction features, upholstery and colors at top of page—SPECIFY UPHOLSTERY and COLOR Ship. wt. 106 lbs.
61F83-10245 ..... RETAIL **$149.50**

As above: Settee (Not shown). A two-seater upholstered piece having 2 seat cushions and 2 back cushions plus left and left arm. Same styling as davenport. Size. 51" wide, 32½" deep, 31½" high. SPECIFY UPHOLSTERY and COLOR. Ship. wt. 75 lbs.
61F84-7200 ..... RETAIL **$104.50**

As above: Left Arm Sectional (Not shown). A two-seater sectional with 2 seat cushions and 2 back cushions plus left arm rest. Size: 49½" wide, 32½" deep, 31½" high See listing of upholstery and color top of page—SPECIFY CHOICE. Ship. wt. 71 lbs
61F85-6800 ..... RETAIL **$99.50**

As above. Right Arm Section (Not shown). Two-seater sectional with right arm rest SPECIFY UPHOLSTERY and COLOR. Ship. wt. 71 lbs
61F86-6800 ..... RETAIL **$99.50**

ARM CHAIR (See listing 61F79 above).

OTTOMAN. Old-fashioned comfort with handsome, modern design Spacious size: 24" wide, 25" deep, 15" high. See construction features, upholstery and color at top of page—SPECIFY UPHOLSTERY and COLOR. Ship wt. 24 lbs
61F87-2120 ..... RETAIL **$30.50**

STEP-END TABLE (See listing 61F80 above).

DELUXE COCKTAIL TABLE. Lower shelf 18x60", top shelf 24x42", 15" high. See construction features listed at top of page. Ship. wt. 52 lbs.
61F88-9500 ..... RETAIL **$67.50**

ROUND COCKTAIL TABLE (At right). Luxurious table in smart simplicity of styling 36" diameter top. Height 15". See construction features listed at top of page. Ship. wt 29 lbs.
61F89-2120 ..... RETAIL **$30.50**

HIGH BACK ARM CHAIR (At bottom right). Always a favorite—exceptional comfort especially when used with ottoman. Overall size 27½" wide, 35½" deep, 42" high. Seat cushion, reversible, 22½" wide, 24" deep, 6" thick. Back cushion 22½" wide, 24" high and 6" thick. Due to the extra height of the back the "wall-saver" feature is not incorporated in this chair. See listing of additional features, upholstery and colors at top of page. SPECIFY UPHOLSTERY and COLOR. Ship. wt. 55 lbs.
61F90-4890 ..... RETAIL **$65.50**

OTTOMAN (See listing 61F87 above).

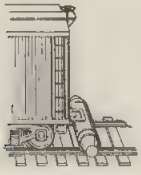
Important Information on Factory Shipments—see Page 744

MANTUA MISCELLANEOUS ACCESSORIES

CIRCUIT BREAKERS. No fuses to burn out. Simply reset breaker when it trips. Complete with mounting clips, screws and instructions.

No.	Description	Each
707	5-ampere	.50
708	3-ampere	.50

709 FISHPLATES. For use in joining rails. 100 in package. Pkg. .35



720 TRACK GAUGES. Essential when creating roadbeds and assembling track. .40

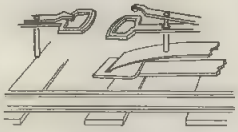
721 TRACK TERMINAL CONNECTORS. Small, compact, easy to install with no soldering. Knurled nuts for attaching leads quickly and permanently. Eliminates trouble caused by loose track connections. .50

737 HO SCALE RULE. Graduated in scale 3 inches up to 43 feet HO Gauge. Shows drill sizes up to No. 80 and the decimal equivalents. .60

5667 RERAILER. Handiest way to put cars and locos on the track. .35

READY LAID SWITCHES. Completely assembled of standard N.M.R.A. Brass rail, firmly attached to extra heavy fibre switch ties. Every tie punched for spikes. Thro-bar attached to switch points. Numbers 3, 4 and 6 right and left turnout 1.95

765 20% CROSSING. Easy to install and completely assembled. Standard brass rail mounted on extra heavy fibre ties. All ready to set in your railroad. 4.95



AUTOMATIC COUPLING & UNCOUPLING. For real fun and authentic operation . . . the Mantua Automatic Couplers, for coupling or uncoupling where and when you wish.

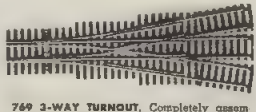
No.	Description	Price
710	Freight Auto Coupler, Pr.	.35
711	Passenger Auto Coupler, Pr.	.50
713	Everready Uncoupling Ramp	.50

715 RHEOSTATS. For speed control of additional locomotives. Permits operating of trains at any speed from a crawl to full throttle. Complete with instructions. 5.45

724 MOTOR. 5-pole, 12 volt small motor. 8.00

747 MOTOR. 5-pole, 12 volt small motor with nylon worm mounted. 6.75

763 DOUBLE CROSSOVER. For interesting variety and smooth operation this switch is made to N.M.R.A. standard. Completely assembled with brass rail. Firmly attached to extra-heavy fibre tie strip. Insulated rail joints and a detailed wiring diagram. 17.95



769 3-WAY TURNOUT. Completely assembled and precision built. Use 2 and split your single track main line into 2 passing sidings with the through track in the center. Use it in your yards and make three sidings from one. 9.95

KEMPKO

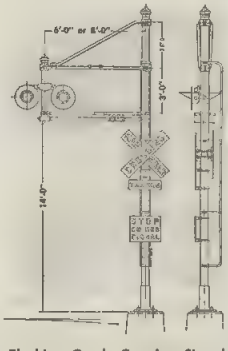
SELF-SPRAYING SNOWFLAKES. Won't fall off, yet is easily removed. Safe—non-flammable. Ideal for snowy regions of model railroads. 12 oz. spray can. 1.19

CRAFT MODELS

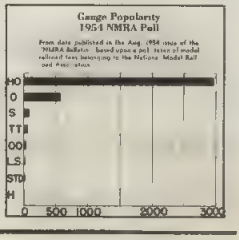
YARD MASTER UNCOUPLING RAMP. For use with NMRA couplers in HO. Positive acting non-shorting plastic with easy mounting, only two inches long. Ducks under low gear boxes and permits free rolling humping. Prevents derailing during uncoupling and is designed to eliminate accidental uncoupling on forward movement .25

PACTRA

HIGH BALL RAILROAD PAINT. Fast drying, perfect adhesion, no lost details and covers in one coat. All the colors needed for a complete model train in an attractive package. .89



Flashing Grade Crossing Signal



310 GONDOLA CARS. Plastic body, die cast metal floor. Complete with couplers and trucks. **Each 2.25**

Pennsylvania — Rock Island
B & O — Texas & Pacific

311 BOX CARS. Die molded car body with working side doors and Ajax brake wheel. Has die cast metal floor for balanced weight and complete underbody fittings. **2.25**

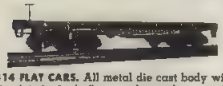
G.M. & O — Western Maryland
Gen American—D.F. — Maine Central
M.K.T. "Katy" — Great Northern

312 STOCK CARS. Molded plastic body with die cast metal floor. Complete with trucks. **2.25**

Atlantic Coast Line — Missouri Pacific
Miss., Kans & Texas

313 REEFERS. Multi-colored lithographed metal sides over sturdy molded bodies. Door hinges and hasps are in embossed relief.

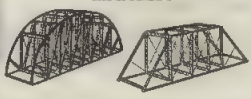
Burlington — Borden — Crazy Crystals



314 FLAT CARS. All metal die cast body with simulated plank floor, stake pockets, trucks and couplers. **1.95**

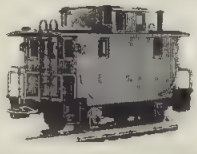
Penn. — U.S. Navy — Santa Fe

MANTUA



BRIDGES. These Mantua bridges have been tested to hold over 20 pounds in the center of the span. Each bridge kit comes with all girders cut to correct lengths and a full size set of plans for construction. All you have to do is solder the parts together

No.	Description	Price
701	Single Track—16-in. span	5.00
702	Double Track—16 in. span	5.50
703	Single Track—21-in. span	5.00
704	Double Track—21-in. span	5.50
705	Single Track—10-in. span	2.00
706	Double Track—10-in. span	2.25

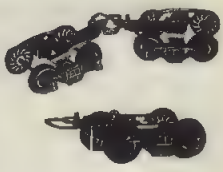


309 4-WHEEL BOBBER CABOOSE. Molded plastic body with one-piece die cast frame, end platforms and steps. Modeled after a Reading prototype. Complete with metal trucks and couplers. **1.95**

305 8-WHEEL CABOOSE. All metal with die cast fittings. Includes trucks and couplers. **3.50**

STREAMLINE CARS. Coach, Combine and baggage car heavy extruded aluminum bodies, pressure molded car ends, formed aluminum floors. Complete with high speed, free swinging passenger trucks with needle point bearings and die-cast side frames. Nylon wheels for insulation. Decals for Milwaukee Road, Baltimore & Ohio, Southern Pacific included.

No.	Description	Price
504	Complete Combine Kit	4.95
505	Complete Coach Kit	4.95
506	Observation Car	3.95
507	Complete Baggage Car	4.95



FRONT POWER TRUCKS. Two precision units for the best in duel power. **9.95**
"A" Unit for #215 Diesel "A" powered
"B" Unit for #216 Diesel "B" powered

34748 TALGO FREIGHT TRUCKS. Eliminate the old problem of short radius curves and small switches. Easy to install, high speed. Steel axles with pivot point bearings, nylon ribbed back wheels for perfect insulation. die cast metal side frames. **1.25**

34721 TENDER TRUCKS. Swing motion Bettendorf, excellent for use on most types of Caboose Cars. **Pair 1.25**

32710 OLD-STYLE 4 WHEEL PASSENGER TRUCKS. These trucks were used on most passenger cars up to the turn of the century Still in use on Work Trains and Service Cars. **Pair 1.15**

24738 FREIGHT TRUCKS. Bettendorf, for all modern types of freight cars, with nylon wheels for perfect insulation. **Pair .75**

34712 CABOOSE TRUCKS. Swing motion Bettendorf, excellent for use on most types of caboose cars. **Pair 1.25**

34748 PASSENGER TALGO TRUCKS. For use on the Streamline Coach. Completely assembled with Mantua automatic couplers and includes mounting screws, nuts, washers and spacers. **Pair 1.95**

24725 TENDER TRUCKS. As used on the General in 1860 and 1870. Suitable for many types of old time equipment. Insulated one side. Beautiful side frame detail, 100% authentic. **Pair 2.50**

764 TENDER TRUCKS. 6-wheel Commonwealth, for use on long haul, heavy duty loco tenders, die-cast frame with unusual assembly features. **Pair 1.65**

OLD TIME PASSENGER CARS. All metal construction. For use with Belle of the Eighties loco. Complete with interior seats, trucks and couplers.

No.	Description	Price
501	Passenger Coach	4.95
502	Baggage Car	4.95
503	Combination Car	4.95

502 — 503 — 501

• OLD AND NEW LOCOMOTIVE KITS FOR HO GAUGE
• COMPLETE HO TRAIN SETS IN KIT FORM

209 SHIFTER LOCOMOTIVE KIT. 0-4-0 switcher with slope back tender Die cast superstructure and tender body, PM-1 motor by Pittman. **15.95**

754 Valve Gear Kit for Shifter. For added realism, gives the wheels that powerful pushing motion found in real steam engines Completely machined and ready to assemble Rods and links of nickel silver. **2.95**

766 Valve Gear Assembled for Shifter **4.95**

213 BOOSTER LOCOMOTIVE KIT. 0-4-0 tank type switcher. Die cast superstructure. 5-pole motor. Valve gear for Shifter will also fit this locomotive. **9.95**

204 ROUND HOUSE GOAT LOCOMOTIVE KIT. 0-4-0 "camelback type switcher with tender. Modeled after the Reading RR prototype. Assembled brass cab. **24.50**

LITTLE SIX LOCOMOTIVE KIT. 0-6-0 tank type switcher. Completely die cast. **12.95**
Valve Gear for Little Six **2.95**

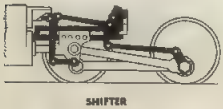
212 PACIFIC LOCOMOTIVE. 4-6-2 passenger and freight loco with die-cast superstructure and tender **24.95**

203 8-BALL MOGUL LOCOMOTIVE KIT. 2-8-0 locomotive of the early 1900's. Now used for heavy switching. Brass boiler, cab. Die cast frame and tender body. **29.50**

208 MIKADO LOCOMOTIVE KIT. 2-8-2 loco used by all railroads for heavy duty long haul freight. Die cast boiler, cab, tender body and frame **27.95**

205 BELLE OF THE EIGHTIES. 4-4-0 American loco and tender. Old time loco with diamond stack Brass constructions, easy to assemble **19.50**

210 THE GENERAL. 4-4-0 American type loco and tender. This is the locomotive that was used during the Civil War. Die-cast construction throughout. **24.95**
4908 Cab weight for General **.75**



SHIFTER
754 Valve Gear Kit

209 SHIFTER LOCOMOTIVE

213 BOOSTER LOCOMOTIVE

203 8-BALL MOGUL LOCOMOTIVE

210 THE GENERAL

204 ROUND HOUSE GOAT LOCOMOTIVE

205 BELLE OF THE EIGHTIES

208 MIKADO LOCOMOTIVE

SHARK NOSE DIESEL. Model of the RF 16 Baldwin-Lima road diesel locomotive. Die-cast construction with new type enclosed power truck.

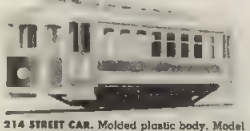
No.	Description	Price
215	Diesel "A" Powered	14.95
216	Diesel "B" Powered	14.95
219	Diesel "B" Dummy	7.95

SHARK NOSE DUMMY UNITS. **9.95**
A Unit

797 DIFFUSED CAR LIGHTING KIT. Instead of extreme brightness at the center over the bulb and end windows dim, DCL by diffusion, casts light of uniform intensity through every window One screw fastens it to the car floor. Two screws connect it for power pick up.

TENDER KITS. Standard tender types as supplied in Mantua locomotive kits.

No.	Description	Price
295	Slope Back	3.95
296	Belle of the Eighties	5.00
297	Mogul type	5.00
298	Slope Back. Reading	5.00
299	Short Haul	6.95
300	Long Haul type, 6-wheel trucks	4.95



214 STREET CAR. Molded plastic body. Model of standard city street car. **8.95**

STREET CAR TRACK.
Connects with standard HO track sections.

No	Description	Price
T-15692	Street Car Track Straight	.60
T-15694	Street Car Track Curved	.75
T-15693	Terminal Section	75

Napolini Accordions—

Finest Quality Imported from Italy

Finest materials combined with highly skilled expert workmanship have produced these beautifully designed quality toned accordions. Fast action and easy to play.

NAPOLINI BABY GRAND ACCORDION

2543MF13500 -Medium size—is a full lightweight accordion. 120 bass—41 treble keys—2 and 4 sets of reeds—2 registers in treble. Attractively designed grille. Keyboard length is 17". Complete with shoulder straps, bass straps and Deluxe Carrying Case. Available in Red and White or Black and White **Please specify color.** Weighs 16¾ lbs. Ship. wt. 40 lbs. **F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $250.00

NAPOLINI MINIATURE ACCORDION

2549MF13500 Superb workmanship and materials. 120 bass -41 treble keys 2 and 4 sets of reeds—2 treble registers Attractively designed grille Keyboard length is 15½" Complete with shoulder straps, bass straps and Deluxe Carrying Case Available in Red and White or Black and White. **Please specify color.** Weighs 14 lbs. Ship. wt 39 lbs. **F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $250.00

NAPOLINI BABY GRAND ACCORDION

2550MF16000 Excellent tone, easy playing, airtight, good volume instrument, perfectly finished throughout. Medium size—is a full light-weight accordion. 120 bass 41 treble keys—2 and 4 sets of reeds—5 registers—3 treble (low tone, high tone, full tone) 2 bass registers. Keyboard: 17". Deluxe Carrying Case, shoulder strap and bass strap Weighs 17¾ lbs. Ship. wt. 40 lbs. Red and White or Black and White **Specify. F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $295.00

NAPOLINI MINIATURE ACCORDION

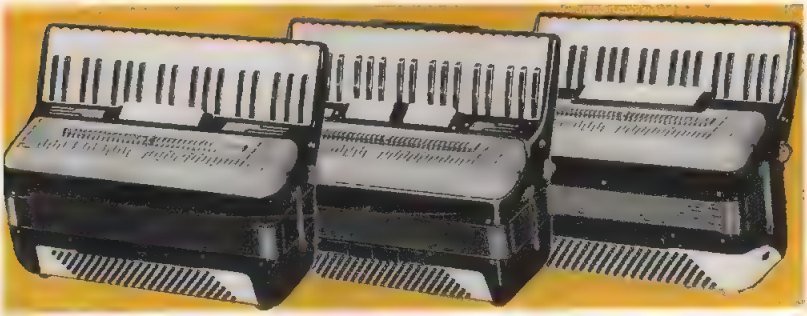
2551MF16000 Designed and built for real service 120 bass -41 treble keys—2 and 4 sets of reeds—5 registers—3 treble 2 bass Attractively designed grille Keyboard: 15½" Includes Deluxe Carrying Case, shoulder strap and bass strap. Weighs 14½ lbs. Ship wt. 39 lbs. **Specify choice of Red and White** or Black and White. **F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $295.00

Student Model

- **12 Bass**
- **25 Treble Keys**
- **2 and 4 Sets of Reeds**

NAPOLINI STUDENT ACCORDION

2552MF4750 Light, compact, easily handled by teenagers or ladies. Has 25 keys, 12 basses 2 sets of hand finished reeds in treble, 4 sets in bass Keyboard· 12½" Available in attractive Pearl finish Red, White or Black. **Please specify color.** Complete with Hard Shell Carrying Case, shoulder strap and bass strap Weighs 7¾ lbs. Ship. wt. 22 lbs. **F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $95.00



NAPOLINI FULL SIZE ACCORDION

2553MF16000—Beauty — Tone Construction. 120 bass accordion—41 treble keys—2 and 4 sets of reeds—3 treble registers including master switch—2 registers in bass. Attractively designed grille. Keyboard· 20¼". Complete with Deluxe Carrying Case, shoulder strap and bass strap. Available in Black and White or Red and White **Please specify color.** Weighs 19¾ lbs. Ship. wt. 43 lbs. **F.O.B. Chicago Warehouse.** **Mfr's. Sugg. Retail $295.00**

NAPOLINI FULL SIZE ACCORDION

2554MF25000 Expertly made full size accordion with 41 treble keys—4 sets of reeds in treble—5 sets in bass—7 treble registers—4 registers in bass and master treble registers—includes piccolo and flute reeds. Keyboard· 20¼". Includes Deluxe Carrying Case, shoulder strap and bass strap Weighs 24 lbs Ship. wt. 43 lbs. Jet Black finish. **F.O.B. Chicago Warehouse.**
Mfr's. Sugg. Retail $500.00

NAPOLINI BABY GRAND ACCORDION

2555MF22500—Medium size—is a full light weight accordion. 120 bass 41 treble keys -3 sets of reeds in the treble, including piccolo reeds and 4 sets of reeds in the bass 7 pre-set treble registers—3 bass registers Keyboard: 18". Complete with Deluxe Carrying Case and straps. Weighs 18½ lbs Ship. wt. 41 lbs. Choice of Red and White or Black and White. **Specify. F.O.B. Chicago Warehouse**
Mfr's. Sugg. Retail $450.00

● 5-Watt Amplifier

2437MF3600—Features include three inputs, heavy duty 8" PM speaker, pilot light, volume and tone controls. Hum-free operation. Case in Brown and Tan fabricoid. Measures 11¾" x 8¾" x 13". U.L. Approved. Ship. Wt. 18 lbs. F.O.B. New York or Chicago warehouses.

Mfr's. Sugg. Retail $67.50

● 17-Watt Amplifier

2438MF7440—The hum free circuit permits individual or simultaneous use of three instruments and one microphone. Variable output from 17 watts to lowest volume without distortion. Features include 4 input, 3 separate volume controls tone control pilot light, heavy duty 12" PM speaker. Brown and Tan fabricoid case. Measures 15" x 8½" x 12". U.L. Approved. Ship Wt. 32 lbs. F.O.B. New York or Chicago warehouses.

Mfr's. Sugg. Retail $139.50

● Contact Microphones For All Musical Instruments

The brilliance of tone made possible with use of these pick ups far excess the power of the instrument alone. F.O.B. New York or Chicago warehouse

2439MF720—Contact Microphone with volume control and 8 foot cord.

Mfr's. Sugg Retail $13.50

2440MF800—Contact Microphone with 8 foot cord and without volume control

Mfr's Sugg Retail $11.75

Ⓒ Kay Electric Guitar

Ⓒ Kay Auditorium Electric

Ⓒ Kay "Thin Twin" Electric

Ⓒ Kay Spanish Electric Guitar with Case

2291MF4036—Solid body Spanish electric guitar of full professional 25½" scale. Body of select hardwood. Oval fingerboard with bone frets and 4 position markers. High fidelity magnetic pick up unit with bright tone and volume controls. Hi Low selector switch. Complete with Case, Neck Cord and brackets without amplifier F.O.B. New York

Mfr's Sugg Retail $72.00

Ⓒ Kay Arched "Cutaway" Guitar with Case

2292MF3400—Master-size cut-away model with 17 wide body. Over all length 42". Fully arched Spruce top and Curly Maple back. Curly maple sides. White celluloid trim. Metal reinforced hard maple neck. Rosewood fingerboard. 3 position markers and professional type frets. White celluloid guard plate and headplate. Adjustable rosewood bridge. Deluxe patent heads with built-in covers. Dark violin brown finish with golden sunburst on top and back. Complete with case. F.O.B. New York Warehouse.

Mfr's. Sugg. Retail **$96.00**

Ⓒ Kay Arched Professional Guitar with Case

2293MF2273—Large master size 42" overall length, arched body, 17" wide. Spruce top, selected Curly Maple back and sides. Steel reinforced 5-ply Maple neck. Celluloid headpiece. Rosewood fingerboard with white binding and black side dots. Heavy frets. Hand sanded and adjusted bone nut. Nickel plated tuning gears. Adjustable rosewood bridge. White celluloid trim and guardplate. Modern Blonde finish hand rubbed and polished. F.O.B. New York Warehouse. Case included.

Mfr's. Sugg. Retail **$111.50**

Ⓒ Kay Super Grand Guitar with Case

2294MF2263—Body 18½" wide, overall length 48¾". Spruce top, laminated Maple back and sides. Fully arched. White celluloid trim. Rosewood fingerboard. Heavy frets. Deluxe patent heads with built in covers. Adjustable Rosewood bridge. Nickel plated tailpiece. White celluloid guardplate. Curly Maple grained back sides and neck. Shaded violin brown finish with large sunburst on top and back. Finish rubbed and polished. F.O.B. New York Warehouse. Case included

Mfr's. Sugg. Retail **$58.00**

Ⓒ Kay Auditorium Size Elec. Guitar with Case

2295MF5569—Super grand auditorium size—17" long, 15¾" wide. Powerful hand made pick up and housed in rosewood feeder with chrome cover. Body has 3 arched spruce top arched maple back and maple sides. White celluloid binding on top and back edges. Oval rosewood fingerboard with 3 position markers. Adjustable bridge. Hand rubbed and polished shaded violin brown finish with golden sunburst on top and back. Complete with Case F.O.B. New York Warehouse.

Mfr's. Sugg. Retail $99.00

Ⓒ Kay "Thin Twin" Spanish Electric Guitar with Case

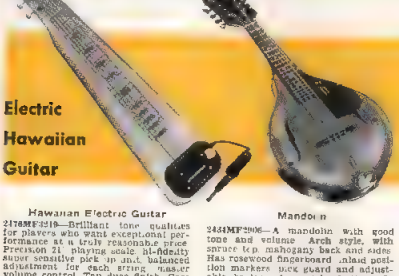
2296MF10098—Twin pick up units with the "Threeway" selector switch. Units mounted in solid bar which is a continuation of the neck. Overall length, 40½. Body is 19¼" long, 14¾" wide at bottom, 10¼" wide at top, 2¾" deep. 23¾" scale. Top and back are of select curly maple with mahogany sides. Top and back edges bound with white and shell celluloid. Celluloid plate on top playing surface. 3 pc. mahogany neck with special truss rod for permanent rigidity. Rosewood fingerboard with mother of pearl position markers. Finest flat wire wound strings. Complete with case F.O.B. New York Warehouse.

Mfr's. Sugg. Retail **$179.50**

Ⓒ Kay Arched Cutaway

Ⓒ Kay Arched Professional

Ⓒ Kay Super Grand



Electric Hawaiian Guitar

Hawaiian Electric Guitar

2178MF2319—Brilliant tone qualities for players who want exceptional performance at a truly reasonable price. Precision 21 playing scale, hi-fidelity super sensitive pick up and balanced adjustment for each string. Master volume control. Tan deco finish. Case to fit.

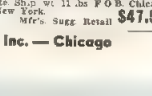
Mfr's. Sugg. Retail $51.50

Mandolin

2434MF2906—A mandolin with good tone and volume. Arch style, with spruce top, mahogany back and sides. Has rosewood fingerboard, inlaid position markers, neck guard and adjustable bridge. Accurately fretted. In compact case.

Sugg Retail $47.50

Traditional Quality



● 4 Tube AC Amplifier

2437MF2969—Clear tone reproduction at low cost. An excellent amplifier that will give years of satisfactory service. Fine tone with heavy duty 8" speaker. Volume control with "on-off" switch. Attractively designed case is covered in heavy grained finish, cathedrette. Ship wt. 11 lbs. F.O.B. Chicago or New York.

Mfr's. Sugg Retail **$47.50**

● 5 Tube AC Amplifier

2477MF2936—A real professional amplifier with heavy duty 10" speaker. Tone and volume control with "on-off" switch. Has two instrument inputs and one microphone input fitting with superb fidelity. Modern styled cabinet is covered in heavy leatherette. Ship wt. 15½ lbs. F.O.B. Chicago or New York.

Mfr's. Sugg. Retail **$99.50**

Guitars, Banjos, & Ukuleles

Harmony Monterey Leader Guitar

2561MF2520—Auditorium size guitar of well seasoned hardwood. Has arched top and back trimmed with white celluloid. Oval shaped fingerboard adjustable bridge. Black celluloid guardplate. Lustrous black polished finish with contrasting reddish highlights. F.O.B. Chicago.
Mfr's. Sugg. Retail $42.00

2562MF675—Case for Guitar
Mfr's. Sugg. Retail $11.25

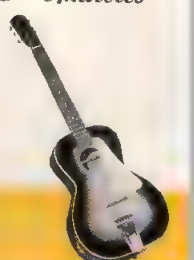
Harmony Baritone Ukulele

2561MF2970 Made of seasoned mahogany, nicely figured wet finished Fingerboard of Brazilian rosewood, with inlaid position markers. Tuning keys are fine quality strings are carefully gauged nylon. F.O.B. Chicago.
Mfr's Sugg Retail $34.50

2564MF650—Case for Ukulele
Mfr's. Sugg Retail $7.00

Kay Spanish Electric Guitar

2565MF3919—Large grand-auditorium size with built-in magnetic pick-up and volume control. All maple laminated crack-proof construction — adjustable bridge — nickel-plated hardware—white edges. In lustrous metallic gold. Complete with case. F.O.B. New York.
Mfr's. Sugg Retail $71.50



Kay Guitar

2474MF1349—Standard size guitar. Fingerboard has 14 frets clear of the body. Square top, maple back and sides. Wide binding on top back edges sound holes. Dark Brown shaded finish with curly maple graining on back, sides and neck. F.O.B. New York.
Mfr's. Sugg Retail $26.95

2475MF590—Case for Guitar
Mfr's. Sugg. Retail $11.10

Electric Guitar

2420MF4469—Solid body electrical guitar in a cutaway style. Carries for magnetic pickup cord. Equipped with special tone and volume controls as well as bass and treble control switch. Attractive modernistic finish. Neck strap. Smart durable case. F.O.B. New York or Chicago
Mfr's. Sugg Retail $71.50

Electric Guitar

2424MF5338 Finely designed with precise acoustical construction construction. Adjustable electric pick up. Super auditorium size body shaded highly polished wood. The tone and volume controls are mounted on top. Bound edges with guard plate, adjustable bridge and inlaid position markers. F.O.B. New York or Chicago.
Mfr's. Sugg Retail $95.00

2429MF750—Case for Guitar
Mfr's. Sugg Retail $12.00

Tenor Banjo

2430MF5313 Has laminated hardwood neck with 20" highly polished resonator. Heavy die-cast flange rim, silver plated. Non-slip pegs and ebony fingerboard with inlaid position markers. In case. F.O.B New York or Chicago.
Mfr's. Sugg Retail $8.00

2431MF5313—5-String Banjo—Challenging to the experimental musician. Features as above. In case
Mfr's. Sugg. Retail $8.00

"Roy Smeck" Ukulele

2566MF750—The stage and record star endorses this as his favorite for playing music. Standard size uke of imported mahogany, accurately made and carefully finished. Brown mahogany sealer finish. Non-slip tuning pegs. Nylon strings. F.O.B. Chicago.
Mfr's. Sugg Retail $12.50

2567MF750—Case for Ukulele
Mfr's. Sugg Retail $4.50

Harmony Amplifier

2575MF4470 Improved circuit for fine guitar response and amplification makes this 4 tube U.L. approved model outstanding. Large handsome program covered cabinet, 17½" wide, 16" high, 9½" deep with modern woven acoustical fabric grill. 2 input jacks, volume tone controls. 8" PM speaker, safety power cord. F.O.B. Chicago.
Mfr's Sugg. Retail $74.50

Harmony Hollywood Colorama Electric Spanish Guitar

2568MF3308 Super Auditorium size. Arched Model. Hardwood construction. Oval shaped fingerboard, adjustable bridge. Practical response magnetic pickup with volume control and 8 ft. cord. Attractive Metallic Gold finish with Black panel.
F.O.B Chicago.
Mfr's Sugg Retail $55.00

2568MF3308—Black finish with Metallic Gold panel $55.00

2570MF750—Case for Guitar
$13.00

Harmony Auditorium Guitar

2571MF1920 Arched top and back, arch with F-holes in a pleasing brown mahogany shaded and lightly finished. White striped edges. Ovalled hard maple fingerboard grained to resemble rosewood. Celluloid guardplate on bracket adjustable bridge. F.O.B. Chicago.
Mfr's. Sugg Retail $22.00

2572MF675—Case for Guitar
Mfr's. Sugg Retail $11.25

Harmony Grand Concert Guitar

2573MF2530—Mahogany arched or flat model. Back and sides of selected quality mahogany top of resonant spruce. Dark natural color eggshell, semi-gloss finish. Oval rosewood fingerboard. "Pyramid" type bridge with bone saddle. Hardwood neck. Shell celluloid guardplate. Excellent tone quality. F.O.B. Chicago.
Mfr's. Sugg Retail $37.50

2574MF2530 "Ukulele Harmony Grand Concert Guitar $37.50

2573MF650—Case for Guitar $7.50

Harmony Stella Guitar

2575MF1060 — Mahogany shaded finish—with striping on top edge and soundhole. Birch construction. Hardwood neck. Hard maple fingerboard rosewood stained accurately fretted. F.O.B Chicago.
Mfr's. Sugg Retail $21.00

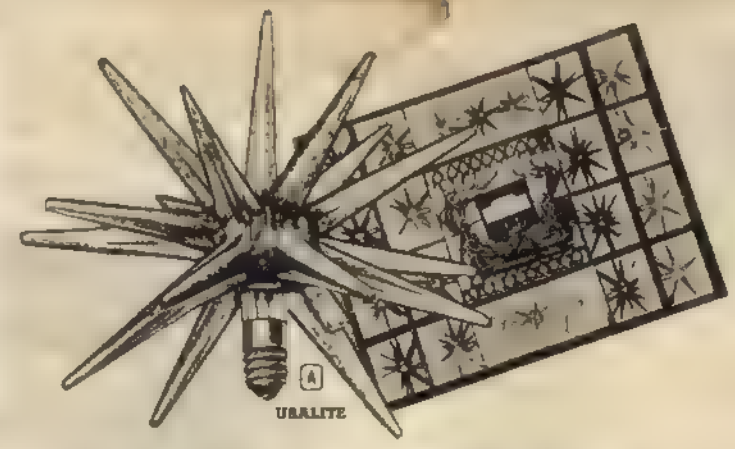
2576MF1260 — ¾ Size Harmony Stella Guitar . $21.00

2572MF650—Case for . . .

2575MF1260 and 2576MF1260 $7.50

2577MF1260 — Stella Tenor Guitar 4 string $21.00

2578MF650—Case for Tenor Guitar $7.50



Gay Trimmings Add Holiday Glitter

Lights that t-w-i-n-k-l-e like stars—make your home the center of attraction year after year! Each bulb flashes on and off automatically. Each bulb works independently—when one burns out, others on string continue to work. These sets are completely safe because each bulb makes a positive contact and all wires are fully insulated. All UL approved.

A TWINKLING STARS OF BETHLEHEM

Magnificent new 20-light set! 4½" silver-speckled colored stars twinkle on and off independently. If one goes out—others stay lit. Fascinating color captivates everyone. Spring clips attach lights firmly to tree. 20 long-burning 6-volt indoor lights in black holders, green plastic wire. Set includes transformer, two extra fuses, two extra twinkle stars, and three extra twinkle bulbs. Designed for indoor use. 110-120 volts AC only.

89-2373 A 1265—Set. Wt. 4 lbs.....**$16.98**

B 7-LIGHT "LAWN-LITE" SET

New weatherproof lights make your lawn sparkle with holiday brilliance! Use along walk, bushes, fences, and around the house—adds a distinctive and festive touch to your home! White-tipped red and green chip-proof plastic-covered canes—23-in. tall. Independent-burning C-9½ G-E bulbs in assorted colors. Sturdy galvanized steel holders have 3-prong forked construction—won't twist or turn. Completely weatherproof. 18 in. between canes. Multiple wired. Equipped with plug, add-on connector and 6-ft. lead cord. 110-120 volts, AC-DC.

89-1044 A 560—Set. Wt. 5 lbs.....**$8.49**

C 15-LIGHT OUTDOOR TWINKLE SET

Designed for striking yard decoration. Each bulb "blinks" on and off independently—built-in flashers. New, clear sparkling D27 G-E bulbs in assorted colors—burn independently. Safety socket with attached clips. Spring contacts keep lamps tight. Rubber washers. Plastic-coated wire. 18 in. between lamps. 3-ft. lead cord. Add-on plug and add-on connector. 110-120 volts, AC-DC.

89-1168 A 560—Set. Wt. 2 lbs..... **$8.00**

As above, but 7-light twinkle set.

89-1184 A 280—Set. Wt. 1 lb.....**$4.00**

D 15-LIGHT INDOOR TWINKLE SET

Add a magic touch to your tree—twinkling star-like effect. New, clear sparkling Westinghouse FL-7½ bulbs flash "on and off" separately. Burn independently—if one goes off, others stay lit. 18-in. spacing between lamps. Permanently attached clips for easy hanging. Approved plastic-coated wire. 3-ft. lead cord. Equipped with add-on plug and add-on connector. 110-120 volts, AC-DC.

89-1143 A 420—Set. Wt. 1½ lbs.....**$6.00**

As above, but 7-light twinkle set.

89-1150 A 203—Set. Wt. 1 lb.....**$2.90**

E 20-LIGHT TWINK-LITE SET—FOR INDOOR USE

Flashing lights add magic to your Christmas tree, crib, or window display. Tiny 6-volt clear white bulbs twinkle individually like stars—enchanting sparkle for your holiday scene. Wonderful to add brilliance to a wreath! Clear tubular miniature-base lamps with built-in flashers. Multiple-wired—if one bulb goes out, the rest stay lit. Safety fuse holder protects transformer. 5½-ft. cord to transformer. With 5 extra bulbs—two extra fuses included. 110-120 volts, AC only.

89-2281 A 700—Set. Wt. 3 lbs..... **$10.49**

Twink-lite set as above, but fitted with 20 multi-colored bulbs plus 5 extras.

89-1127 A 700—Set. Wt. 3 lbs.....**$10.49**

G 20-LIGHT SPARKLE SET

Really different! 20 tiny multi-colored lights shine gaily—add a touch of fairyland wherever they are used! For Christmas trees and all other festive decorating. Straight line construction with 20 clear, sparkling G-3½ lamps—6-8 volt miniature-base lamps. Continuous burning feature - when one goes out, the rest stay lit. Attached clips make tree trimming easier, safer—hold bulbs in place. White plastic-coated wire and white sockets. Has 30-in. lead cord with add-on plug. 110-120 volts, AC-DC.

89-1135 A 280—Set. Wt. 1 lb. **$4.00**

H TINY STAR-LIKE LIGHTS

Enchantment from Italy! Tiny stars to shine on your Christmas tree—pinpoints of light lend a fairyland touch to decorations. Delight children and grown-ups. Forty ½ in. miniature bulbs in assorted colors on a 60-ft. string—long enough to decorate your tree. Lovely miniatures with all the safety features of bigger bulbs. Bulbs won't overheat. Independent burning—when one goes out, the rest continue to burn. Safety-approved green plastic-covered cord—blends with tree. 110-120 volts, AC-DC.

90-1157 A 385—Set. Wt. 1 lb. **$5.98**

TREE-TOP ANGEL-LITE

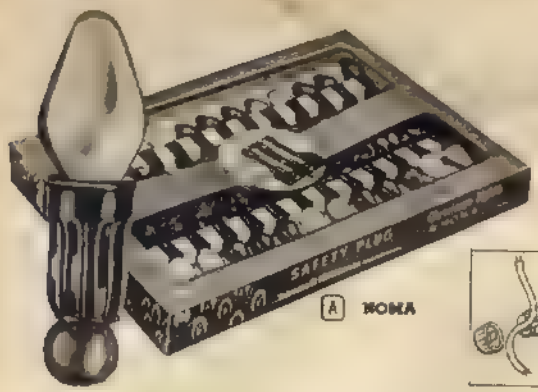
Designed to take the place of honor atop your Christmas tree. Angel with wand is molded of durable plastic. C-7½ candelabra base multiple type lamp. Illuminates translucent plastic dress, wand and amber halo. Molded silver-color wings match trim on dress. 7-ft. lead cord with add-on plug. Angel measures 7 in. high.

89-1218 A 126—Wt. 1 lb. **$1.80**

"MAKE-IT-SNOW"

Push the button and snow flakes turn your tree and Christmas decorations into a winter wonderland. Use magic snow flakes for spraying trees, gift packages, windows, mirrors, wreaths, ornaments. Flakes won't fall off. Thoroughly tested, safe, easy to use. Shipping wt. 1 lb.

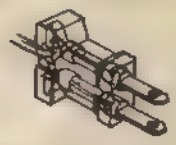
90-1815 A 65—White. Retail **98c**
90-1801 A 65—Blue. Retail **98c**
90-1827 A 65—Pink. Retail **98c**



A NOMA

Ad A-lite — place lights anywhere on cord with turn lock sockets

B NOMA



Noma safety plug for positive protection in the event of a short circuit. Replaceable fuses prevent overloading.

Christmas Tree Lights and Stands

Indoor and outdoor light sets that burn steadily and safely. All sizes for all decorating purposes. Bulbs burn independently—when one goes out, others stay on. All wires are fully enclosed and insulated—safe, positive contacts. Designed to make tree trimming easier—and to make the Yuletide season brighter. All UL approved with American bulbs. 110-120 volts, AC-DC.

C NOMA

A NOMA C-7½ INDOOR LIGHT SETS

Decorate your Christmas tree this year with safe, dependable Noma lights! Each bulb burns independently. Candelabra-base, berry beads hold lights in place. Straight-line construction, add-on connector. Designed for safety and long-lasting service. Safety fuse plug prevents circuit overloading. Extra fuse is included.

String of 25 assorted-color bulbs.
89-1754 A 700—Set. Wt. 2 lbs.....**$10.90**

String of 15 assorted-color bulbs.
89-1267 A 525—Set. Wt. 1½ lbs....**$7.50**

String of 7 assorted-color bulbs.
89-1747 A 189—Set. Wt. 1 lb.....**$2.70**

B NOMA C-7½ AD-A-LITE SET

Place lights on cord wherever you want them. Simple turn-lock sockets. Weatherproof—use this set indoors or out! C-7½ bulbs with candelabra base, clips for attaching to tree. Cord with add-on connector, safety fuse plug, and extra fuse.

String of 15 assorted-color bulbs.
89-1226 A 525—Set. Wt. 1½ lbs....**$7.50**

C NOMA C-9½ OUTDOOR LIGHT SETS

For outdoor decorations. Completely weatherproof. Large No. C-9½ bulbs burn independently. Straight-line construction—sockets spaced 18 in. apart. Cord equipped with add-on connector and safety fuse plug. Replacement fuse included. Durably made for years of use.

String of 25 assorted-color bulbs.
89-1770 A 875—Set. Wt. 3 lbs .**$12.50**

String of 15 assorted-color bulbs.
89-1762 A 525—Set. Wt. 2 lbs **$7.50**

D USALITE C-7½ INDOOR SETS

Beautiful colored indoor tree lights. Each burns independently. Each light has candelabra base—spring clip holds bulb firmly on branch. Multiple straight-line construction with add-on plug.

String of 25 assorted-color G-E bulbs.
89-1093 A 600—Set. Wt. 2 lbs . .**$9.98**

String of 15 assorted-color G-E bulbs.
89-1069 A 365—Set. Wt. 1½ lbs....**$5.49**

String of 7 assorted-color G-E bulbs.
89-1051 A 160—Set. Wt. 1 lb.....**$2.39**

D USALITE

E USALITE

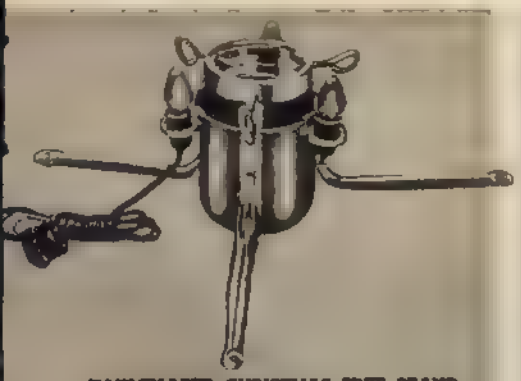
E USALITE C-9½ OUTDOOR LIGHT SETS—COMPLETELY WEATHERPROOF

For outdoor use. Flame-shaped G-E bulbs are colored on the inside—won't fade. Rubber washers keep moisture out. Each light burns independently. Intermediate bases — spring clips attach easily to bushes or trees. Multiple straight-line construction—if one goes out, others stay lit. Equipped with convenient add-on plug.

String of 25 assorted-color bulbs.
89-1101 A 792—Set. Wt. 3½ lbs...**$11.98**

String of 15 assorted-color bulbs.
89-1085 A 480—Set. Wt. 2 lbs.....**$7.19**

String of 7 assorted-color bulbs.
89-1077 A 225—Set. Wt. 1 lb ..**$3.39**



ILLUMINATED CHRISTMAS TREE STAND

A colorful decoration in itself. Christmas tree stand with three C-7½ bulbs in assorted colors lights your tree from the bottom. Three sturdy screws hold tree securely in base. Water well helps keep tree fresh and green. Three chrome plated legs tree stands firm, won't wobble. Sturdy metal construction—designed to last a lifetime. With 6 ft. lead cord and add-on plug for Christmas tree lights. 19 in. diameter overall. Stand 6 in. high.

89-1192 A 199—Shpg. wt. 2 lbs ..Retail. **$2.98**

Suction cup attaches stand to ceiling—no tools needed!

TREE CEILING STAND

Completely revolutionary. Safe, simple, secure. Christmas tree stand by Wonder-Wand holds tree from the top—no bottom stand needed. Tree positively cannot tip! Perfect for homes with small children. Attaches in seconds—no tools needed. Special non-marring suction cup grips ceiling—spring-loaded rod causes downward pressure on the tree—keeps it firmly in place. Rod secures to tree top with two flexible steel straps. Set includes two 26-in. rustproof metal rods, spring steel straps, suction cup ceiling star. Does not interfere with top ornament. Shpg. wt. ½ lb.

90-1884 A 199—Set. Retail **$2.98**

G H G-E MAZDA

G INDOOR C-7½ BULBS

A bright assortment of replacement bulbs for indoor use. Candelabra-base multiple bulb. Weatherproof, non-fading colors, scratchproof. 5 assorted colors in a package of 20 bulbs—enough for several holiday seasons. Shpg. wt. ½ lb.

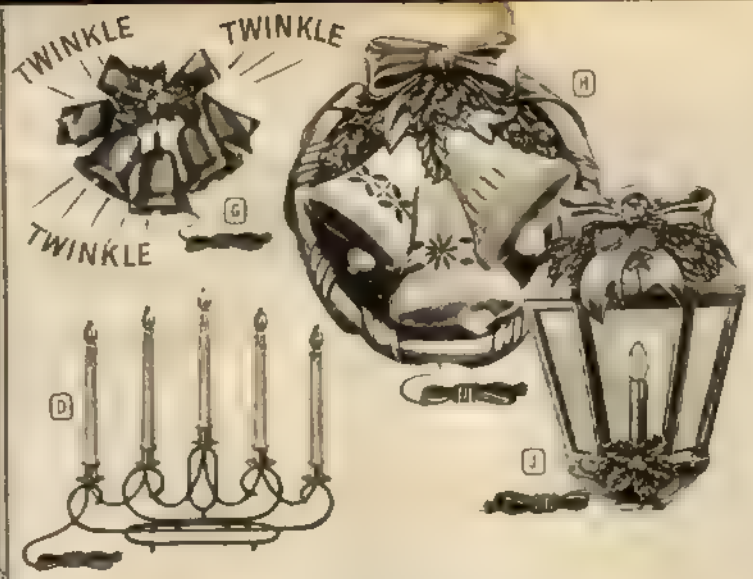
89-2323 A 210—Box of 20.. **$3.00**

H OUTDOOR C-9½ BULBS

Bright lights in bright colors—big-size replacement bulbs for outdoor use. 10-watt intermediate bases. Flame shaped bulbs are color-coated on the inside—finish is protected from scratching, stands up in any weather. Long-burning. Five colors to a package of 20 bulbs. Shpg. wt. ½ lb.

89-2331 A 267—Box of 20...**$3.80**

Add holiday gaiety to your fireplace with super-size toy-filled Christmas stockings. page 690.



Illuminated Displays

Holiday Decorations for Indoors or Out

[A] GLOLITE BETHLEHEM STAR

A lovely Christmas decoration to add holiday charm to your home. Extra large Star of Bethlehem measures 29 in. high—can be seen from a great distance. Fully illuminated throughout for glowing beauty. Colorful outdoor star is durably constructed of heavy gauge vinylite—designed to last for holiday use season after season. Completely weatherproof—perfectly safe for use outdoors. Comes complete with lamp, long cord, and plug—ready to use! 110-120 v. AC-DC

89-1804 A 332—Wt. 4 lbs . . . **$4.98**

[B] NOMA 17-LIGHT TREE

Deluxe decoration for Christmas cheer! Glowing tree of flameproof visco pine. Translucent plastic star on top, 17 assorted C-6 color lamps. Metal frame. 4-ft. cord, add-on plug. 28 in. high. 6 lbs.

89-1036 W 1167—Green . . . **$17.50**
89-2398 W 1167—White . . . **$17.50**

Same construction as above, but 15½ in. high, has 9 lights. 3½ lbs.

89-1838 A 533—Green **$8.00**
89-1846 A 533—White **$8.00**

[C] NOMA BUBBLE-LITE TREE

So holiday-bright and beautiful! Green flameproof visco pine, metal frame. 21 assorted-color bubble-lites. Adaptable for C-6, and No. 420 lamps. Comes with 4-ft. cord, add-on plug. 36½ inches high.

89-1119 W 1800—9½ lbs . . **$27.00**

Same construction as above, but 29½ in. high, has 17 lights.

89-2174 A 1400—Wt. 7 lbs. **$21.00**

Same construction as above, but 18 in. high, has 9 lights.

89-2186 A 733—Wt. 4 lbs . . **$11.00**

[D] USALITE CANDOLIER

For table or mantel. Lustrous molded "drip" candles set into highly lacquered brass-finished candle holders and drip plates, mounted on modern wrought iron base in rich black finish. Illuminated by five C-7½ 120 volt lamps. With cord and plug. 14¼" high, 15½" wide.

89-1811 A 413—Wt. 2 lbs . . . **$6.19**

As above, but 3-lite candolier.

89-1929 A 280—Wt. 1½ lbs. **$4.19**

As above, but 2-lite candolier.

89-1937 A 213—Wt. 1 lb. . . . **$3.19**

[E] CHRISTMAS FIREPLACE

All the children can hang their stockings on this realistic fireplace. Red "bricks," black-and-white mantel. Flasher light simulates fire glow. Realistic logs, andirons, and coal scuttle. Printed tongs, poker and shovel. Made of sturdy fiberboard. 39 x 10¾ x 38¼ in. high.

89-1887 W 265—Wt. 5 lbs . . **$3.98**

[F] TWINKLING BELL CLUSTER

By Noma—for door or window! 3 red 5-in. plastic bells twinkle with flasher lamps. Red ribbon bow decorated with metallic green holly and silver poinsettia. Fully weatherproof. 3-ft. cord, add-on plug.

89-1853 A 210—Wt. 2 lbs. . . . **$3.00**

[G] USALITE BELL CLUSTER

Golden-bronze colored bells in green-bronze ring wound with red ribbon. Bordered with holly leaves and berries. Molded in vinyl plastic. Entire cluster glows! With two G-E C-7½ indoor-type lamps, cord and extension plug. 17 x 18½ in.

89-2257 A 233—Wt. 2 lbs. . . . **$3.49**

[H] OLD ENGLISH LANTERN

A Usalite holiday decoration to add a cheerful note to your home at Christmas. Quaint Old English Lantern designed to capture "old-fashioned" Christmas charm. Use it anywhere in your home—completely weatherproof so it's perfectly safe for outdoor use, too. Lantern has a lovely copper-tone frame. Bright red ribbon, berries, pine cones, and holly decorate top of lantern—all in weatherproof vinyl plastic. Clear vinyl plastic panes let the "candle" light shine through. "Candle" is C-9½ lamp—laminated foil back diffuses light. Comes complete with lead cord and extension plug. A bright Christmas display indoors or out. Especially effective in pairs. 12 x 3¾ x 19 in. high.

89-2372 A 266—Wt. 1½ lbs **$3.98**

[K] ILLUMINATED SANTA CLAUS BY NOMA

Here comes Santa Claus with a pack over his shoulder, a rocking horse under his arm! Sturdy vinylite plastic—completely weatherproof. Three-dimensional design. Lights up on 60-watt bulb (included). Ground stake for standing on lawn or terrace. With 4-ft. cord, add-on plug.

89-2348 W 867—40 in. high. Shpg. wt. 11 lbs. **$13.00**
89-1912 A 333—26 in. high. Shpg. wt. 4 lbs. **$8.00**

[L] ILLUMINATED SANTA AND REINDEER BY NOMA

Here's a jolly traditional-type Santa Claus to ride over your roof or across your lawn during the holiday season. His gay reindeer prance merrily ahead of sleigh. Set fully equipped for mounting or hanging. Sturdy vinylite plastic—completely weatherproof, fully illuminated. Sleigh 33 in., reindeer 32 in. Each unit with cord, add-on plug, 60-watt bulb.

89-1878 W 1287—Set. Shpg. wt. 15 lbs. . . . . Retail **$18.00**
89-1010 W 533—Additional Reindeer. Wt. 7 lbs. **$8.00**

All units on page operate on standard current—110-120 volts, AC-DC.

Royal "Quiet Deluxe" in Color

Normandy Green, Dove Gray, Tropical Blue

ROYAL "QUIET DELUXE." Features include the exclusive "Touch Control" with which the touch of the keys can be tailored to every member of the family. The new speed selector enables the operator to adjust the speed of the carriage to typing needs by simply turning the selector knob. Both right and left hand margins set instantly, easily, automatically with the amazing "Magic" Margin. Newly devised line meter tells how many lines there are left when you are typing near the bottom of the page. Royal's visible tab stops are made instantly accessible by simply setting margin desired and pressing tab key.

Color Pastels in Quiet Deluxe

In Tropical Blue, Dove Gray, or Normandy Green velvetone finish. Portable comes in a highly styled fibreglas carrying case that is lightweight and durable. Wt. 21 lbs

33-12758-9465	Pica Type. Dove Gray	122.93
33-12782-9465	Elite Type. Dove Gray	122.93
33-12816-9570	Pica Type. Tropical Blue	124.75
33-12824-9570	Elite Type. Tropical Blue	124.75
33-12832-9570	Pica Type. Normandy Green	124.75
33-12840-9570	Elite Type. Normandy Green	124.75

ROYAL
"Quiet Deluxe"

New Speed Selector Sets Typing Speed

Royal Portable Features

The world's largest manufacturer of typewriters! The highest degree of precision workmanship goes into all Royal typewriters. *Portable features are:

"Magic" Margin—position carriage, press "Magic" Margin button and margin is set. "Touch Control"—enables every member of the family to tailor the touch to suit themselves. †Full Size Keyboard—exact in size, slope, dimensions as the standard office machine. Push Button Top—press button, top plate is raised automatically. Automatic Paper Lock—3-position paper lock assures clean, clear typewritten work. Fibreglas Carrying Case—lightweight and durable.

(Not on Companion model.) †(Incld. on Companion.)

ROYAL
"Aristocrat"

ROYAL "ARISTOCRAT." Precision built with the same craftsmanship and many of the features that go into the Royal Quiet Deluxe. Full size office keyboard is exact in size, slope and dimensions as Royal's standard machine making it ideal for students, authors, etc.

Features are: Push button top—press the button, top plate is raised automatically. Easy access to "Touch Control," ribbon changing, etc. Paper lock scale—visible when paper is in machine, giving operator easy reference to scale for tabulating, spacing and centering. Automatic paper lock—3-position paper lock assures clean, clear typewritten work, holds paper firmly against platen.

Rugged Dove Gray velvetone finish. With a sleek contour shaped carrying case. Clips inside the top of the case hold paper, envelopes. Wt. 20 lbs.

33-12766-8819	Pica Type.	Retail	111.23
33-12790-8819	Elite Type	Retail	111.23

ROYAL "SENIOR COMPANION." The entire family will use this handsomely styled, budget-priced portable for school, business, etc. Designed with the same fine craftsmanship that goes into the Royal Deluxe.

Features: Full size office keyboard with finger flow keys, 8½" writing line. Card and writing line scale—use to align new characters with work or ruled lines already on the page or card. Automatic ribbon reverse and rapid ribbon changer—holds ribbon at printing point and facilitates the changing of ribbon. Line finder, line space selector. Paper table—swings back permits setting both left and right hand margin stops.

Handsome Dove Gray velvetone finish. Plywood carrying case with leatherette covering. Operating instructions are also included. Wt. 16 lbs.

33-12774-7125	Pica Type	Retail	89.95
33-12808-7125	Elite Type	Retail	89.95

ROYAL
"Senior Companion"

"Royal Portable Typewriters" are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.

THE ROYAL SCOTT 40 Unconditionally.. the finest outboard ever produced. Complete new electrical system.

Loewy design! New choice of colors!

THE ROYAL SCOTT in its own incomparable way tells you here is everything you could ask for in an outboard—and more! Sleek styling gives it the look of tomorrow; the rich Sand Dune Gold color and engraved owner's nameplate add a deft touch of distinction

Inspired engineering brings you matchless performance. You enjoy the convenience of exclusive turn-key starting, with electric fuel pump and a powerful 12-volt electrical system complete with built-in generator. You get all the other great "Super 40" features, too, including Bail-a-matic power trolling!

SEE THEM NOW! Look up your nearest Scott-Atwater dealer in the telephone book Yellow Pages. Let him show you the whole wonderful line of Scott-Atwater motors—from 3.6 to full 40 hp. Prices start at $121.55, F.O.B., factory list price subject to change without notice

Ask your dealer about a demonstration ride, about liberal trade-ins and the exclusive "Year-to-Pay" Plan that makes it so easy to own a pace-setting Scott-Atwater for years of boating fun! For free, beautifully-illustrated booklet with full details: write Scott-Atwater Mfg. Co., Minneapolis 13, Minn., Dept MB-17.

ATWATER

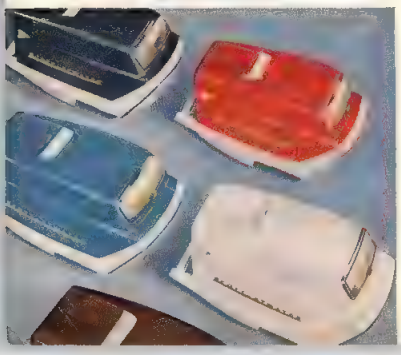
PERFORMANCE

A DIVISION OF McCULLOCH MOTORS CORPORATION

THE SUPER 40 Custom styled by Raymond Loewy around the bold new Scott-Atwater 40 hp power plant.

New 40 horsepower! New Raymond

FIVE NEW GLAMOUR COLORS! Match or accent your boat colors with your new Scott-Atwater! Choose from Seagull White, Yachtsman Gray, Aqua Blue, Fleet Red, Mahogany Brown. (Royal Scott in exclusive Sand Dune Gold only.)



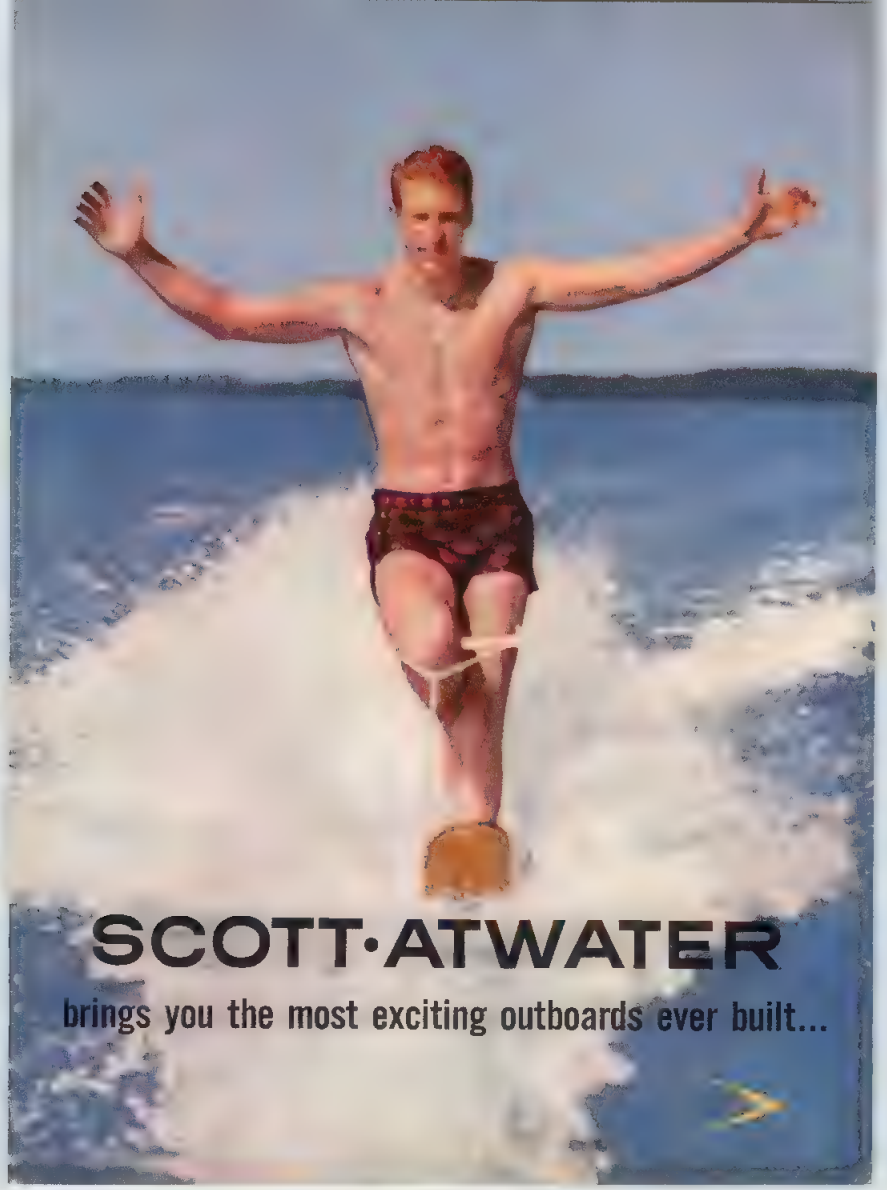
BREAK AWAY from the past and see what's new in outboards! These exciting Scott-Atwaters combine trigger-fast power and quiet, confident performance with spectacular new beauty:

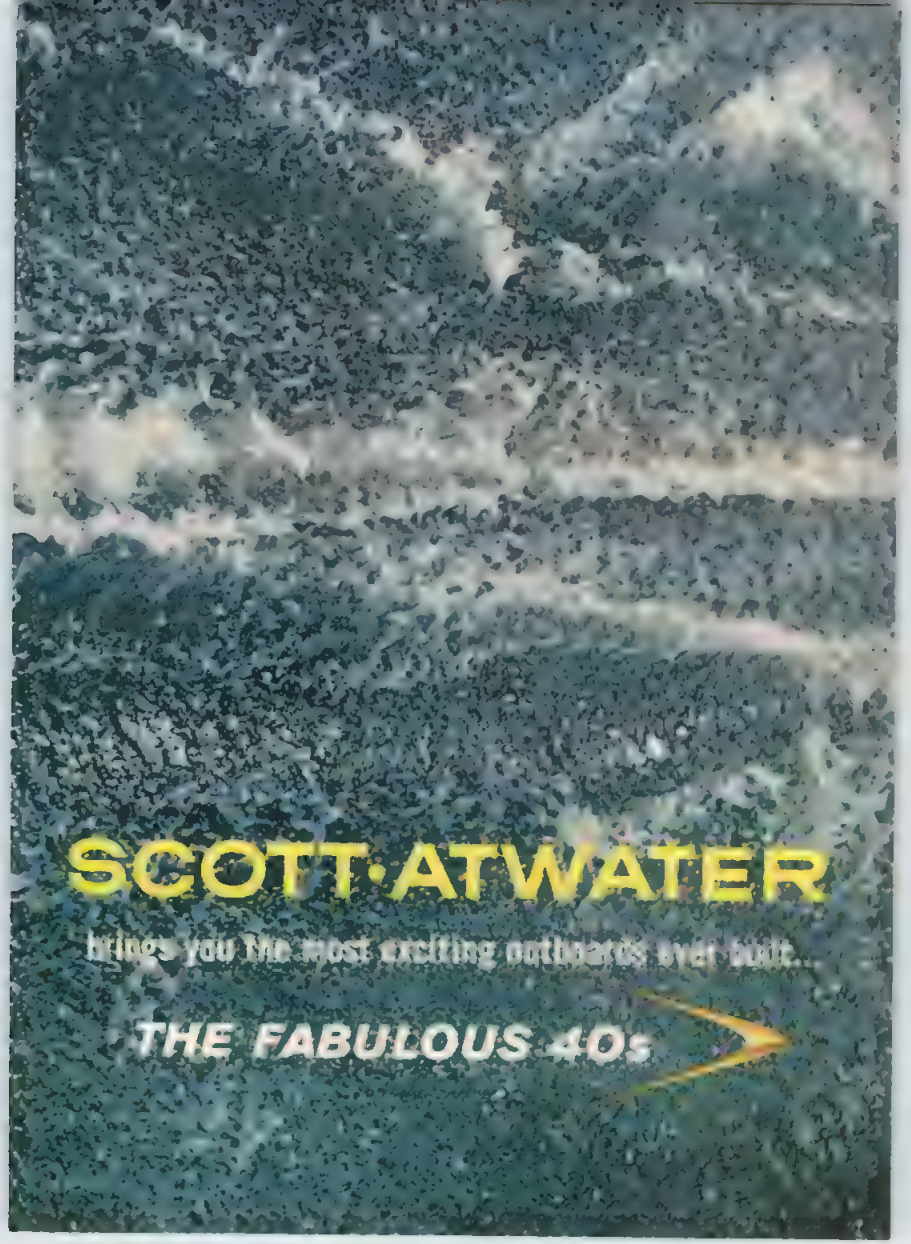
THE SUPER 40 is powered for getaway action on heavier cruisers, flying speeds with water skiers in tow. It works its wonders with a soft-spoken smoothness you have to experience to believe. Beneath its handsome new fiberglass hood lie a host of important engineering improvements: a new air-intake silencer, electric starter and built-in generator, new two-stage fuel pump, new exclusive Economizer carburetor that cuts fuel consumption up to 34%!

SCOTT·

...pace-setting

SCOTT-ATWATER MANUFACTURING COMPANY


SCOTT·ATWATER
brings you the most exciting outboards ever built...


SCOTT·ATWATER
brings you the most exciting outboards ever built...
THE FABULOUS 40s

THE ROYAL SCOTT 40 Unconditionally...the finest outboard ever produced. Complete new electrical system.

Loewy design! New choice of colors!

FREE DEMONSTRATION RIDE. Go and see your Scott-Atwater dealer! Look for his name in the phone book under "Outboard Motors." He'll show you the complete line of nine new Scott-Atwaters from 3.6 to 40 hp—each an outstanding motor in its class. He'll also be glad to arrange for you an exciting on-the-water demonstration of Scott-Atwater's pace-setting performance—including the famous Bail-a-matic power bailing. Buy a Scott-Atwater and you're set for years of boating fun!

CONVENIENT PAYMENT PLAN offered by your Scott-Atwater dealer lets you pay for your new motor in easy monthly installments. Liberal trade-in allowance on your old motor, too. See for yourself how easy it is to own a new Scott-Atwater! The Royal Scott is $675.00; the Super 40 is $599.50; other models as low as $119.50. Prices FOB factory, subject to change without notice. Write for free, beautifully illustrated booklet: Scott-Atwater Mfg. Co., Minneapolis 13, Minn., DEPT. Y-17.

ATWATER
PERFORMANCE

McCULLOCH

A DIVISION OF McCULLOCH MOTORS CORPORATION

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New 40 horsepower! New Raymond

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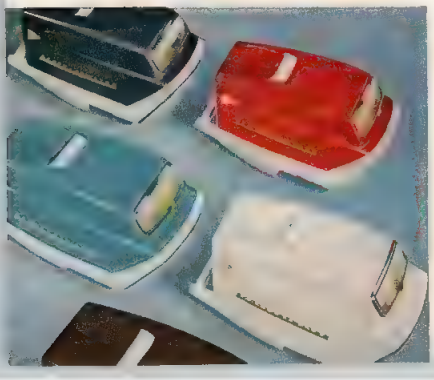

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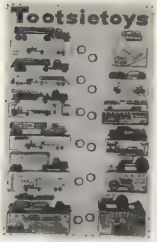
SCOTT·

...pace-setting

SCOTT-ATWATER MANUFACTURING COMPANY

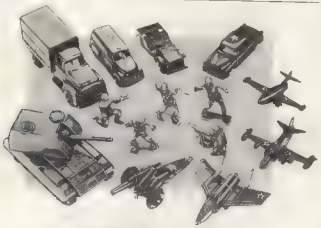
TOOTSIETOY ASSORTMENTS



TOOTSIETOY PEGBOARD PROFITMAKER

A salesman that works every minute of the day. Keeps Gift Boxed Tootsietoys moving out fast. Initial assortment consists of 6 each of 12 Tootsietoys in the popular 69c, 79c, 89c and 98c price bracket . . . PLUS 6 extra toys at No-Charge to offset the cost of the display.

6T4830 . . . . . Total List $69.67 . . . . . .546005 Asst.



TOOTSIETOY COMBAT SET

15-piece set—ready to go into battle. Contains scale model 155mm self-propelled howitzer, 5¼" long, 2½" high, turret revolves; real life caterpillar; scale model 155mm cannon 5" long, 1¾" high that really shoots, rolls on large life-size rubber tires. Three (3) jet planes 4" long; convoy truck with removable top 6" long, 1½" high; ambulance 4" long; officer's car 4" long; jeep 3¾" long; six (6) polyethylene soldiers 2½" high. All finished in O.D. high gloss enamel. Pk. 12 ea.

6T4838 . . . . . List $3.98 32607 Ea.

TOOTSIETOYS RACK ASSORTMENT

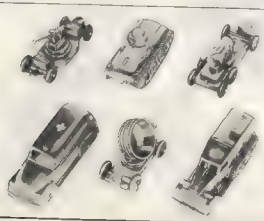
Each individually packaged toy is easily seen through the clear polyethylene bags. They sell on sight, bringing you faster, bigger profits. Colorful headers and a convenient display rack holding 72 pieces make it easier than ever to sell America's finest all-metal, die cast toys. Find out how Tootsietoy's modern merchandising can help you sell. Pk. 1 deal.

6T4828 . . . . . Total List $39.48 . . . . . .326337 Deal

TOOTSIETOY LAND AND AIR SET

Real action set composed of army jeep 3¾" long; two (2) jet planes 4" long; six (6) wheeled cannon 4¼" long, 2¼" high; four (4) wheeled cannon 4" long, 2" high; tank 3½" long, 2" high; Red Cross ambulance 4" long; revolving searchlight 2½" high. All die cast metal finished in O.D. high gloss enamel. Pk. 1 dz.

6T4839 . . . . . List $1.98 . . . . . 216008 Dz.

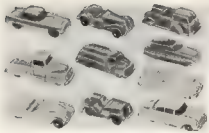


TOOTSIETOY ARMY ASSORTMENT

12-pc.: Tank 3½" long, 2" high; half track 4¼" long, 1½" high; six (6) wheeled cannon 4¼" long, 2¼" high; four (4) wheeled cannon 4" long, 2" high; ambulance 4" long, and searchlight 2½" high. All die cast metal finished in O.D. high gloss enamel. Pk. 1 dz. N.B.

6T4841 . . . . . List 25c . . . . . 32007 Dz.

tootsietoy



TOOTSIETOY CAR AND TRUCK ASSORTMENT

A wide assortment of the latest models in popular pocket size miniatures. A real volume number, always popular. Two European sports cars included in this fine assortment of ten different styles in assorted colors. Size: 3⅛" long, 1⅞" wide. 3 each of 8 different kinds to the box of two dozen. Pk. 2 dz. N.B.

6T4800 ..... List 15c 21179 Dz.

TOOTSIETOY TOW TRUCK

There's real excitement for the youngsters when they play like they've had car trouble with the other TOOTSIETOYS in their collection and have to haul them in their TOOTSIETOY Tow Truck. The swivel-tow hook feature adds enjoyment because the kids can hook-up to any TOOTSIETOY from the rear or either side of the Tow Truck. It's another famous TOOTSIETOY that lasts and lasts and lasts. And it's "Rol-Ezy" constructed with dual rubber wheels. Size . . . . Overall length including swivel hook 5⅝"; width 1¾"; cab height 2". Pk. 1 dz. N.B.

6T4803 List 39c 43106 Dz.

TOOTSIETOY TRACTOR WITH SCOOP

This new Ford tractor with Scoop will bring hours of enjoyment to the child year 'round. Movable scoop that operates just like the real thing. Overall length 7½". Boxed. Pk. 3 dz.

6T4806 ....List 98c .....87602 Dz.

TOOTSIETOY OIL TANKER

This realistically designed trailer and cab will deliver the goods in volume sales. Overall size 9" long. Pk. 3 dz.

6T4816 .... List 79c 65909 Dz.

TOOTSIETOY JUMBO ASSORTMENT

An exceptional array with the important TOOTSIETOY design, color and detail. This deluxe assortment consists of Mack Truck, Cadillac Sedan, Chrysler Regent, Buick experimental Sportster, Packard and Buick Station Wagon. Assorted two tone colors. Size . . . Approximately 6" long, 1¾" high, 1¾" wide. 2 of each style to a box of 1 dozen. Pk. 1 dz. N.B.

6T4801 .. ... List 35c 32287 Dz.

TOOTSIETOY AUTO TRANSPORT

Double deck auto carrier loaded with four of the high styled TOOTSIETOY cars. Carrier unhooks from cab. "Rol-Ezy" construction. Rubber wheels. Overall length 9¾". Boxed. Pk. 3 dz.

6T4804 .... .List 98c 87602 Dz.

TOOTSIETOY VAN

A complete unit ready for many miles of childhood entertainment. Authentically designed with doors that open and removable top. Overall length 9½". Boxed. Pk. 3 dz.

6T4807 ..... List 98c 87602 Dz.

TOOTSIETOY GREYHOUND SCENICRUISER

Greyhound's new ultra modern Scenicruiser Bus reproduced from scaled drawings. Realistically finished in bright authentic colors. Overall length 7". Pk. 3 dz.

6T4817 List 79c 65904 Dz.

TOOTSIETOY DUMP TRUCK

TOOTSIETOY'S famous dump truck . . . It actually dumps and the tail-gate swings open. "Rol-Ezy" construction with dual rubber wheels. Assorted colors. 4⅛"x1¾"x2". Pk. 1 dz. N B.

6T4802 .....List 49c .....43806 Dz.

TOOTSIETOY TRACTOR AND DISC HARROW

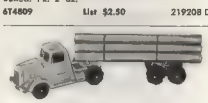
There are many "little farmers" waiting for this authorized reproduction of the well-known Ford tractor and disc harrow. Overall length 7½". Boxed. Pk. 3 dz.

6T4805 List 89c ..... 76703 Dz.

TOOTSIETOY FIRE DEPARTMENT SET

It consists of Aerial ladder truck with a ladder tower which raises and revolves, modern design fire engine, fire chief's car, fire ambulance with Red Cross insignia. All with exclusive "Rol-Ezy" construction, rubber wheels. Also included are two extra ladders, junior fire chief badge, miniature fireman's axe, shovel and two helmets. Point-of-sale display package, 13"x10"x2¼". Boxed. Pk. 2 dz.

6T4809 List $2.50 219208 Dz.



TOOTSIETOY LOGGER

This big logger comes direct from the North Woods packed with loads of play 'value. The Logger will help make "Junior's" truck fleet complete. Overall length 9". Pk. 3 dz.

6T4815 ..... . List 79c.....65904 Dz.

Tootsietoys

ORIGINAL DIE CAST METAL TOYS

TOOTSIETOY AIRPLANE ASSORTMENT

Now, the perfect collection for all of the air-minded youngsters . . . and there are plenty of them. Four super jets and one civilian plane, just like they see in the air. They come in assorted bright colors. Size . . . Approximately 3½" long and 4½" wingspread. Pk. 1 dz. asst. N.B.

6T4819 ..... . List 19c. . ... 21448 Dz.

AIRPLANE SET

Here for the Jet Age, 5 assorted, faster than sound, jet planes, including Starfire, Grumman Panther, Sabre Skyray, also, Beechcraft Bonanza. All toys in durable metal with high gloss finishes. Packed in colorful gift box. Pk. 3 dz.

6T4822 . . List 98c. .... 87902 Dz.

TOOTSIETOY UTILITY TRAILER

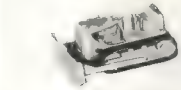
This fine trailer and cab will furnish fun for all ages. Removable stakes make this truck the real work horse of the fleet. Overall length 9". Boxed. Pk. 3 dz.

6T4818 List 89c . . 76703 Dz

FARM SET

Year 'round play appeal in this all new farm set —complete with exact models of Ford Tractor—Disc Harrow—Manure Spreader—Two Bottomed Plow—Jeep with Dozer Blade—all purpose Truck —Farm Animals. Pk. 1 dz.

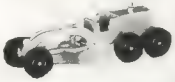
6T4843 ..... List $2.98 324007 Dz



SERVICE STATION SET

Fill 'er up at Tootsietoy's new Service Station Pumps—grease job and oil change on the lift rack. 8 cars and trucks can be kept in tiptop service with this set. Complete with road signs. Pk. 1 dz.

6T4821 List $1.98 . . . 215408 Dz.



TOOTSIETOY ROAD GRADER

Scale model of Caterpillar Road Grader, 5¾x 3x2". Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Pk. 3 dz.

6T4825 List 79c . . . . 65904 Dz

TOOTSIETOY PUMPER

Scale model pumper truck 6" long, 2" high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Pk. 3 dz.

6T4826 .... . List 69c . . . 65204 Dz.

TOOTSIETOY BULLDOZER

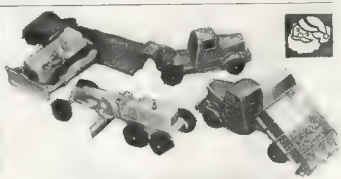
Scale of Caterpillar Bulldozer 4x2½x1¾". Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Pk. 3 dz.

6T4824 . . . . List 98c . . 87602 Dz.

TOOTSIETOY HOOK AND LADDER

Aerial ladder truck measures 8¾" long, 1⅞" wide and 2" high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Pk. 3 dz.

6T4827 . . . . . List 98c 87602 Dz.



TOOTSIETOY ROAD CONSTRUCTION SET

Scale models of Caterpillar Bulldozer 5x2½x1⅞"; Road Grader 5¾x3x2", Rugged Mack Dump Truck 5½x2x2"; Machinery Hauler and Cab 11⅛x 2⅛x2¼"; Road signs 1½" high. Pk. 1 dz.

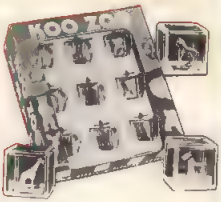
6T4829 List $2.98 323407 Dz

BLOCKS and AMERICAN LOGS

COAST TO COAST STORES

TA379 BAG OF BLOCKS

- 70 piece set in four blazing colors
- 10 different shapes cut of 7/8" stock
- Smoothly sanded for children's safety
- Finished in bright, non-toxic colors
- Mesh bag gives convenient storage
- A favorite with children from 3 to 8
- Fact. #143 $2.95



TA360 KOO ZOO BLOCKS

- " Zoo of wild beasts in floating cages"
- Transparent blocks with animals inside
- Plastic blocks are all safely rounded
- Box of 8 blocks - each 1 1/2" square
- An ideal toy for the nursery or bath
- Can be used to build, teach or rattle
- Fact #KZ-9 89¢

TA365 KRADLE MATES

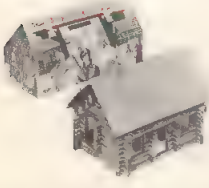
- Baby's first blocks, 1 1/2" square
- Cubes are soft and lightly scented
- Molded of unbreakable vinyl plastic
- In a rainbow of colors. Non-toxic
- The blocks "Whistle" when squeezed
- Absolutely safe. They last forever
- Fact. #K-77 98¢

TA368 KUBES

- Eight colorful safe plastic blocks
- Complete alphabet & nursery characters
- Brightly decorated in non-toxic colors
- Each block measures 1 1/2 inches
- They rattle, float, build and teach
- Displayed in colorful window box
- Fact. #K-99 89¢

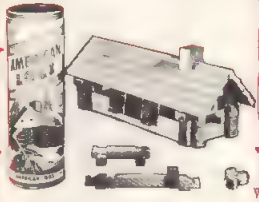
TA370 RUBBER BLOCKS

- Eighteen, soft sponge rubber blocks
- Alphabet, numeral, figure decorations
- In assorted pastel, non-toxic colors
- Blocks are durable, 1 1/4 inches square
- Safe for even the smallest children
- In a bright 2-color polyethylene bag
- Fact. #611 98¢



TA435 FRONTIERLAND LOGS

- A 103 piece new log construction set
- Precision made for careful building
- Stained natural finish for realism
- Notched for semi-permanent building
- All wooden pieces are sturdy, rugged
- Easy-to-follow "How to Build" book
- Fact. #915 $1.89



TA449 AMERICAN LOGS

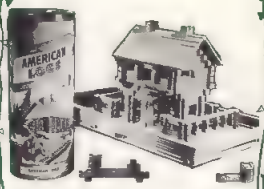
- 54 pc. set with full size 3/4" logs
- The American Hewn Logs are square cut
- For perfectly detailed reproductions
- Logs have famous interlocking feature
- Smoothly finished and splinter free
- Stained with a "Natural Log" color
- Fact. #805 95¢

TA454 AMERICAN LOGS

- 103 pc. set with full size 3/4" logs
- Square cut logs with ax-hewn effect
- For detailed miniature reproductions
- Logs have famous interlocking feature
- Smoothly finished and splinter free
- Stained with a "Natural Log" color
- Fact. #815 $1.89

TA460 AMERICAN LOGS

- 211 pc. set with full size 3/4" logs
- Size of each brick is 7/8 x 1 3/4 inches
- For perfectly detailed reproductions
- Logs have famous interlocking feature
- Stained with a "Natural Log" color
- Smoothly finished and splinter free
- Fact. #825 $3.89



TA465 AMERICAN LOGS

- 314 pc. set with full size 3/4" logs
- Square cut logs with ax-hewn effect
- For detailed miniature reproductions
- Logs have famous interlocking feature
- Stained with a "Natural Log" color
- Smoothly finished and splinter free
- Fact. #835 $5.89

TA475 AMERICAN BRICKS

- 115 pc. set plastic bricks and parts
- Size each brick is 7/8 x 1 3/4 inches
- Many realistic modern home accessories
- Molded of the finest, washable plastic
- Has peg socket interlocking feature
- Packed in large durable 10 inch tube
- Fact. #705 $1.89

TA480 AMERICAN BRICKS

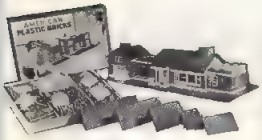
- 208 pc. set plastic bricks and parts
- Size of each brick is 7/8 x 1 3/4 inches
- Many realistic modern home accessories
- Molded of the finest washable plastic
- Has peg socket interlocking feature
- Packed in a durable 15 1/2 inch tube
- Fact. #715 $3.29

TA485 AMERICAN BRICKS

- 290 pc. set plastic bricks and parts
- Size of each brick is 7/8 x 1 3/4 inches
- Many realistic modern home accessories
- Molded of the finest, washable plastic
- Has peg socket interlocking feature
- Packed in large durable 13 inch tube
- Fact. #725 $4.89

TA490 AMERICAN BRICKS

- 459 pc. set plastic bricks and parts
- Size of each brick is 7/8 x 1 3/4 inches
- Many realistic modern home accessories
- Molded of the finest, washable plastic
- Has peg socket interlocking feature
- Packed in a large, durable, 18" tube
- Fact. #735 $6.89

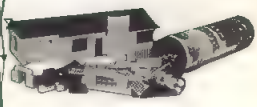


TA495 AMERICAN BRICKS

- 591 pc. set plastic bricks and parts
- Size of each brick is 7/8 x 1 3/4 inches
- Many realistic modern home accessories
- Molded of the finest washable plastic
- Has peg socket interlocking feature
- Packed in 18 x 12 3/4 x 2 3/4 inch box
- Fact. #74 $9.95

TA500 BLOCK CITY

- "The Miamian" construction set
- 152 parts of varied shapes and sizes
- Washable shatterproof molded plastic
- Gleaming white - colored accessories
- Interlocking accurately scaled parts
- Includes a 20 page instruction book
- Fact. #8300 $2.95



TA504 BLOCK CITY

- "The Beverly Hills" construction set
- 278 parts of varied shapes and sizes
- Washable shatterproof molded plastic
- Gleaming white - colored accessories
- Interlocking accurately scaled parts
- Includes a 20 page instruction book
- Fact. #8500 $4.95

TINKERTOYS and SKYLINE

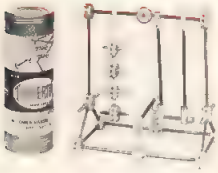
COAST-TO-COAST STORES

TA558 BIG BOY TINKERTOY

- 365 parts for the 8 to 12 year old
- Smooth white birch & color safe finish
- Each length rod is different color
- Diagrams printed in color to match
- Can build a tower as high as 8 ft.
- Includes 16 page color "idea" book
- Fact. #155 $4.98

TA540 JUNIOR TINKERTOY

- Tinkertoy has "Color with a Purpose"
- 5 bright colors for more creative fun
- Made of smooth New England white birch
- The beginners set for ages two to six
- 53 assorted pieces in 8 1/4" x 3" tube
- Includes 4 page full color "Idea" book
- Fact. #106 69¢



TA543 PREP TINKERTOY

- Each length rod in a different color
- Diagrams printed in colors to match
- The child selects the part by color
- A preparatory set for ages two to six
- 78 pieces in a 9 1/2" x 3 1/4" tube
- Made of smooth New England white birch
- Fact. #116 98¢

TA546 TECK TINKERTOY

- For little technicians, ages 5 to 9
- Direction book with new ideas & tricks
- 113 pieces in 10 1/2 x 3 1/2" tube
- Includes redesigned instruction book
- Made of smooth New England white birch
- All directions are easy to follow
- Fact. #126 $1.49

TA549 MAJOR TINKERTOY

- More play value for ages 8 thru 12
- Motion provided by windlass drive
- 12 page book with new ideas, tricks
- Includes 149 assorted colorful pieces
- In colorful 13" x 3 1/2" fibre tube
- Made of smooth New England white birch
- Fact. #136 $1.98

TA552 GRAD TINKERTOY

- For ages 8 to 12, 1,000 toys in one
- The most complete windlass drive set
- Over 200 pieces in 15 1/2" x 4" tube
- Includes 12 page instruction book
- Made of smooth New England white birch
- Heavy fibre tube has metal screw top
- Fact. #146 $2.98

TA575 AMERICAN SKYLINE

- High impact plastic construction set
- 229 true scale parts, 1/8 in. to foot
- 8 basic parts build modern skyscrapers
- Interlocking units make sturdy models
- Pieces will not break in ordinary play
- Packed in 12 3/8 x 8 3/4 x 1 inch box
- Fact. #91 $1.89

TA580 AMERICAN SKYLINE

- High impact plastic construction set
- 476 true scale parts, 1/8 inch to foot
- 3 basic interlocking pieces
- Create imaginative soaring structures
- Pieces will not break in ordinary play
- Packed in 12 3/8 x 8 3/4 x 1 7/8" box
- Fact. #92 $3.89

PLAY TIME TEA SETS

FIRST LADY TEA SET

Luxury tea service for four of metal and plastic. Consists of: 4 metal plates and saucers, 4 plastic cups, sugar and creamer, teapot and cover, 4 metalized knives, forks and spoons in gleaming finish. Sugar, creamer and teapot with contrasting colored handles and bases. Boxed. Pk. 1 dz.

617522 ..... List $2.98 ..... 324007 Dz.

RUSSEL WRIGHT AMERICAN MODERN TEA SET

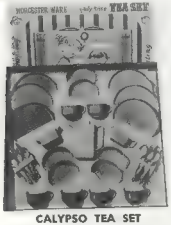
One of the foremost designers in the country, Russel Wright, has designed a modern tea service in toy size to delight little make-believe homemakers. Three plates, three saucers, sugar and cover, teapot and cover, creamer, three cups, three deluxe large size metalized knives, forks and spoons. Made of durable high impact plastic. Pk. ½ dz.

617[illegible] List $2.98 .. 324007 Dz.

RUSSEL WRIGHT AMERICAN MODERN TEA SET

Service for 4—four plates, four cups, sugar and cover, teapot and cover, four metalized spoons, knives, forks. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. Boxed. Pk. 1 dz.

617519 List $1.98 216008 Dz.



CALYPSO TEA SET

Modern pottery style tea set in break-resistant polystyrene. Complete service for 6—40 pieces. Pk. 12 ea.

617[illegible] List $3.98 ... 32657 Ea

TWILIGHT POLY TEA SET

Service for four—28 unbreakable polyethylene pieces. Decorated in two colors in Twilight design. Permanently sterilized by Corobex. Boxed. Pk. 1 dz.

617525 .... List $2.98 ..... 324007 Dz.

TWILIGHT POLY TEA SET

Unbreakable polyethylene decorated with Twilight design in two colors. Service for 3—20 unbreakable pieces. Permanently Corobex sterilized. Pk. 1 dz.

617517 List $1.98 .... 216008 Dz.

POLY SYMPHONY TEA SET

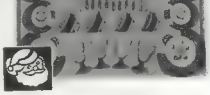
Well designed and beautifully packaged poly tea set. Service for 6—46 pieces. Black, pink and white in rose and leaf design. Pk. 6 ea.

617531 List $3.98 ..... 32657 Ea

MISS MUFFET POLY TEA SET

Service for four—40 pieces, comprising: 4 dinner plates, 4 tumblers, 4 cups, 4 saucers, teapot and cover, creamer, sugar and 2 candelabra—all in polyethylene with 14 pieces cutlery in matching polystyrene and 4 napkins. Assorted tinseled colors. Boxed. Pk. ½ dz.

617521 ..... List $2.98 .. 324007 Dz.



POLY SYMPHONY TEA SET

Lovely luxurious looking poly tea set in black, pink and white with rose and leaf design. Metaltone tableware. Service for four. 32 pieces. Pk. ½ dz.

617526 List $2.98 . 324007 Dz.

PLAY TIME PARTY SETS

PLASTIC REPLICA COOKWARE

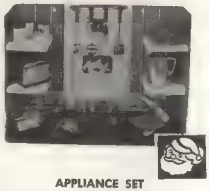
Perfect replicas of the most popular type cookware used by mother. Shiny Copper-tone pots, pans and utensils for playtime cooking, no matter what the dish. Hours of play value by adding realism to every girl's household toys. Pk. ½ dz.

617549 . . . . . List $2.98 . . . . . 324002 Dz.

"ORIENTAL DESIGN" TEA SET

Twenty-one piece tea set. Service for four. Bright litho designs. 9x13" heavy tray, 4 cups, 4 saucers, 4 dinner plates, 4 salad plates, tall pot w/lid. Footed creamer and footed sugar bowl. Pk. ½ dz.

617538 . . . . . List $1.98 . . . . . 216008 Dz.



APPLIANCE SET

Everything she needs is at her fingertips. 4 canisters, cake dish, soup ladle, spatula, vegetable drainer, toaster, percolator, deep fryer, and waffle iron. And she can plug the make believe electric cords into the 4 outlets set into the realistic stove in the highly lithographed metal storage cabinet. 20 pieces. Boxed. Pk. 6.

617543 List $4.95 43336 Ea.

METAL TEA SET

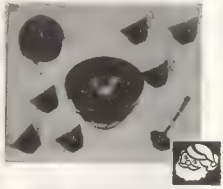
Fourteen piece set, four color litho. 5x7" tray, 4 cups, 4 saucers, 4 plates, tea pot. Pk. 2 dz. All metal tea sets have vinyl non-rust varnish.

617534 . . . . . List 69c . 65604 Dz.

"RED PLAID" TEA SET

All metal tea sets have vinyl non-rust varnish. 21-piece tea set. Bright litho finish. Pot, 8x10" tray, 6 each, cups, saucers, plates. Pk. 1 dz.

617536 . . . . . List $1.09 98803 Dz.



PUNCH BOWL PARTY SET

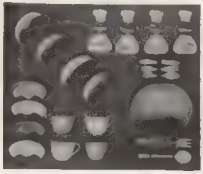
Consists of:
1 Spiral Motif Punch Bowl (7" diameter)
1 Punch Bowl Ladle
6 Spiral Cups with contrasting "Hook-on" Handles
1 Third Dimensional 2-tone Cake Plate
Colors: Ruby and crystal combination. Each set in colorful lithographed display box. Pk. 1 dz.

617544 . . . . . List $1.98 . . . . 216008 Dz.

LITTLE DUCHESS CHINA TEA SET

Delicate china, daintily decorated in hand-painted flower design. Service for six . . . 6 plates, 6 cups, 6 saucers, teapot, creamer, sugar bowl, plated and covered casserole. Boxed. Pk. 5 dz.

617541 . . . . . List $2.98 . . . . . 324007 Dz.



DELUXE POLY "BARBECUE" SET

Service for four. 35-piece set consisting of:
1 Large 6½" Diameter Salad Bowl
4 Individual 4" Diameter Salad Bowls
1 Salad Serving Fork and Spoon
4 Knives, 4 Forks, 4 Spoons
4 Saucers, 4 cups
1 Pepper Shaker and Salt Shaker
1 Salad Oil Condiment
1 Vinegar Condiment
4 Condiment Covers
Colors: Turquoise, maple, pink, white combination. Boxed. Pk. 6 ea.

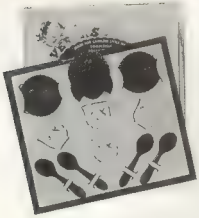
617532 . . . . . List $3.98 . . . . . 32657 Ea.

CHINA TEA SET

Genuine china delicately hand-decorated in flower and leaf design. Service for four—4 Plates, 4 Cups, 4 Saucers, Teapot, Creamer and Sugar Bowl. Boxed. Pk. 9 dz.

617540 . . . . . List $1.98 . . . . . 216008 Dz.

TEA TIME PLAY SETS



EVERLAST TEA SET

Service for four. Set includes 4 each polyethylene cups, saucers and spoons. Printed in two colors. Box size: 13"x11"x2½". Pk. 2 dz.

617504 . . . . List 98c 98002 Dz.

FLAIR TEA SET

Little girls' eyes will pop at attractive pink, black and red coloring combination, with a proud rooster on each dish to capture their imagination. The pleasing fluted design is carried out in every place. Complete with Metaltone silver-like tableware. Box 19x13x4". Pk. 1 dz.

617514 . . . . . List $1.98 . . . . . 215608 Dz.

MISS BUTTERFINGERS

Service for Four — consisting of 20 pieces:
4 Cups
4 Saucers
4 Knives, 4 Forks, 4 Spoons
Assorted "Color-Tones" colors. Each set in acetate window display box. Pk. 2 dz.

617503 . . . . . List 98c . . . . . 98001 Dz.

PINE CONE EVERLAST TEA SET

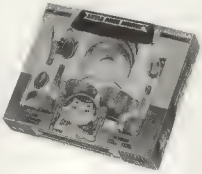
Complete service for four . . . 26 unbreakable polyethylene pieces. Decorated in pine cone design. Box 16½x14x4". Pk. 1 dz.

617512 . . . . . List $1.98 . . . . . 216008 Dz.

POLY SET

26 Pc. set of soft, poly plastic in life-size pcs. Pot, Lid, 4 each Tumblers, Cups, Saucers, Plates, Butter Plates, Spoons. Pk. ½ dz.

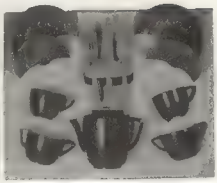
617516 . . . . . List $1.98 216008 Dz.



MISS MUFFET POLY TEA SET

16-piece, service for four, polyethylene tea set consisting of 4 cups, 4 saucers, 4 napkins and 4 spoons. Newly embossed with tinsel effect in assorted colors. Boxed. Pk. 2 dz.

617505 . . . . . List 98c . . . . 98001 Dz.



TEA-TONE TEA SET

Unbreakable polyethylene. Service for two. Bright shiny colors molded in plastic. Set is in assorted colors. Handsomely packaged in self-selling window display carton. Pk. 1 dz.

617300. . . . . List 69c . . . . . 65404 Dz.

LITTLE MISS MUFFET GLITTER LUNCHEON SETS

A new fascinating look to an elegantly styled set. All pieces molded in transparent polystyrene in assorted beautiful colors with tinsel studded throughout for a truly glittering effect. Service for 4, 32 pieces. Boxed. Pk. 1 dz.

617513 . . . . . List $1.98 . . . . . 216008 Dz.

MISS MUFFET GLITTER LUNCHEON SET

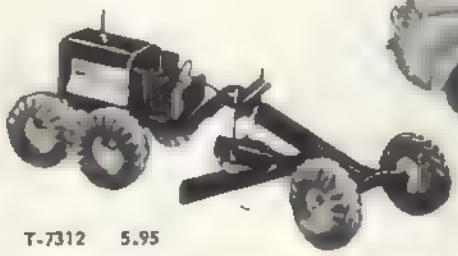
Molded in polystyrene in assorted colors with tinsel studded throughout. Service for four with 4 cups, 4 saucers, 4 napkins, 4 knives, 4 forks, 4 spoons, pie knife and butter knife. Boxed. Pk. 2 dz.

617507 . . . . . List 98c . . . . 98001 Dz.

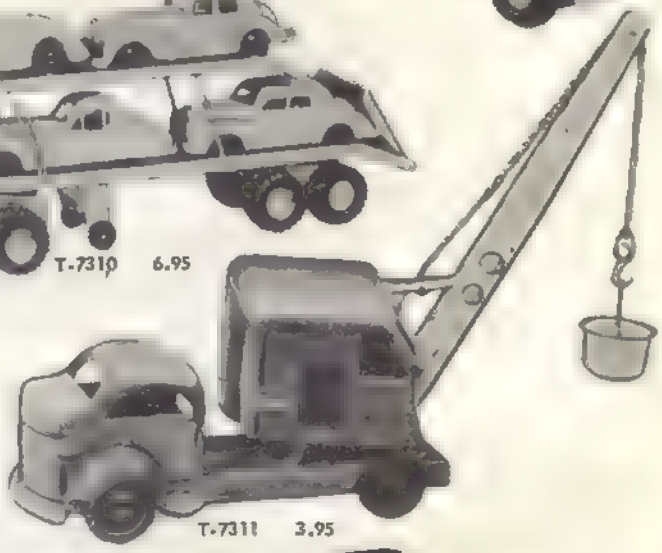
T-7308 6.75

T-7309 4.75

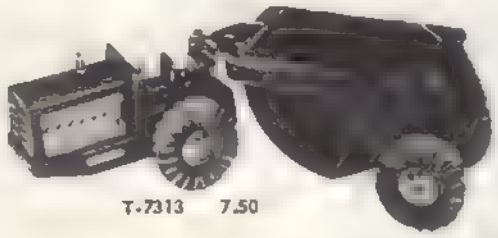
T-7310 6.95



T-7312 5.95

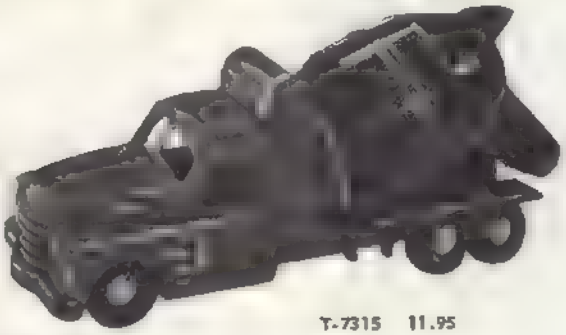


T-7311 3.95



T-7313 7.50

T-7314 7.50



T-7315 11.95

NON-MECH. TOYS (cont'd)

LINCOLN VAN LINE – Approx. 24" long, width 6¼", height 8½". Large trailer equipped with "roll-back" front end supports. Tractor automatically hitches to trailer. Doors open on rear of van for loading. Plated grille, has 10 solid rubber wheels, 2-5/16" dia. with husky treads. Beautifully finished and decorated.
T7308E5450 ..... $ 6.75
Pur- chases..... Less On Hand..... Equals Sales.....

TRANS-CANADA EXPRESS – Overall length 24", width 6¼", height 5½". Three-colour baked enamel finish. Trailer equipped with "roll-back" front end supports. Tractor hitches to trailer automatically. Plated grille. Has 14 treaded solid rubber wheels. A real sturdy steel truck.
T7309E1317 ..... $ 4.75
Pur- chases..... Less On Hand..... Equals Sales.....

DOUBLE DECK AUTO TRANSPORT – Overall length with ramp extended 28". New "automatic" trailer hitch. Top deck lowers for loading and unloading. Trailer equipped with end supports. Fourteen 2-5/16" treaded, solid rubber wheels with plated metal hubs. Includes 4 late model polyethylene cars with rubber wheels.
T7310E3463 ..... $ 6.95
Pur- chases..... Less On Hand..... Equals Sales.....

CRANE TRUCK W/14" BOOM – Length of chassis, 12". Solid rubber wheels. Heavy rust-proofed steel chain. Cab revolves. Sturdy mechanism.
T7311E5264 ..... $ 3.95
Pur- chases..... Less On Hand..... Equals Sales.....

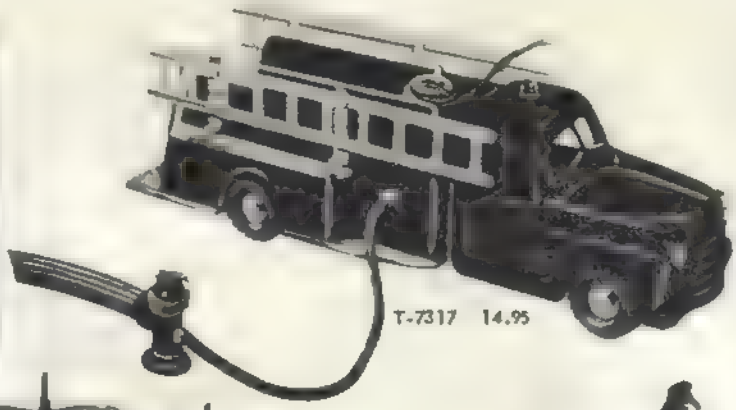
18" ROAD GRADER – Realistic looking "Diesel" motor. Front wheels steer. Scraper blade rotates, raises, lowers and tilts. Floating tandem rear wheels. Six massive black wheels. Orange body.
T7312E7400 ..... $ 5.95
Pur- chases..... Less On Hand..... Equals Sales.....

20" ROCKER DUMP – Powered for unlimited action, this toy has a realistic "Diesel" motor, massive black wheels and a die-cast metal, wheel-operated winch that raises and lowers body. Universal coupler connects body with tractor. Body in bright "Highway Orange".
T7313E9500 ..... $ 7.50
Pur- chases..... Less On Hand..... Equals Sales.....

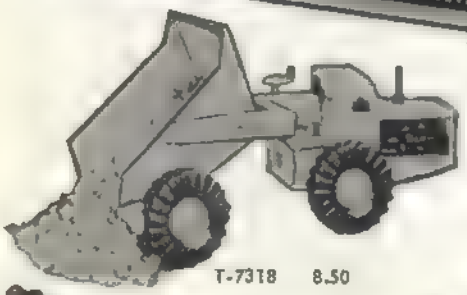
22" EARTH HAULER – Body in "Highway Orange" with massive black wheels. Sturdy construction throughout. Crank operated trip opens dual bottom doors for unloading trailer. Universal coupler connects Earth Mover to tractor. Width 6½", height 6-5/8".
T7314E8500 ..... $ 7.50
Pur- chases..... Less On Hand..... Equals Sales.....

21-5/8" CEMENT MIXER – A truly operative scale model that does practically everything its real life counterpart will do. Mixer rotates as truck moves; simulates mixing noise and has openings for loading and discharging contents. Water storage tank, "Diesel" motor, body raises to unload cement. Brightly coloured and has 10 rubber wheels with chrome plated hub caps. Height 9¼", width 7-3/8".
T7315E7800 ..... $11.95
Pur- chases..... Less On Hand..... Equals Sales.....

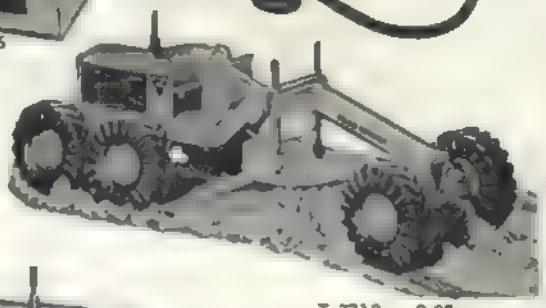
T-7316
4.69



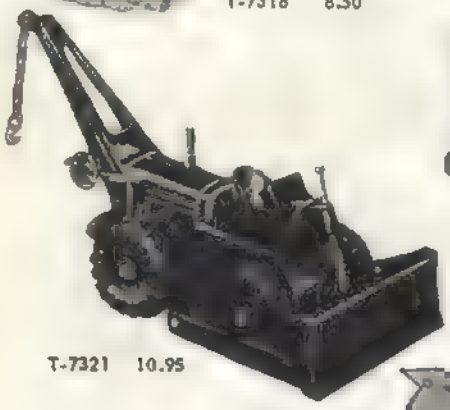
T-7317 14.95



T-7318 8.50



T-7319 9.95



T-7321 10.95

T-7320 10.95

T-7322 13.95

T-7323 10.95

NON-MECH. TOYS (cont'd)

5 PCE. FARM SET – Packed in a very colourful chip-board box, this set includes tractor, heavy steel 4 wheel wagon, disc harrow, mower and drag harrow.
T7316E6314 ..... $ 4.69
Pur- Less Equals
chases..... On Hand..... Sales.....

SUBURBAN FIRE PUMP – A realistic new live-action fire-fighter that actually sprays water! Real hose unwinds and attaches to hydrant, which in turn attaches to garden hose. Wrench included, controls pressure through hydrant. Light flashes as truck moves. Bright fire engine red with flashy chrome trim, heavy duty rubber wheels with chrome plated hub caps. Length 22¾", width 7-1/8", height 7". Battery extra.
T7317E51000 ..... $14.95
Pur- Less Equals
chases..... On Hand..... Sales.....

TOURNAHAULER – Built for big load hauling, this model has a huge, oversize hopper. Dumps either by backing the rear wheels against a stop or by turning a crank on the easy-action hoist. Two-way pivotted wheels insures flexible travel over rough ground. Rugged steel construction, rubber tired steel wheels and sprayed-on baked enamel finish. Overall length 18".
T7318E4568 ..... $ 8.50
Pur- Less Equals
chases..... On Hand..... Sales.....

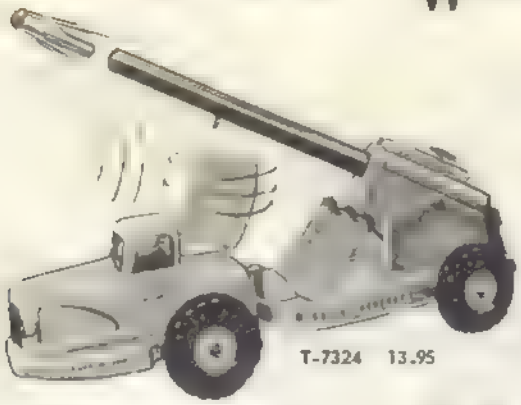
ROAD GRADER – Six positive locking positions. Tandem-pivoted rear wheels follow contours and roll over bumps. Construction is durable, welded, 20-gauge steel with sprayed baked enamel finish and big steel wheels with enormous 3¾" tires. Overall length 19¼".
T7319E3662 ..... $ 9.95
Pur- Less Equals
chases..... On Hand..... Sales.....

PAYLOADER – An exceptionally versatile toy that actually digs, loads and carries all kinds of material; it can bulldoze, level, grade, etc. Durable 20 gauge welded steel construction also features non-strip steel hoisting gears, sprayed baked enamel finish, and massive rubber tires. Big tip-proof bucket remains level while raising but can be dumped at any point by releasing spring latch. Overall length 18".
T7320E2730 ..... $10.95
Pur- Less Equals
chases..... On Hand..... Sales.....

TOURNADOZER – A big adjustable blade with spring-latched positive lock on one end of toy and a winch that has a lever pawl to hold the load on the other end. Durable, welded steel construction includes extra large 3¾" rubber tires on steel wheels and sprayed baked enamel finish.
T7321E1730 ..... $10.95
Pur- Less Equals
chases..... On Hand..... Sales.....

MICHIGAN SHOVEL – Made from 20 gauge and heavier welded steel with baked enamel finish. The bucket takes a good full "bite", then tips automatically when raised to boom. Steerable front wheels. The long sturdy boom raises and lowers and the whole housing pivots on the rugged extra braced chassis, adjustable jacks support heavy lifts. Length 31½", 7½" wide, 20¼" high.
T7322E3930 ..... $13.95
Pur- Less Equals
chases..... On Hand..... Sales.....

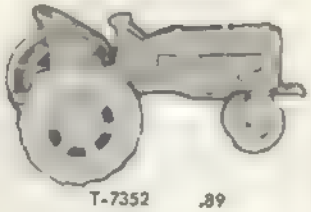
SPEEDSWING – A working scale model of one of the most versatile of modern machines. Bucket can be raised, lowered, swung to any position and tipped to dump. Steerable wheels. Strong welded 20 gauge steel construction with sprayed baked enamel finish and extra 3¼" rubbered tires. Length 19", width 7½", height 11¼".
T7323E5730 ..... $10.95
Pur- Less Equals
chases..... On Hand..... Sales.....



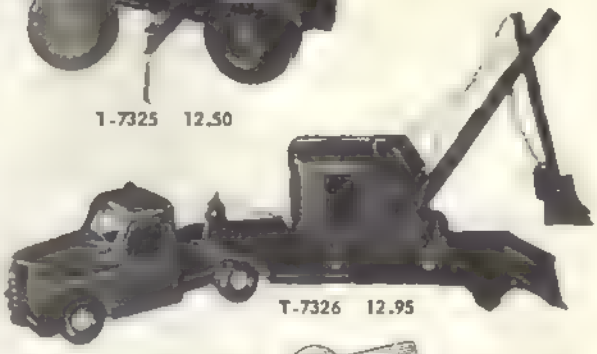
T-7324 13.95

T-7325 12.50

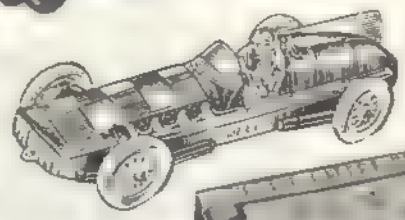
T-7350 .89



T-7352 .89



T-7326 12.95



T-7353 .79

T-7351 .89

NON-MECH. TOYS (cont'd)

MISSILE LAUNCHER – An all mechanical, pivoted, steerable toy. Radar screen rotates. Launcher swivels and is elevated by hand. Includes plastic, sponge-nosed, harmless missiles. Sprayed-on baked enamel finish. Length 31½", width 8¼", height 18-3/8".
T7324E8930 ..... $13.95
Pur- Less Equals
chases..... On Hand..... Sales.....

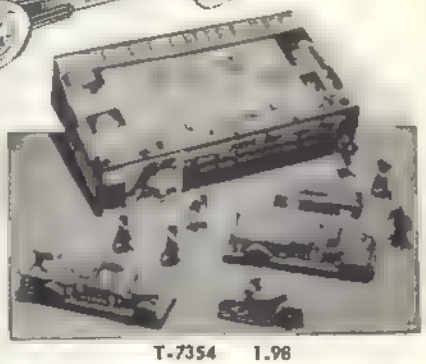
TELESCOPING CRANE – One handwheel elevates the boom, another extends or retracts and another operates the chain hoist. Boom base rotates. Adjustable jacks support wide swings and heavy lifts. 4 – wheel steering. Of 20 gauge and heavier steel construction. Sprayed-on baked enamel finish. Length 27", width 7½", height 22¼", when raised.
T7325E2835 ..... $12.50
Pur- Less Equals
chases..... On Hand..... Sales.....

POWER SHOVEL & HAULING TRUCK – Two swell toys in one! Heavy gauge construction makes this shovel practically indestructable. Two die-cast hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Rubber wheels and tractor treads. Green shovel. Length 26½", width 7", height 6¾".
T7326E4866 ..... $12.95
Pur- Less Equals
chases..... On Hand..... Sales.....

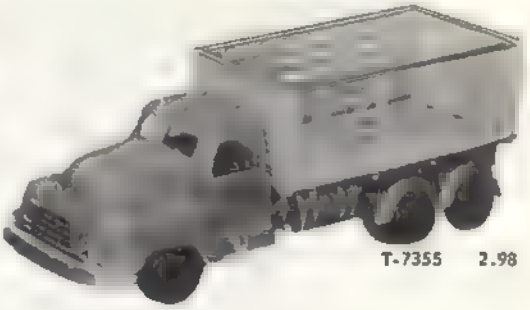
20 PCE. FARM ANIMAL SET – Soft vinyl farm animals packed in lithographed barn-like box. Includes 10 colts, calves, sheep and pigs, 4 hens, 2 piglets, 2 ducks, turkey and a rooster. Box size 4½" x 3½" x 4½" high.
T7350E660 ..... $ .89
Pur- Less Equals
chases..... On Hand..... Sales.....

FARM WAGON & TRACTOR – Packed each on a scenic counter display card. Colourful, finely moulded tractor connects wagon with connecting bar. Tractor is in exact detail with driver. Free running tractor wheels, all in assorted colours of unbreakable, high gloss polyethylene.
T7351E760 ..... $ .89
Pur- Less Equals
chases..... On Hand..... Sales.....

GIANT TRACTOR – All new super sized vinyl tractor with intricate detail. Assorted two colours. Length 8", 4½" high, 3¾" wide.
T7352E960 ..... $ .89
Pur- Less Equals
chases..... On Hand..... Sales.....



T-7354 1.98

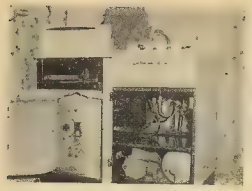


T-7355 2.98

10" VINYL RACER – All new vinyl racer with coloured spoked vinyl wheels. Red with silver decoration.
T7353E553 ..... $ .79
Pur- Less Equals
chases..... On Hand..... Sales.....

10 PCE. FIRE CHIEF SET – All moulded in authentic detail with simulated fire engine apparatus, etc. of soft unbreakable vinyl. Includes pumper, fire engine, hose and ladder truck, speed cop on motorcycle, 6 firemen and a car or small truck. In colourful window display box.
T7354E1133 ..... $ 1.98
Pur- Less Equals
chases..... On Hand..... Sales.....

POLY CATTLE TRUCK – Never before such a large size polyethylene truck. A full 15¼" long. Can be taken apart and re-assembled.
T7355E3200 ..... $ 2.98
Pur- Less Equals
chases..... On Hand..... Sales.....



WITH PUMP AND HEATER under sink. John Walker, Va., unhooks just 2 pipes to move.

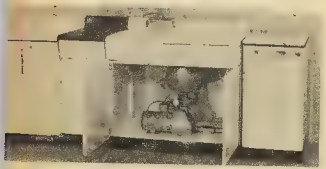


Photo by Fairbanks, Morse & Co

TWO-PIECE SYSTEM has pump under sink with water heater in separate cabinet (right).

Portable water system

SOME enterprising tenant farmers at last have come up with an answer for the old farmhouse that still doesn't have running water. They're putting together water systems that can be moved to the next farm just like a piece of furniture.

The idea is simple: Just mount a pump, pressure tank and small water heater underneath a cabinet sink. Use plastic pipe to hook the pump to a nearby well and to run a drain line out from the sink, plug in to a 110-volt current, and you have hot and cold running water.

Of course you still don't have the convenience of a bathroom. And it's not as good as a full-size system if you own your farm or plan to live permanently where you are now. But these portable units certainly beat carrying water in a bucket.

The new, compact pumps, which will handle wells as deep as 70 feet, fit nicely under most cabinet sinks. A 10- or 12-gallon water heater is enough to handle the dishes, a washer of clothes or a bath.

When you finally put in a full-size system later on, you'll find your portable unit ideal for the dairy or for a summer cottage. **End**

Folks just naturally expect (and get!) more from Eclipse®

EASY STARTING
3 starting methods: rope, recoil and electric. Either way — Eclipse starts right off!

QUIET OPERATION
Low-tone muffler (most models) reduces engine noise — makes mowing more pleasant.

EASY HANDLING
Adjustable "Natural Grip"® handles and balanced design reduces user fatigue.

. . . and lowest "per year" cost!

*Easy Terms! Low as $12.00 per Month**

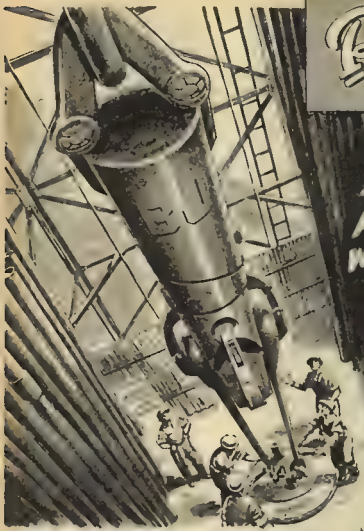
*Based on average dealer finance plan—10% down.

MILLIONS of families have learned through the years to *expect* more from an Eclipse than from ordinary mowers. Feature for feature comparison shows some of the difference. But owner reports tell an even greater story: whether you have a reel, rotary or sickle bar mower, if it's branded with the Eclipse name, it simply mows better and costs less to own *per year!*

Write for free folder, "How to select your power mower."

THE ECLIPSE LAWN MOWER CO.
DIV. OF BUFFALO-ECLIPSE CORPORATION
4704-D RAILROAD ST. • PROPHETSTOWN, ILL.

RIPLEY'S—



4½ MILES DOWN... ANGLING FOR OIL WITH A 500-TON HOOK!

A MILLION POUNDS—THAT'S WHAT EQUIPMENT MUST HANDLE WHEN THE ANGLING FOR OIL REACHES 4½-MILE DEPTHS. TO HANDLE SUCH WEIGHT DEFTLY, REQUIRES THE WORLD'S BIGGEST OIL WELL HOOK IN THE HOISTING DERRICK. DESIGNED BY B-W'S BYRON JACKSON, THIS HOOK IS A PRECISION TOOL. ITS POWERFUL BUILT-IN SHOCK ABSORBER CUSHIONS SUDDEN JERKS, SAVES VALUABLE DRILL PIPE. EASILY SWIVELED BY HAND, THE HOOK AUTOMATICALLY POSITIONS GIANT OIL WELL TOOLS. FASTER, SAFER DRILLING IS EFFECTED AT LOWEST COST

CYCOLAC™ PLASTIC ROLLER SKATES CAN CARRY 800-POUND LOAD!

THESE NEW PLASTIC SKATES FOR CHILDREN WEIGH LESS THAN A TOT'S SHOES YET THEY'LL CARRY A FULL GROWN BEAR WITHOUT BREAKING. THE MANUFACTURER ACHIEVES EXCEPTIONAL STRENGTH AND LIGHT WEIGHT IN THE SKATE FRAMES AND WHEEL SUPPORTS BY USE OF A NEW PLASTIC CALLED CYCOLAC, A DEVELOPMENT OF B-W'S MARBON CHEMICAL. IT SHAPES EASILY, COMES IN MANY COLORS, HAS 1001 USES.

BORN IN MOUNTAIN AIR—B-W AUTOMATIC TRANSMISSIONS RUN EXTRA SMOOTH!

EVEN AIRBORNE DUST AND MOISTURE GETTING INTO TRANSMISSIONS DURING ASSEMBLY MIGHT HURT PERFORMANCE. NO CHANCES ARE TAKEN WITH B-W AUTOMATICS! THEY'RE BUILT AND SEALED SHUT IN AIR PURE AS ON A MOUNTAIN TOP. DUST IS FILTERED OUT. THE AIR IS DEHUMIDIFIED, EVEN COOLED. SUCH CARE IS ONE REASON B-W AUTOMATICS IN CARS ARE SO UNUSUALLY SMOOTH OPERATING—AND STAY THAT WAY.

185 PRODUCTS IN ALL ARE MADE BY BORG-WARNER®

Believe It or Not!

B-W ™

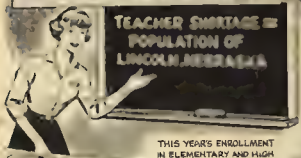
BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS CONTAIN ESSENTIAL B-W PARTS. EVERY [illegible] B-W [illegible] 9 [illegible] 10 [illegible] B-W [illegible] B-W [illegible] B-W [illegible]

THIS DRYER IS GENTLE ENOUGH TO DRY A DOG!

IN THE B-W NORGE [illegible] A DOG ACTUALLY [illegible]

IT'S POSSIBLE BECAUSE TUMBLING CAN BE SHUT OFF [illegible] VOLUME THAN MOST OTHER DRYERS YOU WOULDN'T TRY THIS ON YOUR PET, BUT IT DOES DRAMATIZE HOW SAFE THE NORGE IS FOR ANYTHING WASHABLE--EVEN NYLONS, BABIES' WOOLENS, LAMP SHADES.



THIS YEAR'S ENROLLMENT IN ELEMENTARY AND HIGH SCHOOLS CALLS FOR 120,700 MORE TEACHERS THAN THE U.S. HAS--EQUAL TO THE POPULATION OF NEBRASKA'S CAPITAL. THE SHORTAGE GROWS. IT MEANS OVER-CROWDED CLASSES, HALF-DAY SCHOOLING--UNLESS SOMETHING IS DONE. WHAT CAN YOU DO? FOR PRACTICAL INFORMATION, WRITE BETTER SCHOOLS [illegible]

NEW DO-IT-ALL PUTS IN CROPS 1900% FASTER!

IT COMPLETES 20 HOURS WORK IN 1! PULLED OVER THE GROUND ONCE, IT DOES THE WHOLE PLANTING JOB--PLOWS, DISCS, HARROWS, FERTILIZES, LEVELS, SEEDS, PACKS, AND WEED SPRAYS. PERFORMING SO MANY OPERATIONS AT ONE TIME TAKES BIG ENGINE POWER. AND TO GET IT DELIVERED TO ALL THE WORK UNITS WITHOUT SLIPPAGE AN EXTRA RUGGED MAIN DRIVE CLUTCH IS NEEDED. SO IT'S ONE, MADE BY B-W's ROCKFORD CLUTCH ... DESIGNED FOR HEAVY DUTY, LONG WEAR.

* REG. U.S. PAT. OFF.

These units from BORG WARNER, *Executive Offices 310 S. Michigan Ave., Chicago. Research Center, Des Plaines, Ill.*

DIVISIONS [illegible] SUBSIDIARIES [illegible]

BJ SERVICE, INC. • EBERHARDT-DENVER • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.

Believe It or Not!

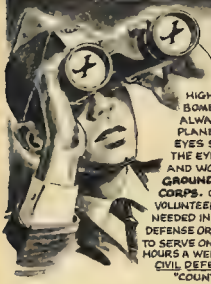
ENGINEERING B-W PRODUCTION T.M.

BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANT [illegible] AND MANY SHIPS [illegible] HAVE VITAL B-W COMPONENTS 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES [illegible] EVERY [illegible] B-W EQUIPMENT. MILLIONS OF HOMES HAVE B-W BUILDING MATERIALS, EQUIPMENT AND APPLIANCES!

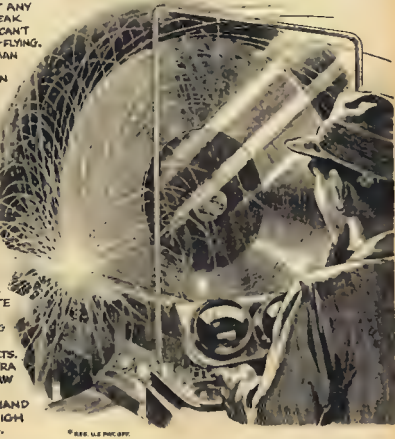
"FROSTING" THE CROP MAKES COTTON COME CLEAN... FASTER!

GREEN LEAVES ON COTTON PLANTS SLOW MECHANICAL PICKERS, STAIN THE BOLLS. SO A SPECIAL MACHINE IS USED TO SPRAY THE PLANTS WITH CHEMICALS THAT ACT LIKE A KILLING FROST... MAKE LEAVES DROP OFF. FULL EFFECTIVENESS REQUIRES UNIFORM SPRAYING. A MULTI-SPEED TRANSMISSION FROM B-W'S WARNER GEAR PERMITS EXACT SPEED CONTROL OF THE MACHINE IN THE ROWS.



HUMAN EYES CAN SEE MORE THAN RADAR!

RADAR GUARDS THE U.S. AGAINST ANY HIGH-FLYING SNEAK BOMBERS. BUT IT CAN'T ALWAYS "SEE" LOW-FLYING PLANES. HERE HUMAN EYES SEE MORE-- THE EYES OF THE MEN AND WOMEN OF THE GROUND OBSERVER CORPS. CIVILIAN VOLUNTEERS ARE NEEDED IN THIS VITAL DEFENSE ORGANIZATION TO SERVE ONLY TWO HOURS A WEEK. CONTACT CIVIL DEFENSE. SAY, "COUNT ON ME!"



FRICTION SAW MELTS ITS WAY THROUGH SOLID STEEL!

AS THIS SAW WHIRLS AT A 6-MILES-A-MINUTE RATE THE CUTTING IS DONE BY FRICTION RATHER THAN BY THE TEETH. RUBBING AGAINST STEEL, THE BLADE CREATES SUCH HEAT THAT THE METAL AHEAD OF IT ACTUALLY MELTS. THESE FRICTION CUTTING SAWS MUST BE EXTRA TOUGH, HIGHLY ACCURATE. B-W'S ATKINS SAW PRECISION TEMPERS THE BLADES. THEN HAMMERS THEM TO PROPER TENSION BY HAND THEY WITHSTAND THE HEAT, RUN TRUE AT HIGH SPEEDS FOR STRAIGHT, SMOOTH CUTTING.

*REG. U.S. PAT. OFF.

These units form BORG-WARNER, *Executive Offices, 310 S. Michigan Ave., Chicago. Research Center, Des Plaines, Ill.*

DIVISIONS: ATKINS SAW • BORG & BECK • BUILDER SALES • BYRON JACKSON • CALUMET STEEL • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHREYS • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL SCHEDULED PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • PRIMOS PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** B-W ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BYRON JACKSON CO., S.A. • RI SERVICE, INC. • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD. • YORK SHIPLEY, LTD.

Ripley's

THIS VERSATILE COMBAT VEHICLE GOES ANYWHERE FAST... LUGS SOLDIERS OR A TON OF CARGO. IT CHUTES INTO BATTLE EASILY... SPEEDS OVER ROUGH TERRAIN... EVEN SWIMS RIVERS BY SPINNING ITS WHEELS. WHEN WHEELS SPIN FREELY, THEN GRAB SOLID EARTH, A VICIOUS SHOCK IS DELIVERED TO THE DRIVE LINE--PARTICULARLY TO THE MAIN UNIVERSAL JOINT WHICH GIVES THE LINE ITS FLEXIBILITY. THE SPECIAL JOINT NEEDED TO TAKE THE ABUSE COMES FROM **B-W'S MECHANICS UNIVERSAL JOINT.** IT'S TOUGH AND LONG-WEARING!

SUITS OF ALUMINUM FOIL TURN BACK 2850-DEGREE HEAT!

FIRE 3000 DEGREES HOT--YET THE FIREMEN FEEL BARELY 100 DEGREES. THE ALUMINUM FOIL ALONE ON THEIR SUITS REFLECTS 95% OF THE HEAT! IT IS THIS SAME KIND OF FOIL THAT MAKES ALFOL® INSULATION FOR BUILDINGS SO EFFECTIVE. MADE BY **B-W'S REFLECTAL**, ALFOL TURNS BACK 95% OF RADIANT SUN HEAT, KEEPS HOUSES COOLER. IN WINTER IT HOLDS HEAT IN, CUTS FUEL BILLS 25%.

ANY COOKING PAN BECOMES AUTOMATIC ON THIS NEW GAS BURNER!

"BOIL-OVERS" AND BURNT FOODS CAN BE A THING OF THE PAST WITH THE "MEAL SENTRY" BURNER. **B-W'S NORGE** OFFERS IN ITS NEW GAS RANGES. ON IT, PANS BECOME AUTOMATIC APPLIANCES. YOU DIAL THE NEEDED COOKING TEMPERATURE. THE CONTROL IN THE BURNER'S CENTER, PRESSING AGAINST THE PAN, SENSES ANY CHANGE. IT TURNS UP OR LOWERS THE FLAME TO MAINTAIN THE CORRECT HEAT.

DESIGN IT BETTER... MAKE IT BETTER **BORG-WARNER®**

POP: Hands off that Transtar, young lady!

ANNIE: But Pop, last night you promised Mom and me . . .

POP: I bought this Transtar to get more work done around here. Just because it's smooth riding and easy to handle, you two . . .

ANNIE: We'll only be gone for an hour or so, Pop.

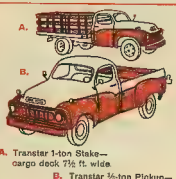
POP: A-l-l right! But take it easy going back across that field. Twin Traction's for getting you out of furrows . . . not digging 'em!

ANNIE. 'Bye, Pop. Wish you liked "my Eddie" as much as your Transtar!

POP: What's that?

ANNIE: You know—they're both so good looking!

STUDEBAKER TRANSTARS—6 WAYS BETTER THAN THE NEXT BEST TRUCK



A. Transtar 1-ton Stake—cargo deck 7½ ft. wide

B. Transtar ½-ton Pickup—widest clear floor space.

1. Better Economy — long life, low operating costs, easy maintenance, more profit per mile.
2. Bigger Payloads — trucking's biggest cargo areas, high payload-to-weight design in all models.
3. Greater Safety — enclosed safety doorstep, safety dash pad . . . optional Twin-Traction drive and automatic hill holder.
4. Easier Control — cross link variable ratio steering, better braking for safer faster runs.
5. Smoother Ride -Two stage springs, hydraulic shock absorbers standard equipment on light duty models.
6. Better Deal -from break-in to trade-in, starting with low, low prices.

Studebaker-Packard
CORPORATION
Where pride of Workmanship comes first!

freshet that made ponds in the low spots. How fast the weeds grew. The race to cultivate the corn. Kittens on the screen door.

* * * *

Potomac fever, it is said, frequently infects those who have spent much time in Washington. Its symptom is an intense desire to continue staying there. After having had to spend much of the winter in Washington, I am

I got checked for Potomac fever.

pleased to report that my Potomac fever temperature stands no higher than about 32 degrees Fahrenheit.

*

Perhaps the exposure was light, inasmuch as the assignment was part-time and temporary. It was possible to get away enough to attend to most of my FARM JOURNAL chores. The work, as you may have noted on another page last month, was as executive director of the President's Commission on Increased Industrial Uses for Agricultural Products.

*

The Commission says that agriculture has been "researched" right out of its own natural domains, in several ways. Industrial research has moved in with synthetic fibers in place of natural ones, detergents in place of soaps, plastics in place of leather, alcohol from natural gas instead of grain, and now paints from synthetic materials instead of those grown on the farms.

*

In brief, the report makes a strong case for trebling the present research on industrial uses, for starting a vigorous search to develop new crops, and for the incentives and commercial development work that will most quickly return some benefit to farmers.

*

The program proposed by the Commission should cost around $100 million a year. Considering that more than $3 billion now go for soil bank and price supports each year, with little permanent gain from either, it should be wise economy to invest this amount in trying to obtain results that will last.

Wheeler McMillen

Tea Time Dishes for the Young Hostess

(G) DE LUXE 46 PC. "COUNTRY CHARM" TEA SET. Ivory-color metal lithographed with charming farm scenes. Big set includes "silverware". Serve food made from mixes on opp. page or just play house with them. Dishes are metal with smooth rolled edges to protect little hands. "Silverware" is made of durable plastic.

Big set includes 6 each dinner plates, butter plates, cups and saucers. One each tea pot with lid, cream pitcher and sugar bowl. 6 each forks, knives and spoons everything junior hostess needs. Plates are 5½-in. in diameter, other pieces in proportion.

48 T 4673—46-Pc. Set Ship. wt. 2 lbs.....Service for 6 1.55

CHILD-SIZE TABLE AND CHAIR SETS SOLD ON PAGES 222-223

It's Such Fun to Entertain Our Guests

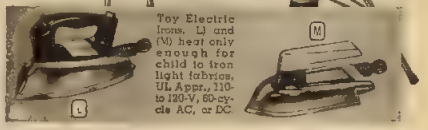
(H) 28-PC. "SWISS MISS" TEA SET. Service for 6. It's time for a party! What a thrill to cook her own refreshments (see food mixes sold on opposite page) and serve friends on her own set of dishes.

Dishes are metal charmingly lithographed in bright "Swiss" colors blue, green and red. Smooth rolled edges. Set includes 6 each plates, butter plates, cups and saucers; teapot, sugar bowl, creamer and an 8x10-in. tray that helps little girls learn to serve graciously. Plates 4½-in. diam.; other pieces in proportion. For "silverware" to use with "Swiss Miss" Tea Set, see (T) below.

48 T 4664—28-Pc. Set. Ship. wt. 1 lb. 8 oz.....Service for 6 98c

CHINA AND PLASTIC TEA SETS, PG. 215. FOR TERMS, SEE PG. 328

Let's Iron Dollie's Clothes



Toy Electric Irons. (L) and (M) heat only enough for child to iron light fabrics. UL Appr., 110- to 120-V, 60-cycle AC, or DC.

Save on 4-Pc. Outfit . . . $4.98 With Steam Iron $3.98 With Reg. Iron

Everything she needs to iron! Save on combination offer. Choice of Steam or Regular Electric iron, Ironing Board (J), Pad and Cover (K) *Mailable.*

48 T 4761M—4-Pc. Outfit with Steam Iron (L). Ship. wt. 5 lbs.....4.98

48 T 4610 M—4-Pc. Outfit with Regular Iron (M). Ship. wt. 5 lbs.....3.98

(J) IRONING BOARD. Opens or closes in one easy operation. Steel; perforated enameled top; rubber-tipped legs. 27x8x22 in. high. Wt. 4 lbs. 8 oz.

48 T 4765 M-*Mail.* 1.89

(K) PAD AND COVER for above. Wt. 5 oz.

48 T 4660.....67c

(N) "PRETEND" IRON. Dummy cord; suction-cup wall plug. Chromed base, plastic handle.

48 T 4760—Abt. 6½ in. long. Ship. wt. 10 oz. 79c

(L) STEAM IRON. Authentically styled miniature of famous General Electric; manufactured, guaranteed by Nassau Products Corp. Water hole has rubber plug. Chrome plated base, black handle. Cord, plug. 7½ in. long. Ship. wt. 1 lb. 3 oz.

48 T 4749.....3.29

(M) REGULAR-STYLE ELECTRIC IRON. Chromed finish, pink plastic handle. Cord, plug. Abt 6½ in. long. Streamlined.

48 T 4659—Ship. wt. 1 lb. 3 oz... 1.98

We Like to Wash Our Dishes

(P) SUSY GOOSE DISH WASHING SET. Little girl size. Even dish washing can be fun for the little miss. She'll adore having utensils just like Mom's, she'll love to slosh her dishes about in soapy water. Plastic dish drainer with silverware holder, plastic dish pan, bottle brush, sponge, box Brillo (1 pad), scraper, dish cloth, ruffled plastic apron. 16-pg colored story book. Gift box.

48 T 4626—Ship. wt. 1 lb. 4 oz...10-Pc. Set 95c

"Pop-Up" Toaster

(R) For make believe breakfasts. Tots will love it sounds, looks just like Mom's. When plastic lever is pushed down toaster begins to click, click, click like real one for 15 to 20 seconds, then pops up. Base is black, high impact plastic body shiny tin with red sides. 7½ in. long, 4¾ in. wide, 5 in. high. In gift box, ready for wrapping.

48 T 4652—Ship. wt. 1 lb. 4 oz.....98c

Her First Set of "Silver"—Serves 8

(T) ALUMINUM "SILVERWARE" SET. Little miss can use her very own "silver," when she has parties for her friends, dolls. No sharp edges, easy for tiny tots to use. 8 each knives (4½ in. long), forks, spoons and 2 extra pieces—butter knife, sugar spoon. Pieces fit neatly into slots in "blond wood" card board chest. 11½x5½x2½ in.

48 T 4694—26-Pc. Set. Ship. wt. 10 oz.....79c

Doll House Family 89c

(A) "Family" fits furniture in Doll House (D). Tinted plastic. Father, Mother, Brother, Sister can sit, kneel, etc.—jointed at waist, knees, shoulder. Father 4¼ in. tall. Rest of family scaled proportionately.

48 T 4434—Shipping weight 4 oz. . . . . 4-pc. set 89c

Susy's Superette $2.59

(B) It's fun to shop in this colorful cardboard store. Miniature "customers" will load the shopping cart with produce, meats, canned goods and check out with the "cashier." Plastic produce case, check-out stand, cash register, shopping cart, basket, polyethylene "people," price tags, nationally-known food boxes to fold, labels to paste on cans, display card for the day's best buys. Store about 13½x8½x6 in. Realistic colors, beautifully molded, with authentic details. A complete Super Market in miniature.

48 T 4444—Shipping weight 2 lbs. 12 oz. 2.59

5 Rooms of Furniture 89c

(C) Furnish a dollhouse with this colorful, unbreakable plastic furniture. Sofa abt. 2¾ in. long. Kitchen: Stove, sink, refrigerator, table and 2 chairs. Dining Room: Table and 4 chairs, breakfront. Bathroom: Bathtub, sink, commode, medicine cabinet. Bedroom: Bed, dresser and bench, night table. Living Room: Sofa, cocktail table, 2 chairs, TV, chest of drawers; 2 plastic "people". Miniature furniture for 5 rooms, all scaled in proportion to 2¾-in. miniature sofa.

48 T 4440—Shipping weight 1 lb. 89c

MONTHLY PAYMENT PLAN, PAGE 328.

For "Pretend" Play

GIFTS FOR LITTLE GIRLS TO FIND UNDER THE TREE

Spacious Doll House Complete with Furniture $4.95

(D) FIVE-ROOM DOLL HOUSE (shown opposite) with breezeway-den extension and a complete set of plastic furniture for every room. Large 31½x15½x9 in., sturdy 2-story suburban Colonial style metal house, has no sharp edges to hurt little hands. Plastic front door opens. Lithographed metal staircase.

Outside (shown small insert, opp. pg.) is attractively lithographed to resemble gleaming white clapboard and brick with a picture window and smaller shutter trimmed windows. Upstairs windows have detachable awnings. White cupola with weather vane on roof of breezeway.

Stylish looking interior is lithographed to resemble latest trends in wallpaper, rugs, draperies, pictures . . . There's a "pretend" fireplace, bookshelves in living room, wee shower curtains and mirror in bathroom. Rear of house is open (see insert, opposite page) so a little homemaker can have hours of fun arranging furnishings. 3 vinyl plastic "children" are included. Sofa about 3½ in. long; other pieces in proportion.

48 T 4456—Shipped flat; easily assembled. *Mailable* Ship. wt. 6 lbs. 4 oz. 4.95

LIVING-DINING COMBINATION: Completely equipped with a comfortable Sofa, Chairs, TV console; For dining there's a table with 2 chairs and a buffet server.

KITCHEN: Sink-stove combination, refrigerator, table and 3 chairs.

NURSERY: Tiny crib, Play Pen and Training Chair.

BEDROOM: Double bed, Vanity dresser and bench, chest on chest.

BATHROOM: Equipment consists of Bathtub, sink, commode.

DEN: Piano and stool, ping pong table, TV-Phonograph combination, Game Table and Chairs.

Furniture listed above is made of artistically molded plastic.

Bedroom for 8-in. Dolls $14.95 Complete . . . or buy units separately

(E) DE LUXE MODEL BEDROOM (shown on opposite page). Little girls will have fun playing with this beautiful model bedroom, and arranging the furnishings, just as interior decorators do. Scaled for 8-in miniature dolls or smaller, see Pages 198–199.

Bedroom, about 24x12x14 in., can be purchased complete, or buy units separately at right. Outside of house faced with simulated siding, has wood shutters. Natural finish Philippine mahogany door with brass doorknob, opens and closes. Steel sash windows work up and down. Roof is removable.

Bedroom has painted woodwork, real wallpaper on 3 walls, simulated hardwood floor. Mirrored dresser, chest with sliding drawers, night tables, bed are natural Philippine mahogany. Bed has box spring mattress, foam pad. 5-Pc. bedding set has sheet, blanket, 2 pillows, bedspread. Cotton loop rug. Lace curtains with tiebacks; brackets, rods included. Framed picture has hook for hanging. Lamps are battery operated (batteries incl.). Decorated shades.

48 T 4510—COMPLETE BEDROOM.*Shipped flat, easily assembled. Ship. wt. 6 lbs. 6 oz. *Mail* . 14.95

SEPARATE UNITS OF BEDROOM

48 T 4513—Walls, Floor; Dresser, Chest, Bed, Bedding, 2 night tables, 2 Lamps, Roof section. Ship. wt. 5 lbs. 8 oz. 9.95

48 T 4514—Bedroom Walls and Floor. Wt. 3 lbs. 2.19

48 T 4515—Door, 2 pr. steel sash Windows, 2 pr. window Shutters. Ship. wt. 12 oz. 2.79

48 T 4516—Dresser, Chest, Bed, Bedding. Wt. 2 lbs. 14 oz. 5 95

48 T 4517—2 night Tables, 2 Lamps. Ship. wt. 9 oz. 1.98

48 T 4518—2 pr. Curtains, Rods, Rug, Picture. Wt. 10 oz. 1.98

48 T 4519—Roof. Wt. 1 lb. 12 oz. 1.19

Furniture completely assembled.

Accessories for 8-in. and 12-in. Miniature Dolls $2.69 to $4.49

(F) (G) MINIATURE DOLL TRUNKS. Will hold 8-in. and 12-in. doll and her entire wardrobe. Red pyroxylin covering over wood frame. Sturdy stitched binding. Attractive lining. Wood drawer, 1 hanger and tie ribbon for doll. Plastic handle. Nickel plated latches.

(F) 48 W 4432 Size 10x6x5 in. Ship. wt. 2 lbs. 2.69

(G) 48 W 4433—Size 14x8½x6½ in. Ship. wt. 3 lbs. 3.59

(H) HOLLYWOOD BED WITH VANITY AND BENCH. This authentically reproduced Colonial bedroom set is scaled for 8 and 11-in. miniature dolls. Maple bed has shaped panel headboard, turned legs and box spring. Gay floral print bedspread with pleated yellow dust ruffle, matching print pillow. Vanity table finished in maple has tilting mirror with turn supports. Table top is painted yellow. Pleated vanity skirt matches bedspread. Corresponding maple bench. Bed is about 12¾x7x5 in. Other pieces proportionate in size

48 T 4425—Shipping weight 1 lb. 8 oz. 4.49

8-IN. MINIATURE DOLLS TO FIT ACCESSORIES ON THESE PAGES ARE SHOWN ON PAGES 198–199.

Glamour Gifts for a Little Girl's Christmas $1.79 to $2.79

(J) SNAP-A-PART JEWELRY SET. (Ages 6 and up.) Make bracelets, necklaces, chokers, pendants, earrings. Snap settings together of different designs, glue "jewels" into settings. Settings have gold metalized and pearlized finishes. With earring findings, paste, applicator, instructions.

48 T 4661—Big Jewelry Set. 57 settings, 200 snap-a-part links, over 200 "jewels". Shipping weight 1 lb. 8 oz. . . . 2.59

48 T 4670—Jewelry Set. 38 settings, 100 links, over 100 "jewels". Wt. 1 lb. 1.79

(K) SNAP-LINK FASHION KIT. (Ages 4 to 13). Vari-shaped pliable, unbreakable plastic pieces in assorted colors snap together to make belts, headbands, necklaces and bracelets. In clear plastic container with handle. About 125 pieces.

48 T 2495—Ship. wt. 1 lb. . . . . Kit 1.89

(L) "LADY LOVELY" TRAVEL KIT. Molded polyethylene satchel holds plastic fittings, metalized in gold: real perfume atomizer with rubber bulb, "perfume", lipstick, cuticle cleaner, rouge and powder compacts, hair brush, comb, scissors, metal mirror and space for 2 pictures in lid. Satchel about 8 in. long.

48 T 4720—Ship. wt. 1 lb. 8 oz. 2.79

(M) "LADY LOVELY" KIT. Polyethylene kit with sling-type carrying strap. Has metalized plastic fittings. Powder and rouge compacts, hand mirror, "lipstick", soap, plastic scissors, cuticle cleaner, perfume atomizer with rubber bulb and comb. Size overall about 6x7x2 in.

48 T 4730—Ship. wt. 1 lb. 1.79

SEE PG. 7 FOR BETSY McCALL COSMETIC KIT; OTHER DOLL TRUNKS AND LUGGAGE, PG. 203.

D

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EATON
2-SPEED TRUCK AXLES

"SAVINGS--

more than paid for my EATON 2-SPEED AXLE"

reports truck farmer

GEORGE C. REEVE, Aquebogue, N.Y.

"Now that we have our Eaton-equipped GMC truck, two men can do the work that formerly required four," says Mr. Reeve of C. T. Reeve & Son. "At the same time, we also eliminated extra starts and stops, put an end to stalling and bucking—and broken axles are no longer a problem.

"With the low-gear range of our Eaton 2-Speed Axle, we get slow, steady, powerful speeds even in muddy soil. In fact, after the driver starts the truck, he dismounts and helps load. The low low-gear range of Eaton 2-Speed keeps the truck crawling slowly and surely right on down the cauliflower row.

"No matter how rough the weather or terrain, that Eaton 2-Speed pulls a heavy load right on through . . . takes slick, steep hills without hesitation. Going over the road — our fields are six miles from home — Eaton's high gear range delivers fast legal speeds without engine strain. Actually, the Eaton Axle has doubled truck efficiency."

An Eaton 2-Speed Axle helps make farming more efficient, more profitable. Ask your truck dealer for a demonstration.

C. T. REEVE & SON grow cauliflower, corn, potatoes, lima beans, grain and strawberries on 148 acres, use their Eaton-equipped truck for field and highway hauling. "A truck with an Eaton 2-Speed is easier to handle through traffic, saves time making city deliveries," says George C. Reeve. "The Eaton Axle saves gasoline, and assures longer truck life."

"EATON AXLES ARE ESSENTIAL for farmers in this area," reports Edward J. Madden, Sales Manager of Mauer Motor Sales Corp., Garden City Park, N. Y. "In the rare instance when a buyer doesn't specify an Eaton 2-Speed, he's usually back within a year to work out a trade for an Eaton-equipped truck. Farmers need the versatility of an Eaton 2-Speed Axle."

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

EATON

MORE THAN 2 MILLION EATON AXLES IN TRUCKS TODAY

gains? "Simply by making an animal more efficient," said Gassner. "Cattle normally void a lot of material in feed that could produce meat. Hormones cut that loss. Male-type hormones, particularly, retain nitrogen—a corner stone of efficient nutrition."

Added Clegg: "Stilbestrol implants approximately double the nitrogen a treated steer retains, which means more protein. We've found a 3% increase in lean meat and a 10% to 15% larger loin eye—at the expense of fat."

What about growth boosters for heifers?

Burroughs: "Stilbestrol in feed will cheapen heifer gains, although not as much as for steers."

Beeson: "For heifers I wouldn't recommend implants. They'll increase gains but you get too many severe side effects." Among these are excessive riding, raised tailheads, flattened loins.

Gassner: "We are getting some very promising results with natural hormones for heifers. The balance is quite different than in steers because the heifer produces her own hormones."

Should you use growth boosters in any form on pasture?

Depends on the pasture, they said. "The response varies a great deal," remarked Beeson, "probably due to the natural hormone content of the pasture. Legumes, we know, contain rather large amounts of estrogens (female hormones) at certain stages of growth. We've averaged the results from several states where steers on pasture alone (no grain) were treated with 24 mg. implants. They report about a half pound extra daily gain.

"Last summer we fed steers ground corn and supplement on pasture for 125 days. Our control lot averaged 2.71 lbs. daily gain. Another that got 10 mgs. stilbestrol in feed gained only 2.5 lbs. a day. Steers that got a 24 mg. implant average an even 3 lbs., and those treated with a 36 mg implant gained 3.17 lbs.

"Carcasses from the 10 mg. daily feed and 36 mg implants graded lower than the controls. But the 24 mg. implant group graded the same. Obviously something prevented the stilbestrol-in-feed from working."

Beeson then referred to a recent Colorado test in which heifers were fed freshly chopped alfalfa and grain. Those that got 10 milligrams stilbestrol in their daily feed gained slightly *less* than the check group. Yet heifers that got field cured alfalfa responded favorably to the stilbestrol feeding.

"It would seem," Beeson concluded, "that there's something in that green plant that affects the usefulness of stilbestrol when it's fed."

Burroughs agreed as to the up-and-down response. "Our results have varied from excellent to zero," he admitted. "An average of all our tests of stilbestrol feeding on pasture show a 9% faster rate of gain and an 8% feed saving. This compares with 18% and 12% on fattening rations."

Do you have to feed a high-energy ration to get the most response?

In general, the answer is yes, the scientists agreed. However, Burroughs reported Iowa tests which indicated that stilbestrol apparently helps an animal make better use of low-cost, non-protein nitrogen such as urea. He told of the "Iowa Economy Supplement" that contains *no oil meals of any kind* yet has produced daily gains of about 3 pounds in three tests. The supplement ingredients cost about $50 a ton, he said, and a pound a day seems to do the job.

Any possibility of combining stilbestrol with the natural hormones?

"There may be," answered Gassner. "We have a large-scale test in which we're using a natural hormone pellet (Synovex) and feeding stilbestrol to the steers. There's a strong indication that the effect of the two may be cumulative and beneficial."

POWER...MORE

Tests prove it—and the chart at right gives the facts. It shows that Ford Tractor *pull power* has more than doubled over previous models. That's why you can handle up to twice the work, twice the acres with a new Ford Tractor. And at a lower cost per acre, too.

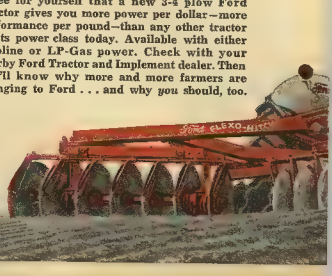
Today's Ford Powermaster Tractors give you more horsepower per dollar than ever! Never before have Ford Tractors offered so much in economy, convenience and versatility!

Now, more than ever, a Ford Tractor is a *practical* buy!

See for yourself that a new 3-4 plow Ford Tractor gives you more power per dollar—more performance per pound—than any other tractor in its power class today. Available with either gasoline or LP-Gas power. Check with your nearby Ford Tractor and Implement dealer. Then you'll know why more and more farmers are swinging to Ford . . . and why *you* should, too.

Ford Farming

IS POWER FARMING



LIVESTOCK
last-minute report

New grub killer looks best yet

LAST month FARM JOURNAL reported that the new grub treatment, ET-57, looked good in Texas and Oklahoma tests.

It looks even better now, as results are just in from four northern states and a USDA laboratory. The new grub-killing chemical, just named Viozene by the Dow Chemical Co., will probably be on the market this fall.

Here are the state-by-state reports from college scientists:

South Dakota. "We found only occasional grubs in treated animals while the untreated averaged ¾ grub per head in one herd and 2½ grubs in the other," says Bill Rogoff. In other tests, treated cattle (using ET-57 as a bolus, capsule, mixed in feed or mixed in salt) had no grubs. There were 75 in untreated cattle.

Iowa. "We didn't find a single grub in the backs of capsule-treated cattle, but found an average of five per untreated animal," reports Earle Raun of 144 head of feedlot cattle. "We're just starting to get slaughter data, but so far it looks good," he adds.

Kansas. "Good results with ET-57 bolus or mixed in feed," reports Roger Matthew on 500 cattle in three herds. "Two animals showed up with a grub each three months after treatment. Untreated animals averaged three to four grubs in one test, 12 to 14 in the other two."

Nebraska. "Results are consistent —.6 to 2 grubs per treated animal, 8 to 21 grubs in untreated animals," says Cal Jones. He used both a bolling gun and drenches of the Viozene.

USDA Livestock Insect Laboratory, Kerrville, Tex. "In three years' work, grub control ranged from 75% to 100%, with an average of 90% to 95%," says R. C. Bushland.

Scientists aren't sure how the chemical works. "We don't know whether it kills grubs or just makes them crazy," Bushland tells FARM JOURNAL. "One thing's sure, it keeps 'em out of the backs of treated cattle."

Tests are under way now to see if Viozene-treated cattle will gain faster in the feedlot. FARM JOURNAL will report them when they're completed.

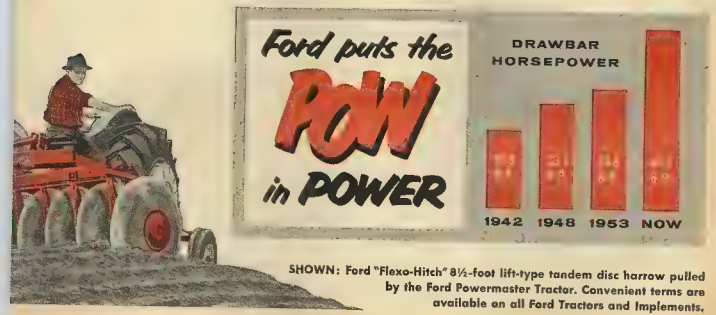
Will packers pay extra for grub-free cattle? They could well afford to. In a recent day's slaughter by one packer, 79% of all carcasses were infested with grubs, 29% so badly that they were classed as "grubby carcasses."

Makes Meat Juicier

Pumping a salt water solution through the arteries of a newly slaughtered steer, makes Choice-tasting beef out of a Good grade carcass.

At least that's what taste panels tell Ohio meat scientist V. R. Cahill. The reasoning is this: The salt "charges" the protein molecules on meat, makes them hold moisture more tightly. When treated meat is cooked, there's less shrinkage. Result: beef that's tender and juicier. **End**

THAN DOUBLED!



SHOWN: Ford "Flexo-Hitch" 8½-foot lift-type tandem disc harrow pulled by the Ford Powermaster Tractor. Convenient terms are available on all Ford Tractors and Implements.

LIVESTOCK
last-minute report

Penicillin-salt mix stops bloat

A NEW penicillin-salt mix has given highly encouraging results as a control for bloat on more than 3,000 head of cattle.

There was not a single death loss on any of the 19 bloat-problem farms where the mix was fed in 1956, according to Ben Barrentine, Mississippi State College scientist. The farms were located in Alabama, Mississippi and Louisiana.

In the early spring months before starting their cattle on the antibiotic-salt mix last April, these farmers had lost 70 head from bloat.

On most farms no bloating was observed by the third day after starting the cattle on the penicillin-salt mix. Only a few scattered cases were observed during the rest of the bloat season.

The test mixture, blended by the Morton Salt Company, consisted of loose salt containing 50 milligrams (about 50,000 units) of procaine penicillin per ounce of salt. On an average, each animal ate only .7 ounce per day. All other salt was removed.

Barrentine also made a carefully-controlled test with the penicillin-salt mix at Mississippi State College. Before starting the antibiotic mix, the beef herd had been averaging 20 cases of bloat per day. On the fifth and sixth days after the penicillin-salt was started, there was only one case.

Then he stopped the antibiotic and four days later there were 17 cases of bloat!

The penicillin mixture appears to be relatively stable. Barrentine says, "You should be able to avoid any appreciable loss of penicillin effectiveness by putting out only two or three days' supply at a time in a weather-protected salt box."

Bagged samples of the mixture were tested after eight months of storage, with

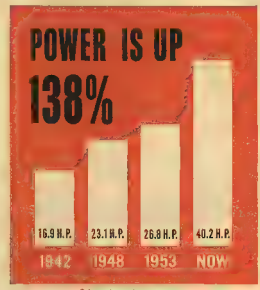
Photo. Donald E. O'Brien

Telescoping Gate

This gate easily adjusts from 14'7" to 17'6"—does double duty on Marycrest Farms, Ohio. It's made of 2" stuff, strongly braced and bolted.

IN POWER

Gasoline or L-P, all-purpose or row crop, Ford's power-packed tractors give you tremendous performance with amazing economy.



*Drawbar Horsepower

You're invited to the POWER POW-WOW MEETINGS to be held by Ford Tractor and Implement Dealers. Movies—prizes—refreshments—demonstrations . . . an enjoyable event for the whole family! Look for announcement by your local dealer.

STUDEBAKER TRANSTARS—WIDEST HORSEPOWER CHOICE IN ½-2 TON TRUCKS

Hand-pick your performance in the 100-hp spread between Studebaker's thriftiest Six and biggest HD V8

Eight Transtar power-and-performance choices cover every trucking job from multi-stop delivery to cross-country hauling! Super-saving Sixes start at 92 hp; brawny V8s go all the way to 192 hp—premium engine features standard on Heavy-Duty V8, optional on other V8; 4-barrel carburetor option, too. V8 or Six, each of 80 Transtar models gives you famous Studebaker dependability and mile-by-mile operating thrift that pay off in more runs per month, more profit per run!

LET YOUR STUDEBAKER DEALER PROVE IT TO YOU NOW!

6 WAYS BETTER THAN THE NEXT BEST TRUCK!

1. Better economy—long life, low operating costs, easy maintenance for more profit per mile.
2. Better payloads—trucking's biggest cargo areas model for model . . . high payload-to-weight design
3. Greater comfort—designed-for-driving cab, enclosed safety doorstep, safety dash pad.
4. Easier control—cross link variable ratio steering, better braking for safer, faster runs.
5. Smoother ride—two-stage springs, hydraulic shock absorbers standard equipment on light-duty models.
6. Better deal—from break-in to trade-in, starting with low, low prices!

'57 TRANSTAR 2-TON HD 3E40

Handsome new Transtar line brings new heavy-duty "muscle" to the 2-ton field. Up to 18,000 lbs. GVW, 35,900 lbs. GCW. New Torque Star 289 V8 with premium heavy-duty features. Four wheelbases, 131"-195"; HD 4-speed transmission, 15,000 lb. rear axle, 6-stud HD wheels standard. Six ways better than the next best truck!

Studebaker-Packard
CORPORATION
Where pride of Workmanship comes first!

LIVESTOCK *last-minute report*

no loss of penicillin activity. However, there is a loss when cattle are licking it and when it's exposed to rain.

Manufacturers undoubtedly will have feed or salt mixtures containing penicillin on the market by the time the bloat season arrives, Barrentine believes.

How Fast Can We Get Meat Hogs?

"Only one out of every six hogs we now market produces the kind of pork the housewife wants," declared scientist L. N. Hazel at Iowa State College's first annual swine breeder's short course.

"Yet if every hog raiser would use the breeding tools we now have, more than half the hogs could be the 'right' kind within five years," Hazel added.

He defined the "right" kind as a slaughter barrow that will cut out at least 50% lean cuts, measure 1.5 inches backfat at 200 pounds (reached at five months of age) and produce 100 pounds pork with 325 pounds feed.

Fortunately, Hazel explained, these characteristics are highly heritable.

One big mistake breeders frequently make is to scatter their shots and try to select for too many things at a time, reported Ralph Durham, Extension hog specialist. "The more things you breed for, the less improvement you get in the really important things."

Added researcher Hazel: "We have the breeding tools now—swine testing stations, on-farm testing programs, and breed-sponsored meat-hog certification. You can pinpoint selection with these programs, particularly if you add data from your entire herd. You have to improve gilts as well as boars."

"The cardiograph shows you have a weak heart. I'll give you my bill in three installments."

a closed barn. Warmth is fine for new lambs. But as Graydon Blank, Michigan State University sheepman explains, sheep are cold weather animals. They need fresh, dry air.

Escotts use Suffolk rams for a "vigorous, faster growing market lamb."

Why pen up sheep? Well, the Escotts farm good land. They were binning 50-bushel-an-acre barley when I was there.

"It simply doesn't make sense to run sheep on that kind of land when it can gross us $100 an acre this way, on both meadow and crop acres," adds Ken

And besides, they have the sheep where they can watch 'em. And that's important. Marauding dogs aren't so apt to bother; you're more likely to spot an ailing sheep. They're easier to handle, and parasite losses are reduced.

Escotts don't claim that they have all the answers. For one thing, they haven't taken advantage of the strong early lamb market. Instead of March lambing, they sheared their rams last summer, bred early and lambs will start coming in the next week or two.

"Early lambs can make you $5 extra," says Illinois scientist Jack Lewis. He backs that statement with price quotations from a Dixon Springs lamb pool. Prices of the top three grades of lambs were from $5.50 to $6.50 a hundred higher on June 8 last year than on June 22.

Early lambing is easy when sheep are in confinement.

The Escott neighborhood is rolling, but the hillsides aren't too steep to farm. If they were, then raising sheep in confinement may not make much sense. Might as well have the sheep harvest the hillsides.

But with good farmland, the Escotts think the place for sheep is right in the yard. And that's where theirs are staying.

Lambs Gain Fast, Hold Grade on New Pellets

A new hormone combination pellet showed up well in lamb feeding tests just recently reported by scientists at Ohio's Agricultural Experiment Station.

Forty lambs receiving the implant —a progesterone-estradiol combination —gained 34% faster and ate 23% less feed per pound of gain than did the 40 untreated lambs.

The test product was made by Syntex Animal Products. This is the same company that received Food and Drug OK to market a lamb pellet awhile back (FARM JOURNAL, *October, 1954*), and then withdrew it when further tests resulted in carcass downgrading.

While the new Ohio-tested product contains the same hormones, smaller amounts were used and *there was no downgrading, either on the hoof or in carcass.* All 80 lambs, treated and untreated, graded the same.

The lambs averaged 70 pounds when they went into the lots; were fed a standard heavy grain ration, plus hay and protein supplement for 84 days.

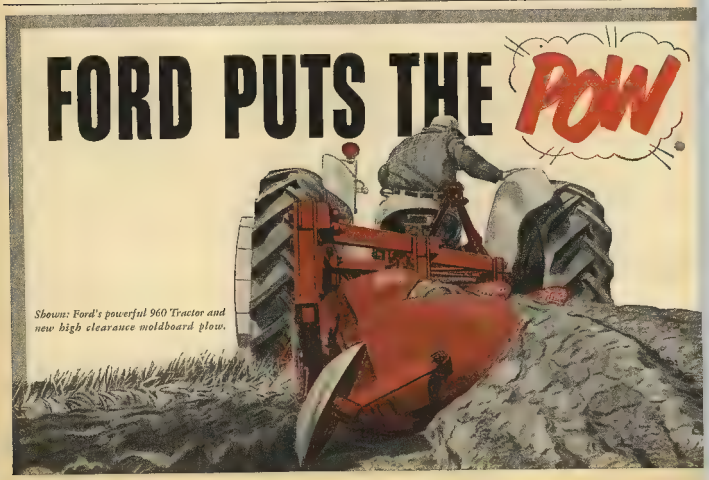
Some treated lambs showed slight side effects—udder development and vulval swelling—but not enough to affect grade or gain.

There were no death losses in either group. Like cattle that have had hormone feeds on implants, the treated lambs tended to have less fat for weight.

The Ohioans also used the test hormone implants on a group of 19 suckling lambs on pasture that went on full feed after weaning.

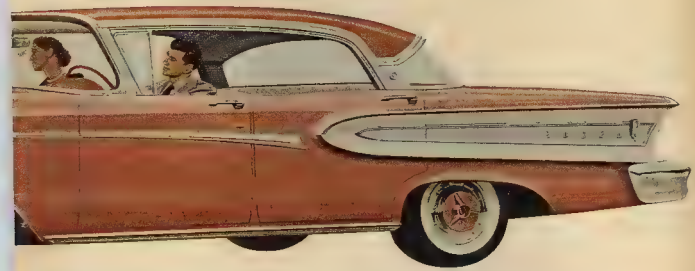
From the time they were implanted until market, they gained 16% more than the controls

Syntex and Squibb, who are now selling Synovex steer implants, are also experimenting with even lower *and cheaper* hormone combinations for lambs than those used in the Ohio tests. They hope to have one OK'd by Food and Drug and on the market by next fall's lamb-feeding season.



Shown: Ford's powerful 960 Tractor and new high clearance moldboard plow.

„joins the Ford family of fine cars"



Originality is written in the vertical grille, the elegant, sweeping lines and clean flight deck of this Edsel Citation

ent from any car you have ever driven. More exciting, more sure, more safe.

What does an Edsel cost? Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series, 18 models.

Your Edsel Dealer invites you to see and drive the Edsel. Why not visit him soon?

EDSEL DIVISION • FORD MOTOR COMPANY

EDSEL

NOW AT YOUR EDSEL DEALER

1903 THE FIRST FORD

1920 THE FIRST LINCOLN

1939 THE FIRST MERCURY

1940 THE FIRST CONTINENTAL

1955 THE FIRST THUNDERBIRD

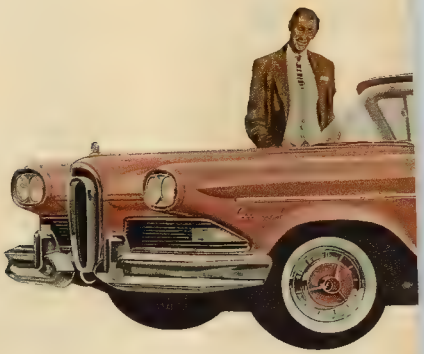
AND NOW ON THE NEXT PAGES

NEWEST MEMBER
OF THE FORD FAMILY OF FINE CARS

THE FIRST **EDSEL**

This is the EDSEL

"A remarkable new automobile.



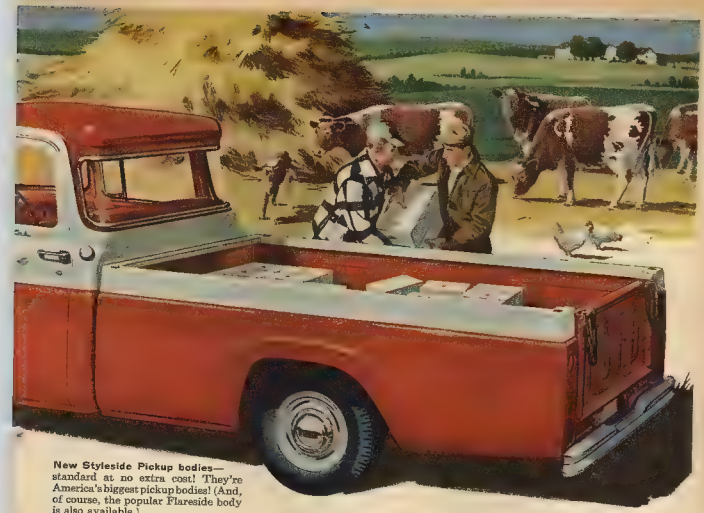
There has never been a car like the Edsel. It is a magnificent automobile. Behind it lie all the resources of Ford Motor Company, all of the experience and all of the engineering skill.

The Edsel is powered by the newest V-8 engines in the industry—the Edsel 400 and the Edsel 475. Their specifications: 400 and 475 pound-feet of torque; 303 and 345 horsepower; 361 and 410 cubic inches of displacement; 10.5 to 1 compression ratio. It is unlikely you have ever handled so much usable power.

The Edsel's big, safe brakes do not need periodic adjusting. They adjust themselves automatically in the course of your day-to-day driving.

The Edsel shifts itself. In an Edsel equipped with Teletouch Drive, you just touch a button on the steering-wheel hub. Teletouch does the rest—smoothly, surely, *electrically*.

These and many other things make the Edsel differ-



New Styleside Pickup bodies—standard at no extra cost! They're America's biggest pickup bodies! (And, of course, the popular Flareside body is also available.)

priced pickup with cab-wide body*

This boldly modern Pickup has Styleside body standard at no extra cost! Biggest load-space of any half-ton pickup!

Modern farming methods demand modern equipment for efficient low-cost operation—and in farm trucks, the most modern, most efficient are '57 Fords!

Look at the new Ford Pickup with the smart new Styleside body. The sides of the body extend out to the sides of the cab, resulting in the biggest load-space ever offered in a ½-tonner—and it's standard at no extra cost! Other major advances are found in new axles, new frames, new cabs . . . everywhere!

And throughout each truck in the new Ford line are deep-seated dollar-saving qualities. First cost is low. Modern Short Stroke engines, with new higher compression, are designed for lower running costs. Rugged new chassis features in every model contribute to lower maintenance costs and longer truck life. And remember Ford's resale value is traditionally high.

For a modern truck that costs you less—less to own and less to run, see your Ford Dealer!

*Based on a comparison of factory-suggested list prices.

For '57 and the years ahead

Ford Trucks cost less . . .

less to own, less to run, last longer, too!

New F-600 Husky farm work horse rated up to 19,500 pounds GVW. Choice of 3 Short Stroke engines.

NEW '57 FORD PICKUP . . . lowest

New Riding Comfort! Completely new suspension, with rubber-cushioned springs. New riding ease that's mighty close to that of a car!

New Stronger Body—has all welded, all-steel construction plus husky box-section corner reinforcements!

New Super-Filter Air Cleaner stops 90% of the dirt that would get through conventional cleaners. Reusable element—tap on firm surface to clean it!

New Power advances in modern Short Stroke Six, as well as V-8. New higher compression, new freer breathing, new refinements throughout!

Choice of five pickups in half-ton field alone! 6½- or 8-foot models with choice of either new Styleside, or conventional Flareside bodies, plus the exciting new Ford Ranchero!

New Driverized Cab—completely new—roomier, stronger, smarter! New wider full-wrap windshield. New inboard cab step; new Hi-dri ventilation, widest, most comfortable seat of any pickup cab! New suspended-type pedals.

MORE LIGHT, AIR, GLASS, GLAMOR! Mercury's new station wagons give 9½ feet of picture window vision on each side, thanks to THE BIG M's exclusive hardtop design. And the back window rolls down into the tail gate, eliminating the old-style lift gate! Illustrated above: The Colony Park

FIRST TRUE PASSENGER CAR RIDE: Mercury's sensational Floating Ride, with special Air-Cushion Suspension, brings true passenger car comfort to station wagons.

UNIQUE ALL-CLEAR LOADING PLATFORM. With no overhanging lift gate, and lower tail gate, loading is easier than ever!

True hardtop design, true passenger car ride, new giant capacity, 6 wonderful models to choose from

Now at last you can move up to a completely new class of station wagons—and get the luxury you've looked for! The new Mercury fleet brings you *more beauty*, with true hardtop design and dream-car styling . . . *more size* (87.4 cu. ft. of cargo capacity) . . . *more comfort* with the first "sedan" ride in station wagons . . . *more power* (up to 290 hp in the Turnpike Cruiser V-8 engine) . . . and far *more loading convenience*. Six models available: deluxe 9-passenger Colony Park, 6- and 9-passenger Voyagers, and three 6- and 9-passenger Commuters in Mercury's lowest-priced series.

THE BIG MERCURY for '57 *with DREAM-CAR DESIGN*

MERCURY DIVISION • FORD MOTOR COMPANY

Choice beef from corn silage

WE'VE been underrating corn silage *as a fattening feed* for cattle, if a South Dakota State College test can be duplicated in farm feedlots.

Scientist William McCone started with good to choice 750-pound yearlings, full-fed 'em corn silage for 180 days, *without a bite of corn* on the side. Only "extras" were 2½ pounds linseed oil meal daily plus free choice of a salt, limestone, bonemeal mix. Half the steers got 10 milligrams stilbestrol in their supplement; the other half got a 36-milligram stilbestrol implant.

Here's what the 10 stilbestrol-fed steers did: gained 2.44 lbs. per day at a cost of 13.1¢ per lb. And eight of the carcasses graded Choice, two Prime!

The stilbestrol implants averaged 2.47 lbs. daily gain at a cost of 12.8¢ a lb. Nine yielded Choice carcasses, one Good.

The corn silage wasn't anything super-duper either. McCone estimates the corn would have yielded about 60 bushels per acre had it been harvested for grain.

Another phase of this test points up some interesting differences as to the feeding value you get from different kinds of silos. Steers ate 87% of the silage stored in a conventional upright; only 54% of that put in a circular pile supported by picket cribbing (snow fence). Wintering beef cows ate 98% of the silage from a glass-lined, air-tight silo.

"But there's more than silage and waste involved," says McCone. "Out of the 118 tons put in the pile, there were 32 tons *we couldn't account for at all* except as weight lost through oxidation and fermentation. That's in addition to what the cattle wouldn't eat."

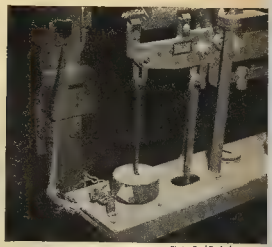


Photo: Paul D. André

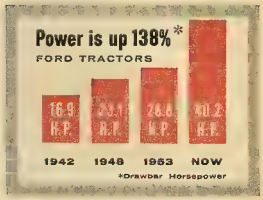
Automatic Cut-off

For mixing steer rations, Iowans Howard and John Beatty use a mercury switch fit into their scale balance. When pre-set weight of a feed is reached, beam tips switch, cuts off current to that conveyor.

...MORE THAN DOUBLED but still bargain-priced!

Tests prove it—and the chart at right gives the facts. It shows that Ford Tractor *pull power* has more than doubled over previous models. That's why you can handle up to twice the work, twice the acres with a new Ford Tractor. Yet, when you compare price, you'll find that a Ford actually costs far less than many other tractors with *less* power and fewer features.

Yes, you'll find that a new Ford Tractor with 3-4 plow power gives you more power per dollar and more performance per pound than any other tractor in its power class today. You'll find, too, that your nearby Ford Tractor and Implement Dealer is trading high. So stop in for a *top deal!*



FORD PUTS THE POW IN POWER

LIVESTOCK

baby pigs didn't like the air-conditioned luxury. Death losses were higher the first week in the cooled stalls.

So one practical problem, say the Iowa Staters, is how to keep sows cool, but pigs warm the first week or two—and to do it economically.

Engineer T. E. Hazen believes air-conditioning units for cooling homes will have to be re-designed specifically for animal shelters.

"We've got to ventilate animal shelters to get rid of the ammonia," he says. "The result is that 70% of the air conditioner's capacity is used to cool fresh air and 30% to actually lower the temperature in the shelter just about the reverse of what we expect from a home air conditioner. Present refrigeration coils are just not designed for such a load."

No More Late-hour Sow-sitting?

The day may not be far off when you'll be able to "educate" your sows into daylight farrowing. No more long nights in the farrowing house!

Results with hormone injections at the General Mills Larro research farm point to this interesting possibility. The tests so far have been on 40 sows over four farrowings.

At the Indianola, Iowa farm, the researchers examine the sows in the morning, then inject a hormone called oxytocin into the ham of those due to farrow that night.

It starts the farrowing process within a few hours.

Oxytocin is a hormone normally secreted by a sow during farrowing. "We're trying, through injections, to speed up the release of the hormone or to supplement the sow's natural supply to bring about quicker, easier farrowing," says researcher Ronald Bloss.

The General Mills tests jibe closely with previous studies at the University of Missouri. Here scientists injected 36 sows that had milk available in their teats. Within an average 3½ hours, 30 had delivered their first pigs and in 2.2 hours had completed their farrowings.

A group of 43 "control" sows averaged half again as long between the time their first pigs arrived until they completed farrowing.

"As a result of the Missouri tests and our own findings, we're hopeful we may be able to eliminate sow-sitting during the sleeping hours," says Bloss.

One problem is timing. Apparently the injection must be made no sooner than 24 hours before normal delivery. The hormone doesn't help if given too early or too late.

"The presence of milk in the udder isn't a 100% guide," says Bloss. "But most experienced hog men can do pretty well at spotting the proper time."

Another thing the scientists haven't fully nailed down is proper dosage. It may even vary from sow to sow.

"We're hoping that we can get timing and dosage pin-pointed so we can hit at least 75% of the time," says Bloss.

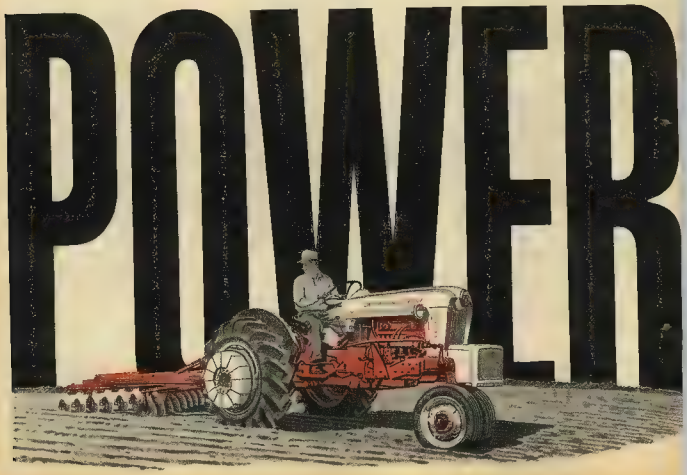
That'll be something when they do! And it shouldn't be expensive—probably 15¢ to 25¢ per sow.

Bull Performance Test

Texas cattlemen this month chalked up another first!

They started a bull-performance test that is the first to be sponsored and promoted by major breed associations. Backing the test are the Texas Angus, Hereford, Polled Hereford and Shorthorn breed associations.

Also, this probably is the first time for a major livestock show to push performance testing.



FEED & GRAIN HANDLER . . . ONLY $25!

Hours of back-breaking labor and time are saved with this ingenious grain handler invented by W. C. Eoff, who farms near Hamlin, Texas.

"I built the machine in my farm shop for only $25, from a discarded combine and the front axle of an old car," he says. "It consists of a grain bin, power take-off and unloading augur. I find it invaluable in 'roading' grain from the combine to the barn—also in filling self-feeders."

Mr. Eoff has high praise for Texaco products, including Advanced Custom-Made Havoline Motor Oil that wear-proofs truck and tractor engines for added power and longer engine life. He also likes the dependable, on-time deliveries of Texaco Consignee O. D. Roland.

A MARFAK BOOSTER! Progressive farmer W. N. Aguillard, who farms 736 acres near Jeannings, La., insists on Marfak for lubricating his farm machinery. He knows that Marfak is best for bearings that take hard punishment—because Marfak won't wash out, drip out, dry out or cake up. Here he passes the time of day with Texaco Consignee Albert Gauthier

A 13-YEAR FIRE CHIEF USER! Pete Van Zee, of Lynden, Wash., is shown after receiving an order of Texaco products from Texaco Consignee E. A. Hofman. Mr. Van Zee prefers Texaco Fire Chief gasoline because of its superior fire power for low-cost operation. He buys all Texaco products because he has found it pays to use them in tractor, truck and field equipment.

PLAY SAFE with Texaco PT Anti-Freeze. One fill protects the cooling system of your truck, car and tractor all winter. Texaco PT Anti-Freeze won't boil away during warm spells, doesn't foam, guards against rust and corrosion. Here is the top-quality Premium Type anti-freeze at no increase in price. Don't take chances—get Texaco PT *now*.

ON FARM AND HIGHWAY IT PAYS TO USE

TEXACO Products

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Texaco Products are also distributed in Canada, Latin America, and Africa.

TEXACO REG. U.S. PAT. OFF.

THE TEXAS COMPANY

instrument panel as our $10,000 models. Steering column braced like a mast — recirculating ball-bearing-steering ease at its end.

Radiator mounted on a bulkhead integral with the frame. Hood hinges heavily braced, too—try to rack the raised hood. See that hefty battery mounting.

These are the things that spell out GMC stamina. The lowest-cost-to-own, longest-lived, cheapest-to-operate truck built. Get all *this* for your money—*see your dealer!*

GMC TRUCK & COACH—*A General Motors Division*

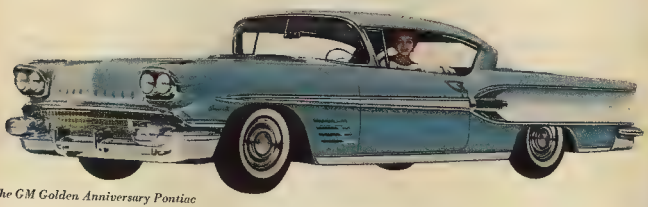
GMC –

America's Ablest Trucks

THE SOLID LOOK – Beautiful but rugged, GMC's full family of fine trucks also includes Air Suspension models, Super Tandems and America's No. 1 Diesel. From a half-ton to 45 tons, every GMC is a Money-Maker!

GENERAL MOTORS

The GM Golden Anniversary Chevrolet



The GM Golden Anniversary Pontiac

The GM Golden Anniversary Oldsmobile

GOLDEN FIVE for '58

PRESENTED HERE are five typical offerings of 1958 automobiles from our five car Divisions in celebration of the fiftieth year of General Motors.

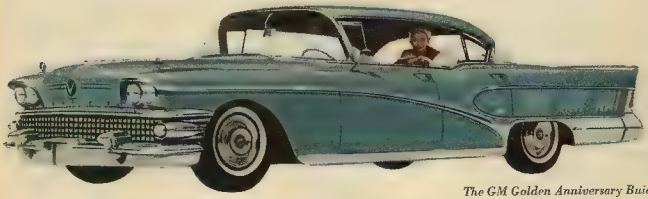
They are automobiles that—to be worthy of this event—were dedicated to surpass their own traditions.

And, while each maintains its own personality, all five cars benefit—as does the public—from the combined ingenuity of their own engineering staffs and the styling, research, development and testing resources of General Motors.

From the General Motors Technical Center comes a steady flow of advanced engineering and design developments—basic betterments in transmissions and engines—new ideas in comfort and safety features—new concepts in styling and appointments.

It is this General Motors leadership which has created such outstanding values in the cars now ready for your inspection in the showrooms of GM dealers.

They offer you, we believe, the widest selection and the most satisfying motoring to be found today.



The GM Golden Anniversary Buick

The GM Golden Anniversary Cadillac

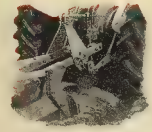
1908 1958

FROM THE PROGRESS OF THE PAST . . . THE PROMISE OF THE FUTURE

PULLS like a

SHORT-STROKE ENGINE

Ford leads in advanced tractor engine design. More power with each revolution of the engine—less friction and wear. Ford's large-bore, short-stroke design makes the difference!



AUTOMATIC TRACTION TRANSFER

In heavy plowing, for example, up to a half ton of ground-gripping pressure is automatically added to the rear tractor wheels by the pull of the plow. More traction when you need it!

LIGHTNING-FAST GOVERNOR

The Ford Tractor gets a head start on heavy pulls because the governor responds with lightning speed. Less engine drag-down before the governor responds—steady power, instantly!

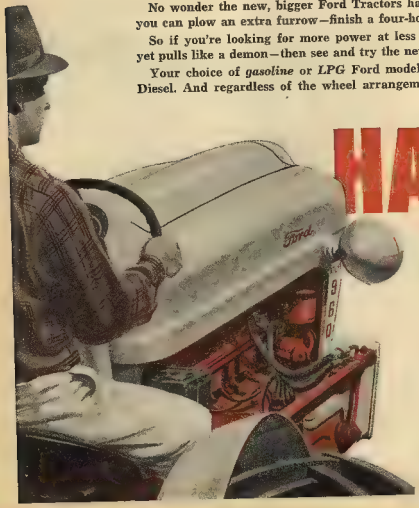
You'll find a bonus of power in new Ford Tractors that you have never experienced before. That's because new Ford Tractors deliver up to twice the power of previous models.

No wonder the new, bigger Ford Tractors have power to spare. In many conditions you can plow an extra furrow—finish a four-hour job in *an hour less.*

So if you're looking for more power at less cost—power that handles like a dream yet pulls like a demon—then see and try the new power-packed Ford Tractors!

Your choice of *gasoline* or *LPG* Ford models—plus the powerful Fordson Major Diesel. And regardless of the wheel arrangement you prefer, Ford has it. See them!

HANDLES



HYDRAULIC CONTROL

The result of 18 years of Ford development, it has been field-proved in more than a million Ford-built tractors. See and feel the difference of Ford's live-action control, constant draft control, traction transfer, and much more!

How tough could YOU make it for this GMC 4-wheel drive?

GOT a wood lot that's rugged going? Some marshy land to claw through? An ornery hill or so you have to haul stuff over?

Take it from Cal Boies, Sheriff of Maricopa County, Arizona: *Get yourself a GMC 4-wheel drive!*

HIS GMC hauls a load of radio equipment over just about the meanest 16-mile stretch of mountain trail in the West. It climbs where a horse couldn't go—up grades that get as steep as 65%—over boulder-strewn passes—to a transmitting station 4300 feet up.

"Hasn't even breathed hard yet," says the Sheriff.

You'll find a GMC 4-wheel drive the handiest piece of equipment you've got. With a few accessories, you can pull stumps, drill post holes or wells, stretch fence, pump water, hoist anything.

YOU'LL get clearance on high-crowned roads, full traction in muck or deep snow, and—with a single lever—move into full road speeds in two-wheel drive, and ride like a king.

You can *see* it's a handsome truck. Well, the price is just as attractive—as your GMC dealer will show you. Try one out!

GMC TRUCK & COACH—*A General Motors Division*

IF YOU'RE 4-ROW FARMING . . . HERE'S THE

big two for your money

CYCLO-HEAD COMBUSTION — spins and swirls burning fuel for complete combustion.

LONG STROKE PISTONS — Greater leverage to move heavy loads with less fuel, less effort.

MATCHED CARBURETION — Factory-matched to each engine for maximum fuel economy, power.

LONG-THROAT MANIFOLD — Mixes fuel and air more thoroughly for slower burning, extra power.

HI TORQUE ENGINES — 208 cu. in. engine for the 333. 277 cu. in. for the 444. Cyclo-head valves. Wet sleeves. Choice of gas, diesel, L.P.

HI-LO 10-SPEED TRANSMISSION — Perfect speed choice — from creeper to fast road-speed

POWERFUL . . . FAST-STEPPING MASSEY-HARRIS MONEY-MAKERS

No time for laggards on the big farm. And this pair knows it! They're all business, lightning-fast . . . and miracle-powered to make more money for you.

They do your plowing, planting, hauling, harvesting and dozens of other jobs — all on-the-double, at rock bottom cost. And with 10-speeds forward — 2 reverse, 3-point hitch with wrist action, power steering, power-adjusted wheels, they ease your way to extra profits. Get the facts on power that pays. See the Massey-Harris 333 and 444 tractors, now.

ASK FOR A DEMONSTRATION

Name the time, place and implements. Your Massey-Harris dealer will be proud to have you test drive a 333 or 444. For free folder write Massey-Harris, Dept C-220, Racine, Wisconsin.

CHECK OUR EXCLUSIVE TIME PURCHASE PLAN

Tailored to your farming and marketing practices.

ALWAYS **KEEP YOUR EYE ON**

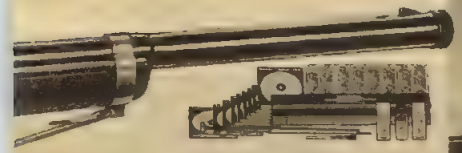
MASSEY-HARRIS

DIV. OF MASSEY-HARRIS-FERGUSON, INC.

Quality Avenue, Racine, Wisconsin

Tractors • Combines • Corn Pickers • Balers • Implements

Daisy AIR GUNS Can't Miss



2-Gun Daisy Targeteer Set **11.95**

SURE-FIRE ACCURACY FOR MORE FUN
(Guns 1 thru 6 on facing page)

[1] DAISY MODEL 75 SCOUT RIFLE OUTFIT

Priced so low yet has everything needed to make him an expert marksman! 400 shot repeater air rifle with front and rear sights; adjustable sling; tenite stock and forearm. Daisy scope with adjustable cross hairs—compensates for windage and elevation. New Daisy cleaning kit . . . ram rod, patches, cloth, bottle of tune-up. Also incl. 16 pkgs BB's, 25 targets. Mailable.
R50 J 1470M. Complete Daisy Outfit. (7 lbs.) **11.95**
R50 J 1465M. Daisy Scout Rifle only. (4 lbs.) 6.65
50 J 1477. Cleaning Kit only. (1 lb.) 1.79

[2] DAISY RED RYDER MODEL 94 CARBINE OUTFIT

A must for the frontier scout—Red Ryder "Old West" outfit—for so little at Spiegel! 850 shot repeater with combination open and peep rear sight . . . adjustable for windage, elevation. Checked tenite foregrip; bright finish cocking lever; sling swivel and sling. He'll need the canteen and strap, the sharpshooter's metal belt, target, the leather rifle boot. Also included: 16 packages of BB ammunition and 25 paper targets. Mailable.
R50 J 1480M. Complete Daisy Red Ryder Outfit. (7 lbs.) . **9.95**
R50 J 1461M. Red Ryder carbine only. (5 lbs.) 8.65

[3] DAISY EAGLE RIFLE—NEW 2 POWER SCOPE

850 shot repeater air rifle with precision 2 power factory-mounted scope. Handsome plastic stock, fore-piece in simulated mesquite finish; receiver and barrel decorated for custom-made look! Ramp front sight; combination peep, open rear sight; leather sling. Scope on adjustable mount . . . cross hairs adjust for windage, elevation. Incl. 2 pkg. BB ammunition.
R50 J 1453M. Rifle and Scope Outfit. (6 lbs.) Mailable . **13.45**
50 J 1454. Scope only (fits all Daisy air rifles). (13 oz.) . . . 4.79

[4] DAISY MODEL 25 PUMP ACTION RIFLE

For accuracy, dependability, long use . . . famous Daisy pump action known for 40 years! Top quality 90 shot air rifle with beautiful "gold" engraving on receiver jacket . . . looks and performs like "handmade" gun. Combination peep and open rear sight . adjust for windage and elevation; new ramp type front sight. Easy takedown for carrying. 2 pkgs. BB's included. Mailable.
R50 J 1463M. 37-in. long overall. (5 lbs.) **9.45**

[5] FAMOUS DAISY MODEL 80 CARBINE

A gun that looks as real as Dad's . . . at a Spiegel price to stretch your holiday budget! 1000 shot repeater with fast lever action, handsome plated trigger and carbine band. Checkered forearm assures better gripping, adjustable sling with swivels. Full 35-in. long overall. Complete with 2 pkgs. BB ammunition.
R50 J 1462M. Mailable. (4 lbs.) **7.65**

[6] DAISY "CORK BALL" CARBINE WITH SCOPE

Competitive indoor fun for the whole family . . . permitted in most cities where air guns are banned. Red Ryder model . . . makes loud "bang," but shoots soft, safe cork balls. Attached scope sight . . . dummy secondary barrel for realistic appearance. Checkered forearm; carbine band. 12 cork balls incl. Mailable.
R50 J 1466M. Rifle and Scope Outfit. (4 lbs.) **4.79**
R50 J 1475M. Extra cork balls. (2 oz.) . . . . . 36 for 59¢

AMMUNITION FOR AIR GUNS (not shown).
R50 J 1472M. Regular Daisy BB's. (1 lb.) . . . . . 1600 for **49¢**

HOLSTERED "TWO GUN" DAISY TARGETEER SET

Outstanding Christmas value . . . newly designed 400 shot "Targeteer" pistols that fire regular size BB's! Low power, yet dependably accurate . . . safe indoor fun for the whole family. Accurate to 12 feet. Handsome blued steel finish; open end rear sight. 2 gun set includes. 2 button-flap all-leather cowhide holsters with leather laced sides; wide, adjustable cowhide leather belt; 2 packages of BB's and 25 targets. 10-in. overall. Not mailable; shipped frt. or exp.
B50 J 1468M. 2 Pistol Set. (5 lbs.) **11.95**

ONE PISTOL SET. Includes. Holster, Belt, Targets and BB's.
B50 J 1469M. Not mailable; shipped freight or express. (3 lbs.) . . . 6.95

5-PC. AIR PISTOL SET

Shoots darts, pellets and BB's . . . looks and feels like U.S. "45." A tremendous value at this low Holiday price! Rated by an independent lab, this man-sized "Marksman" was found the equal of competitive pistols selling for $20 or more . . . surpassed in accuracy any other air pistol tested! Single shot with safety—easy cocking and noiseless. Front and rear sights for quick target alignment. All metal construction with copper lined barrel . . . takes plenty of wear.
Incl.: targets, BB's, pellets, darts (.177 caliber). Not mailable; shipped freight or express. (3 lbs.)
B50 J 1440M. 5-pc. Outfit **6.95**

5-pc. Marksman Air Pistol Set **6.95**

See Page 239 for details on Budget Power Monthly Payment Plan

Sure to Score a "Bullseye" with Your Boy—

1 Daisy Model 75 Scout Rifle Outfit **11.95**

2 Daisy Red Ryder Model 94 Carbine Outfit **9.95**

3 Daisy Eagle Rifle with New 2 Power Scope **13.45**

4 Daisy Model 25 Pump Action Rifle **9.45**

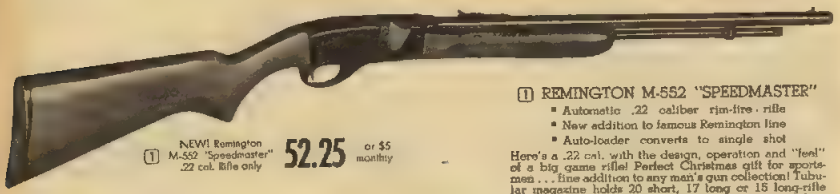
5 Daisy Model 80 Carbine **7.65**

6 Daisy "Cork Ball" Carbine With Power Scope **4.79**

Check your local laws regarding sale of air rifles before ordering

Budget Power can make this your brightest, happiest Christmas

Make it the best—Choose a NATIONALLY FAMOUS Rifle

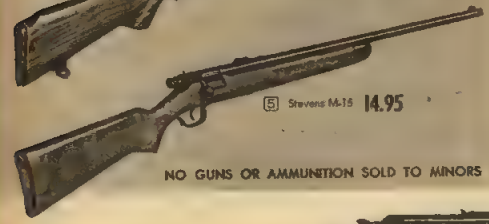


NEW! Remington M-552 "Speedmaster" .22 cal. Rifle only **52.25** or $5 monthly

Remington M-550 with scope **56.50** or $6 monthly

Stevens M 87 with scope **45.90** or $5 monthly

Mossberg M 146B with scope **46.90** or $5 monthly



Stevens M-15 **14.95**

NO GUNS OR AMMUNITION SOLD TO MINORS

1 REMINGTON M-552 "SPEEDMASTER"

- Automatic .22 caliber rim-fire rifle
- New addition to famous Remington line
- Auto-loader converts to single shot

Here's a .22 cal. with the design, operation and "feel" of a big game rifle! Perfect Christmas gift for sportsmen . . . fine addition to any man's gun collection! Tubular magazine holds 20 short, 17 long or 15 long-rifle shells without adjustment. Checkered composition butt plate; rugged cross bolt safety. Semi-beavertail forend, half pistol grip and stock of American walnut. Auto ejection. Easy take-down for cleaning. 22-in. tapered barrel. White metal bead front sight, adj. sporting rear sight. Overall 42-in.; abt. 5½ lbs.
R50 J 1250M. Gun only. Postpaid 52.25
R50 J 1251W. With Weaver B-4 Scope. Postpaid. 62.00

2 REMINGTON .22 CAL. M-550 auto-loading rifle with Weaver B-4 scope and tip-off mount. Tubular magazine holds 22 short, 17 long or 15 long-rifle shells without adjustment. Auto-ejection; positive thumb safety; double extractors. 24-in. barrel; Walnut stock; checkered butt plate. Beaded front sight; adj. rear sight. Overall 44-in ; about 6¼ lbs.
R50 J 1319W. With Scope. Postpaid.....56.50
R50 J 1317M. Gun only. Postpaid.....46.75

3 STEVENS .22 CAL. M-87 auto-loading rifle with Weaver B-4 scope. 3 rifles in 1—bolt action repeater, single shot or semi-automatic. Tubular magazine holds 22 short, 17 long or 15 long-rifle shells. Uses long-rifle only on semi-automatic. 24-in. barrel; walnut stock. Overall 44-in.; about 6 lbs.
R50 J 1309W. With Scope. Postpaid.....45.90
R50 J 1307M. Gun only. Postpaid.....36.95

4 MOSSBERG .22 CAL. M-146B bolt action repeater with Mossberg 4M4 scope. Has largest magazine capacity of any .22 cal. made! Tubular magazine holds 30 short, 23 long or 20 long-rifle shells. Interchangeable front sight has 4 inserts, open middle sight, micro-click rear peep sight—offers many sighting combinations. Red and Green safety indicator. 26-in. tapered steel barrel, crowned muzzle. Monte Carlo styled stock of American walnut, with built-in cheek piece. Overall 44-in.; about 7 lbs.
R50 J 1282W. With Scope. Postpaid.....46.90
R50 J 1277M. Gun only. Postpaid.....35.95

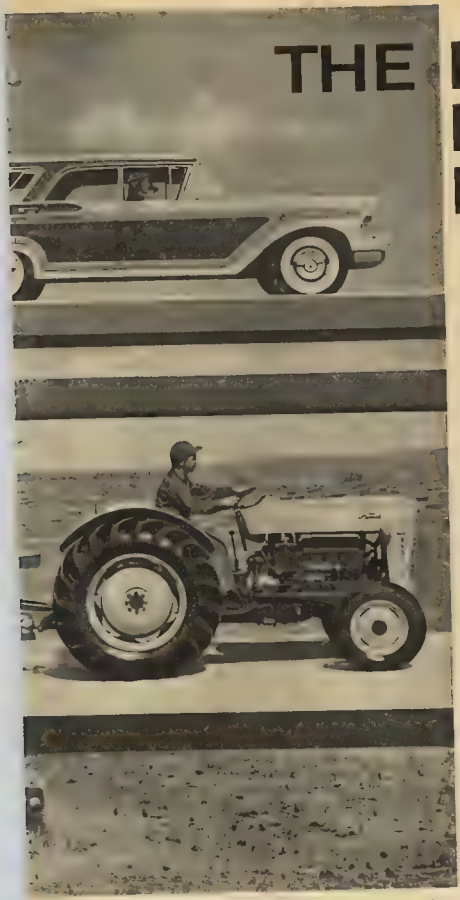
5 STEVENS .22 CAL. M-15 single shot rifle. Priced low for this quality! Chambered for short, long or long-rifle shells—regular or hi-speed. Rebounding safety lock prevents accidental side-charge. Hand cocking action independent of bolt for extra safety. Wide extractor; positive ejection. 24-in. tapered steel barrel. Walnut stock. Gold bead front, open rear sight Overall 40-in ; about 5 lbs.
R50 J 1200M. Postpaid.....14.95

Savage M-24 Over-and-Under **41.50** or $5 monthly

SAVAGE M-24 OVER-AND-UNDER

- .22 caliber rifle/ .410 gauge shotgun—2 guns in 1
- Safe slide button instantly selects barrel to be fired
- Single trigger action—2 way top opening lever

Only .22 caliber rifle .410 gauge shotgun "over-and-under" made. Single trigger, break action with low rebound hammer; separate extractors. Top lever operates right or left to open action; slide button on side for safe, instant selection of barrel to be fired. .22 caliber over-barrel takes long or short shells. .410 gauge under-barrel, with full choke, is chambered for 2½ or 3-in. shells. Both barrels 24-in. long. Ramp front sight, adjustable rear sight. Walnut stock; full pistol grip. Easy take-down for cleaning and oiling.
R50 J 1022M. Overall 40-in.; about 6¾ lbs. Postpaid.....41.50



THE FORD FARM FAMILY

TRUCKS · TRACTORS
IMPLEMENTS · CARS
INDUSTRIAL ENGINES

There's good reason why the Ford Farm Family is becoming more and more a power in the land.

For this complete line of power and transportation fits every farming need . . . and gives you the right implements to put that power to work.

Ford's big Red Tiger tractor engines are up in horsepower. Along with the many implements in our Family, they're ready to get more work done in less time—on the drawbar, power take-off or belt.

There is a 1957 truck engine built for every particular hauling need. From Pickup to Big Job, new short-stroke design pulls bigger pay loads, ups gas savings. And in our cars, you'll find the power to carry you anywhere quickly, safely.

Every member of the Ford Farm Family benefits from Ford Motor Company's more than half century of manufacturing experience. Each shares the same ruggedness, the same dependability, the same ability to do the job at low cost.

Shown here: Ford 860 tractor with hay baler; Ford 1½-ton stake truck; Mercury 9-passenger Voyager station wagon.

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICHIGAN

FAMILY EARNS ITS KEEP

Farm transportation. With the extra traction of its 4-wheel drive, the Universal 'Jeep'® takes you, your hands, supplies and repair parts most anywhere on your farm—over soft fields or up steep hills, in good weather or bad.

Complete your farm power picture with 'Jeep' versatility and all-wheel traction!

Hauling and towing. The 'Jeep' carries loads from a few bags of fertilizer to farm machinery. With its 4-wheel drive and a special low gear range, it has a drawbar pull of 2300 pounds to haul heavily loaded trailers, on the road or off.

The completely new Forward Control 'Jeep' FC-150 Truck. It's the first time a 4-wheel drive truck has so effectively combined so much cargo capacity (74-inch pickup box), with such exceptional "go-anywhere" maneuverability (81-inch wheelbase).

Regardless of the number and type of vehicles you now have, your farm power picture is not complete without the rugged versatility and all-wheel traction of the Universal 'Jeep'.

The 'Jeep' pays its way every day of the year, whether providing transportation around your farm or between farms and into town, or operating farm implements. With the extra traction of its 4-wheel drive it tows heavily loaded trailers through soft fields, mud and sand in all kinds of weather. On the highway, the 'Jeep' travels in conventional 2-wheel drive at top legal speeds. And when equipped with power take-off or hydraulic lift, it operates most three-point-hitch farm implements and farm equipment from saws to hammer-mills to sprayers.

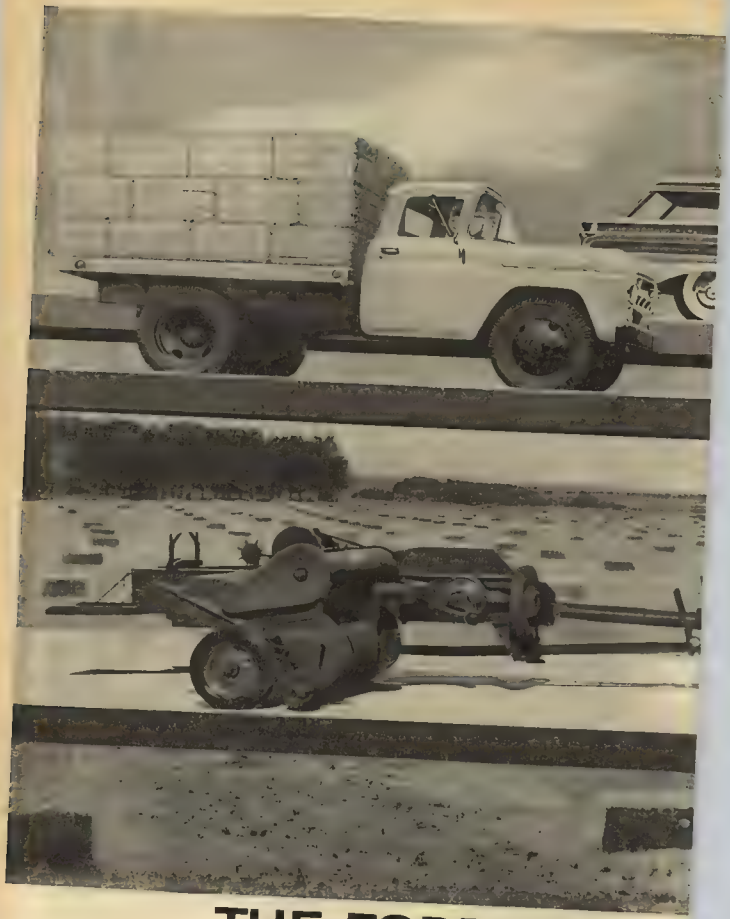
Your Willys dealer will demonstrate the rugged "go-anywhere" Universal 'Jeep' on your farm without obligation. Just phone him or drop in to tell him when to come out.

The 'Jeep'®

family of 4-wheel drive vehicles

WILLYS... makers of the world's most useful vehicles

WILLYS MOTORS, INC., TOLEDO 1, OHIO



THE FORD FARM

JOHN DEERE TRACTOR

Modern Methods

One Man, One Outfit, in One Trip *cuts and conditions hay with the fast-working John Deere "520" Tractor, Power Mower, and Hay Conditioner. Conditioned hay makes better feed, cures in half the time, and insures against crop losses. The tractor's new Independent PTO drives both machines*

You'll step up your farming operations, increase your earnings and savings in many new ways, with a modern John Deere Tractor on your farm.

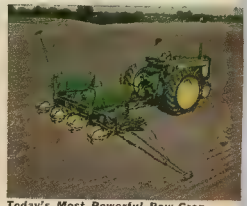
Here is **new power** that will turn out more work for you per day . . . **new adaptability** to handle more of your jobs more conveniently than ever before . . . **new comfort and handling ease** to save you physical effort and relieve driver fatigue.

Fast, Nimble 2-3 Plow "420" Power *handles many big-tractor jobs at big money savings. This low cost Row-Crop Utility is one of six wheel types. Available with continuous-running PTO and 5-speed transmission. Shown here pulling and operating a John Deere 14-T Twine-Tie Baler.*

Get Behind the Wheel

But John Deere Tractor Power in action speaks louder than any words. So, pay a visit to your dealer and arrange for a field demonstration of the model that fits your requirements. Get behind the wheel yourself and "give it the works." Make any comparisons you want to make and you'll come up with one answer: *"It's a John Deere Tractor for me."*

Championship Fuel Economy *is one of many outstanding features of this powerful 5-6 Plow "820"* ***Diesel****—the tractor that slashes labor and operating costs on large-acreage grain and rice farms. Here, it is pulling two John Deere "LZ-A" Grain Drills. Twin remote cylinders raise and lower the drills individually or simultaneously.*



Today's Most Powerful Row-Crop Tractor*—the new 5-plow "720"—replaces two tractors on many farms at tillage time. Shown here with the famous 490 Corn Planter and new Liquid Fertilizer Attachment.*

POWER Opens the Door to

...Greater Profits

Unmatched Handling Ease and Comfort *step up work capacity, greatly reduce driver fatigue. Individual or simultaneous control of right, left, and rear cultivator units . . . effortless power steering that saves muscle every minute of every job . . . knee-action front wheels that cut front-end bounce in half . . . and the most restful shock-absorbing seat ever put on a tractor—these are just a few of many extra-value features you'll find in the new 4-plow "620" Tractor, shown above with John Deere Four-Row, Quik-Tatch Cultivator.*

Investigate the liberal John Deere Credit Plan—the easy, convenient means of paying for a new tractor while it earns profits for you.

ASK ABOUT THE JOHN DEERE CREDIT PLAN

6 Power Sizes...30 Basic Models

Every One Is NEW...in Looks...in Performance...in Value

"320" SERIES "420" SERIES "520" SERIES "620" SERIES "720" SERIES 620" DIESEL

JOHN DEERE

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

SEND FOR FREE LITERATURE

JOHN DEERE • Moline, Ill. • Dept. U-8

Please send me further information on the tractors checked below:

- ☐ "420" Series
- ☐ "520" Series
- ☐ "620" Series
- ☐ "720" Series
- ☐ "820" Diesel

Name _____ *Student*

R R _____ Box _____

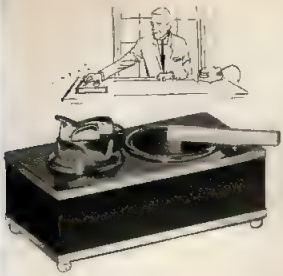
Town _____

State _____

3 YEARS AHEAD OF THE "OTHER TWO"! So dramatically advanced in its Flight-Sweep Styling that it gives you a whole new shape of motion . . . so far ahead in engineering that it will take other low-price cars three years to equal it! The 1960-new Plymouth offers the floating luxury of the new Torsion-Aire ride . . . the fabulous Fury "301" V-8, super-powered to 235 hp . . . the sureness of sports-car handling. Know the thrill of driving it . . . the pride of owning the 1960-new Plymouth!

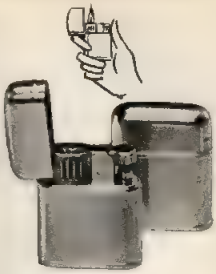
Don't miss Plymouth's two great new TV programs: Lawrence Welk's "Top Tunes and New Talent" and "The Ray Anthony Show."

when you drive a **PLYMOUTH** *suddenly it's 1960*



Elgin American and Evans Lighters and Sets

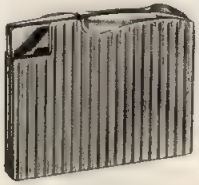
Masterpieces of craftsmanship and style! Completely automatic lighters . . . engineered like fine precision watches. Gift-wise or otherwise, these lighters and sets are designed especially for you!



EXECUTIVE LIGHTER SET . . . beautiful combination lighter and ashtray by Evans. Finished in golden jeweler's bronze with luxurious black morocco leather trim; stands on 4 golden metal ball feet. Both lighter and ashtray are removable for easy fueling and cleaning. Ashtray has 2 cigarette rests. A handsome desk piece for home or office.
171-637 A600 Size: 5⅜x3¼x3" **$9.95**

"BREEZE KING" . . . newest windproof lighter by Evans. Revolutionary new automatic lever action takes only a gentle pressure for a light . . . no more cleaning the flint wheel with your thumb! Truly windproof . . . guaranteed to light quickly and stay lit in the stiffest breeze. Spun glass wick is everlasting. Satin finish chrome. A handsome gift.
171-504 A210 Breeze King Lighter **$3.50**

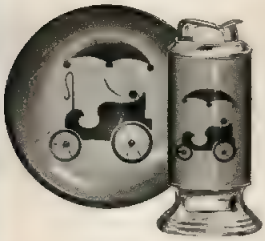
AUTOMATIC LIGHTERS . . . by Elgin American. Made of aluminum . . . it's light as 2 coins, thin as a wafer! Polished monogram shield and borders. One touch lights, snuffs. Fast, easy filling, no screws to lose. 2x1⅝x¼".
171-777 A420 Silvertone . . . **$6.95**
171-785 A420 Goldtone **6.95**



RIBBED DESIGN LIGHTERS . . . by Elgin American. Light aluminum, delicately ribbed, brightly polished at top! Lights, snuffs with one touch. Lift-out mechanism for fast filling. Quick-change flint. Size: 2x1⅝x½".
171-751 A300 Silvertone . . . **$4.95**
171-769 A360 Goldtone **5.95**

"FLORAL" . . . by Elgin American. Modern as tomorrow, pretty as her favorite nosegay. Wafer-thin, smartly fashioned of golden jeweler's bronze with engraved floral pattern in pink and green on satin finished background; polished borders, top.
171-801 A540 2x1⅝x¼" **$8.95**

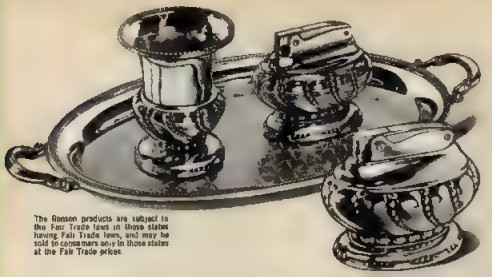
"MOTHER OF PEARL" . . . by Elgin American. An elegant automatic lighter for the woman of today . . . it's so slim, so light! Exquisite Mother of Pearl surrounded by highly polished golden border, top. And new construction makes it simple to fill and clean.
171-793 A600 2x1⅝x¼" **$9.95**



"OLD FASHIONED CARRIAGE" . . . lighter set by Evans. Artfully crafted in golden hued genuine cloisonne, hand decorated in black with red, white and green jewel-like stones, gold accents. Golden jeweler's bronze top and base; felted bottom. Lighter 1¾x5" tall; ashtray 4½" diam. Gift boxed.
171-728 A900 Lighter-Ashtray set **$14.95**
171-736 A600 Lighter only **9.95**

PETITE LIGHTER-COMPACT ENSEMBLE . . . styled by Evans to win her heart! Genuine white cloisonne lighter (1½" high), hand-painted with pink roses, forget-me-nots, green leaves. Golden mesh pouch compact has cloisonne lid; sifter, puff, mirror. 2½x¾".
171-603 A600 Lighter-Compact Set **$9.95**
171-611 A300 Compact only **5.00**
171-629 A300 Petite Lighter only **5.00**

CIGARETTE AUTO SET. So decorative, so useful . . . this 3-pc. lighter set by Evans. Lighter is made of finest white bone-china, hand decorated with quaint antique autos in full color; gold trimmed mechanism is golden jeweler's bronze. 2x4" high. 2 matching china ashtrays with full color autos; 4" diam.
171-553 A900 Set **$14.95**
171-561 A600 Lighter only **9.95**

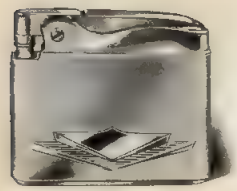


The Ronson products are subject to the Fair Trade laws in those states having Fair Trade laws, and may be sold to consumers only in those states at the Fair Trade prices.

"CROWN" TABLE TRIO . . . for you who love to own and give fine things. Exquisite silverplate, wrought in high relief to dramatize its Danish motif . . . lacquered for lasting brilliance. Set consists of lighter, 2¼" high, cigarette urn, 3" high, and a charming oval shaped tray with handles that serves tea cakes and candies, too.
171-009 A1800 Set $30.00*

"CROWN" TABLE or DESK LIGHTER . . . gleaming beauty in rich silverplate . . . lacquered for lasting brilliance. Dramatic Danish design . . . a showpiece wherever you use it. Dependable too because it's a Ronson . . . gives swift, sure light . . . safety action. Stands 2½" high, holds a generous supply of fuel. A splendid gift for any occasion.
171-017 A690 Lighter $11.50*

"QUEEN ANNE" LUXURY SET . . . a tribute to gracious living in the elegant 18th century manner Heavy silverplate lighter, 2½" high, is lacquered to protect its gleaming lustre. Produces a fast, safety-action light. Polished walnut cigarette box. 7x4x1½", has silverplated feet and crest.
171-025 A1500 Lighter & Box Set....$25.00*
171-033 A690 Lighter only 11.50*



THE "ADONIS" . . . slim as a fine watch. Graceful in design, a possession to treasure as you would your personal jewelry. Gleaming chromium plate, finished to satin smoothness, Adonis' neat, streamlined look is highlighted with smartly engraved modern design. Swift, safe lighting action . . . dependable always. Size: 1¾" high.
171-264 A600 "Adonis".....$9.95

RONSON

A pleasure to give . . .
a treasure to receive

"ADONIS" POCKET LIGHTER . . . handsome, sleek and slim—distinctive in the modern manner. Styled by Ronson in sparkling chromium plate, enriched with smartly contrasting black enamel and goldtone lion design. Instant lighting action . . . safe, dependable through years of service. One of the most-used objects in his pocket! Size 1¾" high.
171-272 A657 Pocket Lighter $10.95

"SPORT" LIGHTER . . . new, streamlined design lighter with famous Ronson "Press—it's lit, Release—it's out" action. Efficient, smart-looking . . . made slim to fit neatly in pocket or purse. Choice of Brown "Textured" Enamel, or satin-finished Chrome with engraved design. 2¼" high.
171-280 A330 Brown Textured Enamel $5.50
171-298 A357 Chrome 5.95

"ESCORT" . . . fashioned by Ronson. Luxurious combination lighter and cigarette case. Smooth, easy operation . . . gives quick, sure lights. Streamlined case keeps cigarettes fresh. Holds regular or king-size. Rich rhodium plate in contrasting satin and mirror-bright finish, accented with handsome engraved design. 4¾x3¾x¼".
171-306 A1410 "Escort" Lighter $23.50

"WINDLITE" . . . flares in a gale! This truly revolutionary windproof lighter has a slotted collar that will deflect the mightiest wind you'll ever face. Equipped with a lifetime wick of fiber glass that never needs replacement. Removable base makes refueling quick and easy. The perfect lighter for the sportsman. Size. 2¼x1½" wide.
171-090 A237 Windlite Lighter $3.95

*RETAIL PRICES marked * do not include 10% Federal Excise Tax*

RONSON . . . Dependable Lighters and Matching Sets

"FANTASY" TABLE LIGHTER . . . highly styled of fine white china, dramatically enhanced with sweeping lines of gleaming gold. A stunning showpiece in beautiful sculptured design. The Fantasy table lighter features Ronson's famous streamlined lighter action . . . safe, dependable. Has golden fitments; large fuel capacity. Size: 7¼x3" tall.

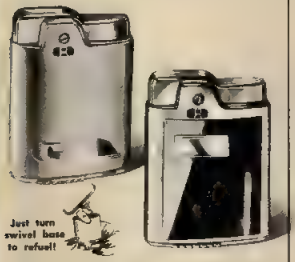
171-314 A900 Fantasy Lighter $15.00

"NORDIC" MARBLE TABLE LIGHTER . . . breathtakingly lovely in exquisite black and gold marble, specially selected for its beautiful grained look. Blends with any decor. Fitments and sculptured Danish motif base are bright chrome. Famed Ronson easy-action, safe lighting . . . reliable through years of use. Size: 2¾x3½" tall.

171-322 A900 Nordic Lighter $15.00

"TROPICANA" SET . . . lighter and ashtray of highly glazed ceramic. All the enchantment of tropical seas caught in lovely swirl design . . . and the colors too, faithfully reproduced in mottled green, blue, burnished gunmetal. Ashtray, 3¾x3½x1¾" high; raised platform holds the matching Ronson lighter. Lighter is 3½" tall.

171-330 A1050 Tropicana Set.....$17.50



CONTOUR-SHAPED "ESSEX" . . . molded to fit your hand! Choice of engraved design on contrasting satin and bright finish chrome, or chrome with Tortoise enamel finish. Easy to refuel . . . just turn the swivel base to fill. Floating action fitment will never crush the wick. 1¾" high.

171-348 A510 Chrome $8.50
171-355 A597 Tortoise Enamel 9.95

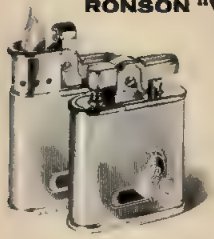
GRACEFULLY CONTOURED "WINDSOR" . . . with Ronson's famed "Press—it's lit, Release—it's out" action! A big favorite with men and women . . . Windsor combines Ronson efficiency and dependability with sleek, neat styling. In rich Black Onyx or Turquoise enamel finishes. 2¼" high.

171-363 A330 Black $5.50
171-371 A330 Turquoise 5.50

"CAPRI." Trim, tapered . . . especially designed for her! In choice of satin-finished chromium plate with beautiful engraved design, or in Wedgwood Blue enamel with white raised cherub motif. Both with swivel bases—just turn and lighter opens at bottom for easy refueling. 1¼x2" high.

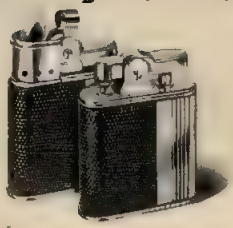
171-207 A510 Chrome .....$ 8.50
171-389 A630 Wedgwood Blue 10.50

RONSON "Whirlwind" Lighters . . . they're windproof!



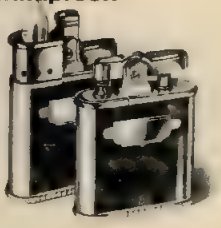
"WHIRLWIND" . . . flares up instantly . . . no matter how strong the breeze! Gives instant light with no hand shielding. Gleaming chromium plate with smart engraved design, the windproof Whirlwind is a perfect gift for the outdoorsman. Precision made for a lifetime of dependable operation. Has big fuel capacity. Size: 2" high.

171-397 A537 Whirlwind Lighter $8.95



"WHIRLWIND" . . . Two-in-One Lighter! Designed with the sportsman and outdoorsman in mind . . . this lighter has a completely windproof shield that slips up for outdoor use, retracts (concealed) for indoors. No more fumbling or hand shielding. Handsome leather covering of genuine Oriental Lizard; polished chrome trim. Size: 2" high.

171-405 A570 Whirlwind Lighter $9.50



"WHIRLWIND" . . . enamel finished. 2-in-1 pocket lighter with famous Ronson press-and-release action . . . a big favorite with men or women. Windshield slides up for outdoor lighting, retracts inside lighter for indoors. Smartly styled in polished chrome plate with handsome tortoise enamel finish. Big fuel capacity.

171-413 A597 Size: 2" high.....$9.95

Saves more hot water than any other washer made

NEW '57 FRIGIDAIRE

IMPERIAL AUTOMATIC WASHER

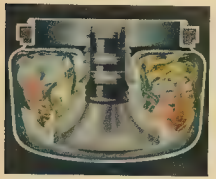
IT'S THE SHEER LOOK: The all-new design that fits flush and level with cabinets and walls. Choice of 5 colors—Lifetime Porcelain, inside and out. The matching Frigidaire Imperial Dryer has the amazing Filtrator—that controls lint and moisture without costly plumbing or venting.

saves up to 9 gallons on every load—*without* re-use of wash water

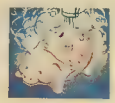
Do you have a water problem? Or a hot water shortage? Here's your answer. Set the Control Tower *once* each wash on this new Frigidaire Washer, and here's what happens. You save up to 1800 gallons of precious hot water a year. You cut detergent costs almost in half. You speed through 3 loads while most washers handle only two.

And we promise you this—whether it's daintiest dimities or toughest, dirtiest denims—you've never seen clothes come so sparkling clean, spun so dry!

Of course it's revolutionary. It's an exclusive Frigidaire and General Motors development. You won't see anything like it anywhere, but at your Frigidaire Dealer's. See it today.



Save Clothes—they last longer, thanks to Frigidaire Rub-Free Washing. Suds-charged water does it all.



Save Hot Water—up to 1800 gallons a year. Plus boxes of detergent by the dozen.

Save Filter Cleaning—Frigidaire Float-Over Rinse gets rid of lint, dirt and scum, *automatically*.

Save Drying Time—Frigidaire Rapidry Spin gets pounds more water out of clothes than any other method.

Look for Your Frigidaire Dealer's Name in the Yellow Pages of Your Classified Telephone Directory under the heading "Electric Appliances."

Look for the SHEER LOOK in the new 1957

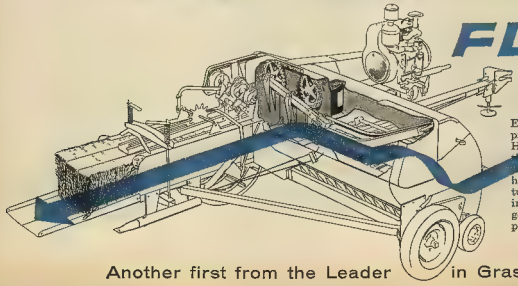
FRIGIDAIRE

Automatic Washers • Electric Dryers

GM GENERAL MOTORS

Frigidaire · Built and Backed by General Motors

The new HAY FLOW–



This is FLOW-ACTION!

Exclusive new operating principle developed by New Holland and found only on the new HAYLINER 68. It's the best friend a leaf ever had! No sharp corners to turn, no twisting and turning, no wadding—just a gentle, flowing action from pickup to bale chamber.

Another first from the Leader in Grassland Farming

Engine-powered (above) or P.T.O., the new HAYLINER 68 gives you big-baler capacity at small-baler price.

LINER 68 with -ACTION!

Have you seen the new way to bale hay? Never before has there been anything like it—the New Holland HAYLINER 68!

Completely new from hitch to chute, the HAYLINER 68 gives you big-baler capacity with the low price and handling ease of much smaller balers. How's it done? The secret's in FLOW-ACTION. It's an entirely new way of moving hay from field to finished bale. It hardly disturbs a leaf. No auger. No wadboard. Just a smooth, gentle flowing action.

The HAYLINER 68 handles your hay less because it has fewer moving parts. It puts the most feed value into every bale.

And look at the way the bale is built—square, cleanly sliced. Easy to stack. Easy to feed out.

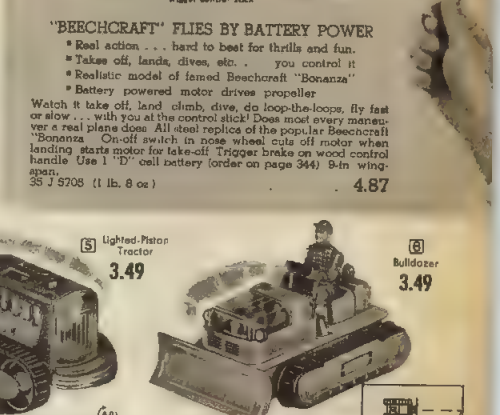
You don't have to wait until summer to see FLOW-ACTION in action. Your dealer can demonstrate it *right now* in his showroom or on his lot. Hurry down today! New Holland Machine Co. Division of Sperry Rand Corp., New Holland, Pa.

NEW HOLLAND

"BEECHCRAFT" FLIES BY BATTERY POWER

- Real action . . . hard to beat for thrills and fun.
- Takes off, lands, dives, etc. . . . you control it
- Realistic model of famed Beechcraft "Bonanza"
- Battery powered motor drives propeller

Watch it take off, land, climb, dive, do loop-the-loops, fly fast or slow . . . with you at the control stick! Does most every maneuver a real plane does. All steel replica of the popular Beechcraft "Bonanza." On-off switch in nose wheel cuts off motor when landing, starts motor for take-off. Trigger brake on wood control handle. Use 1 "D" cell battery (order on page 344). 9-in wingspan.
35 J 5708 (1 lb. 8 oz.) . . 4.87



Battery Magic . . . Throw a Switch and Watch 'Em Go!

1 2-SPEED JET PLANE. Set nose wheel on course, turn switch; 2 jet "pods" light up plane moves along floor slowly a few feet, then 2 more lights come on plane doubles its speed for a few feet, repeats this cycle again and again. Steel lithographed in Air Force Silver and Blue. 13 in. long, 14-in wingspan. Electric motor driven by 2 "D" cells (order from page 344).
35 J 5707 Shpg wt 1 lb 8 oz. . 2.98

2 ELECTRIC SCHOOL BUS. Set front wheels for circle or straight course—watch it go! Headlights light up, bus travels about 30 ft.; automatically stops and red stop-lights at rear flicker warning . . then it starts to move again, tail lights go off, repeats cycle again and again. Tinted plastic windows, all steel body, rubber tires. Use 2 "D" cells (order from page 344). 12 inches long.
35 J 5706 Shpg wt, 1 lb 8 oz. . 2.69

3 READY MIX CEMENT TRUCK. Authentic replica. Fully electric—start motor, mixer barrel rotates, push lever barrel tips and "dumps." 12 in. long truck moves forward or reverse under its own power. Detailed headlights, windshield trim etc. Rubber tires, front wheels steer. All steel, bright colors. Electric motor. Use 2 "D" cells (order from page 344).
35 J 5710. Shpg wt, 2 lbs . 3.69

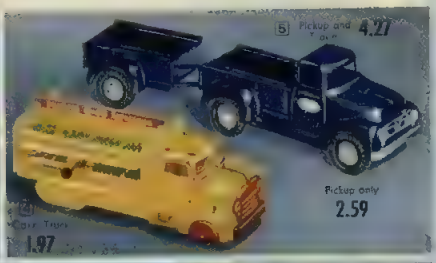
4 RADAR JEEP. Antenna revolves, screen flashes pictures of enemy aircraft as 11-in jeep travels. Moves forward or reverse right or left, powered by 2 "D" cells (order from page 344). Driver and radar man included. Windshield raises, lowers. Olive Drab all steel construction.
35 J 5706. (2 lbs.) 3.33

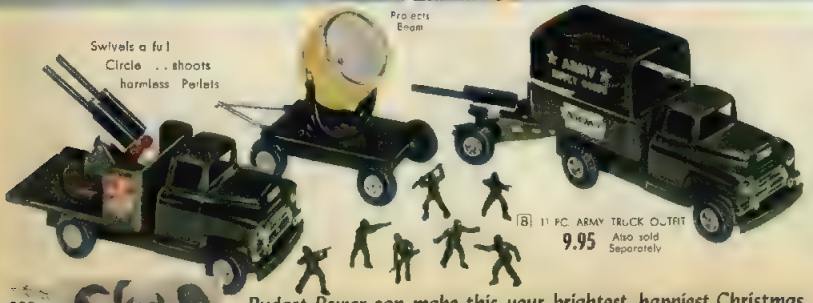
5 LIGHTED-PISTON TRACTOR. Fascinating—watch realistic piston action as tractor crawls forward or reverse. Clear plastic covered cylinders light up, fan revolves too. Sure-grip rubber tread . . climbs hills. Electric motor runs on 2 "D" cells (order page 344). Steel, bright finish.
35 J 5728. 10 in. long. (2 lbs.) 3.49

6 BULLDOZER. Pick its own route! When tractor hits object, driver moves levers . . it backs up, turns, starts off in new direction. Red glow lights clear plastic engine as pistons and valves move realistically . . valves "click." Use 2 "D" cells (page 344). All steel. Orange.
35 J 5729. 10 in. (1 lb. 10 oz.). 3.49

See Page 239 for new, lower credit terms . . . longer time to pay

Latest ACTION MODELS—Right From Santa's Showroom!





Budget Power can make this your brightest, happiest Christmas

Drivers Wanted!

1 THRU 8, AT LEFT

1 8-PC. HIGHWAY FLEET—a deluxe assortment. Strong friction motors sturdy steel bodies, rubber tires. Includes 15-in. Greyhound Scenic Cruiser; 8-in. Ford police car with siren and flashing light (Battery incl.); 17-in. truck with trailer, 2 cars . . . 22 in. with ramp extended; 14-in. truck and trailer van with opening doors for easy loading. Interchangeable trucks—trailers stand on retractable parking wheels. Mailable.
R35 JP 5731. (7 lbs.). . . .Set **6.95**

2 PUMPER FIRE TRUCK actually shoots water. Connect garden hose to miniature hydrant, hydrant to hose on truck. Valve on hydrant controls pressure. 10-in ladder on side. Heavy gauge steel, enamel finish. 17 in. long.
R35 JP 5714. Mailable. (8 lbs.). . . . **7.49**

3 REALISTIC 19-IN FIRE ENGINE, off to the rescue! Extra long ladder extends nearly 3 ft.—swivels 180°, raises, lowers at turn of wheel. Friction motor, detachable cab. Sturdy steel, enamel finish, rubber tire wheels.
35 J 5713. (3 lbs. 14 oz.) **4.98**

4 COCA COLA TRUCK is authentic replica. Realistically detailed steel truck carries 9 removable cases of miniature "coke" on built-in shelves. Metal hand truck to load and unload cases. Rubber wheels 15 in. long.
35 J 5758. (2 lbs 15 oz.)... . . . . **1.97**

5 21-IN FORD PICKUP AND TRAILER. Rugged heavy gauge steel—detailed copy of Ford Motor Co.'s biggest selling model! Pickup and trailer have working tail gates; durable rubber tires.
35 J 5754 (4 lbs. 8 oz.)... . .Both **4.27**
Pickup Only.
35 J 5755. (3 lbs.). 2.59

6 TRUCK FULL OF TOYS. Realistic Allied Van hauls fascinating "workable" toys. Lithographed metal; strong friction motor; 2 rear doors open and close. Rubber tires; 13 in. long. And look what Van carries! harmonica, wrist watch, compass magnifying glass, 3 ass'd cars, crocodile, carpenter's tool set, whistle on chain, top, Nautilus whistle and rubber squeeze-it water pistol.
35 J 5756. (1 lb. 10 oz.) . . .Set **1.98**

7 GMC "COKE" TRUCK, CONVEYOR. Turn crank on 15-in. rubber conveyor—cases actually move onto 15-in. truck. Wheels adjust to proper loading height. Two-tier heavy gauge steel truck holds 8 plastic cases of "coke," hand truck carries cases to final destination. Authentic GMC Truck design. Mailable.
R35 JP 5753. (7 lbs.)..... . . . . **4.94**

8 15-IN. "ARMY" TRUCK pulls 10-in. steel cannon; includes 7 soldiers in combat poses. Sturdy steel, authentic GMC design with removable tarpaulin. Cannon shoots safe plastic balls.
R35 JP 5738 Mailable (5 lbs.).. . **4.59**

15-IN. STEEL ANTI-AIRCRAFT TRUCK has two 7-in. steel sck-ack guns mounted on rear platform . . . guns swivel 360°, shoot plastic pellets.
R35 JP 5739. Mailable. (6 lbs.). . **4.79**

11-PC. OUTFIT! All the above, plus 5 in. diam searchlight! Throws bright beam. Mtd on 9-in. steel hook-on trailer. Uses 2 "D" batteries (page 344).
R35 JP 5737. Mail. (11 lbs.) 11 pcs. . **9.95**

A
Ride-1
Dump Truck
5.79

*

NOW — Longer Time to Pay
Use Budget Power — Page 239

B
Air Force
Ride 'em Jeep
11.45

RIDE 'N STEER TOYS

A BIG, NEW DUMP TRUCK He can ride it or dump play loads. Seat and steering wheel on, it's a sturdy rider toy—off, it's lever-action dump truck! Lever locks to secure dump for riding safety. Heavy gauge steel. Rubber tires. 9x21 in. long. Mail.
R35 JP 5743. (9 lb.).. **6.79**

B AIR FORCE JEEP—our finest! Windshield folds down; rear door opens to large storage space. Rubber covered bumper won't scratch furniture. Durable heavy gauge steel, realistic Blue enamel finish. Big 6-in. rubber tired wheels 26x10x10 in high. Mail.
R35 JP 5757. (18 lbs.) **11.45**

C FIRE TRUCK Red blinker-light flashes on and off, hand crank siren wails as tots ride 'n steer. Interlocking steel ladders extend to over 3 ft. Heavy gauge steel; rubber tires. 31x8x16 in high. Uses D-cell battery sold on pg. 344. Mailable.
E35 JP 5760. (17 lbs.) **7.94**

C Rider Fire Truck **7.94**

MASTER ELECTRICAL WORKSHOP

Perform over 1000 experiments—build and power toys—have loads of fun learning the exciting principles of electricity! Deluxe workshop includes powerful electric motor; three 7x9-in. operating panels with electrical switches, telegraph keys and rheostats; buzzer bell; 3 light beacons; electro-magnet; tool kit has 3 wrenches, screw drivers; 3 batteries, bulbs, lots of wire and hundreds of other electrical parts. Instructions. 25x15-in. box.
R35 JP 5082. (5 lbs.) **8.57**

500 EXPERIMENT SIZE Same as above with fewer parts. Electric motor, 4x5-in. panel, tools, parts, instructions. 21x12-in. box.
35 J 5083. (3 lbs.).... **4.95**

4.95 up

See Page 239 for new, lower credit terms . . . longer time to pay

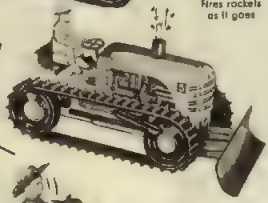
• Projects Plane Silhouette
• Shoots "missiles" at Silhouette
• Works in light or dark rooms

IMAGINE! THE "SKY SWEEPER" IS NEARLY 3 FT. LONG!

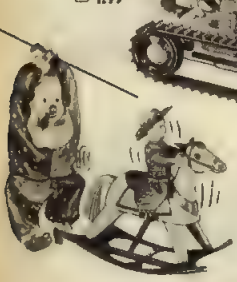
① 6.94

② 1.87

Fires rockets as it goes



③ 1.97



④ Action toys Both for 1.89

⑤ Both for 1.94

⑥ 2.59

Alive With Action . . .

① SKY SWEEPER TRUCK Flick switch—light projects "plane" on wall, shows 6 different silhouettes. Press button—launcher fires 2 suction cup missiles—hit "enemy plane"! Launcher rotates 360°, raises 90°. (Takes 2 "D" cell batteries sold pg. 344.) Hi-impact plastic. 9x7x34 in. long Mailable.
R35 JP 5766. (5 lbs.) 6.94

② NAVY JET LAUNCHER. Back steel Delta jet on platform. Turn crank—siren screams. Press button—jet zooms 15 feet along floor, fires 2 rockets as it goes! Jet 8 in. long.
35 J 5768. . (1 lb. 6 oz.) . 1.87

③ STEEL TRACTOR climbs steep grades, pushes obstacles aside, exhaust stack shoots harmless sparks. Bulldozer blade detaches. Spring-wind motor Brightly lithographed. Rubber treads. 11x5 in. high.
35 J 5769. (2 lbs.) 1.97

④ METAL WIND-UP CLOWN, cowboy Colorful 9-in. clown moves hand-over-hand across 3-ft cable. Cable hooks anywhere. Cowboy on bronco shakes, swivels, hat flops; horse rocks.
35 J 5767. (1 lb.) Set 1.89

⑤ 2 STEEL TRUCKS. Back doors on 10-in. milk truck open wide; 12-in. grocery truck carries 12 miniature famous-brand "products."
35 J 5734. (4 lbs.) Set . . 1.94

⑥ 8 REALISTIC SIGNS. Direct, slow, detour all-wheeled traffic. Heavy gauge steel withstands rough play. 2 Detours, Slow, School, Red Stop, Speed Limit, RR Crossing, Cross Roads. 5 in. high.
35 J 5763. (1 lb.) Set. . 2.59

⑦ ELECTRIC FREEWAY. Trucks, cars, busses speed 'round lithographed steel freeway! Adjust speed fast or slow Road bed vibrates, speeds seven 2-in. steel vehicles. Track bumpers divert cars to other lane—cause near misses, tie-ups. 28x9 in. oval. U.L. app. Use house circuit. Mailed.
R35 JP 5723. (4 lbs.) 5.67

⑧ SHUTTLING CHOO CHOO pushes steel box car 'round 10x20 in. oval steel track, drops it, picks it up again and again Rugged 3-in. steel engine has clock spring motor, runs almost 2 minutes.
35 J 5730. (2 lbs.). 1.94

⑨ JEEP, ROCKET CANNON. Push steel jeep, friction motor keeps it going! 10-in. cannon detaches, fires 2 missiles. Plastic windshield raises. Overall 18 in. long.
35 J 5762. (2 lbs.) 1.79

⑩ TRUCK-MOUNTED Cannon, 8 soldiers. 11-inch cannon fires 14 safe wood shells! Swivels 360° Doors open on sturdy 17-in. plastic truck. Rubber wheels. 8 plastic soldiers in action poses.
35 J 5748. (2 lbs. 12 oz.). 2.89

⑪ SABRE JET, PASSENGER plane. Push 'em—friction motors keep 'em going. Steel Jet shoots harmless sparks as it rolls. 4 propellers spin on steel DC-7 Passenger Plane. Each about 10-in. long.
35 J 5765 (1 lb.) 1.79

⑫ 6-PC. ARMY SET. 10-in. cannon fires rubber tipped shells. Push 'em—friction motors keep 'em going Tank shoots sparks, Jeep, MP car sound loud sirens; ambulance door opens; Cloth truck tarp. Steel.
35 J 5731. (1 lb. 8 oz.) 2.98

⑬ 4-PC. FIRE TRUCK SET Friction motors—push and they keep going! Ladder extends 22 in. on 14-in. Hook-and-ladder truck. Sirens wail on Pumper truck, ambulance, Chief's car. All steel.
35 J 5764. (2 lbs.) 2.79

⑭ 4 CONSTRUCTION TOYS. All steel—friction motors. Turn crank, 13-in. Conveyor moves load up ramp, down chute into 8-in. Dump Truck. Lever raises truck body, opens tailgate, dumps. 8-in. Steam Shovel digs—crank raises, turns boom 360° Barrel turns on 8-in Cement Mixer.
35 J 5749. (2 lbs.) 3.57

Budget Power...like having an extra month's pay at Christmas

7 Trucks, cars on electric freeway! 5.67

1.94 Shuttling Choo choo 8

And A Lot For The Money

Cannon shoots

9 Jeep, Cannon 1.79

10 Truck cannon 2.89

11 Both for 1.79

12 6 Pc Set 2.98

13 4-Pc. fire truck set 2.79

14 Construction outfit 3.57

Bares dumps, Revolves

See Page 239 for new, lower credit terms . . . longer time to pay

Flying Helicopter **2.77**

Raises, lowers

① Buy Outfit and Save! **9.95**

FLYING HELICOPTER

- Flies like a real "copter"
- Lands and takes off
- Flies forward, backward

Real flying fun! Long flexible steel cable connects helicopter and hand control. Turn crank—blades spin; the faster you crank the higher it climbs. Tip control right or left, helicopter flies that direction; hold straight, it hovers in mid air. Spinning blades whir like real helicopter. 12½-in. rotor turns much faster than crank. 10-in. hi-impact plastic body
35 J 5121. (2 lbs.)..... **2.77**

Accurate Aiming

② Missile Launcher **7.94**

Hydraulic Dump Unit

③ **3.97**

④ 3-Truck Outfit **3.98**

Deluxe Helicopter **4.49**

Boy Oh Boy! What Action!

① HAULER AND CRANE. Heavy steel 10-wheel hauler nearly 42 in. long, ramp extended; winch pulls toys onto bed. Steel crane has 26-in. boom . . . digs, dumps, swivels 360°. Replace action bucket with steel ball for "wrecking." 4 rubber tire wheels. Mail.
R35 JP 5144W. (16 lbs.) Outfit. **9.95**
R35 JP 5145. Trailer only. (7 lbs.). 4.94
R35 JP 5146. Crane only. (9 lbs.). . 5.94

② MISSILE LAUNCHER. Sends rockets up to 40 ft.! Naval defense unit launches sponge-rubber tipped rockets with spring mechanism—completely safe. Accurate crank-controlled aiming —hits the same spot time and again. Swivels 360°. Rugged steel construction; rubber tires. 32 in. long; 11-in. barrel. Lt. blue, Ivory trim.
R35 JP 5142 Mail (10 lbs.) **7.94**

DELUXE TWIN-ROTOR HELICOPTER. Flies by remote control —turn crank, two 9-in rotors spin! Tilt hand control; turn crank fast or slow; "copter" goes up, down, forward, reverse or hovers. Steel cable connects control box to helicopter. Authentic reproduction of actual helicopter, White, Blue, red trim. All steel; 11 in long It's really fun to maneuver this 'copter!
35 J 5141. (1 lb. 8 oz.) **4.49**

③ HYDRAULIC DUMP TRUCK. Oil cylinder action . . . release lever, truck bed s-l-o-w-l-y rises to dump load! Tail gate opens, locks shut. Plastic headlights; Bronze baked enamel, heavy gauge steel 6 heavy rubber tires. 13x6 in. high Ford replica
35 J 5138 (4 lbs.) **3.97**

④ 3-TRUCK OUTFIT—For any "Hauling" job. 16 in. auto hauler carries four 4½-in. plastic trucks. 15-in. North American Van has tail gate that opens. 12-in Dairy truck carries 3 plastic milk cartons. All enameled steel. Priced low for this quality.
R35 JP 5143 Mail. (6 lbs.) . **3.98**

Budget Power brings you the better things of life... today

CROPS and SOILS

NEW MACHINES feed granules into the row just above the seed (also see photos, page 34). Just ½ pound of insecticide boosts yields 7 to 50 bu. per acre.

How to kill rootworms

THIS spring, you have a wide choice of ways to use one of the Corn Belt's fastest-growing ideas—putting chemical in the soil to stop root-chewing insects.

"Farmers treated 12% of Iowa's corn acreage last year, and they've come up with several ways to do the job," says J. H. Lilly, the scientist who pioneered the idea on a few acres in 1951.

From two-thirds to three-fourths of the Iowa farmers who treated used a fertilizer-insecticide mixture. Most of the rest used sprays, but the new granules seem to be gaining ground.

To broadcast the recommended pound of aldrin or heptachlor per acre, set a sprayer on the tractor ahead of the disk, or mount wide fan nozzles right on the front of the disk, suggests Lilly.

He thinks that the trend is toward row application because it takes only half as much material to do the job.

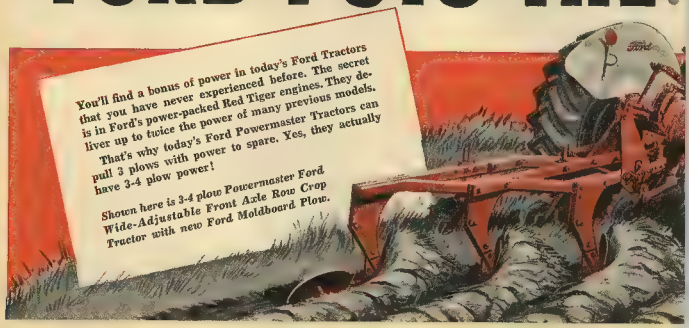
Some of the granules are going into insecticide-starter mixes, but with the swing to putting starter fertilizer to the side and below the seed (FARM JOURNAL, March 1957) more and more farmers are using separate granule hoppers (see photo). These machines meter the insecticide into a thin band just above the seed.

Spray nozzles hooked behind the planter shoes do about the same job. Some farmers mount the sprayer tanks on the planter tractor where the extra weight of the water is easier to haul.

On listed corn, a sprayer nozzle that covers a strip 24 inches wide just behind the moldboard and ahead of the packing wheels gives good protection.

If you're planting sod ground, and plan to keep the field in corn for three years, you may want to boost insecticide rates, says Lilly. Two pounds per acre broadcast will knock out just about all the insects, and you'll get enough carry-over effect to keep rootworms under control during the second and third years.

FORD PUTS THE



Chemical "nurse crop" for trefoil

Photo: Iowa State College

Thick trefoil on the right was seeded alone, then sprayed with dalapon to keep down weeds. Trefoil at left was seeded with oats.

HERE'S an idea: Seed birdsfoot trefoil without a nurse crop, then spray away the weeds so the trefoil has a free hand.

"We get stands that knock your eyes out," says J. M. Scholl, Iowa State College agronomist, "—thick stands that make more than a ton of dry hay per acre the year they're seeded."

That's good news. Birdsfoot trefoil has made a big name for itself as a long-lasting, bloat-proof pasture legume. But it often takes two or three years for a stand to really get going.

"That's because trefoil runs a poor second if it has to compete with either a nurse crop or weeds," says Scholl. "When we seed it alone, and get rid of the weeds with a chemical, *we get alfalfa-like stands the first year.*"

Two chemicals—TCA and dalapon—gave equally good results in Iowa State's four-year tests. Eight pounds of TCA per acre, *sprayed on right after the trefoil was seeded,* keeps down the grassy weeds and doesn't seem to hurt the trefoil.

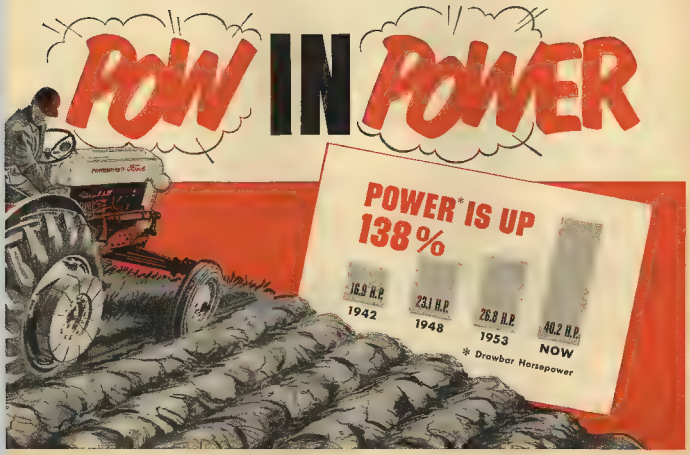
That good-looking stand of trefoil in the photo at the left was sprayed with four pounds of dalapon per acre *about a month after seeding.*

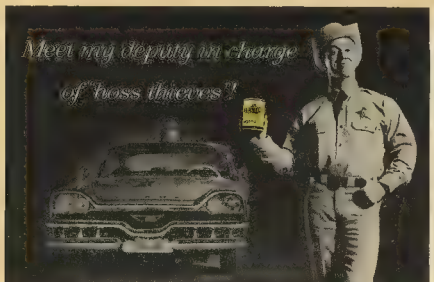
"Plants in the sprayed strip were three times as tall in September as those in the un-sprayed strip where we clipped to keep down the weeds after we took off the oats," Scholl reported at the agronomy meetings in Cincinnati.

These chemicals knock out only the grassy weeds. Broad-leaf weeds still have to be mowed once or twice. "This year, we're going to try mixing a new broad-leaf killer called 2,4-DB with the dalapon," says Scholl. (FARM JOURNAL, February 1957, page 54.)

The Food and Drug Administration has not approved TCA or dalapon for use on forage crops. But the scientists hope that approval will come soon.

"We never really knew what a good stand of trefoil was until we tried a chemical 'nurse crop,'" says Scholl.





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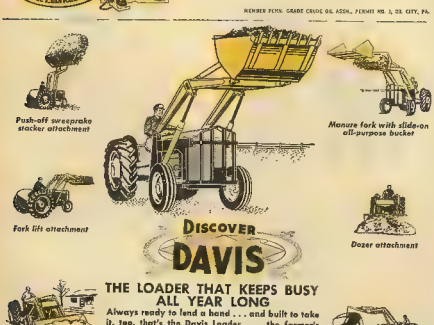

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Always ready to lend a hand . . . and built to take it, too, that's the Davis Loader . . . the former's greatest chore-saver. Look at the many different farm jobs it will do. Quality features give it long life and make it a more profitable investment year in and year out than any other loader. Fits all popular make of tractors.

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MID-WESTERN INDUSTRIES, INC.
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CROPS and SOILS

New Germination Test Is Quicker, Better

Scientists have come up with a new way to test seeds for germination that's both quicker and better than the "count-the-sprouts" method.

They soak the seeds in water containing a chemical called "TZ." If a seed is live and vigorous, certain parts of it change color within a few hours. If a seed is dead, they don't.

It takes a trained person to interpret exactly what these color changes mean, so it's not likely that you'll run the test yourself. But seed testing laboratories will probably use it.

"Besides being quicker, the new 'TZ' test is also more accurate because it permits us to separate the 'really good' seeds from the weaker ones," says R. P. Moore, North Carolina State College researcher.

Explains Moore: "These weaklings usually sprout in the laboratory, but they don't have enough vigor to send up a plant under field conditions."

The test also tells the scientists how old a seed is and whether it has been damaged during harvesting. The chemical used, called "TZ" for short, is 2,3,5-triphenyl tetrazolium.

The Quick-Test Chemical Seed Laboratory, Box 5395, Raleigh N.C., is using the new test on several crops, including corn, small grains, clovers, fescue. Testing fees range from $1.50 to $3.

Moore doesn't expect the new TZ test to completely replace sprout testing. "Rather, it will be used by farmers and seedsmen who need to know exactly what they can expect their seed to do after it's planted," he says.

Short on Feed? Try A Sudan-soybean Mix

Sweet sudan grass and soybeans team up into a mighty good silage and pasture crop, say Illinois farmers.

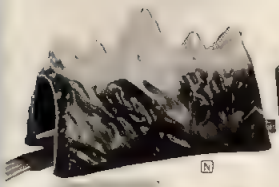
Their fields make 10 to 12 tons of silage an acre, and furnish belly-deep, late-summer pasture besides.

These farmers drill a small, hay-type soybean named Ebony on well-fertilized soil—about 1¼ bushels per acre. Two or three weeks later, they pull a trick that really makes neighbors stop their tractors *-drill crosswise.* Only this time they seed 25 lbs. of *sweet* sudan grass per acre.

Then the race starts. The soybeans try to keep up with the sudan in a fight for sunlight, and that's quite a job. They get up to five feet tall by early pod stage, or when sudan heads push out of the boot.

"That's the time to cut, or chop," says Dan Schrock, fieldman for a Peoria dairy. Leave a 10-inch stubble, he suggests, and the sudan will make a fast come-back for pasture. End

"Real as Life" Railroad ACCESSORIES



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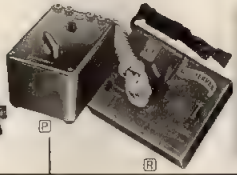

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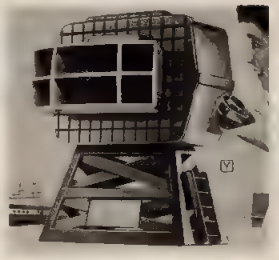

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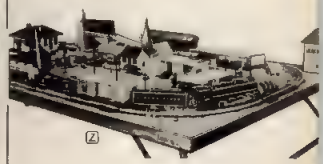
Big 6x4 ft. platform with plenty of room for an elaborate train set-up. Use it for games, sewing, dining . . wherever a large, sturdy table is needed.



Z

N MOUNTAIN TRAIN TUNNELS . . . amazingly realistic green train tunnels look just like snow-capped rocky mountains—add colorful air of authenticity to every make of railroad. They'll take lots of abuse—because they're of lightweight, unbreakable rubber. Fit all Lionel, Am. Flyer and HO gauges.
896-837 B410 Size: 17x9" high.....$5.95
896-845 B275 Size. 13½x9½" high.... 3.95

T "DIETZ" COMET BATTERY LANTERN . . . helps him be engineer of the fastest trains going! Safe, colorful lantern lights with a twist of the "wick-handle," uses 2 D flashlight batteries (not included). Fire-engine red enamel finish helps make this ready-duty Comet an attractive nighttime companion . . . handy for adult uses, too! 8½" high.
896-324 B210 Comet Lantern $2.98

X AUDIO-ENGINEER. Precision electronic instrument controls electric trains by spoken command . . . operate Lionel, Americm Flyer and HO Gauge trains by speaking command into microphone. Complete with red and green bulbs, power leads, circuit breaker and full-size mike. Connects to transformer.
896-126 B410 Size: 5x7x1¾".....$5.95

P POWER PACK. Control knob; light indicates short circuit Self-resetting circuit breaker. Controls 1 train, accessories.
895-573 B765 12v DC, 18v AC.. .. .$10.95

R MASTER TYCO PACK . . . plenty of power for large layouts. Runs 3 trains, accessories. On-off reverse switch, speed control.
895-813 B1395 Master Tyco-Pack.....$19.95

V "HO" GAUGE TRACK EQUIPMENT . . . tracks and switches listed below are for train sets shown on the opposite page (312). Double his train fun with plenty of authentic railroad accessories.
895-532 B210 Straight, 12 sections.....$3.00
895-540 B210 Curved, 12 sections..... 3.00
895-557 B630 Remote Control Electric Switches. Pair (1 left, 1 right).....$8.95

Y RAILROAD LOUDSPEAKER TOWER . . . the newest train accessory! Comes with railroad-type microphone, so he can announce railroad instructions with powerful loudspeaker volume! High impact plastic tower houses 4" Alnico speaker. Includes microphone, communication wire cable, four batteries.
894-139 B420 Loudspeaker Tower.....$5.95

S PLASTICVILLE MASTER VILLAGE . . . 101 durable plastic pieces in all, for "O," "S" and "027" gauges. Adds realism, color and vivid "life" to all model railroads! Includes 1½ story New England Rancher, station, frosty bar, supermarket, barn, church, firehouse, billboards, telephone poles, animals, trees . . . even the people.
895-698 B695 Plasticville Village.....$9.95

W PLASTICVILLE RAILROAD ACCESSORIES . . . complete assortment of durable plastic railroad structures in exacting detail—all full-colored, right down to the tiny flag on its pole! 14-pc. set includes Union Station, trestle bridge, switch tower, signal bridge, 4 telephone poles, crossing gate, 2 billboards, flag pole and 2 lamp posts.
895-680 B350 Railroad Accessories $4.95

Z MODEL RAILROAD PLATFORM . . . on tubular steel legs that lock into position. 6-ft. long, 4-ft. wide, 24" high; folds to 2" thick. Supports up to 1000 lbs. Canadian hardboard top, wood frame. Useful, too, for sewing projects, games, extra dining space, etc. (Train layout not included.) From Pa.
895-706 D1750 Wt. 39 lbs..... $24.95

With built-in electronic horn and genuine DIESEL "ROAR"!

"SILVER FLASH" . . . 8-Car Diesel Freight with built-in electronic horn . . . and full-throated Diesel Roar! Actually reproduces sounds of running, idling and climbing Diesel engines, scaled in pitch from pulsing motor-idle sound to throbbing roar! Mighty engine whizzes at top speed with long car hauls, climbs steep grades with surging Pull-Mor power. Electric remote control start, stop, reverse, uncoupling. Cars include gondola, coal, reefer, tank, and pipe cars, caboose. 12 curved, 4 straight tracks, 16 track locks, track terminal, 50-watt transformer with circuit breaker. Train book incl.
883-116 B3330 Train measures 62", track 160" long. **$49.95**

2 motors, DIESEL ROAR, built-in horn, Pull-Mor power and action caboose

"SUNSHINE SPECIAL" . . . 6-Car Twin Diesel Freight. Tremendous GP-7 twin locomotives thunder down the track, clearing the way with blasts from built-in electronic horn . . . Diesel Roar pulsing and throbbing like a real train! Worm drive motor plus Pull-Mor power gives mighty pulling power, amazing climbing speed. Brakeman in caboose leans out when train stops. Other cars include 3-dome tank car, coal car, gondola, reefer, cement cars. Electric remote control uncoupler, 12 curved, 4 straight tracks, 16 track locks, track terminal.
883-157 B3834 Train measures 69"; track 160" long. **$57.50**
883-421 B2664 GP-7 Twin Diesel Locomotive Only. **39.95**

2 motors, DIESEL "ROAR", Electronic horn . . . Pull-Mor power, action cars

"THE CHIEF" . . . 8-Car Twin Diesel Freight. Ultimate in model railroads as she flashes by, surging with power every mile of the way! Mammoth 3-unit locomotive hauls nearly 9 feet of blue-and-yellow action-packed cars. "A" unit has 2 motors, "B" unit honks electronic horn, throbs with mighty Diesel Roar! New cars include coal dump car (actually empties by remote control!), piggy-back car, lumber car, container car, 2 box cars, reefer car and action caboose . . . trainman checks cars when train stops. Remote control uncoupler, 12 curved, 8 straight tracks, 20 track locks, terminal, book.
883-041 B5300 Train measures 105½" long; track, 200". **$79.50**

2 motors, interior lighting, DIESEL ROAR, Pull-Mor power, remote control

"VISTA DOME LIMITED" . . . 5-car Twin Diesel Passenger. Massive 3-unit locomotive pulls ⅜" scale model replica of famous Vista Dome train! Authentic colors and markings make this mighty monarch of the rails real enough to satisfy the most particular trainman. Light floods from windows of every car as the giant locomotive shrieks by, honking built-in electronic horn, pulsing with 4-sound Diesel Roar! Northern Pacific cars include baggage car, coach, 2 Vista Dome cars and observation car. Set includes remote control uncoupler, 12 curved, 8 straight tracks, 20 track locks, track terminal and manual.
883-439 B5300 Train measures 104½"; track, 200". **$79.50**

Remote Control Action
They Load . . . Dump . . . Even Talk!

[M] **Oil Drum Loader** Press button . . . "man" in 3-wheel lift picks up barrel, motors to car, dumps, returns for more! Car not incl.
883-090 B997 Size: 9x5½". **$14.95**

[N] **Automatic Talking Station.** Train stops by remote control in front of station . . . steam hisses, pistons chug, voice talks, etc. When sounds cease, train leaves.
883-249 B1330 Ht. 16x9x8¾". **$19.95**

[P] **Operating Stockyard & Car.** Animals move in pen; gate opens, they file up chute into car. All steel car, 2 sliding doors.
883-124 B1130 Size: 11½x10½x2½". . **$16.95**

[R] **Operating Coal Loader.** Clam-shell scoop closes jaws over "coal," carries it up, deposits it into hopper. Coal is released into car automatically. (Car not included.)
883-082 B1264 Ht. 14¼". **$18.95**

[S] **Operating Log Loader.** Remote control button activates "man"; hooks take lumber, lift it up ramp, release into car (not incl.).
883-074 B1130 Size: 10x8½" high. **$16.95**

American Flyer Scale Model Trains

2-rail "T" flat top track. Long-short Air Chime whistle.

All aboard—on the American Flyers for 1957! Here's a world of realism in miniature . . . the thrilling speed, authentic action, color and sound of real-life railroading . . . to gladden the heart of every model railroader.

True to scale models . . . not just precision-made but durably made. The big, beautiful locomotives have all the weight and heft of a real loco scaled down to size. Built-in Pull-Mor gives amazing pulling power for long hauls, climbing power, speed.

Real smoke with firebox glow. "Choo-Choo" timed to wheels.

With smoke, Choo-Choo sounds, Pull-Mor power and walking brakeman

"BLACK DIAMOND" . . . 4-Car Atlantic Freight Train. Powerful 4-4-2 locomotive and tender puffs smoke, makes real choo-choo sound as it streaks around the tracks, hauls heavy loads up steep grades with Pull-Mor power. Cars uncouple by remote control. Set includes B & O Hopper, Norfolk and Western gondola, caboose and realistic walking brakeman car. 12 sections curved, 2 sections straight track, 50-watt transformer with circuit breaker, track terminal.
883-009 B1997 Train measures 47"; track 140" long.....**$29.95**

New billboard whistle, smoke and Choo-Choo sounds, Pull-Mor Power

"METEOR" . . . 4-Car Pacific Freight Train. This massive, true-to-life locomotive puffs real red-glowing smoke and not only makes loud choo-choo sound but also has billboard whistle that shrieks! He'll have loads of fun whistling, starting, stopping, reversing and uncoupling his train . . . all by remote control. Rugged engine hauls cargo at top speed, pulls loads up steep grades with amazing Pull-Mor power. Set includes: box car, container car, hopper car and caboose; track terminal; 12 sections curved and 4 straight track; 50-watt transformer with built-in circuit breaker. Book included.
883-017 B2834 Train measures 48", track 160" long.....**$42.50**

Giant 8-wheel drive, action caboose, smoke and Choo-Choo sound, electronic whistle

THE "CHALLENGER" . . . 8-Car Union Pacific Freight Train. Mighty 4-8-4 locomotive hauls over 7 feet of authentic, action-packed train! Has everything . . . real smoke, choo-choo sound and new built-in electronic whistle! Pull-Mor power gives it tremendous speed and pulling force. Includes colorful new "State of Maine" boxcar with sliding doors, cement, container, 3-dome tank, stock, reefer, hopper cars plus automatic action caboose . . . when train stops, brakeman leans out to keep eye on cars ahead! Remote control uncoupler, track locks and terminal, 12 curved, 8 straight tracks, and book.
883-025 B4500 Train measures 85", track 180" long.....**$67.50**

Railroad Accessories

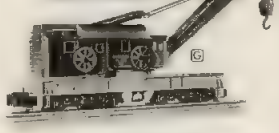
Give Complete Look of Realism

E

F

Completely automatic action

L



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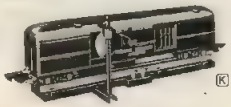


K

E Floodlight Tower. Floods night scenes with brilliance! 4 powerful floodlights in double tier atop steel structure.
883-223 B330 Ht. 11½" **$4.95**

F Water Tower . . . automatic action. Red/White checker tank; all steel structure.
883-231 B330 Ht. 12½".....**$4.95**

G Operating Wrecking Crane. Hook raises, lowers manually; another wheel raises, drops boom. Heavy duty steel construction.
883-462 B530 Length: 13½".....**$7.95**

H Track Cleaning Car. 2 felt wipers saturated with cleaning fluid, 2 trailing wipers to dry track. Knuckle couplers: tank.
883-132 B464 Car, 10½" long.....**$6.95**

K Mail Pick-Up Car . . . with knuckle coupler car, track section, stanchion, sacks.
883-140 B597 Remote Control: 10¾"...**$8.95**

L Smoke Cartridges . . . thick, clean, realistic smoke. Single cartridge lasts for hours.
883-405 B135 Package of 24.... .. ...**$2.00**

6 hours and 15 acres later

THAT'S a big day's work in any farmer's book! It's more, perhaps, than you're ever likely to set for yourself. Yet, it's easy for New Holland's mighty "800"—the world's fastest forage harvester. Even if you're putting up 10 tons of silage to the acre, your "800" chops at barely half its 45-tons-per-hour capacity!

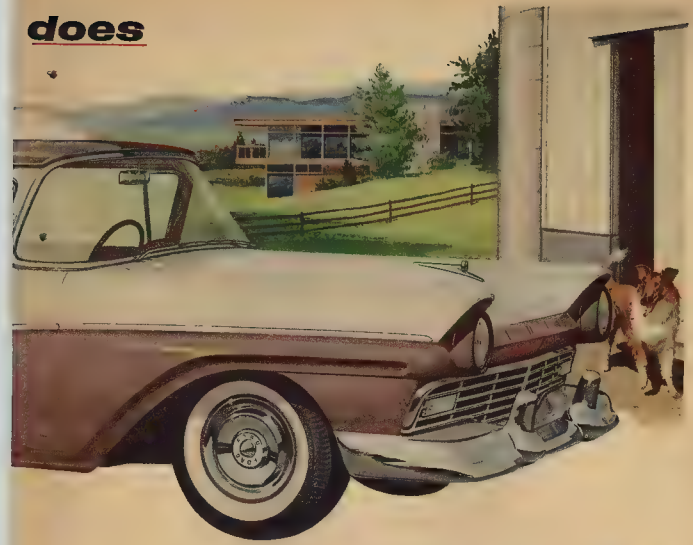
This tremendous capacity also means the "800" has plenty of power and stamina for the toughest jobs. It will chew through wind-flattened corn or a tangled growth of broadcast sorghum and sudan grass—*and keep right on going*. With the great New Holland "800", you'll get your chopping jobs done fast and without trouble. And that means—you'll save money!

Wide choice of attachments: 1- or 2-row corn heads, 6-, or 8-foot direct cut and 6-foot windrow. See your dealer today! New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pa.

Timetable performance with time-rated machines

NEW HOLLAND *"First in Grassland Farming"*

does



NEW FORD RANCHERO

At first glance, you'd hardly suspect that Ford's new Ranchero leads such a double life on the farm.

Your eyes tell you that no previous farm truck ever had such trim, smart lines; such luxurious passenger car comfort; such smooth, easy handling!

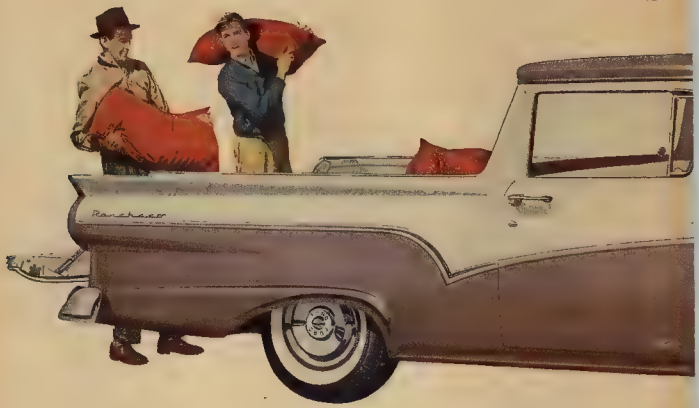
But when you start loading up, you realize what a farm work horse the Ranchero is. The body floor is full size—six feet long, and loaded height is only 24 inches. And no need to load light, for the Ranchero has a payload rating that's greater than many standard half-ton pickup trucks.

No other pickup equals the Ford Ranchero for double duty . . . as a working farm truck and as a "second car" that will delight the "missus." See it at your Ford Dealer's now!

FORD TRUCKS COST LESS

. . . LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO

Handsome is and Handsome



It's more than a car! It's more than a truck!

Works like a truck! Actually packs more payload than many standard pickups! Power to spare, too—modern Short Stroke 144 hp Six or either of two Short Stroke V-8's: 190 hp in the Ranchero and 212 hp in the Custom Ranchero. Fordomatic or Overdrive available!

Rides like a car! Ball joint front suspension gives true passenger car ride. Cab interior exactly like that of a '57 Ranch Wagon. Power steering, power brakes, power seat and power window available!

TIMEX and INGERSOLL by U. S. Time

Automatic — normal wrist motions keep it wound!

TIMEX AUTOMATIC

14.95

E **NEW TIMEX AUTOMATIC**...winds itself! Tells the time accurately, with never a second lost...for the normal movements of your wrist give it constant power. Water- and shock-resistant for added dependability. Gleaming chrome case with steel back; gold color hands and numerals.
193-003 A998 With leather strap....$14.95

F **INGERSOLL "SWEEP"**...popular choice for youngsters. Get 'em to school on time, home when they're supposed to be—give your boy or girl this reliable, shock resistant timepiece to consult! Red sweep second hand. Chrome case stainless steel back.
193-011 A487 With Plain dial, leather strap. . . . $6.95
193-029 A597 With Luminous dial (Timex) . 8.95

G **TIMEX MARLIN WATCH**...favorite of active men. Waterproof and dustproof (as long as crystal, crown and back remain intact). Shock resistant, of course! Radiolite dial, sweep second hand. Chrome case, unbreakable crystal.
193-037 A863 With stainless steel expansion band $12.95

H **TIMEX SPORTSTER for Boys and Girls** Its small size and ruggedness make it ideal for sport wear by ladies of any age. Young men like the way it fits their wrists, yet looks so adult. Waterproof, dustproof (as long as crystal, crown and back remain intact), shock-resistant Chrome case. Radiolite dial; sweep second hand.
193-045 A863 With expansion band..... . .$12 95

New! Watches in Color

- Dustproof
- Waterproof
- Shock-resistant
- Unbreakable crystals
- Fully guaranteed
- Gift boxed

K **SNOW WHITE'S PICTURE ON THE DIAL**.. makes time-telling fun for the lucky wearer of this sturdy little watch by U.S. Time. Crayon-yellow case and matching ribbon band.
193-060 A487 Snow White Watch..... . $6 95

L **WALT DISNEY'S CINDERELLA**...smiles sweetly from the dial of this pert shock-resistant watch by U.S. Time. Has bright blue case and ribbon band ..is sure to please a little Miss.
193-052 A487 Cinderella Watch $6.95

M **CLEVER MICKEY MOUSE WATCH**...by U.S. Time. Mickey's hands point to the correct hour. Shock-resistant for full time wear by youngsters. Gay red case and leather-backed vinylite band.
193-086 A487 Mickey Mouse Watch $6.95

N **FOR COWBOY FANS** Hopalong tells time western style, on shock-proof watch by U.S. Time. Dial features Hoppy's picture. Branded leather strap has fancy cowboy-copied silver buckle.
193-078 A487 Black case, gray dial. $6.95

WADSWORTH

PRODUCT OF ELGIN

Dollar for dollar...you can't find a better buy!
Built by Elgin, maker of some of America's finest watches...
Wadsworth brings you beauty, accuracy and the miracle of the unbreakable Dura-Power Mainspring.

E

WATER-PROOF

F

G H K L M

E OLYMPIA...watch with colorful smartness. All-steel, water-resistant. Dial with 8 yellow figures, luminous dots, luminous hands; sweep second hand. Black strap. 17 jewels.
191-379 A2495 All-Steel **$39.75**

F LAURA...low-priced charmer. Oval case of rolled gold plate. Steel back. Full-figured dial. Nylon cord bracelet. 7 jewels.
191-254 A1395 10K Yellow RGP **$19.95**
191-262 A1395 10K White RGP..... **19.95**

G JANET...smart talk, about time! 10K rolled gold plate; steel back. Yellow figures and trylons. Nylon cord. 17 jewels.
191-270 A1795 10K Yellow RGP **$25.95**
191-288 A1795 10K White RGP **25.95**

H CAROLINE...chic and up-to-date. Petal-shaped rolled gold plate case. Yellow figures and studs. Nylon cord. 17 jewels.
191-312 A1995 10K Yellow RGP **$29.95**
191-320 A1995 10K White RGP **29.95**

K DELORES...dainty symmetrical case, steel backed, is rolled gold plate. Yellow figures, trylons. Expansion band. 17 jewels.
191-338 A2195 10K Yellow RGP **$35.75**
191-346 A2195 10K White RGP . **35.75**

L KATHRYN...simply sweet, sweetly simple. 10K rolled gold plate case; expansion bracelet. Yellow figures. 17 jewels.
191-353 A2250 10K Yellow RGP **$37.50**
191-361 A2250 10K White RGP..... **37.50**

M IRENE...eye-greeting glamor. Rolled gold plate case, expansion bracelet to match. Yellow figures, markers. 17 jewels.
191-387 A2495 10K Yellow RGP **$39.75**
191-395 A2495 10K White RGP **39.75**

Each Wadsworth watch gives you the style and beauty, dependability and accuracy of far more-expensive watches...plus Guaranteed Unbreakable Dura-Power Mainspring. Wadsworth, a proud product of the Elgin National Watch Company

(E) **CODY**.. gives you so much watch, yet you pay so little. Water-resistant for any weather... shock-resistant for rugged duty. Full-figured, luminous dial . . . easy-to-read every hour of the day or night. To top it off .. a case of chrome, polished to a peak of brilliance. Stainless steel back. 7 jewel movement. Smart gray leather strap
191-007 A1395 Chrome Case **$19.95**

(F) **CRAIG**...for the school-age or working man, unsurpassed performance at an unequalled low price. Case is handsome yellow, with stainless steel back for extra protection. It's water-and-shock resistant.. leave it strapped to your wrist at all times. Luminous hands and dial tell time in the dark of night. Saddle leather strap. 7 jewels.
191-015 A1595 Yellow Case **$22.95**

(G) **STONELEIGH**...a timepiece you'll have, hold and cherish for a lifetime. Case is topped by mirror bright chrome and backed by durable steel. Wear it anywhere in any weather...this watch is resistant to both water and shock. Over-sized numerals easily indicate the hour. Handsome, rugged leather strap. 7 jewel movement
191-023 A1795 Chrome Case **$24.95**

(H) **ROCKWELL**...your "round way" ticket to timekeeping pleasure. Case combines the masculinity of chrome with the strength of a stainless steel back. Water-resistant. Shock-resistant. Luminous hands and dial—you can tell the time, day or night. 17 jewels. Choice of strap or expansion band.
191-031 A1995 With Leather Strap . **$29.95**
191-049 A2195 With Expansion Band.. **35.75**

(K) **FARGO**...marks the man who's going places (and arriving on time). All steel construction of its classic-shaped case is a credit to his taste. Second hand sweeps the seconds into minutes. Even when completely wet .. it's water-resistant. Shock-resistant even in fast action. Manfully designed expansion band to match. 17 jewel movement.
191-056 A2495 All-Steel Case **$42.50**

(L) **ASPEN**...has what it takes to draw attention to your wrist. Your friends can't help but admire its 10K yellow rolled gold plate case (steel back). Red-tipped second hand sweeps around the black dial in colorful contrast. Water and shock resistant. Expansion band to match. 17 jewels.
191-064 A2995 Black dial . .. **$49.75**
191-072 A2995 White dial **49.75**

(M) **LAKEWOOD** . . . automatic. water-resistant watch for the man who admires simplicity. The handsome, plain, clean lines of its chrome-topped case extend to the matching expansion band. Automatic...you can wear it and forget about winding. Shock-resistant too. Red-tipped sweep second hand highlights the luminous dial. 17 jewels.
191-080 A2995 Chrome Case **$49.75**

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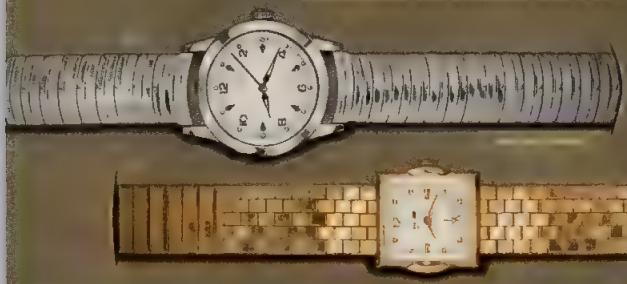
BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES



E **Aqua Jet** . . . guaranteed waterproof*, come rain or high water! Luminous hands and dial (you're never in the dark about the hour); sweep second hand. Band expands.
187-005 A2735 Chrome, 17 jewels....**$49.50**
187-013 A2995 Chrome, 21 jewels.... **59.50**

F **Citation Dearborn "21"** . . . gives you a well-dressed wrist and accurate time. Inside, the precision of a 21-jewel movement. Outside, the masculine beauty of case, domed crystal and basket-weave expansion band.
187-021 A4785 10K Yellow GF.....**$92.50**

G **Wallace** . . . the wonderful work of Benrus craftsmen at a low price! Beneath the raised crystal . . . a full numeral dial, legible at a glance. Rolled gold plate case; stainless steel back. Expansion band. 17 jewels.
187-039 A2360 10K Yellow RGP.....**$39.75**

H **Matthews** . . . keeps you in style and on time wherever you go. Domed crystal and rolled gold plate case testify to your good taste. Stainless steel back. Easy on, easy off with matching expansion band. 17 jewels.
187-047 A2870 10K Yellow RGP.....**$55.00**

K **Paramount "Z"** Slip this bold beauty on your wrist and catch the compliments. Black dial contrasts splendidly with the glamor of gold. Expansion band. 17 jewels.
187-054 A2995 10K Yellow RGP.....**$59.50**
187-062 A2995 Same, with white dial. **59.50**

L **Sutherland** . . . teams dramatic design with 17-jewel performance and scores on both counts. You get richness in its rolled gold plate case, durability in stainless steel back. Domed crystal. Expansion band.
187-070 A3685 10K Yellow RGP.....**$71.50**

Automatic . . . Waterproof*

Two big Benrus benefits: Casual wrist action winds your Benrus for 36 hours . . . as you shave, drive a car, even as you turn these pages. Tests at the equivalent of 60 feet of water prove Benrus watches waterproof . . .

**Guaranteed Waterproof if crystal, case and crown remain intact.*

(E) **Sea Flag.** Guaranteed waterproof* . . . a watch with built-in authority and the executive look. Twist your wrist into view . . . you're looking at a 10K yellow rolled gold plate case, sweep second hand, luminous hands and dial. Stainless steel back. Leather inserts add elegance to expansion band.
187-088 A3685 17 Jewels **$71.50**
187-096 A4290 21 Jewels **79.50**

(F) **Sport Knight** . . . guaranteed waterproof* with self-winding movement that "reminds itself to wind itself." Note these extra touches for telling time . . . luminous hands and dial in case you're without light, a third hand that sweeps the seconds by. Chrome case; stainless steel back. Matching band expands to clear every size hand. 17-jewel movement.
187-104 A3225 Chrome **$59.50**

(G) **Auto Prince** . . . there's so much more to this watch than simplicity and its face value. Never mind winding by hand . . . it's a Benrus Automatic. Never fear accidental dunking . . . it's guaranteed waterproof*. Luminous hands shine through pitch blackness. Stainless steel back protects inside workings. Expansion band to match. 17 jewels.
187-112 A3390 Chrome **$67.50**

(H) **Sport Chief** . . . wise investment for the man who must identify himself with quality. Its ability to be self-winding and guaranteed waterproof* is your lifetime gain. Other dividends: rolled gold plate case, luminous hands, sweep second hand, stainless steel back. Genuine leather inserts beautify the expansion band. 17 jewel movement.
187-120 A4290 10K Yellow RGP **$79.50**

(K) **Sky Captain "25"** . . . has an appearance of solid masculinity, a pattern of delicate precision. Full 25 jewels keep accurate time to the second (sweep hand accounts for every one). Guaranteed waterproof.* White chrome case with non-corrosive stainless steel back. Both hands and dial illuminate in darkness. Matching band expands.
187-138 A4145 White Chrome **$71.50**

(L) **Sky Ace "25"** . . . marks you a success when your coat sleeve uncovers its magnificence. It's a many-jeweled watch . . . 25 in all. Self-winding action eliminates fingertip winding. Guaranteed waterproof,* can swim along with you. Sweep second hand . . . and luminous hands that pierce the dark. Twin leather inserts on expansion band are gray.
187-146 A4290 Stainless Steel **$79.50**

(M) **Benrus Sky Cadet "25"** . . . everything you could want in a watch: 25 jewels for totally dependable performance, self-winding movement, guaranteed waterproof,* 10K yellow rolled gold plate case, luminous hands, sweep second hand . . . all in this strikingly handsome new model by Benrus. Padded leather inserts add distinction to expansion band.
187-153 A5440 10K Yellow RGP **$100.00**

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BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES

and equipped with an unbreakable mainspring

Let a Benrus bracelet embrace her wrist with elegance

(E) **Embraceable Dream** . . . dramatic watch-bracelet for the Miss with modern ideas. Raised crystal in pretty case. 17 jewels.
187-500 A4145 10K Yellow GF.....**$75.00**
187-518 A4145 10K White GF..... **75.00**

(F) **Embraceable Betty** . . . contoured elegance in a combined watch and bracelet. Raised crystal over full numeral dial. 17 jewels.
187-526 A2870 10K Yellow RGP.....**$55.00**
187-534 A2870 10K White RGP..... **55.00**

(G) **Daphne** . . . dainty but dazzling, even down to the low price! The handsome case is rolled gold plate, with sturdy stainless steel back. Expansion bracelet. 17 jewels.
187-542 A2360 10K Yellow RGP.....**$39.75**

(H) **Paradise** . . . watch with a flair for graceful wear. Rise of crystal and sparkle of case give it character. Exp. band. 17 jewels.
187-559 A2735 10K Yellow RGP.....**$49.50**
187-567 A2735 10K White RGP..... **49.50**

(K) **Rhapsody** . . . high note in fashion and watch design. Hexagonal dial read through domed crystal. Expansion band. 17 jewels.
187-575 A2995 10K Yellow RGP.....**$59.50**
187-583 A2995 10K White RGP..... **59.50**

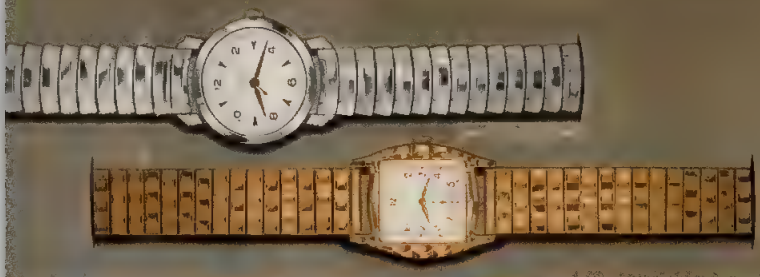
(L) **Golden Idyll** . . . heavenly in design, down-to-earth in service. 14K gold case; raised crystal. Bracelet expands. 17 jewels.
187-591 A3685 14K Yellow Gold **$71.50**
187-609 A3685 14K White Gold..... **71.50**

(M) **Sky Princess.** Self-winding, guaranteed waterproof* . . . goes the full circle of feminine charm! Has 17 jewels, sweep second hand, gray leather inserts on expansion band.
187-617 A4290 Stainless Steel **$79.50**

CHALLFONT

WORLD RENOWNED FOR GENERATIONS

timed movement with Incabloc shock-resistance.



E Challfont for men . . . rugged chrome case with stainless steel back, water-resistant and worry-free. Sweep second hand, radium dial. Expansion band. 21 jewels*.
183-103 A2015 Chrome **$67.50**

F Fancy, formal, flattering . . . outfits you with masculine neatness. Expansion band matches the intricacy of its rolled gold plate case. Shock-resistant, 17 jewels.
183-111 A2025 10K Yellow RGP. **$57.50**

G Watch of contrasts . . . black dial, 10K yellow rolled gold plate case and band, stainless steel back. Ultra-thin, 21 jewels*.
183-129 A2495 Black dial. **$71.50**
183-137 A2495 White dial **71.50**

H Choice Challfont . . . 25* jewel movement withstands shocks. Rounded corners on square rolled gold plate case (stainless steel back). Sweep second hand. Band expands.
183-145 A2745 10K Yellow RGP. **$75.00**

K Commands attention . . . from intriguing dial to gold-filled case and alligator leather strap. Sweep second hand. 21 jewels*.
183-152 A3365 10K Yellow GF. . . . . **$ 89.50**
183-160 A5235 14K Yellow Gold. **135.00**

L Shape of perfection . . . slightly concave sides of the square 10K gold-filled case add dramatic interest. Expansion band to match. Shock-resistant 21-jewel* movement.
183-178 A3295 10K Yellow GF. **$95.00**

*RESEVOIL is a new device that adds either 4 or 8 extra ruby oil-reserve jewels to a Challfont 17-jewel movement to give you the service and greater accuracy of a 21 or 25-jewel watch.

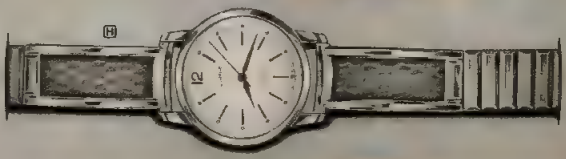
Self-Winding . . . Water-Resistant

The Chalfont self-winding movement eliminates old-fashioned hand-winding. The water-resistant Chalfont allows complete immersion without damage. Every Chalfont watch, accompanied by written guarantee, comes handsomely gift-boxed.

E **Latest look in time** . . . for modern man. Today's popular ultra-thin styling plus an all-time accurate 25-jewel* movement. Water-resistant for wet weather and beach wear . . . shock-resistant at work or play. Sweep second hand . . . when fractions of a minute count. All-steel case. Matching expansion band with smart leather inserts.
183-012 A2990 All Steel **$85.00**

F **Modern magnificence** . . . this streamlined watch keeps you in style and right on schedule. Winding is automatic . . . you just set it and forget it. Shining chrome case (steel back) is resistant to water, protects against dust. When lights go dim, the radium figures and hands tell you the exact time. 17 jewels. Expansion band matches case.
183-004 A2795 Chrome **$79.50**

G **Distinctively different** . . . an outstanding watch for the gentleman with dashing good taste. Black dial and yellow case . . . startling but pleasing harmony. Movements of your wrist automatically wind the watch. Water-and-shock resistant . . . wear it with confidence always. Sweep second hand. Leather-linked expansion band. 17 jewels.
183-038 A3185 Black dial.....**$87.50**



H **Talented watch** . . . efficient, and artistic too! Sturdy all-steel case with white or black dial (both have radium markers and hands to "see" in the dark). Winds itself as you wear it; resists water and shock. Crown recessed into invisibility. Steel and leather expansion band. 17-jewel movement.
183-046 A3485 White dial.....**$95.00**
183-053 A3485 Black dial..... **95.00**

K **Inspiring timepiece** . . . as you watch the hours go by. So easy on the eyes—the square case of 10K rolled gold plate . . . stainless steel on the wrist-side. Band matches in beauty, expands to fit. Self-winding: normal movement of your wrist keeps it wound, with plenty to spare for the night. Shock-resistant. Sweep second hand. 17 jewels.
183-061 A3345 10K Yellow RGP.....**$95.00**

L **Masterpiece by Chalfont** . . . for the man who takes pride in owning the best. Quality throughout . . . in its water-resistant 10K gold-filled case, matching expansion band with leather inserts. Self-winding (just wearing the watch winds it automatically); radium figures and hands. 17 jewels.
183-079 A3990 10K Yellow GF.....**$115.00**
183-087 A6340 14K Yellow Gold..... **165.00**

M **Handsome wrist refinement** . . . as only Chalfont can create. Superb 25-jewel* movement stands unchallenged in precision. Self-winding . . . reserve power indicator tells you the number of hours watch will run when not being worn. Water-resistant to all moisture. Sweep second hand splits the minutes at a glance. Radium figures, hands.
183-095 A5335 10K Yellow RGP.....**$135.00**

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CHALLFONT

WORLD RENOWNED . . . FOR GENERATIONS

The Challfont you choose has a high-domed crystal,

E Challfont for ladies . . . generous quality in a tiny timepiece. 25-jewel* movement. 14K gold case; gold-filled expansion band.
184-002 A3560 14K White Gold.....**$95.00**
184-028 A3560 14K Yellow Gold..... **95.00**

F Delightfully detailed . . . for immediate recognition of your good taste. Its case of 14K gold holds a shock-resistant movement of 25 jewels*. Bracelet expands.
184-036 A3130 14K Yellow Gold.....**$85.00**
184-044 A3130 14K White Gold..... **85.00**

G Stunning watch . . . draws admiring glances. Rolled gold plate case; stainless steel back. 25-jewel* movement. Expansion band.
184-051 A2650 10K Yellow RGP.....**$75.00**

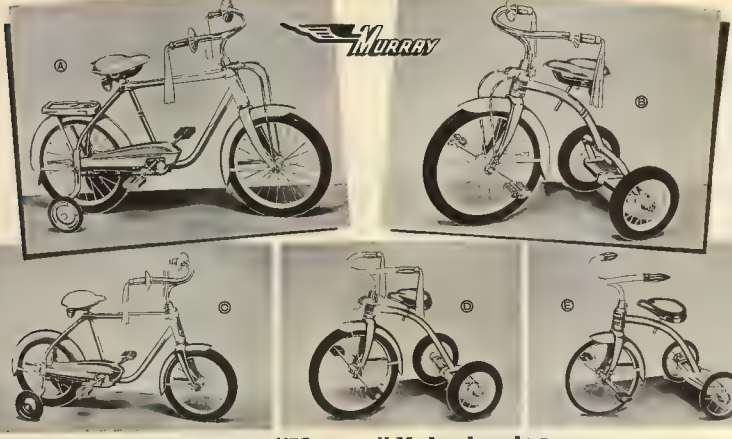
H Chic, charming Challfont . . . for women "on the go" every minute of the day. Expansion bracelet matches delicacy of its shapely yellow case. 21-jewel* movement
184-069 A2450 Yellow case **$71.50**

K Black against yellow . . . dramatic contrast in a watch of distinction. Yellow case, a tiny elongated circle, has black dial. Gold-filled bracelet, 21 jewels*.
184-077 A2250 Yellow case **$69.50**

L A joy to own . . . petite timepiece for the punctual person. Yellow case of four-sided beauty, shock-resistant precision of 17 jewels. Matching bracelet expands.
184-085 A2025 Yellow case.....**$57.50**

M Fashion leader . . . flowering end pieces grace the contours of its yellow case. Expansion bracelet. 17 jewels.
184-093 A1890 Yellow case.....**$55.00**

*RESERVOIL is a new device that adds either 4 or 8 extra ruby oil-reserve jewels to a Challfont 17-jewel movement to give you the service and greater accuracy of a 21- or 25-jewel watch.



Famous "Murray" Velocipedes

(A) 16" DELUXE PARK CYCLE. Removable training wheels for added safety! 1¼" steel frame with a 2" head; ball bearing crank hanger. Double tube, removable cross bar; chrome plated truss rods. 16" multi-spoke, ball bearing wheels; 1¾" semi-pneumatic tires. Red vinyl saddle with White piping is adjustable. ¾" adjustable handlebar; double block, Red vinyl pedals. Safety aid for beginners has steel disc wheels with ¾" tires, nylon bearings. Cycle is finished in Red enamel with White trim.
96B832GB2000 Weight 40 lbs....Retail **$30.00**

(B) FULL BALL-BEARING VELOCIPEDES. 1¼" steel, hydrogen brazed frame; ¾" adjustable, chrome plated handlebar. Full ball-bearing, deluxe spoke wheels. Red vinyl saddle with White piping, chrome springs and trash rail. Chrome plated truss rods; 1¾" semi-pneumatic tires. Red and White finish.
96B832BB1190 10" front wheels; 8" rear wheels. Weight 22 lbs.....Retail **$17.85**
96B832BB1280 12" front wheels, 8" rear wheels. Weight 25 lbs.....Retail **$19.20**
96B833GB1400 16" front wheels, 10" rear wheels. Weight 27 lbs.....Retail **$21.00**
96B833IB1530 20" front wheels, 12" rear wheels. Weight 33 lbs.....Retail **$22.95**

(C) 14" PARK CYCLE. Safety aid for beginning riders has 6" steel disc wheel with ¾" tires. 1¼" frame of steel tubing is equipped with a 2" head; ball bearing crank hanger frame bearings. 14" deluxe spoke, ball bearing wheels; 1¾" semi-pneumatic tires. Adjustable White saddle has chrome springs. Adjustable ¾" handbar; removable double tube cross bar. Red plastic grips with multi-colored streamers. Finished in Blue with White trim; Vermilion with White panels Weight 34 lbs.
96B832FB1660..... Retail **$24.90**

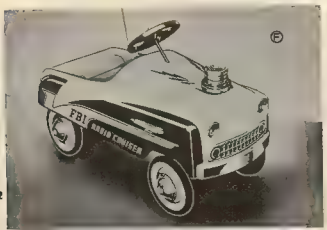
(D) FRONT WHEEL BALL BEARING VELOCIPEDES. 1¼" tubular steel, hydrogen brazed frame; ¾" adjustable White enameled handlebar. Black rubber pedals; adjustable metal saddle. Machine spoke, front wheel ball bearing wheels. Red plastic grips with multi-colored streamers, baked White enamel truss rods. 1¾" semi-pneumatic front and rear tires. Blue baked enamel finish with Vermilion and White trim.
96B832BB00 10" front wheels, 7" rear wheels with 1¾" tires. Weight 19 lbs Retail **$12.00**
96B833BB90 12" front wheels, 8" rear wheels. Weight 22 lbs.....Retail **$13.35**
96B833HB1015 16" front wheels, 10" rear wheels. Weight 26 lbs.....Retail **$15.25**

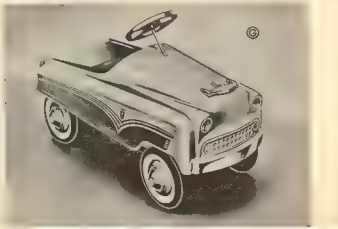
(E) FRONT WHEEL BALL BEARING VELOCIPEDES. 1¼" tubular steel frame; ¾" adjustable handlebar. Metal saddle is adjustable, front wheel ball bearing wheels, ¾" solid rubber tires; Black rubber pedals. Vermilion baked enamel finish with White trim
96B833BB585 10" front wheels, 6" rear wheels. Weight 14 lbs.....Retail **$8.90**
96B833GB675 12" front wheels, 8" rear wheels. Weight 15 lbs.....Retail **$10.15**
96B833FB775 16" front wheels, 10" rear wheels Weight 16 lbs.....Retail **$11.65**

(F) F.B.I. RADIO CRUISER. Real "police flasher" with 6-volt battery holder and switch! 15" antenna with coil spring and wooden tip. Ball bearing pull straps driving mechanism with ball bearing rear axle hangers. 8" double disc wheels finished in Vermilion and White trim. Fabric type seat pad; finished in two-tone White with jet Black side panels, Gold trim. 36" long, 17" wide. Battery not included.
96B834BB1480 Wt. 29 lbs.....Retail **$22.25**

(G) "CHAMPION", 36" long, 17" wide; 8" double disc wheels. Driving mechanism ball bearing pull straps, ball bearing rear axle hangers. ⅞" rubber tires. Blue with aluminum.
96B834FB995 Wt. 28 lbs.....Retail **$14.50**

All items on this page are shipped from our Chicago warehouse!





"Murray"—Newest in Design . . . for Lasting Fun!

(A) MURRAY DELUXE FIRE CHIEF. Thrilling Action! 8" ball bearing wheels; heavy gauge steel, with real hinged rear door. Aluminum baked enamel bumper and windshield. Real fire chief "flasher" with 6 volt battery holder and switch (battery not included). Ball bearing pull straps and rear axle hangers. 15" high antenna. 1" solid rubber tires. Black rubber pedals. 39" long, 17" wide. Finished in two-tone Vermilion with White panels; sides trimmed in White.
96B340B1940 Wt. 40 lbs. . . . . Retail **$29.25**

(B) MURRAY FIRE TRUCK. 43" long, 17" wide, 5/8" rubber tires. 8" ball bearing wheels; bright plated fire chief bell. Ball bearing pull straps, rear axle hangers. Steel band rails; wooden ladders. Vermilion with White and Blue trims; aluminum grille. Weight 34 lbs
96B342B1437 . . . . . Retail **$21.50**

(C) MURRAY TRACTOR WITH MOTOR TONE SHIFT. Tractor type, heavy steel hood; adjustable all steel seat. 1¼" steel frame; realistic motor-tone gear shift. 8" ball bearing front wheels, 10" rear. Ball bearing chain drive mechanism. 1¼" semi-pneumatic front and rear tires with the rear tires having tractor tread. 38½" long, 20½" wide, 27½" high. Yellow and Black.
96B344B1600 Wt. 34 lbs. . . . . Retail **$24.00**

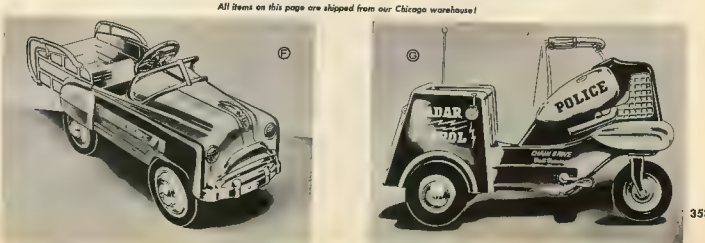
(D) MURRAY DUMP TRAC. The dump box is easily operated from the seat . . lots of action! Hauls real loads! Heavy gauge steel body; 8" double disc wheels are ball bearing, finished in White baked enamel. 5/8" solid rubber tires; Black fabric type seat pad Finished in Vermilion baked enamel with White trim. 33" long, 15½" wide. Wt. 16 lbs.
96B343B665 Retail **$9.97**

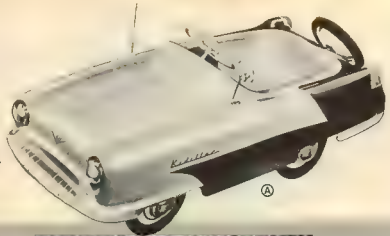
(E) MURRAY DELUXE CHAIN DRIVE TRACTOR. Boyhood dream come true! 1¾" tubular heavy gauge steel frame with platform stamped of heavy gauge steel. Adjustable, all steel, spring type seat. Tractor type hood; 8" ball bearing front wheels and 10" ball bearing rear wheels. Ball bearing chain drive mechanism; realistic motor-tone gear shift. 1¾" semi-pneumatic tires in both front and rear. The rear tires have tractor tread. Body is finished in Vermilion baked enamel with aluminum radiator shutter. Seat and the steering wheel finished in Black, wheels in White. Dimensions: length 38½", width 22", height 27½". Dump Trac shown at left is the ideal accessory for this tractor; attaches rear, pulls easily even when loaded. Weight 39 lbs.
96B343B1905 . . . . . Retail **$28.50**

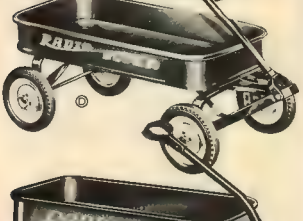
(F) MURRAY RANCH WAGON. Authentically designed, colorful, sturdy! Driving mechanism: ball bearing pull straps, rear axle hangers. Aluminum front bumper; bright plated radiator ornament. 8" ball bearing wheels finished in Vermilion with White trim. Aluminum enamel windshield; Black fabric type seat pad. Aluminum tubular steel handrails. 1" solid rubber tires; rubber block pedals. Finished in 2-tone blue. Length 47", width 17". Weight 37 lbs.
96B341B1640 . . . . . Retail **$24.60**

(G) MURRAY POLICE CYCLE WITH SIREN. Embossed, realistic grille, gas tank; heavy gauge steel hinged rear door. Auto body steel used throughout; 8" full ball bearing, double disc wheels; 1¾" semi-pneumatic front tires, 1½" solid rubber rear tires. Ball bearing chain drive mechanism; steering mechanism: universal joint allows 360° turning. Standard bicycle roller type chain; ¾" enameled handlebar. Realistic police type siren with push down lever. 15" high antenna with coil spring and wooden tip. Fabric type seat pad, Red plastic grips with multi-colored streamers. Blue baked enamel with the tank in White with Red trim. 36" long, 20" high, 22" wide.
96B346B2046 Wt. 36 lbs . . Retail **$30.75**

All items on this page are shipped from our Chicago warehouse!







FREE-WHEELING FUN!

(A) KIDILLAC. Pride of the "sidewalk highways"! Speedy, easily-operated chain drive with ball-bearing pedal cranks make "driving" a breeze. Real electric headlights and electric horn are controlled from dash . . . add realistic fun and action. A fully-equipped beauty from gleaming bumper to bright tail light . . . with plated aerial, rear-view mirror, hub caps, removable spare tire and wheel. 8" disc wheels have nylon bearings and white sidewall rubber tires. One-piece steel body in dramatic, two-tone Flamboyant Maroon and Ivory styling with silver and red trim. 45" long; 20" wide. F.O.B. Wisconsin factory

96F8356B2967 Wt. 51 lbs. ..... Retail **$44.50**

As above; without electric headlights and horn. Black tires. In two-tone Northern Bittersweet Red and Panther Black finish with silver and red trim.

96F8357B2372 Wt. 51 lbs. ..... Retail **$35.60**

The many toys and outdoor playthings shown on these pages bring a wonderland of fun and excitement to your youngsters. Each item has been carefully selected for quality construction and child appeal . . . designed to give hour after hour of pleasurable enjoyment to boys and girls of every age. Here is a complete toy department . . . featuring nationally-advertised manufacturers that are leaders in their field. You save time and money by "shopping" through these pages. You're sure to find just the gifts to delight your children . . . at the lowest prices anywhere! It's easy, quick and economical to order your toys by mail!

(B) RADIO FLYER WAGON. Styled for speed and beauty! Rides easily on molded, semi-pneumatic 10" x 1.75" rubber tires. "Congo" bearings never need oiling . . . will never rust or lock . . . can carry heaviest loads. Smooth-rolled corners and sides are perfectly safe for young riders . . . won't harm hands or clothing. Body constructed of steel to withstand toughest use and abuse. Attractively finished in bright red enamel. Body is 34" long; 15½" wide; 4½" high. Carried in stock and shipped from our Chicago warehouse.

96B8351B730 (1 to 6 pieces). Wt. 34 lbs., each. Retail **$9.95**

96B8351B685 (6 or more pieces).

(C) RADIO IMPERIAL WAGON. Double utility; double play value! With panels in place, wagon can carry heavy loads or can be used to pull younger children with complete safety. With panels removed, wagon is a deluxe speedster. The full 10" x 1.75" molded, semi-pneumatic rubber tires assure a smooth and comfortable ride. Rustproof "Congo" bearings never need oil. All corners and sides are smoothly rolled for safety. Red enamelled body and removable blue and white panels are made of steel to provide long service, healthful outdoor exercise. Body 41½" long; 17¼" wide; 10" high with panels in place. Imperial Wagon carried in stock and shipped from our Chicago warehouse.

96B8354B1250 Wt. 46½ lbs. ..... Retail **$19.95**

(D) RADIO SUPER WAGON. Trim and fast! Helps build young bodies while providing active fun outdoors. This economically-priced favorite features cushiony 7" x 1.75" molded, semi-pneumatic tires; lifetime "Congo" bearings; smooth rolled corners and sides. Sparkling red enamel finish over rugged steel construction that withstands years of hard wear. Body is 28" long; 13" wide; 3¼" high. Carried in our stock and shipped from our Chicago warehouse.

96B8352B450 (1 to 6 pieces). Wt. 18 lbs., each

96B8352B401 (6 or more pieces) ..... Retail **$6.95**

(E) RADIO TOT WAGON. Scaled-down version to thrill and entertain the younger set. The perfect beginner's model for the youngster who is ready for his first wagon. Smoothly rolled corners and sides are completely safe for even the smallest riders. Quality constructed with 5" x ½" molded rubber tires; long-lasting steel body finished in brilliant red enamel 20" long, 10" wide; 3" high. Carried in stock and shipped from our Chicago warehouse.

96B8353B167 Wt. 7 lbs. ..... Retail **$2.50**

(F) RADIO IMPERIAL SCOOTER. A whizz on wheels that glides easily along! Molded, semi-pneumatic tires are 10" x 1.75". "Congo" bearings are guaranteed for life of scooter, assure effortless riding. Has parking stand, bell, white fenders, blue handlebar grips with colorful streamers. A truly deluxe scooter in appearance and performance. Red enamelled steel body. Frame is 38" long, 34" high. Carried in stock and shipped from our Chicago warehouse.

96B8355B580 Wt. 17 lbs. ..... Retail **$8.95**

LAWNMOBILE 24" Riding Rotary

A

BILLY GOAT 24" riding reel

B

A. LAWNMOBILE 24" RIDING ROTARY. Engineered for maximum riding comfort and easy handling Very maneuverable Built on a four wheel automobile-type frame for strength and stability New exclusive variable speed Planetary Transmission No gears to strip . . . one lever controls forward or reverse speeds. Cutting speed of blade remains constant Grass clippings are sprayed out evenly through the side discharge chute, eliminating windrows. Powered by a 4 HP nationally known gas engine equipped with a recoil starter for easy starting Streamline design . . . finished in long lasting, attractive two-tone colors. Constant speed airfoil shaped blade pulls grass into its path, giving an even cut over the entire lawn regardless of forward speed of mower. Wheels are set inside of cutting swath for trimming close to flower beds, foundations, etc. Ship. wt. 259 lbs.

H2635 A28538 Retail **$380.50**

B. BILLYGOAT 24" RIDING MOWER. Comfortable saddle-type seat located over wheels gives added traction. Powered by 2 HP Briggs and Stratton gas engine with built-in recoil starter. Handy throttle controls all movement of mower No other levers to operate. 24" precision made, "Austempered" tool steel cutting blades. Parking bar raises cutting unit for free wheeling when storing Front wheel has reinforced yokes to withstand rough, rugged use Maneuverable . . . turns in very short radius. Strong steel construction of mower and chassis assures years of dependable service. Automatic clutch mower moves forward as throttle is advanced, stops when throttle is retarded. Perfect for all level lawns. A riding power lawn mower that costs just slightly more than a walking model. Ship. wt. 184 lbs

H2636 A16238 Retail **$216.50**

C. 18" LAWN SCOUT. Self-propelled reel type power mower with the proven automatic clutch. Single control operation. Finger-tip throttle controls all mower movement. When engine accelerates to approximately 1800 rpm the clutch engages automatically and mower moves forward under its own power. Mowing speed increases as you advance the throttle To stop, simply retard the throttle. "Austempered" tool steel cutting blades. 4-cycle Briggs & Stratton gas engine with Recoil starter Hardwood rollers prevent lawn scalping Wheels have dust-protected ball bearings, semi-pneumatic tires. Wt. 81 lbs.

H3132 A8246 3A8040 Retail **$189.95**

Superior quality makes Certified your best power mower buy

Certified

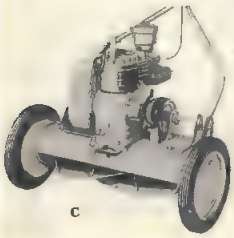
D. LAWN MARKSMAN 24" REEL TYPE POWER MOWER. Precision built and truly modern in design. Right all-steel "box-type" construction gives full protection to reel and cutter bar Handsomely finished in durable enamel Wheels have dust-protected ball bearings and semi-pneumatic tires Gears are precision cast of high tensil strength alloy. Powered by 2.2 HP 4-cycle Briggs and Stratton gas engine. Easy recoil engine starter, to unleash power, pull starter cord lightly, it rewinds automatically. Features the positive mechanical clutch . . . moves by itself when handles are raised, stops when they are lowered. Finger-tip throttle control adjusts for various speeds. Sturdy tubular steel handle is balanced for perfect control. Ship. wt. 137 lbs.

H2069 A12746 3A12427 Retail **$169.95**

E. LAWN MARKSMAN 20" REEL TYPE POWER MOWER. Featuring the positive mechanical clutch . . . moves by itself when handles are raised, stops when they are lowered. Finger-tip throttle control adjusts for various speeds. Top quality "Austempered" tool steel cutting blades. Sturdy tubular steel handle is balanced for perfect control. The heart of Lawn Marksman is a rugged 4-cycle Briggs and Stratton gas engine, the power plant that's famous for long, trouble-free operation. Recoil engine starter . . . to unleash the power, all you do is pull starter cord lightly, it rewinds automatically Large wood rollers prevent lawn scalping. Adjustable cutting height. Ship. wt. 103 lbs.

H2043 A8371 3A9137 Retail **$124.95**

LAWN SCOUT 18" Reel

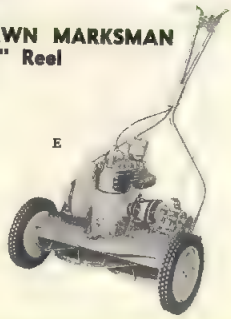


C

LAWN MARKSMAN 24" Reel

D

LAWN MARKSMAN 20" Reel



E

TRAMS POWER UNIT WITH ADD-TACHMENTS

2¾ H. P. engine, gear driven with two separate clutches, heavy - duty bearings.

A

A. TRAMS SELF-PROPELLED TRACTOR. With 2¾ HP Briggs and Stratton engine with Recoil Starter Throttle control give speed needed Gear-driven power 2 separate clutches . . . 1 for forward, neutral and safety power reverse. Second clutch for power take-off attachments Adjustable traction forward speed clamp (used with tiller) Adjustable handles. Heavy duty long life bearings Spring loaded kick stand. "Add - Tachment" Quick-Change Ship wt 100 lbs

H2745 A11200 Retail $149.50
H1366 A3700 Riding Sulky Retail $ 49.50

ADD-TACHMENTS

B. 21" ROTARY MOWER. Full swivel wheels for easy turns, floating action. (Trimmer type) Leaf mulcher included Flexible hitch allows mower "to float" over uneven ground for a smooth, even cut Zirc fittings on all bearings. Housing of heavy sheet steel Adjustable 1" to 2¾". Ship wt. 30 lbs

H1362 A4450 Retail $59.50

C. 28" SICKLE-BAR ATTACHEMENT. 2" sections and guard. Driven by V-belt from power take-off. High tempered steel knives Ship wt 40 lbs

H1357 A4450 28" Sickle Retail $59.50

D. ROTARY TILLER. Digging knives heat treated sharpened steel, bolted to tiller rotor tube Cutting Path 15" — from 1 to 6" deep. Gears, bearing sealed in oil for long life. Ship wt. 30 lbs

H1360 A4450 Retail $58.50

OTHER "ADD - TACHMENTS" AVAILABLE.
(Not Illustrated)

DUMP BARROW. This new "Add Tachment" saves strain and backache all year 'round Dumps forward easily Steering rod at handle for easy maneuverability Heavy duty 3½ cu ft reinforced steel bed Ship wt 60 lbs

H1365 A4450 Retail $59.50

FRONT TOOL BAR. Designed to lock the cultivator, disc harrow and furrow-ing plow into working position easily and quickly. Adustable rubber tired depth gauge wheel provides complete tool control at all times Ship wt 10 lbs.

H1356 A335 Retail $4.50

FURROW PLOW. Attaches at front of tractor. Ideal for hilling and laying off rows for planting Adjustable for depth. High carbon heat treated steel Ship wt. 10 lbs

H1353 A730 Retail $9.75

CULTIVATOR AND WEEDER. Ideal for between row cultivation Has 5 cultivator steels and 1 right and 1 left hand weeder sweep. Adjustab.e depth Ship. wt. 10 lbs.

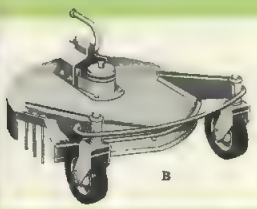
H1351 A1480 Retail $19.75

SNOW AND GROUND GRIPPERS. Attaches to 12 x 3·00 wheels with 3 bolts for additonal traction in loose earth or snow. Self-cleaning design Ship. wt. Pr. 10 lbs

H2605 A730 Retail $9 75

TRAMS

. . . handle every lawn and garden chore with these power units of excellent design and performance



B

C

D

TRAMS TERRO-TILLER WITH ATTACHMENTS

2¾ H. P. engine, easy-working clutch, heavy-duty bearings, adjustable handles.

A

A. TERRO-TILLER POWER UNIT. The workhorse that powerfully drives every one of the attachments through its paces Husky Briggs and Stratton 2¾ HP, 4 cycle engine with recoil starter Wheels are 1 75 x 10 Semi-pneumatic with friction free bearings No wrenches or tools needed to fasten attachments. Engine is air-cooled and equipped with throttle control which works through the governor Easy working clutch is conveniently mounted for fingertip control. Heavy-duty bearings for long life Handsome vermillion finish — tubular plated steel handles with white plastic handle grips Ship. wt. 57 lbs

H3140 A6750 Retail $90.00
H3148 A4450 Edger and Trimmer Retail $59.50

TERRO TILLER POWER UNIT AND TILLER COMBINATION. Ship wt. combination power unit and tiller, 97 lbs.

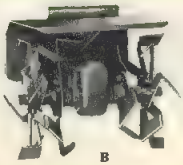
H2744 A11250 Retail $149.50

B. TILLER ATTACHMENT. The tiller attachment is gear driven, completely enclosed running in oil with special alloy-bronze worm gear, hardened and ground worm on ball bearings. The hardened spring tangs cut from 2" to 8" deep and are replaceable Width 15" and may be extended to 21" by addition of extra tangs Ship wt 40 lbs. FOB Sullivan, Ill.

H2741 A4450 Tiller Only Retail $59.50
H2742 A1175 Pr. 3" Extension Tangs Retail $15.75

C. 21" POWER MOWER ONLY. Tempered 1 piece heat-treated steel blade. Grass clippings discharged through side chute Beveled gears run in oil Friction drive on wheels disengage from clutch to stop forward speed For cutting in tight spots, self-propelled feature may be designed Wheels set inside blade for close trimming. Ship wt. 75 lbs

H2738 A4450 Retail $59.50



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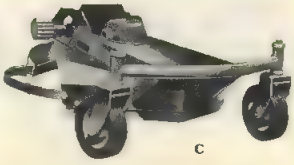


C

 All Above Trams Items are shipped FOB Sullivan, Illinois.

LAWNMOBILE 24" Riding Rotary

A

BILLY GOAT 24" riding reel

B

A. LAWNMOBILE 24" RIDING ROTARY. Engineered for maximum riding comfort and easy handling Very maneuverable Built on a four wheel automobile-type frame for strength and stability New exclusive variable speed Planetary Transmission No gears to strip . . . one lever controls forward or reverse speeds. Cutting speed of blade remains constant Grass clippings are sprayed out evenly through the side discharge chute, eliminating windrows. Powered by a 4 HP nationally known gas engine equipped with a recoil starter for easy starting Streamline design . . . finished in long lasting, attractive two-tone colors. Constant speed airfoil shaped blade pulls grass into its path, giving an even cut over the entire lawn regardless of forward speed of mower. Wheels are set inside of cutting swath for trimming close to flower beds, foundations, etc. Ship. wt. 259 lbs.

H2635 A28538 Retail **$380.50**

B. BILLYGOAT 24" RIDING MOWER. Comfortable saddle-type seat located over wheels gives added traction. Powered by 2 HP Briggs and Stratton gas engine with built-in recoil starter. Handy throttle controls all movement of mower No other levers to operate. 24" precision made, "Austempered" tool steel cutting blades. Parking bar raises cutting unit for free wheeling when storing Front wheel has reinforced yokes to withstand rough, rugged use Maneuverable . . . turns in very short radius. Strong steel construction of mower and chassis assures years of dependable service. Automatic clutch mower moves forward as throttle is advanced, stops when throttle is retarded. Perfect for all level lawns. A riding power lawn mower that costs just slightly more than a walking model. Ship. wt. 184 lbs

H2636 A16238 Retail **$216.50**

C. 18" LAWN SCOUT. Self-propelled reel type power mower with the proven automatic clutch. Single control operation. Finger-tip throttle controls all mower movement. When engine accelerates to approximately 1800 rpm the clutch engages automatically and mower moves forward under its own power. Mowing speed increases as you advance the throttle To stop, simply retard the throttle. "Austempered" tool steel cutting blades. 4-cycle Briggs & Stratton gas engine with Recoil starter Hardwood rollers prevent lawn scalping Wheels have dust-protected ball bearings, semi-pneumatic tires. Wt. 81 lbs.

H3132 A8246 3A8040 Retail **$189.95**

Superior quality makes Certified your best power mower buy

Certified

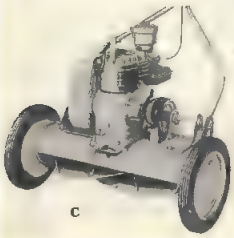
D. LAWN MARKSMAN 24" REEL TYPE POWER MOWER. Precision built and truly modern in design. Right all-steel "box-type" construction gives full protection to reel and cutter bar Handsomely finished in durable enamel Wheels have dust-protected ball bearings and semi-pneumatic tires Gears are precision cast of high tensil strength alloy. Powered by 2.2 HP 4-cycle Briggs and Stratton gas engine. Easy recoil engine starter, to unleash power, pull starter cord lightly, it rewinds automatically. Features the positive mechanical clutch . . . moves by itself when handles are raised, stops when they are lowered. Finger-tip throttle control adjusts for various speeds. Sturdy tubular steel handle is balanced for perfect control. Ship. wt. 137 lbs.

H2069 A12746 3A12427 Retail **$169.95**

E. LAWN MARKSMAN 20" REEL TYPE POWER MOWER. Featuring the positive mechanical clutch . . . moves by itself when handles are raised, stops when they are lowered. Finger-tip throttle control adjusts for various speeds. Top quality "Austempered" tool steel cutting blades. Sturdy tubular steel handle is balanced for perfect control. The heart of Lawn Marksman is a rugged 4-cycle Briggs and Stratton gas engine, the power plant that's famous for long, trouble-free operation. Recoil engine starter . . . to unleash the power, all you do is pull starter cord lightly, it rewinds automatically Large wood rollers prevent lawn scalping. Adjustable cutting height. Ship. wt. 103 lbs.

H2043 A8371 3A9137 Retail **$124.95**

LAWN SCOUT 18" Reel

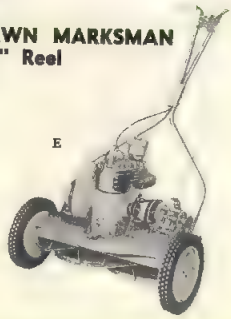


C

LAWN MARKSMAN 24" Reel

D

LAWN MARKSMAN 20" Reel



E

TRAMS POWER UNIT WITH ADD-TACHMENTS

2¾ H. P. engine, gear driven with two separate clutches, heavy - duty bearings.

A

A. TRAMS SELF-PROPELLED TRACTOR. With 2¾ HP Briggs and Stratton engine with Recoil Starter Throttle control give speed needed Gear-driven power 2 separate clutches . . . 1 for forward, neutral and safety power reverse. Second clutch for power take-off attachments Adjustable traction forward speed clamp (used with tiller) Adjustable handles. Heavy duty long life bearings Spring loaded kick stand. "Add - Tachment" Quick-Change Ship wt 100 lbs

H2745 A11200 Retail $149.50
H1366 A3700 Riding Sulky Retail $ 49.50

ADD-TACHMENTS

B. 21" ROTARY MOWER. Full swivel wheels for easy turns, floating action. (Trimmer type) Leaf mulcher included Flexible hitch allows mower "to float" over uneven ground for a smooth, even cut Zirc fittings on all bearings. Housing of heavy sheet steel Adjustable 1" to 2¾". Ship wt. 30 lbs

H1362 A4450 Retail $59.50

C. 28" SICKLE-BAR ATTACHEMENT. 2" sections and guard. Driven by V-belt from power take-off. High tempered steel knives Ship wt 40 lbs

H1357 A4450 28" Sickle Retail $59.50

D. ROTARY TILLER. Digging knives heat treated sharpened steel, bolted to tiller rotor tube Cutting Path 15" — from 1 to 6" deep. Gears, bearing sealed in oil for long life. Ship wt. 30 lbs

H1360 A4450 Retail $58.50

OTHER "ADD - TACHMENTS" AVAILABLE.
(Not Illustrated)

DUMP BARROW. This new "Add Tachment" saves strain and backache all year 'round Dumps forward easily Steering rod at handle for easy maneuverability Heavy duty 3½ cu ft reinforced steel bed Ship wt 60 lbs

H1365 A4450 Retail $59.50

FRONT TOOL BAR. Designed to lock the cultivator, disc harrow and furrow-ing plow into working position easily and quickly. Adustable rubber tired depth gauge wheel provides complete tool control at all times Ship wt 10 lbs.

H1356 A335 Retail $4.50

FURROW PLOW. Attaches at front of tractor. Ideal for hilling and laying off rows for planting Adjustable for depth. High carbon heat treated steel Ship wt. 10 lbs

H1353 A730 Retail $9.75

CULTIVATOR AND WEEDER. Ideal for between row cultivation Has 5 cultivator steels and 1 right and 1 left hand weeder sweep. Adjustab.e depth Ship. wt. 10 lbs.

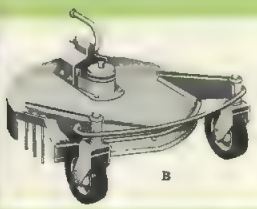
H1351 A1480 Retail $19.75

SNOW AND GROUND GRIPPERS. Attaches to 12 x 3·00 wheels with 3 bolts for additonal traction in loose earth or snow. Self-cleaning design Ship. wt. Pr. 10 lbs

H2605 A730 Retail $9 75

TRAMS

. . . handle every lawn and garden chore with these power units of excellent design and performance



B

C

D

TRAMS TERRO-TILLER WITH ATTACHMENTS

2¾ H. P. engine, easy-working clutch, heavy-duty bearings, adjustable handles.

A

A. TERRO-TILLER POWER UNIT. The workhorse that powerfully drives every one of the attachments through its paces Husky Briggs and Stratton 2¾ HP, 4 cycle engine with recoil starter Wheels are 1 75 x 10 Semi-pneumatic with friction free bearings No wrenches or tools needed to fasten attachments. Engine is air-cooled and equipped with throttle control which works through the governor Easy working clutch is conveniently mounted for fingertip control. Heavy-duty bearings for long life Handsome vermillion finish — tubular plated steel handles with white plastic handle grips Ship. wt. 57 lbs

H3140 A6750 Retail $90.00
H3148 A4450 Edger and Trimmer Retail $59.50

TERRO TILLER POWER UNIT AND TILLER COMBINATION. Ship wt. combination power unit and tiller, 97 lbs.

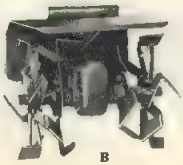
H2744 A11250 Retail $149.50

B. TILLER ATTACHMENT. The tiller attachment is gear driven, completely enclosed running in oil with special alloy-bronze worm gear, hardened and ground worm on ball bearings. The hardened spring tangs cut from 2" to 8" deep and are replaceable Width 15" and may be extended to 21" by addition of extra tangs Ship wt 40 lbs. FOB Sullivan, Ill.

H2741 A4450 Tiller Only Retail $59.50
H2742 A1175 Pr. 3" Extension Tangs Retail $15.75

C. 21" POWER MOWER ONLY. Tempered 1 piece heat-treated steel blade. Grass clippings discharged through side chute Beveled gears run in oil Friction drive on wheels disengage from clutch to stop forward speed For cutting in tight spots, self-propelled feature may be designed Wheels set inside blade for close trimming. Ship wt. 75 lbs

H2738 A4450 Retail $59.50



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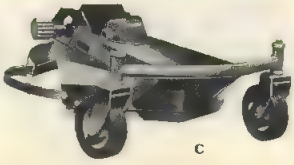

C

 All Above Trams Items are shipped FOB Sullivan, Illinois.

Wheel
Magic
[illegible]
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with AMF
Wheel Goods

New AMF JUNIOR Trike . All the sweeping good looks of the de luxe series yet priced for quick sales to your customers. 10" to 16" wheel sizes help you tap a big, profitable market

New AMF Two-Speed Tractor ..Exclusive front knee-action actually swallows bumps. Has realistic exhaust pipe, motor block, spark plugs, impossible-to-strip gears

New AMF JUNIOR ROADMASTER . . . Convertible, it's the dream of the "in-between" set. White trim on flamboyant green finish lends extra zest to the Flite-line design of this terrific value

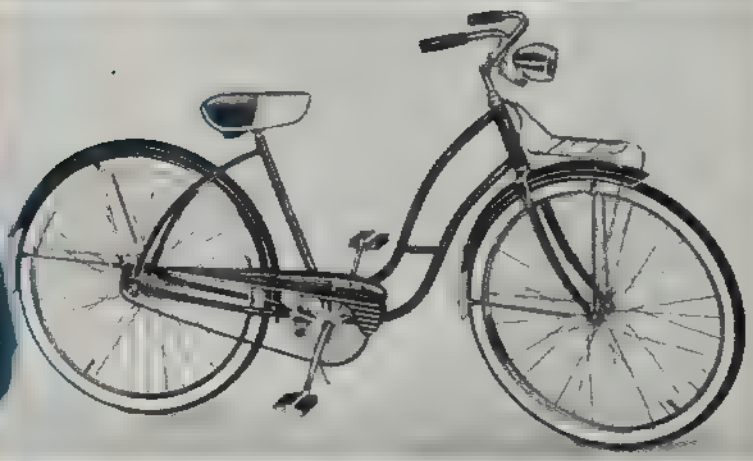
New AMF ROADMASTER Pleasure Liner . This old favorite never looked smarter than in 1957. From Brite-Finish Rocket Ray headlight to luggage carrier bumper guards, it's a thing of beauty

ROOM 814, 200 FIFTH AVENUE, N. Y. 16, N. Y.
ROOM 1420, MERCHANDISE MART, CHICAGO 54, ILL.

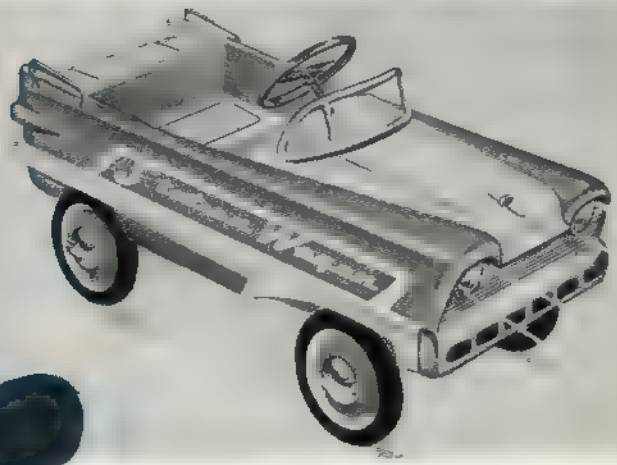
"I'll take a hundred"

New AMF ROADMASTER Jet Pilot . . . Smoothly re-styled from rear reflector to front light. Rich gold trim on tank. Carries out "jet-age" styling to perfection.

New AMF JUNIOR Tubular Trike . . . A really outstanding styling job has been done on this great best-seller. Looks like luxury . . . is luxury . . . but sells at the price you like.



New AMF SHELBY Flying Cloud . . . Really "sings" with style and value. Two-tone sports saddle and handsome grips complete a beautiful bike.



New AMF Station Wagon . . . The young suburban set will love the real electric headlights and horn and roomy trunk compartment. The stunning paint treatment of this smart car design defies comparison.

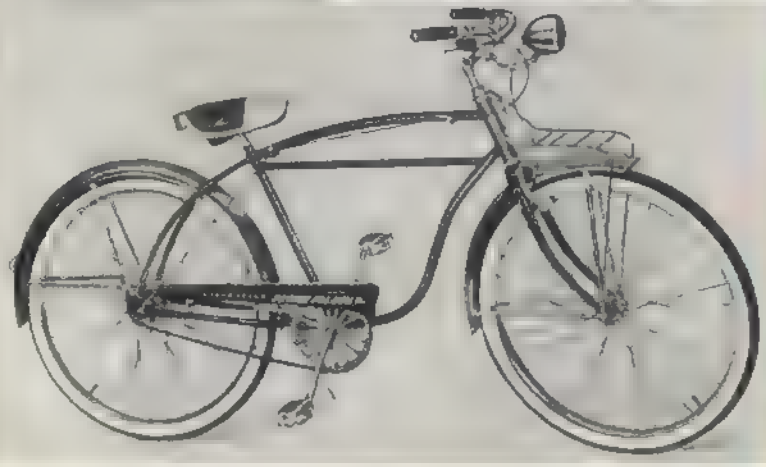
AMF JUNIOR TRIKES & SIDEWALK BIKES • AMF CARS, TRACTORS & STROLLERS
AMF ROADMASTER & AMF SHELBY MIDDLEWEIGHT BICYCLES
HERCULES ENGLISH LIGHTWEIGHT BICYCLES

New AMF JUNIOR Trike . . . Missile-type nose and tail assemblies are added to the wonderful Flite-line styling. Trim carries out the missile theme with futuristic design.

New AMF Wrecker . . . Complete with electric flasher light. New massive cab-over-engine design. Easier-pedaling drive adjustable to three positions. Child sits higher for more leverage. A great buy.

New AMF SHELBY Airflo Deluxe . . . Flashes with styling excitement and trim inspiration. A really new use of color and accessories make this bike a "must order".

New AMF ROADMASTER Flying Falcon . . . The bike that rides like a sports car, looks like a sports car. New racy front carrier, powerful searchbeam light.



ROOM 814, 200 FIFTH AVENUE, N. Y. 16, N. Y.

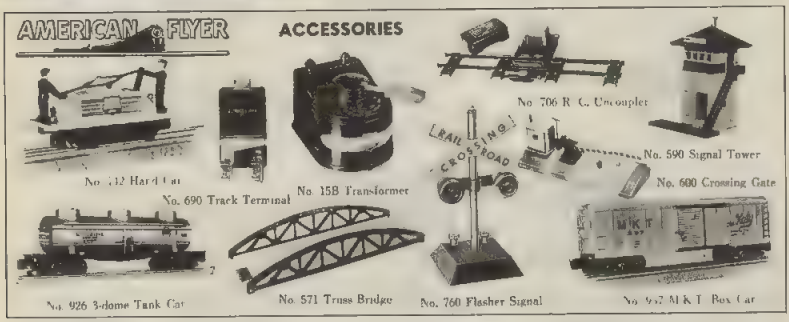
ROOM 1420, MERCHANDISE MART, CHICAGO 54, ILL.

AMF

Look what AMF Wheel Goods has for us in 1957!

ROOM 814

- AMERICAN FLYER TRAIN ACCESSORIES AND TRACK EQUIPMENT
- BRIDGES . . . ROADBEDS . . . TRANSFORMERS . . . SWITCHES . . . BLDGS.



EQUIPMENT. Buildings, and railroad structures for added fun and realistic operation. Make the train layout a real railroad "empire."

No	Description	Price
23	Imitation Coal	.40
24	Rainbow Hook-up Wire, 25 ft.	2.95
25	Smoke Cartridges (12)	.95
26	Service Kit	1.75
27	Track Cleaning Fluid	.50
35	Brakeman with Lantern	1.95
161	Bungalow	4.00
164	Barn	5.00
166	Church	5.95
167	Town Hall	5.95
168	Hotel	5.95
258	Passenger Station	3.95
270	News and Frankfurter Stand	3.00
764	Express Office	3.50
561	BB Horn	6.95
571	Truss Bridge	1.00
590	Control Tower	2.50
742	Reversing Hand Car	7.95
779	Oil Drum Loader	12.95
785	Coal Loader	14.95
787	Log Loader	14.95
793	Union Station	7.95
585	Tool Shed	2.50
K766	Animated Station and Operating Car	14.95
767	Roadside Diner	5.00
769A	Revolving Airplane Beacon	3.50
K771	Operating Stock Car and Yard	14.95
773	Oil Derrick	4.95
K775	Loading Platform and Car	14.95
778	Set of 3 Street Lights	2.95
792	Railroad Terminal	7.95
799	Talking Station	19.95
272	Station and News Stand	4.00
273	Suburban RR Station	4.00
274	Freight Station	5.00
275	Diner	5.50
589	Passenger Station	6.95
600	Crossing Gate with Bell	7.95
612	Freight Station	8.95
758A	Sam, the Semaphore Man	8.95
759	Bell Danger Signal	4.95
760	Flasher Signal	2.95
761	Automatic Semaphore	6.95

TRACK EQUIPMENT. Extra track sections, switches, roadbed and other accessories to increase size and versatility of the layout.

No.	Description	Price
670	Electric Track Trip	1.50
695	Auto. Reverse Loop Relay	2.95
784	Railroad Hump Set	11.95
690	Track Terminal (12)	.20
691	Steel Track Pins (12)	.15
692	Fibre Track Pins (4)	.15
693	Track Locks (14)	.30
697	Automatic Track Trip	1.50
700	Straight Track Section	.25
701	½-Section Straight Track	.25
702	Curved Track Section	.25
703	½-Section Curved Track	.25
706	Remote Control Uncoupler	3.00
709	Lockout Eliminator	1.50
720A	Remote Control Switches, pair	15.95
678	Remote Control Switch, left hand	8.95
679	Remote Control Switch, right hand	8.95
722A	Manual Switches, pair	8.95
668	Manual Switch, left hand	5.50
669	Manual Switch, right hand	5.50
725	Railroad Crossing	2.50
726	Rubber Roadbed, straight	.25
727	Rubber Roadbed, curved	.25
730	Bumper	1.50
731	Pike Planner	1.00
780	Railroad Trestle	7.95
783	Hi Trestle Sections	4.95
520	Knuckle Coupler Conversion Kit	.95
781	RR Abutment Set	7.95
790	3-D Trainorama Backdrop	9.95

ACTION CARS. Realistic action, remotely controlled, adds realism and operating fun to the layout.

No.	Description	Price
914	Automatic Log Unloading	6.50
915	Unloading Car	6.50
918	Mail Pick-up Car	6.50
919	Automatic Dump Car	8.50
974	Operating Box Car	8.50
977	Action Caboose	5.50

FREIGHT AND WORK CARS. Extra cars for the model train layout . . . for long trains . . . more variety. All have knuckle couplers

No.	Description	Price
910	Chemical Car	5.00
911	Pipe Car	4.50
912	Chemical Car	5.00
913	Box Car, Great Northern	4.50
916	Container Gondola	4.50
920	Southern Gondola	4.00
921	Hopper Car with Coal, CB&Q	4.95
922	GAEX Box Car	4.50
923	Refrigerator Car	4.50
924	Cement Car	4.95
925	Tank Car	4.50
928	Log Car	4.50
929	Cattle Car	4.75
930	Caboose with Light	4.50
931	Gondola	4.00
926	3-Dome Tank Car	4.95
933	Box Car, white	4.50
934	Floodlight Car	5.95
936	Flat Car, depressed center	5.50
937	Box Car, MKT	4.50
940	Wabash Hopper, black	4.50
941	Gondola, Frisco	4.00
942	Box Car, Silver Meteor	4.00
944	Wrecking Crane Car	7.95
945	Combination Boom and Wrecking Car	5.95
946	Power Floodlight Car	7.50
947	Refrigerator Car	4.50
948	Track Cleaning Car	6.50
1	Car Assortment (911, 912, 916, 926)	14 95

TRANSFORMERS. Dependable power supplies for use with all American Flyer Trains.

No.	Description	Price
1 1/2	Transformer	5.95
2	Transformer	6.95
48	Transformer, 100 Watt	9.95
156	Transformer, 110 Watt	16.50
188	Transformer, 175 Watt Dual Control	26.50
308	Transformer, 300 Watt Dual Control	34.95
160	Transformer	3.00

5505T BLACK DIAMOND FREIGHT. Watch this beauty steam along the high iron, smoke billowing from the stack and the choo-choo sounds coming right from the boiler! All the thrills of real railroading with this 4-4-2 "Atlantic" locomotive that features Smoke, Choo-Choo sounds and PULL-MOR POWER for the grades. Outfit is 3 ft. 3½ in. long Track is 120" long. **24.95**

AMERICAN FLYER

5500T CRUSADER FREIGHT. Here's everything the junior railroader could want: rugged 4-4-2 "Atlantic" type locomotive and tender, with amazing PULL-MOR POWER that makes light work of long car hauls, plus three authentic freight cars. Motor is high quality worm-drive type; 50-watt transformer has three binding posts to provide both variable voltage (for train) and fixed voltage (for accessories). Train is 3 ft. 2 in. long. Track is 120". **19.95**

No. 5505T SET INCLUDES:
No. 309 Locomotive and Tender
No. 913 Box Car
No. 911 Pipe Car
No. 938 Caboose
No. 704 Uncoupler
No. 40 3-piece Smoke Set
No. 1½ 50-watt Transformer
12 sections No. 702 Curved Track
No. 690 Track Terminal
Illustrated Train Book

5500T

5505T

No. 5500T SET INCLUDES:
No. 307 Locomotive and Tender
No. 923 Refrigerator Car
No. 540 Hopper Car
No. 938 Caboose
No. 704 Uncoupler
No. 1½ 50-watt Transformer
12 sections No. 702 Curved Track
No. 690 Track Terminal
Illustrated Train Book

5510T

5510T MOUNTAINEER FREIGHT. The pride of any model railroader's freight division—a giant scale model 4-6-2 "Pacific" type steam locomotive that puffs Smoke has Choo-Choo sound effects and is equipped with PULL-MOR POWER. Cars uncouple by electric remote control. Train is 3 ft. 11¾ in. long. Track is 120" long. **29.95**

5515T

5515T ARROW PASSENGER. The mighty scale model 4-6-2 "Pacific" locomotive that heads up this speedy passenger will pull just about as many cars as you want to couple to it—and in Pullman comfort, too. PULL-MOR POWER. Smoke, and Choo-Choo sounds. Coaches uncouple electrically by remote control. Train measures 4 ft. 2½ in. long Track is 120". **29.95**

No. 5515T SET INCLUDES:
No. 283 Locomotive and Tender
No. 951B Baggage Car
2 No. 955R Coaches
No. 706 Electric Uncoupler
No. 1½ 50 watt Transformer
No. 40 3-piece Smoke Set
12 sections No. 702 Curved Track
No. 690 Track Terminal
Illustrated Train Book

No. 5510T SET INCLUDES:
No. 283 Locomotive and Tender
No. 925 Tank Car
No. 921 Coal Car
No. 931 Gondola Car
No. 938 Caboose
No. 40 3 piece Smoke Set
12 sections No. 702 Curved Track
No. 706 Electric Car Uncoupler
No. 690 Track Terminal
No. 1½ 50-watt Transformer
Illustrated Train Book

5525TBW METEOR FREIGHT It's almost like riding the cab of a real "smoker" when you're at the transformer throttle of this scale model freight drag Twelve-wheeled loco puffs real Smoke, sounds off with Choo-Choos as it runs, and has Pull-Mor Power for grade climbs and long car hauls. Steam-type whistle blows by remote control. Train measures 4 ft. 1 in. long. Track included is 160". **39.95**

5520T

5525T

No. 5525TBW TRAIN INCLUDES:
No. 293 Locomotive and Tender
No. 937 Box Car
No. 912 Chemical Car
No. 916 Container Gondola Car
No. 930 Caboose
No. 566 Billboard Whistle
No. 706 Uncoupler
No. 40 3-piece Smoke Set
No. 1½ 50 watt Transformer
12 sections No. 702 Curved Track
4 sections No. 700 Straight Track
No. 690 Track Terminal
Illustrated Train Book

5520T G.M. UNION PACIFIC FREIGHT. This brand new Union Pacific Railroad diesel locomotive, with striking gray-and-yellow U.P. markings, will "walk away" with your heaviest freight haul or breeze up the steepest grade on your pike. Rolling stock features new Pipe Car and remote control action car that unloads realistic tank truck automatically Train is 3 ft. 6 in. long Track is 160" long. **34.95**

No. 5520T SET INCLUDES:
No. 592 U P Diesel Locomotive
No 911 Pipe Car
No. 924 Cement Car
No. 915 Unloading Car
No. 930 Illuminated Caboose
No. 706 Electric Uncoupler
No. 1½ 50-watt Transformer
12 sections No. 702 Curved Track
4 sections No. 700 Straight Track
No. 690 Track Terminal
Illustrated Train Book

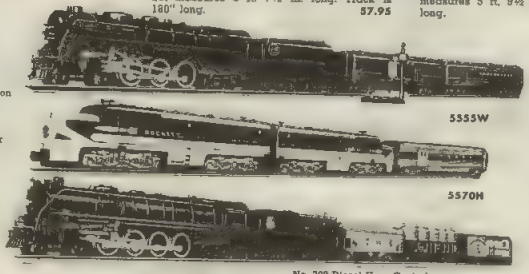
- SILVER ROCKET PASSENGER SET NEARLY 7-FT. LONG
- ADD TO YOUR SETS WITH LOCOMOTIVES AND TENDERS

AMERICAN FLYER

5555W PACEMAKER PASSENGER. There are railroading thrills aplenty in store for you watch this giant 4-8-4 "Hudson" express train flash along the main line, automatically picking up one mail sack and delivering another at trackside. Massive steam locomotive puffs Smoke, has Choo-Choo sounds, blows a built-in Whistle by remote control and features Pull-Mor Power. Entire train remote control operated, including car uncoupling Set measures 5 ft. 7½ in. long. Track is 180" long. **57.95**

5565W FLYING FREIGHTER. The pride of any model railroader's freight division — this mighty 4-8-4 Union Pacific steam locomotive and six colorful, scale model freights. Massive, heavy duty locomotive (21½" long) has Smoke, Choo-Choo sounds, the amazing Pull-Mor Power PLUS brand new authentic tone built-in Whistle. All train starting, stopping and reversing as well as car uncoupling are by remote control Set measures 5 ft. 9½ in. long. Track is 180" long. **59.95**

No 5555W TRAIN INCLUDES:
No. 336 Locomotive and Tender
No. 918 Mail Pick-up Car and Sacks
No. 919 Mail Bag Stanchion and Holder
No. 953R Baggage and Club Car
No. 952R Pullman Car
No. 954R Observation Car
No. 706 Remote Control Uncoupler
No. 40 3-piece Smoke Set
12 sections No. 702 Curved Track
6 sections No 700 Straight Track
18 No. 693 Track Locks
No. 690 Track Terminal
No. 710 Steam Whistle Control
Illustrated Train Book



No. 5565W TRAIN INCLUDES:
No. 336 Locomotive and Tender
No. 924 Cement Car
No. 916 Container Gondola Car
No. 947 Refrigerator Car
No 926 3-Dome Tank Car
No. 923 Stock Car
No. 977 Action Caboose
No. 40 3 piece Smoke Set
No. 710 Steam Whistle Control
No. 706 Remote Control Uncoupler
12 sections No. 702 Curved Track
6 sections No. 700 Straight Track
18 No 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

5570H SILVER ROCKET PASSENGER. Flashing speed, mighty pulling power and unbelievable climbing ability make this scale model streamliner one of the great passenger train values Two powerful motors in leading "A" unit provide enormous hauling capacity: trailing "A" unit contains remote control deep-throated Diesel Horn. Satin silver with green markings. Train operation, including car uncoupling, is remote controlled Outfit is 6 ft. 7 in. long. Track is 200" long. **59.95**

No. 5570H TRAIN INCLUDES:
No 474 Rocket "A" Unit Locomotive
No. 475 Rocket "A" Unit Locomotive
No. 960G Baggage Car
No. 962G Vista Dome Car
No. 961G Pullman Car
No. 963G Observation Car
No. 706 Diesel Horn Control
No. 706 Remote Control Uncoupler
12 sections No. 702 Curved Track
8 sections No. 700 Straight Track
20 No. 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

No. 5580H TRAIN INCLUDES:
No. 470 Diesel "A" Unit
No. 471 Diesel "B" Unit
No. 472 Diesel "A" Unit
No. 960R Baggage Car
2 No. 962R Vista Dome Cars
No. 963R Observation Car
No. 706 Horn Control
12 sections No. 702 Curved Track
8 sections No. 700 Straight Track
20 No. 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

5580H CHIEF PASSENGER. More than 3 feet of scale model streamlined Diesel locomotive —two "A" units, one "B" unit—with TWO power-packed worm drive motors, haul the four de luxe passenger cars that comprise this magnificent train set. Total length of train is over 7½ feet. Deep tone Horn, built into the locomotive, blows by remote control; all cars have interior lighting and uncouple by remote control. Train is 7 ft. 6¾ in. long Track furnished with set is 200" long. **84.95**

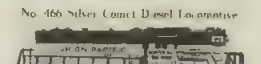
DIESEL ROAR

AMERICAN FLYER

ACCESSORIES

LOCOMOTIVES AND TENDERS. These are the same high quality locos included in American Flyer sets Add to the size and variety of your layout with one or two extra locos.

No	Description	Price
293	Pacific Meteor 4-6-2 and Tender	25.00
313	Penn K 5 4-6 2 and Tender	30.00
326	Hudson 4-6-4 and Tender	40.00
336	U P Challenger 4 8-4 and Tender	45.00
346	Yard King 0-8 0 Switcher and Tender	40.00
372	GP 7 Diesel Switcher	25.00
3745	Twin Unit Diesel Switcher	37.50
466	Silver Comet Diesel "A" Unit	25.00
4713	Three-Unit Diesel A-B A Units	55.00
4745	Two-Unit Silver Rocket Diesel A-A	45.00


No. 466 Silver Comet Diesel Locomotive

No. 372 GP 7 Diesel Loco

No. 960 Baggage & Club Car

No. 954 Observation

PASSENGER CARS. All types to make your luxury trains authentic. Coaches . . . pullman . . . observation . . . baggage.

Old Style Cars:

No.	Description	Price
951R	Baggage, red	4.75
951G	Baggage, green	4.75
952R	Pullman, red	7.95
952G	Pullman, green	7.95
953R	Baggage-Club, red	7.95
953G	Baggage-Club, green	7.95
954R	Observation, red	8.95
954G	Observation, green	8.95
955R	Coach red (less light)	3.95

Streamlined Cars:

No.	Description	Price
960G	Baggage-Club, green	7.95
960	Baggage-Club	7.95
961G	Coach green	7.95
961	Coach	7.95
962G	Vista-Dome Pullman, green	8.95
962	Vista Dome Pullman	8.95
963G	Observation, green	8.95
963	Observation	8.95

- REMOTE CONTROL LIFE-LIKE STEAM WHISTLES
- TRAIN SETS UP TO FIVE AND ONE-HALF FEET LONG

5540TBW TRAIL BLAZER FREIGHT. All the railroading a boy could ever want is wrapped up in this magnificent "Trail Blazer" freight, headed up by a scale model 4-6-2 Pennsylvania K-5 type "steamer" and featuring an action dump car that unloads coal by remote control. Big, heavyweight loco puffs Smoke and sounds off with Choo-Choos as it runs, also has Pull-Mor Power. Life-like steam whistle blows by remote control. Cars uncouple by remote control and train starts, stops and reverses. Set is 4 ft. 7½ in. long. Track is 160". **49.95**

AMERICAN FLYER

5550W PACEMAKER FREIGHT. This American Flyer scale model replica of a train familiar to every railroader is powered by a Hudson "steamer" that puffs Smoke, gives off Choo-Choo sounds as it runs, has the amazing long car-haul Pull-Mor Power and blows a built-in whistle by remote control. Freight set is 5 ft. 5½ in. long. Track is 180" long. **54.95**

5542H SUNSHINE SPECIAL FREIGHT. Two workhorse General Motors GP-7 Diesel switcher locomotives teamed up at the business end of a freight drag. Authentic Texas & Pacific R.R. orange-and-black colors plus 6 scale model freights, featuring the new 3-dome Gulf Tank Car and remarkable Action Caboose. New Diesel Horn blows by remote control. Also by remote control all cars uncouple and train starts, stops and reverses. Set measures 5 ft. 9½ in. long. Track is 180" long. **49.95**

No 5540TBW INCLUDES:
No. 313 Locomotive and Tender
No. 913 Box Car
No. 926 Tank Car
No. 919 Action Dump Car
No. 940 Hopper Car
No. 930 Illuminated Caboose
No. 966 Billboard Whistle
No. 706 Remote Control Uncoupler
No 1½ 50-watt Transformer
No 40 3-piece Smoke Set
12 sections No. 702 Curved Track
4 sections No 700 Straight Track
16 No. 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

5542H

5540TBW

5550W

No. 5542H TRAIN INCLUDES.
No. 374 Diesel Switcher
No. 375 Diesel Switcher
No. 929 Stock Car
No. 922 Box Car
No. 928 3-dome Tank Car
No. 921 Coal Car
No. 930 Gondola Car
No. 977 Action Caboose
No. 709 Diesel Horn Control
No. 706 Remote Control Uncoupler
12 sections No. 702 Curved Track
4 sections No 700 Straight Track
16 No. 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

5535TBH SILVER COMET PASSENGER. Just like the big "growlers" that roll at high speed along America's mainline tracks, this scale model streamliner with Pull-Mor Power (haul 40 or more cars!) will deliver passengers right on schedule. Locomotive is finished a striking blue-and-silver, with yellow lettering; bold blue stripe extends length of cars, as on prototypes. Realistic deep-throated Diesel Horn blows by remote control. All cars uncouple by electric remote control. Train measures 4 ft. 4¾ in. long. Track is 160" long. **44.95**

No. 5535TBH INCLUDES:
No. 466 Diesel "A" Unit
No. 960B Baggage Car
No. 962B Vista Dome Pullman
No. 963B Observation Car
No. 561 Billboard Horn
No. 706 Remote Control Uncoupler
No. 1½ 50-watt Trans
12 sections No. 702 Curved Track
4 sections No 700 Straight Track
16 No. 693 Track Locks
No. 690 Track Terminal
Illustrated Train Book

No 5530TBH TRAIN INCLUDES:
No. 478 Silver Flash "A" Unit Diesel
No. 921 Coal Car
No. 947 Refrigerator Car
No. 926 Tank Car
No. 920 Gondola Car
No. 930 Caboose
No. 561 Billboard Horn
No. 706 remote control Uncoupler
No. 1½ 50-watt Trans
12 sections No. 702 Curved Track
4 sections No. 700 Straight Track
16 No. 693 Track Locks
No 690 Track Terminal
Illustrated Train Book

5530TBH SILVER FLASH FREIGHT. One of the most famous of all Diesel "workhorses of the rails," the rugged ALCO "A" Unit, powers the head end of this five-car freight haul. With its amazing Pull-Mor Power this American Flyer rail giant can take the steepest of grades with ease—or "walk away" with 40 or more cars. Included with train is Horn that blows diesel blasts by remote control. Train measures 4 ft. 4¼" long. Track is 160" **42.95**

5530TBH

5535BH

5545W YARD KING. With its big red utility car to house the train crew, you can send this trouble-shooting train on any job. Rugged Wrecker Car can lift a derailed locomotive with ease, while powerful floodlight bathes the scene with illumination. 0-4-0 switcher locomotive, like real locos, puffs Smoke and Choo-Choos as it runs. Pull-Mor Power enables it to "walk away" with 40 or more cars. New built-in Whistle blows real blasts by remote control. Cars uncouple and entire train operates by remote control. Set is 4 ft. 8½ in. long. Track is 160" long. **52.95**

No. 5545W TRAIN INCLUDES:
No. 346 Locomotive and Tender
No. 950 Baggage and Club Car
No. 946 Searchlight Car
No. 944 Wrecker Car
No. 945 Boom and Work Car
No. 710 Steam Whistle Control
No. 706 Uncoupler
12 sections No. 702 Curved Track
4 sections No. 700 Straight Track
16 No. 693 Track Locks
No. 40 3-piece Smoke Set
No. 690 Track Terminal
Illustrated Train Book

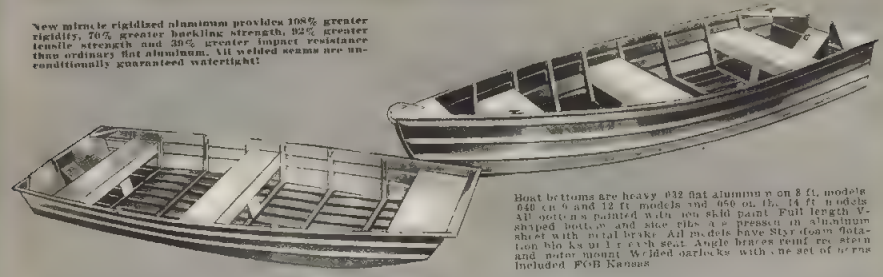
5535BH CHIEF FREIGHT. The greatest scale model freight ever made—nearly 7½ feet of authentic, colorful, action-filled train, headed up by three Diesel locomotives with twin worm-drive motors. This is the outfit that has everything: thundering speed, tremendous pulling power, amazing climb, four remote controlled action cars, 200 inches of 2-rail track AND the fascinating No. K775 Loading Platform with the baggageman who loads up your box car at the touch of a remote control button. Track is 200" long. **84.95**

DIESEL ROAR 5545W

No. 5535BH TRAIN INCLUDES.
No. 470 Diesel "A" Unit
No. 471 Diesel "B" Unit
No. 473 Diesel "A" Unit
No. 914 Remote Controlled Log Car
No. 919 Remote Controlled Dump Car
No. 940 Hopper Car
No. 916 Container Gondola Car
No. 974 Operating Box Car
No. 977 Action Caboose
No. K775 Loading Platform
No. 708 Diesel Horn Control
No. 706 Remote Control Uncoupler
12 sections No. 702 Curved Track
8 sections No. 700 Straight Track
20 No. 693 Track Locks
No 690 Track Terminal
Illustrated Train Book

RIGIDIZED ALUMINUM BOATS . . . ALL WELDED . . . LIGHT, TIGHT, RIGID . . . STYROFOAM FLOTATION FOR GREATER BUOYANCY.

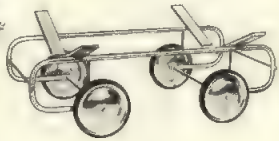
New miracle rigidized aluminum provides 108% greater rigidity, 70% greater buckling strength, 92% greater tensile strength and 39% greater impact resistance than ordinary flat aluminum. All welded seams are unconditionally guaranteed watertight!

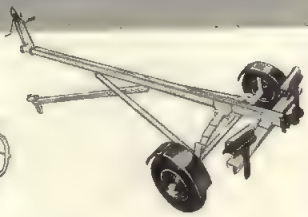


Boat bottoms are heavy .032 flat aluminum on 8 ft. models .040 on 9 and 12 ft. models and .050 on the 14 ft. models. All bottoms painted with non skid paint. Full length V-shaped bottom and side ribs are pressed in aluminum sheet with metal brake. All models have Styrofoam flotation blocks under each seat. Angle braces reinforce stern and motor mount. Welded oarlocks with one set of horns included. FOB Kansas.

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
9514Z121X12525	12'	51"	13"	3	7½	85	$177.50
9515Z74X9275	8'	43½"	13½"	3	3	45	132.50
9516Z80X10325	9'	48"	14"	3	5	58	147.50
9517Z154X15925	14'	65"	15"	3	10	115	227.50

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
SEMI-V-BOTTOM MODELS							
9518Z159X15750	14'	55"	18"	3	12	106	225.00
9519Z123X13895	12'	51"	16"	3	12	87	198.50





BOAT TRAILERS

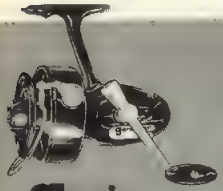
9520Z190X12915 BOAT TRAILER, handles 14 to 16 ft. boats, loads up to 850 lbs. Need never be unhitched from car. Has grooved tubular tongue and keel guide. 4.00 x 8 high speed wheel and 4 ply tires and tubes. Complete with winch, stand, bow chock, rope, tie down kit, rear and center rollers, adjustable cradle rollers, tail light and license bracket. FOB Wisc. **Retail: $184.50**

9521Z160X9228 For boats 16 ft. long, 850 lb. capacity. 4.00 x 8 high speed wheels, 4 ply tires — adjustable rubber padded front and rear cradles—automotive type axle and rubber mounted spring suspension. **Retail: $133.75**

9524Z30X2600 DELUXE BOAT DOLLY, a real convenience for stowing and handling boats up to 500 lbs., any length. Makes transportation from water's edge to nearby storage quick and easy. Reinforced tubular aluminum construction with strut bracing. 48" long, 27" wide. Solid tread disc wheels. F.O.B., New York. .... .. **Retail: $38.95**

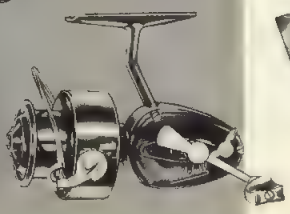
9522Z140X11045 BOAT TRAILER, handles 12 to 14 ft. boats, loads up to 750 lbs. Need never be unhitched from car. Has grooved tubular tongue and keel guide. 4.00 x 8 high speed wheel and 4 ply tires and tubes. Complete with winch, stand, bow chock, rope, tie down kit, rear rollers, adjustable cradle rollers, tail light and license bracket. F.O.B. Wisc. .... . **Retail: $155.00**

9523Z110X7880 For boats 14 ft. long, 750 lb. capacity. 4.00 x 8 high speed wheels, 4 ply tires—adjustable rubbed padded front and rear cradles—skid leg—specially designed spring suspension. ..**Retail: $110.50**



6432M2W2250 MITCHELL SALT WATER SPIN REEL. Corrosion-resistant baked-on finish. Stainless steel drag system — wide span adjustment — 4 lbs. to 70 lb. tests. No backlash—long casts without "bird nests". Fast retrieve. 24 in. per turn of handle. Capacity 300 yds. 14 lb. test monofilament line. Actual weight 19½ oz. **Retail: $37.50**

garcia



6433M2W1785 MITCHELL "300" SPINNING REEL. Smooth drag with wide span of setting, handy push-button spool release, non-wearing Duraloy guide. Full ball pick-up, convenience anti-reverse control. Complete with 2 spools. 135 yd. capacity 6 lb. line, 350 yd. capacity 6 lb. line. Fast retrieve, one spot gear lubrication. Actual weight 11½ oz. **Retail: $29.75**

MITCHELL

6434M2W2397 MITCHELL SPIN KIT. Includes the famous Mitchell "300" Spinning Reel described to the left plus 100 yds. each 6 lb. and 8 lb. platyl line; Garcia lure kit of 6 assorted spinning lures in a plastic utility box. Also included are 12 Garcia snap swivels, silicote spinning reel lubricant, combination reel tool, Garcia Mitchell Reel Manual and a metal tackle box. A perfect set for the fisherman who prefers his own pet rod—but requires a superb assortment of spinning equipment. ..... **Retail: $39.95**

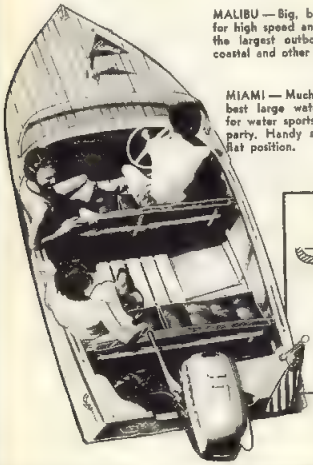
Bowman

LEAK-FREE PLYGLAS RUNABOUTS AND SEMI-RUNABOUTS

Sensational FIBER-GLASS and MARINE PLYWOOD construction. FIBER-GLASS covering over all seams and joints, thus molding a ONE-PIECE LEAK-FREE boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind. CHEMICALLY impregnated—painting is for appearance only. Extremely fast full "V" bottom which permits tight turns at high speed and gives amazing performance. Natural flotation for maximum safety. Solid core resin-bonded marine plywood; 3/8" 5-ply bottom with 1/4" sides. 9-ply 1 3/8" HEAVY DUTY transom supported by oversize quarter and transom knees—trouble-free performance with the larger motors. BRASS fastened for salt water.

BEAUTIFUL MATCHED DARK RED MAHOGANY decks trimmed and protected by rugged vinyl plastic coaming in attractive cream color. LUSTROUS white topside, green bottom, and red splash rails. HIGHLY POLISHED bow lift handle and bow winch ring. Inside coated with new super-tough, durable plastic finish for long lasting beauty.

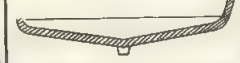
INCOMPARABLE BOWMAN DESIGN bottom gives the softest, most pleasant spray-free ride ever experienced. The perfected full "V" Bowman design eliminates any tendency to slip, trip, skid or porpoise. Practically non-tippable. Unusually fast and quick planing.



MALIBU — Big, beautiful leak-free runabout built for high speed and level riding. Ideally suited for the largest outboard motors. Recommended for coastal and other "big-water" use.

MIAMI — Much desired "dual-purpose" boat — best large water semi-runabout. Snappy looking for water sports, yet plenty of room for a fishing party. Handy seat backs that fold backward to flat position.

● RECLINING SEATS . . . backs fold down to provide picnic table or extra seating capacity. Featured on MIAMI and GENEVA models



PERFECTED FULL V-BOTTOM . . . eliminates any tendency to slip, trip, skid or porpoise. Delivers softest, most pleasant spray-free ride. Unusually fast

GENEVA — A fast leak-free beauty that will give years of enjoyment. The very latest fold-down seats fitted with handy swim suit and towel rack.

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H P	Actual Weight	Retail
*Malibu	9455Z370X52838	14'	62"	55"	30'	31"	66"10"	2	35	320	$704.50
Malibu	9456Z360X38213	Same specifications, less equipment									569.50
*Miami	9457Z340X49088	14'	62"	55"	30"	31"	66"	2	35	290	654.50
Miami	9458Z320X34463	Same specifications, less equipment									459.50
*Geneva	9459Z295X42713	14'	56"	52½'	22"	26"	66"	2	30	245	569.50
Geneva	9460Z275X29213	Same specifications, less equipment									389.50
Geneva Hull	9461Z285X20963	Same specifications, completely constructed, not finished									279.50

*FULLY EQUIPPED . factory installation of custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, set of bow chocks, and deck seat, pair of tender cleats, and pair of stern tail handles

RIO — Sporty runabout — high speed, sporty, twin-decked runabout. Exceptional fullness to bow gives plenty of lift for the much desired "forward steering".

MANATEE — Ideal utility with stability never before attained in an aluminum boat. Handy storage shelf or compartment beneath deck. Bowman side steering accessory permits this boat to handle almost any size motor.

Bowman ALUMINUM BOATS — A NEW CONCEPT IN PERFORMANCE

OBC

A unique structural design and hull process is responsible for the superior performance and appearance of Bowman Aluminum Boats. The exclusive combination chine introduces a new conception of aluminum boat performance. Unusually fast and quick planing. Engineered to eliminate any tendency to slip, trip, skid, or porpoise. Wide, deep, full-sized boats built to big water specifications. Heavier than usual aluminum, of a special heat treated alloy that lends itself to the Bowman Process, produces boats suitable for rough water and rugged usage. A quiet ride and a bottom free from undulation and ripples is produced by the use of heavy extruded aluminum bilge stringers. Extra heavy specially designed aluminum extrusions are used for keels, rub rails, stringers and spray rails. These rugged thick-wall extrusions impart a sturdiness that can not be duplicated with any other type of aluminum boat construction—they are strong enough to take the punishment of the big motors; further, they prevent hull "wear-through" at points subject to abrasion. Inasmuch as wood is not affected by temperature changes, it is used for gunwales and seats to provide maximum comfort. This wood is chemically impregnated and is painted for appearance only. Maximum buoyancy is obtained through the use of properly designed individual air tanks—a Bowman air tank has 27% more flotation than less expensive foamed plastic material. Tanks are placed above the floor and away from the sides for complete protection. Built-in self bailing plug. Freedom from maintenance, leakage, rot, and deterioration. Equipped with sturdy stern lift handles and bow handle. Beautiful red enameled decks. Inside bottom coated with special safety non-skid finish.

COMPARE FULLNESS FORWARD . . . note extra fullness for modern FORWARD DRIVE

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H P	Actual Weight	Retail*
*Rio	9462Z280X54713	14'	56"	46½"	23"	26"	66-9"	2	30	229	$729.50
Rio	9463Z260X41213			Same specifications less equipment							549.50
Manatee	9464Z260X29963	14'	56"	46½"	23"	26"	22"	3	25	209	399.50
Ontario	9465Z285X33713	16'	61"	50"	23"	26"	22"	3	30	235	449.50
Bonita	9466Z190X24713	12'	52"	43½"	20	23	13"	3	16	140	329.50

*FULLY EQUIPPED . factory installation of custom fitted seat cushions, chrome trimmed, wrap around windshield, complete steering assembly, hardware bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, set of bow chocks, and deck cleat, pair of fender cleats, and pair of stern lift handles.

Delivered Free!

NOT ILLUSTRATED

BONITA — A fine small family fishing boat. Utility model constructed with all of the very finest Bowman Aluminum boat features.

ONTARIO — Big boat for those large fishing parties. Bowman side steering accessory permits this boat to handle almost any size motor. Storage shelf or compartment beneath deck.

LEAK-FREE PLYGLAS FISHING BOATS

RESORTER

VAGABOND

LOAFER

PLY-GLAS FISHING BOATS have FIBER-GLASS covering over all seams and joints, thus molding a TRULY ONE-PIECE LEAK-FREE boat. Always "ready for use —no soaking; no caulking no upkeep of any kind CHEMI-SEAL IMPREGNATED—painting for appearance only. Basic material is solid core resin-bonded marine plywood. Lightweight car-top VAGABONDS and LOAFERS are of ¼" material. Wide beam extra deep RESORTERS have ⅜" 5 ply bottom and ¼" sides BRASS SALT WATER FASTENED (except Loafers). REMOVABLE floor mats (Loafer has built-in floorboards). Vagabond and Resorter boats are identical except for thickness of material and actual size of boat. Beautiful green marine enamel outside; gunwales and inside finished with bakelite varnish.

Name	Catalog No	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	Max H P	Actual Weight	Retail (Higher West)
Resorter	9467Z210X13462	14'	49"	46"	17½"	19"	5"	4	7½	160	179.50
Vagabond	9468Z160X10462	12'	42½"	37½"	14"	14½"	5"	3	5	110	139.50
Loafer	9469Z140X8962	12'	42½"	37½"	14"	7"	9"	3	5	90	119.50

ONE PIECE HULL IS SEAM-FREE, LEAK-PROOF; COLOR-IMPREGNATED

9440Z400X74063 NEW BOWMAN "HAVANA" 16' MODERN RUNABOUT . . . with reinforced plastic hulls by GOODYEAR AIRCRAFT. Molded under tremendous pressure these hulls are much more resilient than low pressure formed fiberglass . . . and answer the boating enthusiast's desire for hull which will not seep water, craze, pit, check, crack or develop defects common to low pressure formed fibreglass boats.

Outstanding performance is achieved from forward seat driving—just like the most expensive inboards. The deck appointments and factory installed equipment also compare favorably with much more costly inboards. The equipped "Havana" has factory installed seat cushions, chrome trimmed wrap-around windshield, complete steering assembly, hardware—Bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, bow chocks, deck cleat, fender cleats and stern lift handles

Sleek and speedy and maneuverable because of the unique treatment of the bottom and chine construction, it's nonetheless one of the safest and most stable boats ever built! Virtually unsinkable—because of the exclusive Goodyear "Flotation sandwich" that's molded inside the full length, oversized bottom stringers and ballast keel and bottom.

Strikingly beautiful mahogany deck, finished in bright red bakelite base marine enamel Cream colored extruded heavy duty vinyl plastic molding protects the deck. Has walk-through fore seat; two side seats with back rests—plenty of room for family fun on the water 54" Beam; transom width 54"; Amid Depth 26½"; Bow Depth 30"; Deck Length 54". OBC rated at 40 H.P. **Retail: $909.50**

9441Z380X56625 Same as above, less factory installed equipment described above. **Retail: $795.00**

NEW! BOWMAN HAVANA with reinforced plastic hulls by GOODYEAR AIRCRAFT.

GOODYEAR
GOODYEAR AIRCRAFT CORPORATION

9442Z20X5197 CONVERTIBLE BOAT TOP makes the Havana into a day cruiser, provides all weather protection. Wrap around windshield with hr ne trim, sturdy heavy walled aluminum frame High grade army duck top, aqua gray color . . . . . **Retail: $79.95**

9443Z15X1047 SIDE CURTAINS for top. **Retail: $29.95**

Delivered Free!

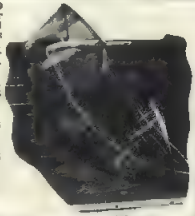
CUSTOM FITTED WINDSHIELDS Super deluxe chrome trimmed wrap around plexiglas molded to proper shape. Complete with proper fasteners and instructions

9444Z25X2922 FOR HAVANA . . . **Retail: $44.95**

9445Z25X5197 FOR HAVANA to fit top **Retail: $79.95**

9446Z25X2597 FOR MALIBU and MIAMI (see next page). **Retail: $39.95**

9447Z25X2272 FOR WINONA AND GENEVA (see next page) **Retail: $34.95**



CUSTOM TAILORED BOAT COVERS. Made of finest 10 oz army duck Water repellent and weather resistant treatment Zip-away motor hood, cover fits with motor on or off boat. Drawstring and cord tie downs

9448Z12X3247 FOR HAVANA. . **Retail: $49.95**

9449Z12X2922 FOR MALIBU AND MIAMI (see next page) . . . . . **Retail: $44.95**

9450Z12X2792 FOR WINONA AND GENEVA (see next page). . . . . **Retail: $42.95**

BOWMAN-MILLERMATIC ONE-MAN LOADING TILT-TRAILER loads and launches with little physical effort. Full automatic tilt of keel support permits easy loading even with largest outboard attached Soft ride and freedom from skidding assured. Transom foundation with heavily padded adjustable cradles. 4.80x8 tires Timken tapered high speed bearings with marine type seals Tail light with cord and plug for car, license bracket 1 000 lb test nylon winch rope, boat-tie-down strap, strong safety chain, fenders with rubber step pads

9451Z270X14963 For 16' Boats, also adjustable to 14' 800 lb capacity **Retail: $199.50**

9452Z250X14213 For 14' Boats; also adjustable to 12'. 500 lb. capacity **Retail: $159.50**

9453Z20X2021 Spare wheel assembly, wheel, tire, tube, bearings and seals Attaches for dolly or parking stand . . . . . **Retail: $34.95**

9454Z20X746 Boat Cinch, exclusive hold-down, flick of wrist locks boat permanently in place on trailer . . . . . **Retail: $9.95**

ONE PIECE HULL IS SEAM-FREE, LEAK-PROOF; COLOR-IMPREGNATED

9440Z400X74063 NEW BOWMAN "HAVANA" 16' MODERN RUNABOUT . . . with reinforced plastic hulls by GOODYEAR AIRCRAFT. Molded under tremendous pressure these hulls are much more resilient than low pressure formed fiberglass . . . and answer the boating enthusiast's desire for hull which will not seep water, craze, pit, check, crack or develop defects common to low pressure formed fibreglass boats.

Outstanding performance is achieved from forward seat driving—just like the most expensive inboards. The deck appointments and factory installed equipment also compare favorably with much more costly inboards. The equipped "Havana" has factory installed seat cushions, chrome trimmed wrap-around windshield, complete steering assembly, hardware—Bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, bow chocks, deck cleat, fender cleats and stern lift handles

Sleek and speedy and maneuverable because of the unique treatment of the bottom and chine construction, it's nonetheless one of the safest and most stable boats ever built! Virtually unsinkable—because of the exclusive Goodyear "Flotation sandwich" that's molded inside the full length, oversized bottom stringers and ballast keel and bottom.

Strikingly beautiful mahogany deck, finished in bright red bakelite base marine enamel Cream colored extruded heavy duty vinyl plastic molding protects the deck. Has walk-through fore seat; two side seats with back rests—plenty of room for family fun on the water 54" Beam; transom width 54"; Amid Depth 26½"; Bow Depth 30"; Deck Length 54". OBC rated at 40 H.P. **Retail: $909.50**

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GOODYEAR
GOODYEAR AIRCRAFT CORPORATION

9442Z20X5197 CONVERTIBLE BOAT TOP makes the Havana into a day cruiser, provides all weather protection. Wrap around windshield with hr ne trim, sturdy heavy walled aluminum frame High grade army duck top, aqua gray color . . . . . **Retail: $79.95**

9443Z15X1047 SIDE CURTAINS for top. **Retail: $29.95**

Delivered Free!

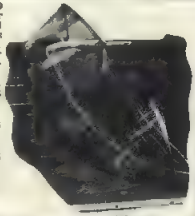
CUSTOM FITTED WINDSHIELDS Super deluxe chrome trimmed wrap around plexiglas molded to proper shape. Complete with proper fasteners and instructions

9444Z25X2922 FOR HAVANA . . . **Retail: $44.95**

9445Z25X5197 FOR HAVANA to fit top **Retail: $79.95**

9446Z25X2597 FOR MALIBU and MIAMI (see next page). **Retail: $39.95**

9447Z25X2272 FOR WINONA AND GENEVA (see next page) **Retail: $34.95**



CUSTOM TAILORED BOAT COVERS. Made of finest 10 oz army duck Water repellent and weather resistant treatment Zip-away motor hood, cover fits with motor on or off boat. Drawstring and cord tie downs

9448Z12X3247 FOR HAVANA. . **Retail: $49.95**

9449Z12X2922 FOR MALIBU AND MIAMI (see next page) . . . . . **Retail: $44.95**

9450Z12X2792 FOR WINONA AND GENEVA (see next page). . . . . **Retail: $42.95**

BOWMAN-MILLERMATIC ONE-MAN LOADING TILT-TRAILER loads and launches with little physical effort. Full automatic tilt of keel support permits easy loading even with largest outboard attached Soft ride and freedom from skidding assured. Transom foundation with heavily padded adjustable cradles. 4.80x8 tires Timken tapered high speed bearings with marine type seals Tail light with cord and plug for car, license bracket 1 000 lb test nylon winch rope, boat-tie-down strap, strong safety chain, fenders with rubber step pads

9451Z270X14963 For 16' Boats, also adjustable to 14' 800 lb capacity **Retail: $199.50**

9452Z250X14213 For 14' Boats; also adjustable to 12'. 500 lb. capacity **Retail: $159.50**

9453Z20X2021 Spare wheel assembly, wheel, tire, tube, bearings and seals Attaches for dolly or parking stand . . . . . **Retail: $34.95**

9454Z20X746 Boat Cinch, exclusive hold-down, flick of wrist locks boat permanently in place on trailer . . . . . **Retail: $9.95**

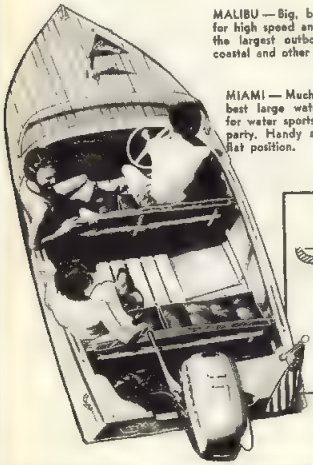
Bowman

LEAK-FREE PLYGLAS RUNABOUTS AND SEMI-RUNABOUTS

Sensational FIBER-GLASS and MARINE PLYWOOD construction. FIBER-GLASS covering over all seams and joints, thus molding a ONE-PIECE LEAK-FREE boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind. CHEMICALLY impregnated—painting is for appearance only. Extremely fast full "V" bottom which permits tight turns at high speed and gives amazing performance. Natural flotation for maximum safety. Solid core resin-bonded marine plywood; 3/8" 5-ply bottom with 1/4" sides. 9-ply 1 3/8" HEAVY DUTY transom supported by oversize quarter and transom knees—trouble-free performance with the larger motors. BRASS fastened for salt water.

BEAUTIFUL MATCHED DARK RED MAHOGANY decks trimmed and protected by rugged vinyl plastic coaming in attractive cream color. LUSTROUS white topside, green bottom, and red splash rails. HIGHLY POLISHED bow lift handle and bow winch ring. Inside coated with new super-tough, durable plastic finish for long lasting beauty.

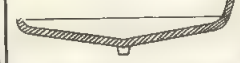
INCOMPARABLE BOWMAN DESIGN bottom gives the softest, most pleasant spray-free ride ever experienced. The perfected full "V" Bowman design eliminates any tendency to slip, trip, skid or porpoise. Practically non-tippable. Unusually fast and quick planing.



MALIBU — Big, beautiful leak-free runabout built for high speed and level riding. Ideally suited for the largest outboard motors. Recommended for coastal and other "big-water" use.

MIAMI — Much desired "dual-purpose" boat — best large water semi-runabout. Snappy looking for water sports, yet plenty of room for a fishing party. Handy seat backs that fold backward to flat position.

● RECLINING SEATS . . . backs fold down to provide picnic table or extra seating capacity. Featured on MIAMI and GENEVA models



PERFECTED FULL V-BOTTOM . . . eliminates any tendency to slip, trip, skid or porpoise. Delivers softest, most pleasant spray-free ride. Unusually fast

GENEVA — A fast leak-free beauty that will give years of enjoyment. The very latest fold-down seats fitted with handy swim suit and towel rack.

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H P	Actual Weight	Retail
*Malibu	9455Z370X52838	14'	62"	55"	30'	31"	66"10"	2	35	320	$704.50
Malibu	9456Z360X38213	Same specifications, less equipment									569.50
*Miami	9457Z340X49088	14'	62"	55"	30"	31"	66"	2	35	290	654.50
Miami	9458Z320X34463	Same specifications, less equipment									459.50
*Geneva	9459Z295X42713	14'	56"	52½'	22"	26"	66"	2	30	245	569.50
Geneva	9460Z275X29213	Same specifications, less equipment									389.50
Geneva Hull	9461Z285X20963	Same specifications, completely constructed, not finished									279.50

*FULLY EQUIPPED . factory installation of custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, set of bow chocks, and deck seat, pair of tender cleats, and pair of stern tail handles

RIO — Sporty runabout — high speed, sporty, twin-decked runabout. Exceptional fullness to bow gives plenty of lift for the much desired "forward steering".

MANATEE — Ideal utility with stability never before attained in an aluminum boat. Handy storage shelf or compartment beneath deck. Bowman side steering accessory permits this boat to handle almost any size motor.

Bowman ALUMINUM BOATS — A NEW CONCEPT IN PERFORMANCE

OBC

A unique structural design and hull process is responsible for the superior performance and appearance of Bowman Aluminum Boats. The exclusive combination chine introduces a new conception of aluminum boat performance. Unusually fast and quick planing. Engineered to eliminate any tendency to slip, trip, skid, or porpoise. Wide, deep, full-sized boats built to big water specifications. Heavier than usual aluminum, of a special heat treated alloy that lends itself to the Bowman Process, produces boats suitable for rough water and rugged usage. A quiet ride and a bottom free from undulation and ripples is produced by the use of heavy extruded aluminum bilge stringers. Extra heavy specially designed aluminum extrusions are used for keels, rub rails, stringers and spray rails. These rugged thick-wall extrusions impart a sturdiness that can not be duplicated with any other type of aluminum boat construction—they are strong enough to take the punishment of the big motors; further, they prevent hull "wear-through" at points subject to abrasion. Inasmuch as wood is not affected by temperature changes, it is used for gunwales and seats to provide maximum comfort. This wood is chemically impregnated and is painted for appearance only. Maximum buoyancy is obtained through the use of properly designed individual air tanks—a Bowman air tank has 27% more flotation than less expensive foamed plastic material. Tanks are placed above the floor and away from the sides for complete protection. Built-in self bailing plug. Freedom from maintenance, leakage, rot, and deterioration. Equipped with sturdy stern lift handles and bow handle. Beautiful red enameled decks. Inside bottom coated with special safety non-skid finish.

COMPARE FULLNESS FORWARD . . . note extra fullness for modern FORWARD DRIVE

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H P	Actual Weight	Retail*
*Rio	9462Z280X54713	14'	56"	46½"	23"	26"	66-9"	2	30	229	$729.50
Rio	9463Z260X41213			Same specifications less equipment							549.50
Manatee	9464Z260X29963	14'	56"	46½"	23"	26"	22"	3	25	209	399.50
Ontario	9465Z285X33713	16'	61"	50"	23"	26"	22"	3	30	235	449.50
Bonita	9466Z190X24713	12'	52"	43½"	20	23	13"	3	16	140	329.50

*FULLY EQUIPPED . factory installation of custom fitted seat cushions, chrome trimmed, wrap around windshield, complete steering assembly, hardware bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, set of bow chocks, and deck cleat, pair of fender cleats, and pair of stern lift handles.

Delivered Free!

NOT ILLUSTRATED

BONITA — A fine small family fishing boat. Utility model constructed with all of the very finest Bowman Aluminum boat features.

ONTARIO — Big boat for those large fishing parties. Bowman side steering accessory permits this boat to handle almost any size motor. Storage shelf or compartment beneath deck.

LEAK-FREE PLYGLAS FISHING BOATS

RESORTER

VAGABOND

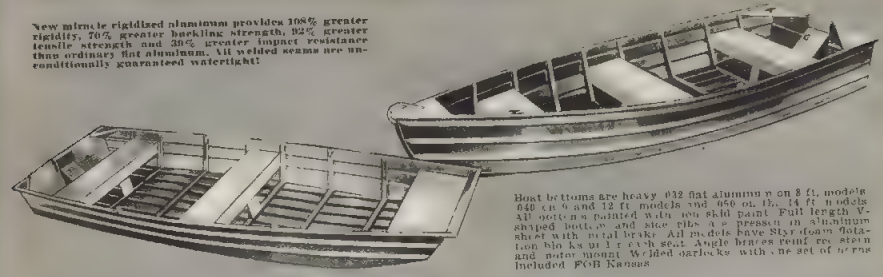
LOAFER

PLY-GLAS FISHING BOATS have FIBER-GLASS covering over all seams and joints, thus molding a TRULY ONE-PIECE LEAK-FREE boat. Always "ready for use —no soaking; no caulking no upkeep of any kind CHEMI-SEAL IMPREGNATED—painting for appearance only. Basic material is solid core resin-bonded marine plywood. Lightweight car-top VAGABONDS and LOAFERS are of ¼" material. Wide beam extra deep RESORTERS have ⅜" 5 ply bottom and ¼" sides BRASS SALT WATER FASTENED (except Loafers). REMOVABLE floor mats (Loafer has built-in floorboards). Vagabond and Resorter boats are identical except for thickness of material and actual size of boat. Beautiful green marine enamel outside; gunwales and inside finished with bakelite varnish.

Name	Catalog No	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	Max H P	Actual Weight	Retail (Higher West)
Resorter	9467Z210X13462	14'	49"	46"	17½"	19"	5"	4	7½	160	179.50
Vagabond	9468Z160X10462	12'	42½"	37½"	14"	14½"	5"	3	5	110	139.50
Loafer	9469Z140X8962	12'	42½"	37½"	14"	7"	9"	3	5	90	119.50

RIGIDIZED ALUMINUM BOATS . . . ALL WELDED . . . LIGHT, TIGHT, RIGID . . . STYROFOAM FLOTATION FOR GREATER BUOYANCY.

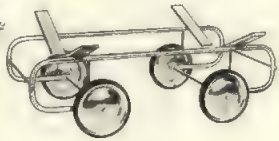
New miracle rigidized aluminum provides 108% greater rigidity, 70% greater buckling strength, 92% greater tensile strength and 39% greater impact resistance than ordinary flat aluminum. All welded seams are unconditionally guaranteed watertight!

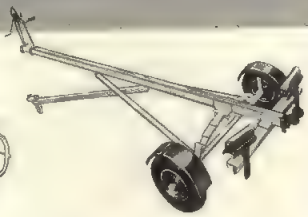


Boat bottoms are heavy .032 flat aluminum on 8 ft. models .040 on 9 and 12 ft. models and .050 on the 14 ft. models. All bottoms painted with non skid paint. Full length V-shaped bottom and side ribs are pressed in aluminum sheet with metal brake. All models have Styrofoam flotation blocks under each seat. Angle braces reinforce stern and motor mount. Welded oarlocks with one set of horns included. FOB Kansas.

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
9514Z121X12525	12'	51"	13"	3	7½	85	$177.50
9515Z74X9275	8'	43½"	13½"	3	3	45	132.50
9516Z80X10325	9'	48"	14"	3	5	58	147.50
9517Z154X15925	14'	65"	15"	3	10	115	227.50

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
SEMI-V-BOTTOM MODELS							
9518Z159X15750	14'	55"	18"	3	12	106	225.00
9519Z123X13895	12'	51"	16"	3	12	87	198.50





BOAT TRAILERS

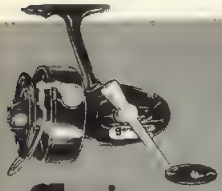
9520Z190X12915 BOAT TRAILER, handles 14 to 16 ft. boats, loads up to 850 lbs. Need never be unhitched from car. Has grooved tubular tongue and keel guide. 4.00 x 8 high speed wheel and 4 ply tires and tubes. Complete with winch, stand, bow chock, rope, tie down kit, rear and center rollers, adjustable cradle rollers, tail light and license bracket. FOB Wisc. **Retail: $184.50**

9521Z160X9228 For boats 16 ft. long, 850 lb. capacity. 4.00 x 8 high speed wheels, 4 ply tires — adjustable rubber padded front and rear cradles—automotive type axle and rubber mounted spring suspension. **Retail: $133.75**

9524Z30X2600 DELUXE BOAT DOLLY, a real convenience for stowing and handling boats up to 500 lbs., any length. Makes transportation from water's edge to nearby storage quick and easy. Reinforced tubular aluminum construction with strut bracing. 48" long, 27" wide. Solid tread disc wheels. F.O.B., New York. .... .. **Retail: $38.95**

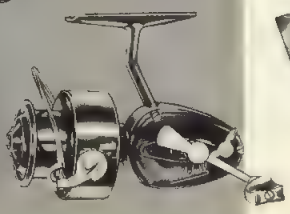
9522Z140X11045 BOAT TRAILER, handles 12 to 14 ft. boats, loads up to 750 lbs. Need never be unhitched from car. Has grooved tubular tongue and keel guide. 4.00 x 8 high speed wheel and 4 ply tires and tubes. Complete with winch, stand, bow chock, rope, tie down kit, rear rollers, adjustable cradle rollers, tail light and license bracket. F.O.B. Wisc. .... . **Retail: $155.00**

9523Z110X7880 For boats 14 ft. long, 750 lb. capacity. 4.00 x 8 high speed wheels, 4 ply tires—adjustable rubbed padded front and rear cradles—skid leg—specially designed spring suspension. ..**Retail: $110.50**



6432M2W2250 MITCHELL SALT WATER SPIN REEL. Corrosion-resistant baked-on finish. Stainless steel drag system — wide span adjustment — 4 lbs. to 70 lb. tests. No backlash—long casts without "bird nests". Fast retrieve. 24 in. per turn of handle. Capacity 300 yds. 14 lb. test monofilament line. Actual weight 19½ oz. **Retail: $37.50**

garcia



6433M2W1785 MITCHELL "300" SPINNING REEL. Smooth drag with wide span of setting, handy push-button spool release, non-wearing Duraloy guide. Full ball pick-up, convenience anti-reverse control. Complete with 2 spools. 135 yd. capacity 6 lb. line, 350 yd. capacity 6 lb. line. Fast retrieve, one spot gear lubrication. Actual weight 11½ oz. **Retail: $29.75**

MITCHELL

6434M2W2397 MITCHELL SPIN KIT. Includes the famous Mitchell "300" Spinning Reel described to the left plus 100 yds. each 6 lb. and 8 lb. platyl line; Garcia lure kit of 6 assorted spinning lures in a plastic utility box. Also included are 12 Garcia snap swivels, silicote spinning reel lubricant, combination reel tool, Garcia Mitchell Reel Manual and a metal tackle box. A perfect set for the fisherman who prefers his own pet rod—but requires a superb assortment of spinning equipment. ..... **Retail: $39.95**

INTERNATIONALLY RENOWNED

HELBROS . . . *recognized the world over for prestige watches . . . of unmatched beauty . . . supreme* LIFETIME *accuracy.*

Helbros

DISTINCTIVE LEADER

Master of watchmaking art . . . distinguished design . . . guaranteed precision movements.

Helbros

23 LIFETIME JEWELS

Engineered for a lifetime!

Electronically timed and tested by master craftsmen . . . Lifetime Jewel movements, guaranteed Unbreakable Mainsprings! HELBROS—*the watch of a lifetime . . . each in a beautiful gift box!*

A ENVOY. Self winding Waterproof*, shock dust resistant anti magnetic 23 Lifetime Jewels Radium hands dial, sweep second hand Streamlined stainless steel case and expansion bracelet
41119K3995 . . . . Retail **$85.00**

B EMBASSY. 23 jewels' Self-winding waterproof*, shock/dust protected, anti magnetic 10K yellow rolled gold plate case, stainless steel back Radium hands and dial Sweep second. Expansion band
41120K4475 . . . . Retail **$92.50**

C EMPRESS. For active women! 23 Jewels. Self-winding. Waterproof*. Anti magnetic, shock/dust resistant. Luminous hands, dial. Chrome top case, stainless steel back. Leather strap.
41121K4760 . . . Retail **$95.00**

D ELITE. Winds itself! Mirror-polished yellow top case, stainless steel back Radium hands, dial Waterproof*, anti magnetic, dust/shock protected 23 Lifetime Jewel movement Leather strap
41122K5035 Retail **$100.00**

E GOVERNOR. Handsome automatic is self-winding, waterproof*, anti-magnetic, shock/dust resistant! 23 Lifetime Jewel movement. Sleek 10K yellow rolled gold plate case, stainless steel back. Luminous hands, hour dots. Sweep second hand. Combination leather expansion bracelet.
41118K4760 . . Retail **$95.00**

23 Lifetime Jewels
Self-Winding Waterproof

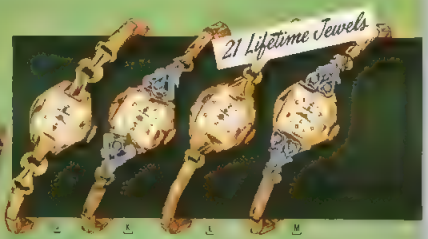
*Waterproof when opened and closed by a competent watchmaker

As advertised in LIFE and Saturday Evening Post ,TV and Radio

F WINSLOW. Distinguished dress watch! Features 21 Lifetime Jewel movement. Smart 10K yellow rolled gold plate case, stainless steel back. Sweep second hand. Numeral and marker dial Comfortable matching expansion bracelet
41123K3495 . . . . . Retail **$69.75**

G SAILOR. Waterproof*! 21 jewels Chrome top case, stainless steel back Sweep second. Luminous hands, dial Combination leather expansion band.
41124K2935 . . . . Retail **$59.75**

H ATLANTIS. Trim 10K yellow RGP case, stainless steel back Luminous hands, dial Sweep second. 21 jewels. Waterproof* Combination leather expansion band.
41125K3355 . . . . . Retail **$67.50**



J HEATHER. Delicate beauty precision timekeeping! 21 Lifetime Jewel movement Tiny 10K rolled gold plate case, stainless steel back. Chic numeral and marker dial. Matching expansion bracelet A treasured gift
41126K3355 . . Retail **$67.50**
HEATHER W. With white RGP case.
41127K3355 . . Retail **$67.50**

K VERONICA. Exciting elegance in 2 flashing diamonds set in a distinctively fashioned 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet Accurate 21-jewel movement. Numeral and marker dial
41128K3775 . . . . . Retail **$75.00**
VERONICA W. With white RGP case
41129K3775. . . . . Retail **$75.00**

L FIESTA. Gay sophistication! Smart sculptured 14K gold case sets a stunning background for a delightful numeral and marker dial. . sleek expansion bracelet. Supremely accurate 21-jewel movement.
41130K4195 . . . . Retail **$85.00**
FIESTA W. With 14K white gold case.
41131K4195. . . . . Retail **$85.00**

M CLEOPATRA. Feminine loveliness! 6 fiery diamonds exquisitely held in dainty hearts crown the beautiful 10K yellow rolled gold plate case, stainless steel back Expansion bracelet 21 Lifetime Jewel movement.
41132K4475 . . . . . Retail **$89.50**
CLEOPATRA W. With white RGP case.
41133K4475 . . . . . Retail **$89.50**

ROHDE-SPENCER COMPANY, 18 South Michigan Avenue, Chicago 3, Illinois

Helbros

PRESTIGE WATCHES FOR MEN

Designed for men who demand a distinguished watch . . . handsomely styled for business or dress . . . yet sturdy enough to remain time-perfect for rugged sport wear.

The answer is HELBROS*! Master-crafted, precision engineered timepieces . . . guaranteed to give a lifetime of accuracy. 17-jewel movements . . . anti-magnetic, shock and dust protected . . . Unbreakable Mainsprings are guaranteed for life! And they are* WATERPROOF*!*

Nationally advertised . . . world famous HELBROS *. . . first in accuracy, beauty . . . the treasured gift of a lifetime! When it is a* HELBROS *he knows he is wearing the finest watch money can buy!*

**Waterproof when opened and closed by a competent watchmaker*

[A] **SOUND OFF.** Modern wrist alarm reminds you of appointments . . . shock/dust protected, anti-magnetic, waterproof*! Chrome top case, stainless steel back. Luminous hands, dial. Sweep second hand. Clear sounding alarm. Combination leather expansion bracelet. 17 jewels.
4155K3925 . . . . Retail **$79.50**

[B] **SENTINEL.** Same as above, in 10K yellow rolled gold plate.
4156K4475 . . . . Retail **$89.50**

17-JEWEL SELF-WINDING WATCHES

[C] **STAUNTON.** Self-winding automatic has indicator to show **reserve power!** 17 jewels. Anti-magnetic, shock/dust protected. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Luminous hands, dial. Sweep second. Combination gold mesh expansion band
41148K4615 . . . . Retail **$92.50**

[D] **ARCHER W.** Winds itself as you wear it! Waterproof*, shock/dust protected, anti-magnetic 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial. Sweep second hand. Matching expansion bracelet.
41149K3355 . . . . . Retail **$67.50**
ARCHER. With yellow top case.
41150K3635 . . . Retail **$72.50**

[E] **KNIGHT B.** Black dial, 10K yellow RGP case, stainless steel back. Luminous hands, dial. Sweep second. Self-winding! Waterproof*, shock/dust protected, anti magnetic 17 jewels. Gold mesh/expansion band.
41151K4195 . . . . Retail **$85.00**
KNIGHT. As above with white dial.
41152K4195 . . . Retail **$85.00**

17-JEWEL WATERPROOF* WATCHES

[F] **EXCELSIOR.** Really rugged! Waterproof*, shock/dust protected, anti-magnetic. Handsome yellow top case has stainless steel back. Luminous hands, dial. Sweep second hand. 17 jewels. Expansion bracelet.
41153K2375 . . . Retail **$49.75**
EXCELSIOR W. With chrome top case
41154K2095 . . . . Retail **$39.75**

[G] **CAMBRIDGE W.** Distinctive! Sturdy. Smart stainless steel case. Luminous hands, dial. Sweep second. Waterproof*, anti-magnetic, shock/dust protected. Combination leather expansion bracelet. 17 jewels.
41155K2655 . . . Retail **$55.00**
CAMBRIDGE. In 10K yellow RGP.
41156K3075 . . . . . Retail **$62.50**

[H] **HATTERUS.** A dress or sport beauty! Thin-as-a-coin yellow top case, stainless steel back. Skip-figure dial with luminous hands and hour dots . . . sweep second hand. 17-jewel movement is shock/dust protected, anti magnetic. Waterproof* Combination leather expansion band.
41157K3355 . . . . . Retail **$67.50**

HERS AND HIS

Special watch values for men and women. Smart rugged timepieces with 7 jewel movements . . . water and shock resistant, anti magnetic! Trim chrome top cases, stainless steel backs . . . both have a second hand. All this at an amazing low price.

[J] **LASSIE.** For her! With luminous hands . . . neat leather strap.
41158K1250 . . . Retail **$24.75**

[K] **LAD.** For him! Radium dot dial. Matching expansion bracelet.
41159K1250 . . . Retail **$24.75**

AS ADVERTISED IN

LIFE The Saturday Evening POST

TELEVISION • RADIO

ROHDE-SPENCER COMPANY, 18 South Michigan Avenue, Chicago 3, Illinois

Helbros

Watches of superb beauty and quality at popular prices! Designed by master craftsmen . . . smartly styled cases . . . supremely accurate Lifetime Jewel movements . . . Unbreakable Mainsprings. Fully guaranteed. Beautifully gift-boxed!

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION • RADIO

A MIRANDA. Delightfully different! Fashionable combination red leather and expansion bracelet complements the smart 10K yellow rolled gold plate case, stainless steel back. Accurate 17-jewel movement
41164K2795 .....Retail **$57.50**
MIRANDA W. In 10K white RGP
41165K2795 . ... .Retail **$57.50**

Gleaming dress watches for ladies and gentlemen . . . budget-priced . . . yet bearing the marks of the masters . . . up-to-the-minute styling . . . Unbreakable Mainsprings . . . lifetime accuracy! Dependable 7-jewel movements. Gift-boxed. Outstanding values . . . a joy to own or to give!

B CANDIE. Glamorous timepiece has richly carved 10K yellow rolled gold plate case, stainless steel back. Numeral and marker dial 17 Lifetime Jewels! Expansion bracelet.
41160K2195 ..... Retail **$47.50**

CANDIE W. In 10K white RGP
41161K2195 ... Retail **$47.50**

C SEVILLE. Dapper 7-jewel dress watch is an outstanding value—in price, appearance, accurate time-keeping! Handsome yellow top case has stainless steel back Modern skip figure dial Second hand Matching expansion bracelet.
41166K1430 Retail **$29.75**

D SUPERB. Fashion right for any woman . . . price-perfect for any purse! Lovely 7 jewel dress watch features a gleaming yellow top case with stainless steel back. Trim numeral and marker dial. Matching expansion bracelet
41167K1430 .....Retail **$29.75**

E THERESA. Exciting elegance! Lustrous 10K yellow rolled gold plate case, stainless steel back . sleek matching expansion bracelet. 17 jewel precision movement
41162K2515 Retail **$52.50**

THERESA W. In 10K white RGP.
41163K2515 Retail **$52.50**

SPECIALLY PRICED 7-JEWEL WATCHES FOR MEN AND WOMEN

HANDSOME 17-JEWEL WATCHES FOR MEN

F RALEIGH. Skillfully sculptured stainless steel back yellow top case . matching expansion bracelet Numeral and marker dial. Second hand 17-jewel movement
41168K2195 Ret **$47.50**

G SUTTON. Impressive! Handsome 10K yellow rolled gold plate case stainless steel back Second hand Combination leather expansion bracelet 17 Lifetime Jewel movement
41169K2515 Ret **$52.50**

H SAVOY. Ultra thin! Distinctive 10K yellow rolled gold plate case. stainless steel back. 17 jewel movement Second hand Skip-figure dial. Comfortable matching expansion bracelet
41170K2795 Ret **$57.50**

J DEWITT. To wear with pride! Gleaming 10K yellow rolled gold plate case, stainless steel back matching expansion bracelet Stylized dial second hand 17 Lifetime Jewel movement.
41171K2935 Ret **$59.75**

K CHELSEA. A design masterpiece with 17 jewel accuracy Glowing yellow gold-filled case distinguished combination gold mesh expansion bracelet Trim skip-figure dial
41172K4055 Ret **$82.50**

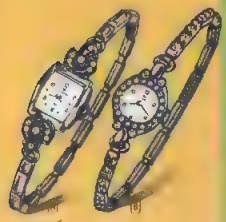
ROHDE-SPENCER COMPANY, 18 South Michigan Avenue, Chicago 3, Illinois

Helbros

The perfect gift for any woman . . . the gift of a lifetime . . . a world renowned HELBROS *watch!*

Magnificent timepieces meticulously crafted by the masters of watchmaking art . . . internationally acclaimed for their supreme accuracy and unexcelled beauty. Expertly engineered to assure a lifetime of split-second service . . . precision mechanisms . . . guaranteed Unbreakable Mainsprings . . . 17 Lifetime Jewel movements.

Choose from this fabulous array of HELBROS *watches . . . either a dazzling timepiece set with precious, sparkling diamonds . . . or a gleaming gem of time executed in luxurious gold . . . all are in lovely gift boxes . . . each is a prized possession . . . an exquisite remembrance that will live a lifetime.*



Diamonds aglitter and aglow

A LAMOUR. Lovingly conceived with 12 sparkling diamonds dotting the dainty end pieces of the beautiful 14K white gold case. Slim, matching expansion bracelet. Time-worthy 17-jewel lifetime movement.
41135K8825 .. Retail **$175.00**

B PRINCESS. Crowning achievement in elegance! Dazzling with 24 diamonds encrusted in a 14K white gold case, magnificence enhanced by a stunning matching expansion bracelet. Numeral and marker dial. 17-jewel movement.
41134K9450 .. Retail **$195.00**

BRILLIANT 17-JEWEL DIAMOND WATCHES

C ANDREA. Delightful! Lovely 10K yellow rolled gold plate case, stainless steel back . . . exciting end pieces aglow with 2 exquisite diamonds. Trim numeral and marker dial. 17 jewels. Matching expansion bracelet.
41136K3075 .. .Retail **$62.50**
ANDREA W. In 10K white RGP
41137K3075.. .. Retail **$62.50**

D ENCHANT. Exquisite floral sprays . . touched with 4 twinkling diamonds . . bloom into a lovely 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement. Matching expansion bracelet.
41138K3635 .....Retail **$72.50**
ENCHANT W. In 10K white RGP
41139K3635..... Retail **$72.50**

E DACHE. Graceful, delicate scroll end pieces illuminated with 6 flashing diamonds. . superb beauty culminating in a luxurious 14K yellow gold case. Precision 17 jewel movement. Matching expansion bracelet.
41140K6725 . Retail **$137.50**
DACHE W. In 14K white gold case.
41141K6725 .. Retail **$137.50**

Golden Gems

F VENUS. Stunning simplicity! Striking costume watch and bracelet combination . . smartly styled yellow top case, with stainless steel back. Chic numeral and marker dial. Snug fitting bracelet. Always accurate 17-jewel movement.
41142K2795 .... Retail **$59.75**

VENUS W. As above in white.
41143K2795. . . . .Retail **$59.75**

GLAMOROUS GOLD 17-JEWEL WATCHES

G CECILE. Completely charming! Trim, deftly designed 10K yellow rolled gold plate case, stainless steel back. Neat numeral and marker dial. Dependable 17-jewel movement. Matching expansion bracelet.
41144K3215 .....Retail **$65.00**
CECILE W. In 10K white RGP
41145K3215. . .Retail **$65.00**

H DINAH. Simple elegance! The clean tailored lines of the 14K yellow gold case follow rhythmically into a matching expansion bracelet. Textured dial with numerals and markers. 17 Lifetime Jewel movement.
41109K3355..... . .Retail **$71.50**
DINAH W. In 14K white gold case
41110K3355 . . . . .Retail **$71.50**

J CLAUDINE. For a lovely lady. Captivating timepiece of classic beauty fashioned in 14K yellow gold. . harmonizing expansion bracelet. Attractive numeral and marker dial. 17 Lifetime Jewel movement.
41146K3635 .... . .Retail **$72.50**
CLAUDINE W. In 14K white gold.
41147K3635 . . . . Retail **$72.50**

AS ADVERTISED IN
LIFE The Saturday Evening POST

ROHDE-SPENCER COMPANY, 18 South Michigan Avenue, Chicago 3, Illinois

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES—Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens.

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

P55K-E1175 OUTFIT .....Retail $17.95

FREE FILM OFFER

PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES—Durable Construction with Silver-Gray Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-In Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

P65K-E980 OUTFIT .....Retail $14.95

ALL SPARTUS CAMERAS ARE
UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

P85K-E650 OUTFIT .....Retail $9.95

NEW SPARTUS FULL-VUE

17 piece camera outfit

Here is a complete camera outfit that gives you everything you could desire for simple picture-taking. Featuring the famous Full-Vue in its handsome, durable mahogany case, this 17 piece kit is truly America's smartest camera buy! The Full-Vue boasts many new improvements to satisfy even the most exacting camera fan. It's loads of fun . . . you see the picture you want in the big, brilliant view-finder before you shoot. You will be thrilled with your sharp pictures in beautiful color or black and white.

FULL-VUE OFFERS YOU THESE FINE FEATURES—Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E. Bulbs
- Ten Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

P45K-E1305 OUTFIT . . . . . **Retail $19.95**

P41C-E880 CAMERA AND GUN ONLY . . . . . **Retail $13.50**

SPARTUS

CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

SPARTUS

FREE FILM OFFER

Pays, in savings, for your Outfit

SPARTUS SUPER R-1

17 piece camera outfit

This fine camera outfit features the magnificent Super R-1 Reflex, beyond all doubt, the outstanding camera buy. It offers exclusive features no other camera in its price class can begin to match. Imagine, a camera so moderate in cost with F7.7 Achromat lens and a focusing mount that gives you absolute picture clarity-control from 6 ft. to infinity . . . Yes, the Super R-1 is truly a super value . . . a Camera you will be proud to own.

CHECK THESE SUPER R-1 FEATURES—Focusing Mount Adjustable from 6 ft. to infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings F7.7, F.11, F.16, F.22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E. Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

P105K-E1630 OUTFIT . . . . . **Retail $24.95**

the all new

SPARTUS 35

SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES—New f6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings—"Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

P75K-E1955 OUTFIT . . . . . Retail $29.95

P71C-E1235 CAMERA AND GUN ONLY . . . . . Retail $18.95

THE SPARTAFOLD 17 piece camera outfit

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. This is the ideal camera for taking all those wonderful close-up album shots you will treasure for years. The Spartafold closes to convenient carrying size and is an incomparable bargain with this complete 17 pc. kit.

SPARTAFOLD HIGH QUALITY FEATURES—Easy-To-Use Exposure Selector, "Bright", "Hazy", "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G. E. Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

P95K-E1825 OUTFIT . . . . . Retail $27.95

Presenting the new look in

SPARTUS

CAMERAS

- Every Spartus camera is distinguished in design and precision performance.
- All Spartus cameras take sharp, prize-winning pictures, anywhere and at any time, in beautiful color or black and white.
- Each Spartus Camera is the value leader in its class and unconditionally guaranteed.
- All Spartus cameras are simple to operate . . . everyone in the family will take prize-winning pictures.
- The spectacular FREE FILM OFFER by Spartus pays, in savings, for your camera outfit.
- Your Spartus Camera will be a faithful, lifetime picture-taking companion.
- Spartus Cameras are all-American made . . . by America's finest craftsmen.

THE NEW SPARTACORD REFLEX

17 piece camera outfit

The precision-tooled appearance of the Spartacord tells a true story of maximum picture-taking efficiency. Automatic dual-focusing enables you to see the actual picture with absolute clarity before you shoot . . . This takes all the "mystery" out of photography, giving you unlimited versatility for portraits, landscapes or action shots.

SPARTACORD'S HIGH QUALITY FEATURES—Hard-coated F7.7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing—4 ft. to Infinity. Easy-To-Use Exposure Selector: "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

P115K-E2285 OUTFIT . . . . . Retail $34.95

P111C-E1845 CAMERA AND GUN ONLY . . . . . Retail $27.95

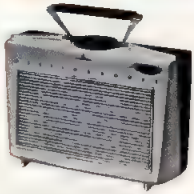
SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

For 1957, newest, neatest Portable Radios

Smaller, smarter "Rambler" Personal-Portable . . . with Unbreakable Case . . Two-Tone Color Styling . . . 4 Tubes. Battery operation only. Dimensions: 5⅜" high, 7 7/16" wide, 2 7/16" deep. Shipping weight: 3½ lbs. Prices include shoulder strap carrying case and batteries.

87108K1995 Tan and Brown
Retail $24.95



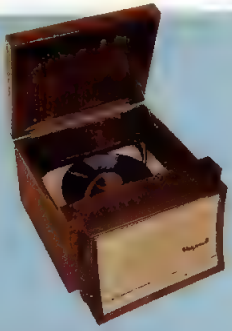
Ready-to-go-"Holiday" 3-Way Portable...plays on AC, DC or low-cost, long-life batteries. Unbreakable Case. Stay-Fast Colors. Exclusive two-position Battery-Clip *permits use of low-cost flashlight batteries* extra-powerful speaker and antenna. 4 Tubes. Dimensions 6 11/16" high, 8 11/16" wide, 3 1/16" deep. Shipping weight 4½ lbs. Price is less batteries.

87110K2495 Gray and Black .....**Retail $34.95**

New! "Play-Pal" 3-way Portable . . . for "on-the-go" listening pleasure. Rich, clear, room filling Precisioneered tone. Unbreakable Case. Same quality features as Holiday. Dimensions. 6 11/16" high, 8 11/16" wide, 3 1/16" deep. Shipping weight: 4½ lbs. Price is less batteries.

87109K2350 Beige and Scarlet .....**Retail $29.95**

Custom-Styled Radio-Phonographs



Luggage-Design and Portable, too . . . with powerful 5-Tube AM radio, 3-speed record player shuts off automatically after last record. Dual needles. Full-Range Alnico "V" Speaker. Wide-Range Tone Control. Dimensions. 9¾" high, 15" wide, 19½" deep. Shipping weight. 28 lbs.

8798K7450 Tan Leatherette .....**Retail $99.95**

"Life-of-the-Party" Table Radio-Phonograph with Precisioneered 6-Tube AM radio. 3-speed record changer with dual-jewelled needles. Wide-Range Tone Control, 45-rpm spindle; 8-inch Speaker. Dimensions: 10¾" high, 16" wide, 19¾" deep. Shipping weight: 34 lbs.

8741K9200 Mahogany Veneer ....**Retail $119.95**

Prices on this page subject to 2% Cash Discount

WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

RONDE-SPENCER CO. • 18 S. MICHIGAN AVE. • CHICAGO 3, ILL.

Litho in U S A

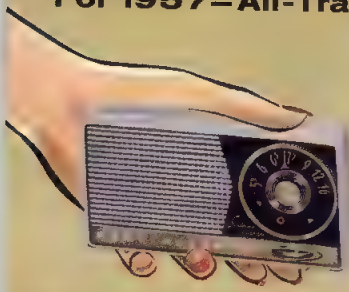
Westinghouse

...THE FIRST NAME IN RADIO

Only Westinghouse Radios are PRECISION-BONDED with exclusive "Silver Safeguard Chassis"

Triumph of advanced electronics . . . to assure longer-lasting, more trouble-free performance, finer tone and greater sensitivity at less cost! Circuits and components are Precision-Bonded in a network of gleaming, lasting metal . . . immune to moisture, vibration, heat . . . can't wear out, burn out.

For 1957—All-Transistor Portable Radios



New! Seven Transistor Personal Portable . . . mightiest performer of its type. Tiny, miracle transistors can't break or fail . . . require so little power that the single low-cost battery lasts 75 playing hours. Unbreakable Case . . . Silver Safeguard Chassis . . . Earphone jack. Earphone unit for private listening, optional
Dimensions: 3⅛" high, 6" wide, 1⅝" deep
Shipping Weight: 1¾ lbs.
(Prices include Battery and Genuine Leather carrying case)
87111K4995 Gray and Black . . . . . **Retail $69.95**

New! "Long-Life" Seven Transistor Portable Radio with Genuine Top-Grain Cowhide Leather Case. Extra power . . . extra sensitivity . . . extra style. Plays 500 hours on just one Long-Life Battery . . . and an amazing 1,500 hours on only two Long Life Batteries. Silver Safeguard Chassis . . . Automatic Volume Control . . . 6" Oval Alnico V Speaker
Dimensions: 7⅛" high, 9⅝" wide, 4½" deep
Shipping Weight: Approx. 5 lbs
87112K5295 Tan Cowhide (Less Batteries) . . . . . **Retail $75.00**

Prices on this page subject to 2% Cash Discount

ROHDE-SPENCER CO. • 18 S. MICHIGAN AVE. • CHICAGO 3, ILL.

Special "Tone-on-Tone" Design . . . special "more-for-the-money" value. The perfect "extra" set for kitchen, den, playroom . . . the perfect gift, too Exclusive Silver Safeguard Chassis . . Magna-Power Speaker . . . 4-Tube, AC/DC operation Dimensions: 5½" high, 9" wide, 5¾" deep. Shipping weight: 3¾ lbs

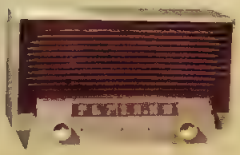
8776K1325 Black . . . . . **Retail $15.95**
8777K1450 Ivory and Gold . . . . . **Retail 17.95**
8710SK1450 Pink and Bronze . . . . . **Retail 17.95**

'Round the Clock—'Round the House . . this most versatile performer plays music announces weather and news with full, rich "big set" tone. Silver Safeguard Chassis . . . 5-Tube, AC/DC operation Dimensions: 7" high, 10¼" wide, 5¼" deep. Shipping weight: 5 lbs.

8710K1725 Green . . . . . **Retail $21.95**
8778K1795 Red and Gold . . . . . **Retail 22.95**

Sparkling Showpiece . . . and so thrifty! Smart, gay Scotch Plaid for a lift to the spirit . . . in every room. 5-Tube, AC/DC operation . . . Silver Safeguard Chassis for longer, service-free life Dimensions. 7" high, 10¼" wide, 5¼" deep. Shipping weight 5 lbs.

8779K1795 Gray and Plaid . . . **Retail $22.95**



Powerful Trans-Horizon Long-Distance Radio . . . surprisingly low cost Pulse in far-off stations loud and clear . . with its super-sensitive 6-tube AC/DC performance plus extra stage of amplification. Dimensions 7" high, 11¼" wide, 6¼" deep. Shipping weight 6 lbs.

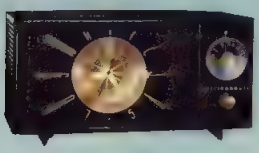
8781K2695 Tan and Brown . . . **Retail $36.95**

Decorator-Design—Budget Beauty . . wakes-you-to-music . . . plays with full, rich tone . . . keeps accurate time for years . . 4-Tubes Silver Safeguard Chassis AC only Dimensions: 5¾" high, 11¼" wide, 5¾" deep Shipping weight: 6 lbs

8783K1995 Black . . . . . **Retail $24.95**
8784K2150 Coral . . . . . **Retail 26.95**

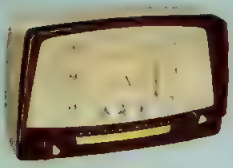
Distinctive Early-Bird . . . with large, easy-to-read Clock face 5-Tube, AC operation . . . silent, permanently lubricated clock . . Precisioneered performance with Silver Safeguard Chassis Dimensions. 6" high, 11¾" wide, 5" deep. Shipping weight: 6 lbs

8785K2250 Gray . . . . . **Retail $29.95**



DeLuxe Clock Radio . . . lulls you to sleep, wakes you to music . . . automatically. Delayed buzzer alarm Silver Safeguard Chassis 5-Tubes AC only Dimensions 6" high, 11¾" wide, 5" deep. Shipping weight: 6 lbs.

8786K2650 Ivory . . . . . **Retail $34.95**
8787K2650 Black . . . . . **Retail 34.95**



Custom Clock-Radio . . . with Precisioneered Silver Safeguard Chassis 5-Tube Clock-Radio lulls you to sleep . . . shuts off automatically . . . then wakes you to music. Delayed action buzzer-alarm . . luminous clock hands AC only Dimensions 6½" high, 10¼" wide, 5¼" deep. Shipping weight: 6 lbs

8788K2995 Maroon and Dove Gray . . . . **Retail $39.95**
8789K2995 Black and Dusty Rose . . . . **Retail 39.95**

Prices on this page subject to 2% Cash Discount

Exclusive Magna-Power Speakers
Automatic Volume Control
Built-In Antennas
Acoustic-Design Cabinets

For 1957
smartest, sturdiest
Table Radios

Sleek Sonoramic with Two Speakers... doubles your listening fun! Advanced two-speaker audio system radiates Full-Range, room-filling sound. Special audio circuits and acoustic designed cabinet. 5 Tubes .. AC/DC operation. Dimensions: 7" high, 11¾" wide, 6¼" deep. Shipping weight: 6 lbs.

8739K2250 Maroon	Retail	$29.95
8780K2250 Tan	Retail	29.95
8740K2250 Green	Retail	29.95

Westinghouse
THE FIRST NAME IN RADIO

- FIRST in modern design
- FIRST in colorful beauty
- FIRST in PRECISIONEERED performance

Westinghouse Radios carry a Free 90 day parts and labor Warranty.

Automatic Wake-Up Music
Precision-Built IF Transformers
Long-Life Ceramicled Circuits
Noiseless Electric Clocks

For 1957
most-useful Clock-Radios

Superlative Calendar Clock-Radio... with luminous dial and hands. Tells day, date and time. Sings you to sleep . . . wakes you to music . . . calls you with delayed action alarm. Handy appliance outlet. 5 Tubes. AC only. Dimensions: 7¾" high, 9½" wide, 5¼" deep. Shipping weight: 7 lbs.

87113K3995 Black and Gold	Retail	$54.95
87114K3995 Maroon and Gold	Retail	54.95
Available without calendar:		
8790K3495 Ivory and Gold	Retail	$49.95
8791K3495 Black and Gold	Retail	49.95

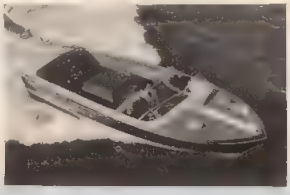
Prices on this page subject to 2% Cash Discount

ROHDE-SPENCER CO. • 18 S. MICHIGAN AVE. • CHICAGO 3, ILL.

Magnificent ... smart

Sp ri.ed 19' Capri, 6-seater. Modern lines, richly upholstered cockpit. Speeds to 38 mph.

Action packed 23' Continental. Seats 6, or 9 with optional amidship seat. Speeds to 41 mph.



Trim 28' Sedan Fly-Bridge. Sleeps 4, galley, toilet, twin vee berths forward.

30' x 9' 9" x 2' Semi-Enclosed 4-sleeper. Single or twin engines to 190 hp; speeds to 26 mph. Galley, dinette, lavatory; vee berths forward. From **$9440.** Also: 2-sleeper priced from **$9120.** Available in 35' x 11' x 2' 1", 4- or 6-sleeper. Twin engines to 260 hp, speeds to 26 mph. Priced from **$13,660.** Fishing bridge, as shown on 40-footer (lower left) available for both 30- and 35-footers. All cruiser models have flush cockpit decks, screens, forward hatch, brass and bronze fastenings, to name a few.

30-ft. Open Sea Skiff. Single or twin engines to 190 hp; speeds to 27 mph. Semi-enclosed top with ventilating windshields and side shields (shown) optional extra. From **$4440.**

22-ft. Sea Skiff. Rugged, easy handling. Engines to 95 hp; speeds to 28 mph. From **$3160.** Also: 26-footer, speeds to 29 mph. From **$4030.**

18-ft. Sea Skiff. Ideal for exciting water sports, fishing, utility work. Engines to 95 hp; speeds to 30 mph. From **$2660.**

Fuel tank is vented overboard. Fuel shut-off valves at tank and carburetor.

DEALERS: VALUABLE CHRIS-CRAFT SEA SKIFF FRANCHISES ARE AVAILABLE. WRITE FOR DATA.

CHRIS-CRAFT Sea Skiff

DIVISION

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF SEA SKIFFS

new 1957 Chris-Craft Showboats and spirited, with a flair for fun!

Imagine yourself at the helm of a new Chris Craft — breezing along at full throttle on a sun-drenched day . . . exploring out of-the-way inlets and waterways . . . fishing "out where the big ones bite" . . . or just sunning yourself in the spacious aft cockpit.

Then, imagine yourself enjoying a delicious full-course dinner, prepared in your compact galley, served in your bright, cheery dinette. Finally, at the end of an active day, imagine yourself at anchor, relaxing in your comfortable berth.

Fun? You bet it is! See for yourself why few pleasures compare with commanding a Chris Craft of your very own. See why the Chris-Craft Showboats for 1957 — from the seventeen foot Sportsman to the fifty-six-foot Salon Motor Yacht — are so much in demand. See your Chris Craft Dealer today. *Boat Division, Chris-Craft Corporation, Algonac, Michigan. Dealers: write for franchise data.*

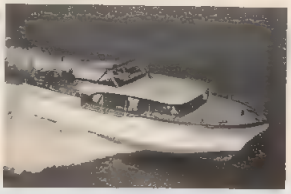
Chris-Craft

THE STANDARD OF VALUE FOR FINE MOTOR BOATS THE WORLD OVER

Majestic 55' Constellation sleeps 10. Hardtop (shown with special side shields) or folding soft top are optional extras.

High styled 33' Futura sleeps 4. Mahogany paneled cabin. Speeds to 34 mph.

Spacious 38' Constellation sleeps 4 or 6. Walk-around decks. Best aft deck room, interior.



Smart 42' Corsair. Double cabin, sun-deck cruising for 8. Walk-around side decks.

TRADITIONAL in design and seaworthiness! **ADVANCED** in construction, equipment, and performance! **POWERED** to give you a fast, dry, soft-cushioned ride at any speed!

NEW CHRIS-CRAFT SEA SKIFFS

FAST! DRY! SEAWORTHY!

Yes, new Chris-Craft Sea Skiffs for 1957 are the finest round-bilge, lapstrake boats ever built — and the longer you own one, the more you'll like and respect it.

For, the Sea Skiff is a practical, versatile all-purpose boat — with fast response and handling ease for water sports, fishing, and cruising — plus the power for heavy-duty utility work.

New Chris-Craft Sea Skiffs are exceptionally watertight, too — thanks to the exclusive Chris-Craft Sea Skiff sealer — a synthetic-rubber-based sealer that is a strong adhesive, as well. Elastic enough to allow strakes to "work," it resists the effects of water, weathering, fuel, and oil! It is used in all seams and joints, from keel to seat risers in 18-ft., 22-ft., and 26-ft. open models; from keel to sheer in 30-ft. open, 26-ft., 30-ft., 35-ft., and 40-ft cruiser models.

Standard equipment includes sturdy skeg to protect the bottom; bronze shoe to protect the propeller on 18-ft., 22-ft., and 26-ft. open models; dependable worm-and-pinion, rod-to-rudder steering; ventilated bilge; fuel tank vented overboard; water-cooled copper exhaust pipe, all models — to name a few.

A wide selection of optional equipment — ventilating or nonventilating windshields (open models), folding canvas or permanent tops, and other desirable equipment . . . plus a choice of attractive hull colors — let you outfit your new Sea Skiff to your individual boating purposes.

Compare new Chris-Craft Sea Skiffs with any other boat of its type, and you'll see why Chris-Craft is a *better* round bilge, lapstrake boat than any other built!

See your Chris-Craft Sea Skiff dealer today. Place your order now for a husky, rugged Sea Skiff!

Prices f.o.b. factory, subject to change without notice.

40' x 12' x 2' 9" Semi-Enclosed 6-sleeper (shown with fishing bridge, optional extra). Twin engines to 400 hp; speeds to 30 mph. Built for open water, offshore work. From **$23,710.**

26' x 9' x 1' 11" Fly-Bridge Cruiser, 4-sleeper. Lounge and dinette convert for sleeping; galley; full-height enclosed toilet room. Single or twin engines to 180 hp; speeds to 28 mph. From **$7740.**

THESE QUALITY FEATURES ARE STANDARD ON CHRIS-CRAFT SEA SKIFFS!

Steering is worm-and-pinion (left), rod-to-rudder (right) — assures instant response and easy maneuverability

Bronze shoe protects propeller, on 18-, 22-, and 26-ft. models. Rudder is bronze

Sturdy skeg provides underwater protection. Bottom paint is anti-fouling

ALL MOVEMENT PARTS *Guaranteed for Life** **Never To Break**

By Clinton Watch Company

A ▶ TEN BRILLIANT DIAMONDS radiantly set in an inimitable WHITE 10 K rolled Gold plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C20015856 . . . . . **$140.00**

B ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Stainless-back case is fashioned with a dome crystal. Gold-filled expansion bracelet. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C20213910 **$85.00**

C ▶ "CARLOTTA" in gleaming richness of precious 14 K SOLID GOLD distinguishes this very elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. This is truly an heirloom timepiece that maintains graciousness and beauty as the years pass on. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C20413156 (YELLOW SOLID GOLD) **$75.00**
C20513156 (WHITE SOLID GOLD) **$75.00**

D ▶ SIX SELECT DIAMONDS, matched and blended, in a subtly exotic WHITE 14 K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is also incorporated in lovely harmonizing Gold-filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C20615856 . . . . . **$140.00**

E ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. Shapely dome crystal arches over fashionable clear dial. Gold-filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C20814851 . . . . . **$110.00**

F ▶ SOLID GOLD AND DIAMONDS will surely capture her fancy and all those who see this rare creation!! TWO RADIANT DIAMONDS are imaginatively set in a picturesque 14 K SOLID GOLD case that features a raised figure white dial, dome portrait crystal and matching subtle Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

C21014390 YELLOW SOLID GOLD) **$100.00**
C21114390 WHITE SOLID GOLD) **$100.00**

G ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with glittering diamonds. This highly regal display of fine watchmaking would be proudly owned by Europe's Royal Families. Graceful diamond-cut Gold-filled expansion bracelet is majestic! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C21214700 . . . . . **$350.00**

H ▶ "BLACK TREASURE" is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW Gold-electroplated case, stainless-back and sweep second hand are a perfect match for the distinctive expansion band. Insets of gleaming black patent leather overlaid in Gold highlight the band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C21412935 **$71.50**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor

Watches are illustrated ½ actual size

25 Jewel and 21 Jewel watches

A ▶ "MUSKETEER" is a dashing AUTOMATIC watch in YELLOW 14K SOLID GOLD boldly executed in an exciting case design! Rugged wearing features of self-winding watch include rock crystal, combination dial, sweep hand and Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C220L6811 ... $150.00
Same as above, with Gold-filled case
C221L4405 ... $100.00

B ▶ ASSURANCE MARKS THE MAN who owns this precision AUTOMATIC WATER-RESISTANT winner! YELLOW Gold-electroplated self-winding timepiece possesses durable stainless-backing, superb sweep second hand, yet black dial, curved unbreakable crystal and harmonizing Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C222L3425 ... $85.00
Same as above, with WHITE dial
C223L3425 ... $85.00

C ▶ "IMPERIAL." Impressive dignity is keynote of this YELLOW Gold-electroplated case Features include stainless-back, square shaped dial, sweep second hand and heavy rock crystal Gold-filled expansion band blends with case design. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C224L2739 ... $71.50

D ▶ "HIGHLANDER" is a 25 JEWEL self winding movement which never runs down while you wear it! WATER RESISTANT too! 14 K YELLOW SOLID GOLD case is fashioned with stainless-back, sweep second hand and curved crystal Contemporary styling displayed in Gold-filled expansion band inset with leather Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C226L6311 ... $140.00
With YELLOW Gold-electroplated case
C227L3910 ... $87.50

E ▶ RESERVE POWER INDICATOR on dial of AUTOMATIC, WATER-RESISTANT 25 JEWEL self-winding timepiece tells how much power is in reserve in mainspring for periods off wrist YELLOW Gold-electroplated case has stainless back, sweep hand, radium dial curved crystal, Gold-filled expansion band Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C228L4253 ... $95.00

F ▶ "THE MARINER" is a 21 JEWEL CALENDAR watch! This WATER-RESISTANT timepiece is SELF WINDING with the motion of your wrist! YELLOW Gold-electroplated case is stainless backed. Dial has calendar window, sweep second hand, radium markers and curved crystal Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C230L3910 ... $85.00

G ▶ "HIDDEN TREASURE" appropriately describes this AUTOMATIC WATERPROOF** watch. Mirror lapped all stainless steel case has intriguing hidden crown. Self-winding feature, sweep second hand, curved crystal and companion all-stainless steel expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C232L3651 ... $85.00

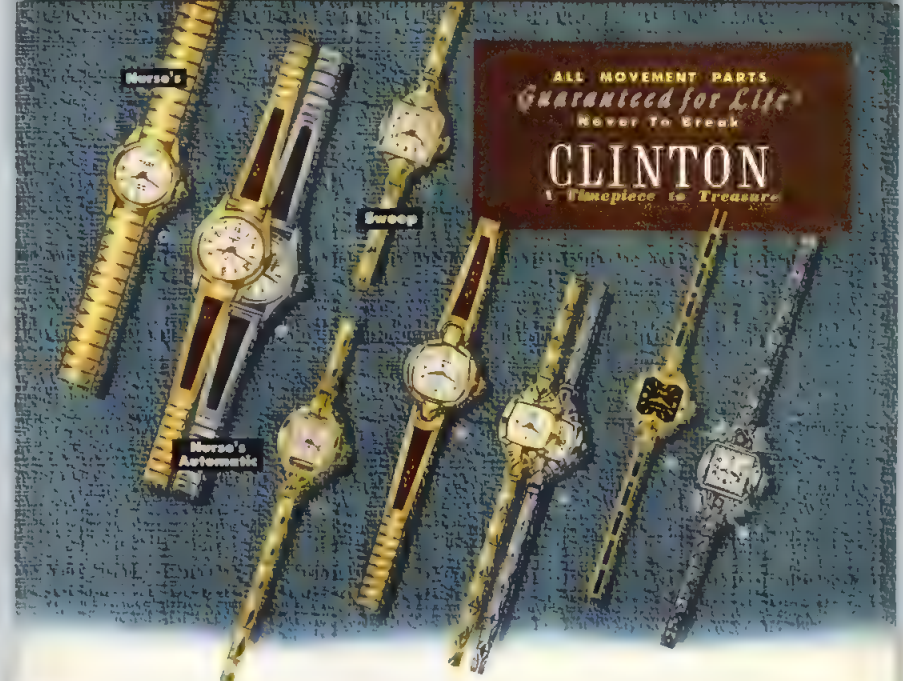
H ▶ "THE THIN-MAN" is the thinnest watch you've ever seen! And this extra-thin watch is WATERPROOF**, too! Styling perfected in a YELLOW Gold-electroplated case with stainless-back, handsome dial, curved crystal, sweep hand and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C234L3126 ... $71.50

I ▶ AN ALARM ON YOUR WRIST! You're on time all the time because of the WRIST ALARM feature of this WATERPROOF** watch YELLOW case is Gold-electroplated Sweep hand, stainless-backing, curved crystal, radium dial and Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C236L3567 ... $79.50

"Shock resistant" balance staff for added protection.

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor Copyrighted—1956 Clinton Watch Co.

ROHDE-SPENCER COMPANY, 18 SOUTH MICHIGAN AVE., CHICAGO 3, ILLINOIS



Triple Selected Diamonds.

K ▶ "ACTION PACER" is our tiny WATER PROOF** watch fashioned in a YELLOW Gold-electroplated case. The pride of nurses, sportswomen and careerists! Particular features include sweep second hand, curved unbreakable crystal, radium detailed dial, stainless backing and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C240L2597 . . . . . **$59 50**

L ▶ WHEN SECONDS COUNT, Nurses and Homemakers depend on our WATER-RESISTANT, AUTOMATIC self-winding watch YELLOW Gold electroplated case, sweep hand, stainless back, radium dial, curved crystal and Gold-filled expansion band with brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C243L3451 **$85.00**

Chrome top case; stainless band
C243L3425 . . . . . **$79 50**

M ▶ "FLORENCE NIGHTINGALE" styled for Nurses or Homemakers is a practical watch in rich 14K YELLOW SOLID GOLD Minute track and sweep second hand assure absolute accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C244L3293 . . . . . **$75.00**

Same as above, with 10K YELLOW rolled Gold plate case, stainless-back.
C245L2739 **$71.50**

Retail prices include federal excise tax.
Prices are subject to change without notice.

The Ultimate in Design and Artistry.

N ▶ "SUZANNE" is a shapely design in a YELLOW 10K rolled Gold plate, stainless-back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C246L2249 . . . . . **$49 50**

P ▶ "PRISCILLA" is a new timepiece with easy-to-read dial, 10K YELLOW rolled Gold plate case, stainless back and gold-filled expansion bracelet is styled with leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C248L2249 . . . . . **$49 50**

R ▶ "FAIR LADY" is what we call our new 14K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal, combination dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C250L2891 (YELLOW SOLID GOLD) **$67.50**
C251L2891 (WHITE SOLID GOLD) **$67.50**

S ▶ "PETITE NOIRE" describes this Paris-inspired YELLOW 10K rolled Gold plate timepiece! Jet black dial features raised gilt numerals, black enamel insets in Gold filled expansion band, stainless backing. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
C252L2538 . . . . . **$55 00**

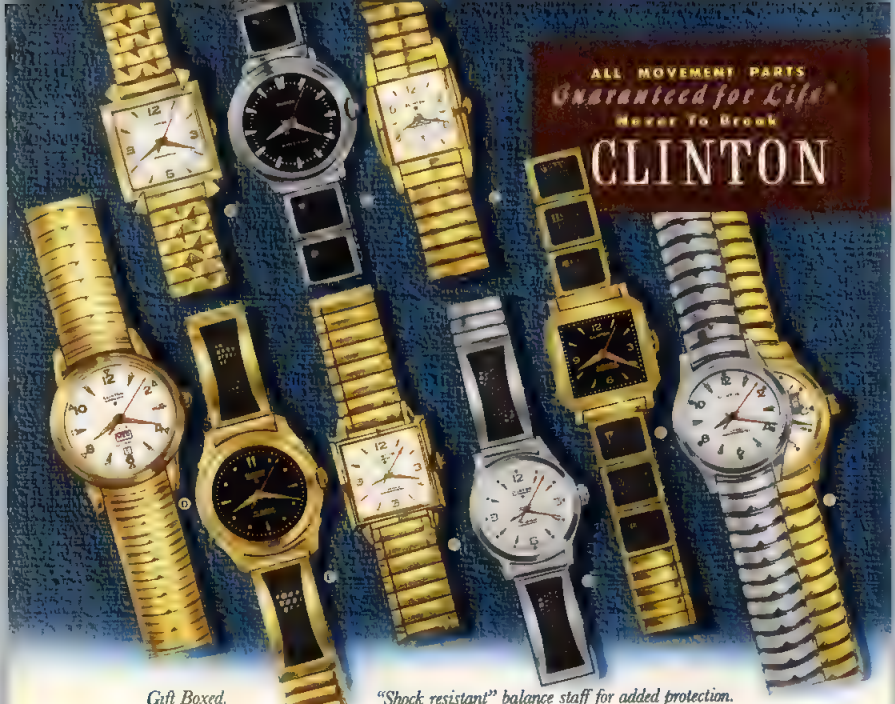
**Guaranteed Waterproof as long as case, crown and crystal are intact

Mainspring Guaranteed Never to Break.

T ▶ TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in WHITE 10K rolled Gold plate. Notice the harmonizing Gold-filled diamond-cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
C254L2739 . . . . . **$67 50**

V ▶ "LA PARISIENNE" has all the sophistication of Paris. Styled in 14K YELLOW SOLID GOLD, this case is distinguished by the simplicity of its design, dome crystal, combination dial and chic Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C256L2891 . . . . . **$67.50**

As above, with YELLOW 10K Rolled Gold plate top, stainless-back case.
C257L2396 . . . . . **$49 50**


ALL MOVEMENT PARTS
Guaranteed for Life*
Never To Break
CLINTON

Gift Boxed. *"Shock resistant" balance staff for added protection.*

A ▶ EAGERLY AWAITED and lastingly remembered is this new 14 K YELLOW SOLID GOLD milestone in fine watchmaking! Design of Gold-filled expansion band ingeniously matches smart square-shaped case. Precision features include sweep second hand, modern combination dial and rock crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C260L5145 ..... **$115.00**

Same as above, with Gold-filled case
C261L3293 ..... **$75.00**

B ▶ "BLACKSTONE" is a WATER-RESISTANT watch which features a jet black dial and black leather-accented steel expansion band. This advance-designed handsome chrome top timepiece also has a vital sweep second hand, superb sculptured markers and sturdy stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C262L2401 **$55.00**

C ▶ "CENTURY" is a smart, contemporary timepiece for the man of the hour! Rectangular case of 10 K YELLOW rolled Gold plate with unique masculine design has just what he wants: stainless back, large legible dial, heavy crystal and harmonizing Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C264L2249 **$49.50**

D ▶ DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATERPROOF!** YELLOW Gold-electroplated case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band. This timepiece is being acclaimed throughout the nation! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C266L3910 ..... **$92.00**

E ▶ "BLACK MAGIC" describes this AUTOMATIC SELF-WINDING WATER-RESISTANT watch. Perfect "added touches" which he is sure to appreciate include black dial with raised Gold markers and sweep second hand. YELLOW Gold-electroplated case has a stainless-back for added wearability. Black leather highlights Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C268L3425 ..... **$79.50**

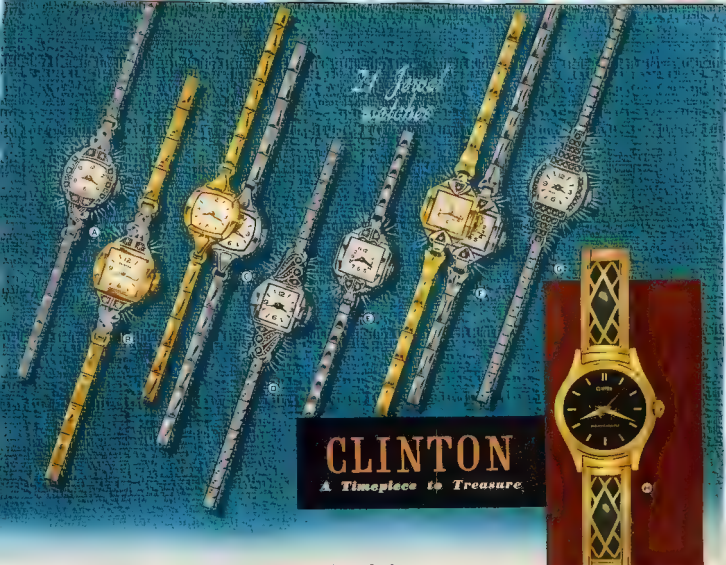
F ▶ PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF-WINDING YELLOW 10 K rolled Gold plate timepiece. Distinguished square-shaped watch is characterized by rock crystal, precision sweep second hand, elevated combination dial, stainless back, Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.
C270L3425 **$85.00**

G ▶ "MARCO POLO" is an adventurous AUTOMATIC, WATER-RESISTANT watch styled in an all-stainless steel case. Fashion is being captured with its black leather inset steel expansion band, rounded crystal and radium appointed dial. Sweep second hand is added feature! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C272L2891 ..... **$67.50**

H ▶ "BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a YELLOW 10 K rolled Gold plate case! Black elegance prevails in raised dial and in gleaming leather insets of the Gold-filled expansion band. Dome-shaped crystal, stainless-steel back and sweep second hand are precision made. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
[illegible] **$85.00**

J ▶ "SEA KING" is rugged enough for lifeguard's vigorous use! WATERPROOF** watch is designed with an all-stainless steel case. Dial features sweep hand and radium markers-and-hands under unbreakable curved crystal. Matching all-stainless steel band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C276L2249 ..... **$55.00**

With YELLOW Gold-electroplated case, stainless-back, Gold-filled expansion band.
C277L2426 ..... **$55.00**



ALL MOVEMENT PARTS *Guaranteed for Life** **Never To Break**

By Clinton Watch Company

A ▶ TEN BRILLIANT DIAMONDS radiantly set in an inimitable WHITE 10 K rolled Gold plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24004-5856 ..... **$140.00**

B ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Stainless-back case is fashioned with a dome crystal. Gold-filled expansion bracelet. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24012-3910 ..... **$85.00**

C ▶ "CARLOTTA" in gleaming richness of precious 14 K SOLID GOLD distinguishes this very elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. This is truly an heirloom timepiece that maintains graciousness and beauty as the years pass on. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24020-3156 (YELLOW SOLID GOLD) **$75.00**
36-24038-3156 (WHITE SOLID GOLD) **$75.00**

D ▶ SIX SELECT DIAMONDS, matched and blended, in a subtly exotic WHITE 14 K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is also incorporated in lovely harmonizing Gold-filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24046-5856 ..... **$140.00**

E ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. Shapely dome crystal arches over fashionable clear dial. Gold-filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24053-4851 ..... **$110.00**

F ▶ SOLID GOLD AND DIAMONDS will surely capture her fancy—and all those who see this rare creation!! TWO RADIANT DIAMONDS are imaginatively set in a picturesque 14 K SOLID GOLD case that features a raised-figure white dial, dome portrait crystal and matching subtle Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
36-24061-4390 (YELLOW SOLID GOLD) **$100.00**
36-24079-4390 (WHITE SOLID GOLD) **$100.00**

G ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with glittering diamonds. This highly regal display of fine watchmaking would be proudly owned by Europe's Royal Families. Graceful diamond-cut Gold-filled expansion bracelet is majestic! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-24087-14700 ..... **$350.00**

H ▶ "BLACK TREASURE" is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW Gold-electroplated case, stainless-back and sweep second hand are a perfect match for the distinctive expansion band. Insets of gleaming black patent leather overlaid in Gold highlight the band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
36-26009-2935 ..... **$71.50**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ¾ actual size

FASHION FAVORITES BY COURTLY JEWELS . . . .

Distinctive Originals Master-Crafted in Gold-and-Rhodium-Plate by Courtly Jewels, the Name Famous For Fashion. Finest Imported Rhinestones and Simulated Pearls Perfectly Set for Wearability and Durability. Guaranteed for Qualityl Magnificently Packaged for Gift-Giving

A "LEAFLET" . . The fruits of a creative designing talent . . a magnificent necklace and earring ensemble to suit the most discerning woman! Leaf lovely rhinestone necklace with brilliant interwoven baguettes
Matching double-leaf earrings
No. 48J217-1176T
Retail . . . . . **$23.95** Set

B "MAJESTIC" . . A regal necklace supreme . distinctive styled in original scroll effect for the fashion-conscious woman
Matching rhinestone drop earrings
No. 48J216-808T
Retail . . . . . **$16.50** Set

C "PARISSIENNE" . . A touch-of-Paris went into the fashioning of this luxurious rhinestone necklace
Matching loop earrings
No. 48J215-661T
Retail . . . . . **$13.50** Set

D "MODERNE" . . Distinctively smart modern lines mark this classic of good design. Superlative enhanced for today's woman with brilliant rhinestones on golden ground
Matching earrings
No. 48J219-735T
Retail . . . . . **$14.95** Set

E "FINESSE" . . . The white luster of simulated pearls and the brilliant magic of rhinestones combine to enhance a golden neck-ace charmer
Matching drop earrings
No. 48J218-711T
Retail . . . . . **$14.50** Set

F "GALA" . . Glamorous garland necklace with brilliant rhinestones
Matching crown earrings
No. 48J214-515T
Retail . . . . . **$10.50** Set

G "SIGNET" . . A jeweler's masterpiece . signed with a flourish of brilliant rhinestones and tapering baguettes
Matching button earrings
No. 48J213-441T
Retail . . . . . **$8.95** Set

H "SORCERESS" . . Magnificent golden link bracelet with rhinestones to add, if desired, to sets "MODERNE" or "FINESSE" for extra excitement
No. 28J309-490T
Retail . . . . . **$9.95** Each

J "CONTEMPORARY" . . Fashion favorite the circle pin especially when it is a shower of rhinestones on a golden setting
No. 36J274-343T
Retail . . . . . **$6.95** Each

K "REALISM" . . A golden spray pin in a smart new setting a blaze with a shower of rhinestones
No. 36J273-343T
Retail . . . . . **$6.95** Each

L "ABSTRACT" . . Modern design incorporates a heart pin into something distinctive . . enhances it with lustrous pearls and brilliant rhinestones
No. 36J272-245T
Retail . . . . . **$4.95** Each

DELUXE RHINESTONE JEWELRY FASHIONS BY *Courtly Jewels*

Extraordinary Values in Finest Imported Diamond - Faceted Rhinestones for Maximum Brilliance! All Stones Hand-Set! Non-Tarnishable Rhodium-Plated . . . Lifetime Guaranteed for Wear and Luster. Handsomely-Gift Boxed

A Fancy Floral Spray Necklace of finest navette and baguette stones. Distinctive chain treatment dainty rhinestones encircle baguettes! Matching floral drop earrings
No. 48J212-1225T
Retail ..... **$24.95** Set

B Elegantly enriching necklace of brilliant baguette and round stones. Matching button earrings
No. 48J211-1103T
Retail ..... **$22.50** Set

C Heirloom necklace elaborately fashioned of octagon, square-cut and round stones to treasure forever. Matching pendant earrings
No. 48J210-931T
Retail ... . **$18.95** Set

D A dramatic array of rhinestones accent square-cut drop. Matching earrings
No. 48J205-392T
Retail ..... **$7.95** Set

E Graceful garland necklace of navette and round stones. Matching pendant earrings. Available in ice blue with crystal (as shown) or all crystal
No. 48J208-709T
Retail ..... **$14.25** Set
Same as above, in all crystal
No. 48J221-709T
Retail ..... **$12.95** Set

F "Sincerely yours" sweetheart necklace sparkling with octagon, navette and round stones. Matching drop earrings
No. 48J207-637T
Retail ..... **$12.95** Set

G A glorious garland of flashing rhinestones. Matching pendulum earrings
No. 48J206-490T
Retail .... **$9.95** Set

H Artfully draped rhinestones spark navette center stone. Matching lobe shaped earrings. Available in ice blue (as shown) or crystal
No. 48J204-343T
Retail ... **$6.95** Set
Same as above, in crystal
No. 48J220-343T

J Flashing pear-shaped stones sparkled with circles of rhinestones. Matching drop earrings
No. 48J209-833T
Retail ..... . **$16.95** Set

K Sparkling beauty of graduated round stones ending in center drop. Matching earrings
No. 48J203-294T
Retail **$5.95** Set

Lustrous Oyster-Grown Cultured Pearls . . . Carefully Matched for Quality . . Carressingly Hand-Set in Precious 12K Gold-Filled of Guaranteed, Everlasting Finish . Attractively Gift Packaged to Treasure Forever!

A **"MINUET"** . . Duet of gold-filled rings and lustrous, oyster-grown cultured pearls in Tiffany setting
No. 11J325-955T
Retail **$19.50** Each

B Matching loop earrings with cultured pearls
No. 37J209-392T
Retail . . . . . **$7.95** Each

C **"BASKET OF PEARLS"** . . Cultured pearls in beautiful basket effect with engraved circle disc
No. 11J319-441T
Retail . . . . . **$8.95** Each

D Matching "basket of pearls" bracelet
No. 28J310-465T
Retail . . . . . **$9.50** Each

E **"HEART OF GOLD"** . . Pendant of gold-filled fans and cultured pearls in Tiffany setting
No. 11J320-441T
Retail . . . **$8.95** Each

F Matching sweetheart bracelet with cultured pearls
No. 28J311-465T
Retail . . . . . **$9.50** Each

G **"ROSETTE"** . . Garland of cultured pearls on 12K gold-filled rosettes and leaves
No. 11J324-808T
Retail . . **$16.50** Each

H Matching floral earrings
No. 37J208-331T
Retail . . . . **$6.75** Each

I **"FANFARE"** . . Cultured pearls in Tiffany setting on engraved gold-filled fans.
No. 11J323-711T
Retail . . . **$14.50** Each

K Matching "Fanfare" earrings
No. 37J207-331T
Retail . . . **$6.75** Each

L **"GAYTIME"** . . Precision gold-filled leaf necklace with creamy toned cultured pearls in Tiffany setting
No. 11J322-686T
Retail . . **$13.95** Each

M Matching leaf earrings with cultured pearls
No. 37J206-319T
Retail . . . . **$6.50** Each

N **"TROPICANA"** . . . Gold-filled tropical leaf necklace engraved fans and cultured pearls in Tiffany setting
No. 11J321-563T
Retail **$11.50** Each

P Matching fan earrings with cultured pearls
No. 37J205-294T
Retail . . . . . **$5.95** Each

R **"GOLDEN CIRCLE"** . . Gold-filled circle-of-charm pin with cultured pearls in Tiffany setting
No. 36J275-441T
Retail . . . . . **$8.95** Each

S **"FOREVER DEAR"** . . A heart-shaped pin in precious 12K gold-filled and cultured pearls
No. 36J276-563T
Retail . . **$11.50** Each

HEIRLOOM STERLING SILVER FASHIONS

BY

Courtly Jewels

For the Depth of Diamonds, the True Stamp of Quality . . . Courtly Jewels Unmatchable Precious Sterling Silver Coupled with the Brilliance of Rhinestones. A Pleasure to Give, a Treasure to Receive! Guaranteed for Quality and Dependability! Beautifully Packaged for Gift Presentation

A Exquisitely fashioned necklace of baguette and round stones
No. 11J310-1065T
Retail . . . . . **$21.75** Each

B Matching drop earrings
No. 37J217-405T
Retail . . . . . **$8.25** Each

C Luxurious necklace of a baguette square-cut and round stones
No. 11J316-882T
Retail . . . . . **$17.95** Each

D Matching looped earrings
No. 37J215-441T
Retail . . . . . **$8.95** Each

E Lustrous petal neck ace with rhinestones and sterling silver leaves
No. 11J317-921T
Retail . . . . . **$18.95** Each

F Matching floral earrings
No. 37J216-367T
Retail . . . . . **$7.50** Each

G Butterfly necklace with baguette and round stones and sterling silver leaves
No. 11J315-846T
Retail . . . . . **$17.25** Each

H Matching earrings
No. 37J214-405T
Retail **$8.25** Each

J Neck ace with baguette and navette stones and sterling silver leaves
No. 11J314-846T
Retail **$17.25** Each

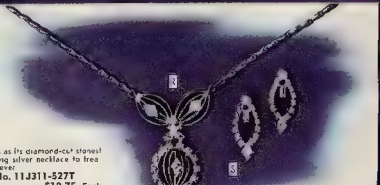
K Matching drop-leaf earrings
No. 37J213-294T
Retail . . . . . **$5.95** Each

L Sterling silver engraved leaves, baguette navette and round stones
No. 11J313-808T
Retail . . **$16.50** Each

M Matching pear shaped drop earrings
No. 37J212-405T
Retail **$8.25** Each

N Sterling silver engraved leaves and baguette and pear shaped stones
No. 11J312-735T
Retail . . . . . **$14.95** Each

P Matching earrings
No. 37J211-392T
Retail . . . . . **$7.95** Each



R Precious as its diamond-cut stones! A sterling silver necklace to treasure forever
No. 11J311-527T
Retail . . . . . **$10.75** Each

S Matching loop earrings
No. 37J210-258T
Retail . . . . . **$5.25** Each

Prices do not include Federal Excise Tax

DELUXE RHINESTONE JEWELRY FASHIONS

BY

Courtly Jewels

Extraordinary Values in Finest Imported Diamond Faceted Rhinestones for Maximum Brilliancel All Stones Hand Set Non-Tarnishable Rhodium Plated . . Lifetime Guaranteed for Wear and Luster, Handsomely Gift Boxed

A Fancy Floral Spray necklace of finest navette and baguette stones Distinctive chain treatment dainty rhinestones encircle baguettes! Matching floral drop earrings

No 24189K1225

Retail **$24.95** Set

B Elegantly entwining necklace of brilliant baguette and round stones Matching button earrings

No. 24188K1103

Retail **$22.50** Set

C Heirloom necklace elaborately fashioned of octagon square cut and round stones to treasure forever Matching pendant earrings

No. 24187K931

Retail **$18.95** Set

D A dramatic array of rhinestones accent square cut drop Matching earrings

No. 24181K392

Retail **$7.95** Set

E Gracefully garland necklace of navette and round stones Matching pendant earrings Available in ice blue with crystal (as shown) or all crystal

No. 24185K709

Retail . . . . **$14.25** Set

Same as above, in all crystal

No. 24184K709

F Sincerely yours sweetheart necklace a glow with octagon navette and round stones Matching drop earrings

No. 24183K637

Retail **$12.95** Set

G Alternating oval and flashing rhinestones! Matching pendulum earrings

No. 24182K490

Retail . . . . . **$9.95** Set

H Artfully draped rhinestones spark navette-center stone Matching lobe shaped earrings Available in ice blue (as shown) or crystal

No. 24180K343

Retail **$6.95** Set

Same as above in crystal

No. 24179K343

J Flashing pear shaped stones sparked with circles of rhinestones Matching drop earrings

No. 24186K833

Retail **$16.95** Set

K Sparkling beauty of graduated round stones ending in center drop Matching earrings

No. 24178K2294

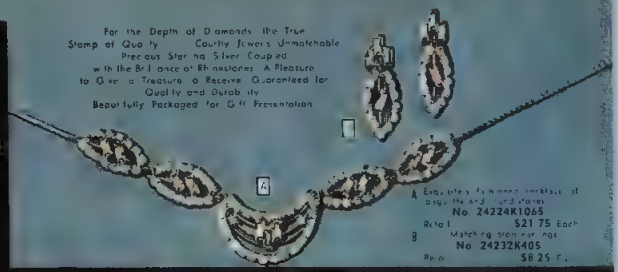
Retail **$5.95** Set

HEIRLOOM STERLING SILVER FASHIONS

BY

Courtly Jewels

For the Depth of Diamonds the True Stamp of Quality Courtly Jewels Unmatchable Precious Sterling Silver Coupled with the Brilliance of Rhinestones A Pleasure to Give a Treasure to Receive Guaranteed for Quality and Durability Beautifully Packaged for Gift Presentation



A Exquisite fashions necklace of baguette and round stones
No. 24224K1065
Retail $21.75 Each

B Matching screw on rings
No. 24232K405
Retail $8.25 Each

C Luxurious necklace of a baguette square cut and round stones
No. 24222K882
Retail $17.95 Each

D Matching looped earrings
No. 24230K441
Retail $8.95 Each

E Lustrous pearl necklace with rhinestones and sterling silver leaves
No. 24223K931
Retail $18.95 Each

F Matching floral earrings
No. 24231K367
Retail $7.50 Each

G Butterfly necklace with baguette and round stones and sterling silver leaves
No. 24221K846
Retail $17.25 Each

H Matching earrings
No. 24229K405
Retail $8.25 Each

J Necklace with baguette and navette stones and sterling silver leaves
No. 24220K846
Retail $17.25 Each

K Matching drop leaf earrings
No. 24228K294
Retail $5.95 Each

L Sterling silver engraved leaves baguette navette and round stones
No. 24219K808
Retail $16.50 Each

M Matching pear shaped drop earrings
No 24227K405
Retail $8.25 Each

N Sterling silver engraved leaves and baguette and pear shaped stones
No. 24218K735
Retail $14.95 Each

P Matching earrings
No. 24226K392
Retail $7.95 Each

R Precious simulated diamond cut stone A sterling silver necklace to treasure forever
No. 24217K527
Retail $10.75 Each

S Matching loop earrings
No. 24225K258
Retail $5.25 Each

Prices do not include Federal Excise Tax

FASHION FAVORITES BY COURTLY JEWELS . . . .

Distinctive Originals Master-Crafted in Gold-and-Rhodium-Plate by Courtly Jewels, the Name Famous For Fashion Finest imported Rhinestones and Simulated Pearls Perfectly Set for Wearability and Durability Guaranteed for Quality! Magnificently Packaged for Gift Giving

A **"LEAFLET"** The fruits of a creative designing talent . . . a magnificent necklace and earring ensemble to suit the most discerning woman! Lavish rhinestone necklace with brilliant interwoven baguettes.
Matching double leaf earrings
No. 24194K1176
Retail **$23.95** Set

B **"MAJESTIC"** A regal necklace supreme . . . distinctively styled in original scroll effect for the fashion conscious woman
Matching rhinestone drop earrings
No. 24193K808
Retail **$16.50** Set

C **"PARISSIENE"** A touch of Paris went into the fashioning of this luxurious rhinestone necklace
Matching loop earrings
No. 24192K661
Retail **$13.50** Set

D **"MODERNE"** Distinctively smart modern lines mark this classic of good design. Superlative enhancement for today's woman with brilliant rhinestones on golden ground
Matching earrings
No. 24196K735
Retail . . . . . **$14.95** Set

E **"FINESSE"** The white luster of simulated pearls and the brilliant magic of rhinestones combine to enhance a golden neck ace charmer
Matching drop earrings
No 24195K711
Retail . . . . . **$14.50** Set

F **"GALA"** . . Glamorous garland necklace with brilliant rhinestones
Matching crown earrings
No. 24191K515
Retail **$10.50** Set

G **"SIGNET"** . . A jeweler's masterpiece signed with a flourish of brilliant rhinestones and tapering baguettes
Matching button earrings
No. 24190K441
Retail . . . . . **$8.95** Set

H **"SORCERESS"** . . Magnificent golden link bracelet with rhinestones to add if desired to sets MODERNE or FINESSE for extra excitement
No. 24197K490
Retail . . . . . **$9.95** Each

J **"CONTEMPORARY"** Fashion favors the circle pin especially when it is a shower of rhinestones on a golden setting
No. 24200K343
Retail . . . . . **$6.95** Each

K **"REALISM"** A golden spray pin, one smart new setting a blaze with a shower of rhinestones
No. 24199K343
Retail . . . . . **$6.95** Each

L **"ABSTRACT"** Modern design incorporates a heart pin into something distinctive enhances it with lustrous pearls and brilliant rhinestones
No. 24198K245
Retail . . . . . **$4.95** Each

Lustrous Oyster Grown Cultured Pearls Carefully Matched for Quality Everlasting Finish Attractively Gift Packaged to Treasure Forever! Caressingly Hand Set in Precious 12 K Gold-Filled of Guaranteed.

A **"MINUET"** . . Duet of gold-filled rings and lustrous, oyster-grown cultured pearls in Tiffany setting
No. 24207K955
Retail **$19.50** Each

B Matching loop earrings with cultured pearls
No. 24214K392
Retail **$7.95** Each

C **"BASKET OF PEARLS"** . . Cultured pearls in beautiful basket effect with engraved circle disc
No. 24201K441
Retail **$8.95** Each

D Matching "basket of pearls" bracelet
No. 24208K465
Retail . . . . . **$9.50** Each

E **"HEART OF GOLD"** Pendant of gold-filled fans and cultured pearls in Tiffany setting
No. 24202K441
Retail **$8.95** Each

F Matching sweetheart bracelet with cultured pearls
No. 24209K465
Retail **$9.50** Each

G **"ROSETTE"** . . Gar and of cultured pearls on 12K gold-filled rosettes and leaves
No. 24206K808
Retail **$16.50** Each

H Matching floral earrings
No. 24213K331
Retail . . . . . **$6.75** Each

J **"FANFARE"** . . Cultured pearls in Tiffany setting on engraved gold filled fans
No. 24205K711
Retail . . . . . **$14.50** Each

K Matching "Fanfare" earrings
No. 24212K331
Retail . . . . . **$6.75** Each

L **"GAYTIME"** . . Precision gold-filled leaf necklace with creamy-toned cultured pearls in Tiffany setting
No. 24204K686
Retail . . . . . **$13.95** Each

M Matching leaf earrings with cultured pearls
No. 24211K319
Retail . . . . . **$6.50** Each

N **"TROPICANA"** . . Gold filled tropical leaf necklace engraved fans and cultured pearls in Tiffany setting
No. 24203K563
Retail **$11.50** Each

P Matching fan earrings with cultured pearls
No. 24210K294
Retail **$5.95** Each

R **"GOLDEN CIRCLE"** . . Gold-filled circle-of-charm pin with cultured pearls in Tiffany setting
No. 24215K441
Retail **$8.95** Each

S **"FOREVER DEAR"** . . A heart shaped pin in precious 12K gold filled and cultured pearls
No. 24216K563
Retail **$11.50** Each

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

DIANA – A lovely ensemble fashioned of sparkling Marquise and Octagonals plus machine cut Austrian Chatons. Regal Velvet covered Jewelry Case with golden legs

0289AW900T ... Retail 2 pc Set $17.95
0289/12AW810T (12 or more)

FLEURETTE—Genuine Cultured Pearls in pronged Tiffany type settings are accented with the delicate filigree of the gold colored metal and imported Austrian Rhinestones, (Crystal only). Removable Necklace pendant can be worn as a Brooch Pin. Velvet crown shaped gift case

0290AW1200T ..... Retail 3 pc Set $23.95
0290/12AW1080T (12 or more)

GENUINE RHODIUM FINISH

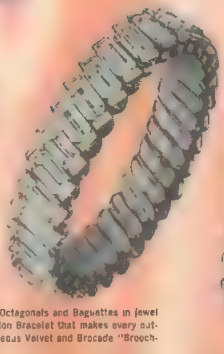
DiLido

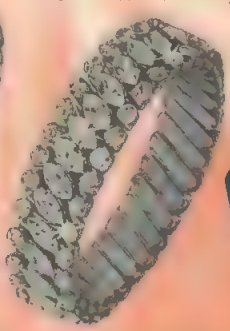
RHINESTONE JEWELRY

Conceived with the originality and craftsmanship found only in jewelry bearing the DiLido name. Exquisitely designed Paris inspired originals with the priceless look of mock diamonds. A truly proud and treasured gift.

ELIZABETH – Great Mock Diamonds gem-set in Tiffany type pronged settings contrasted against large Chatons. Velvet and Brocade gift Case

0291AW750T ..... Retail 3 pc Set $14.95
0291/12AW675T (12 or more)





GENEVIEVE – Sparkling Octagonals and Baguettes in jewel type settings in an Expansion Bracelet that makes every outfit something special. Gorgeous Velvet and Brocade "Brooch-Box" Gift package

0292AW675T ..... Retail Price $13.50
0292/12AW607T (12 or more)

GABRIELLE – Exquisite gem-set Marquise and Chatons add glamour to this outstanding Expansion Bracelet. Lovely Velvet and Brocade "Brooch Box" package.

0293AW450T ..... Retail Price $8.95
0293/12AW405T (12 or more)

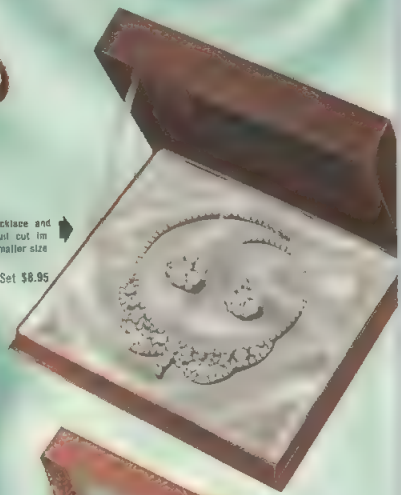
Di Lido

RHINESTONE JEWELRY

Fashioned of fiery Rhinestones in gem-set Rhodium plated mountings. For the young in heart . . . to give or to receive . . . a lavish and lasting gift. Created by DiLido, the name that is your assurance of the finest.

LAURETTE – Extra large Brooch Pin features Oval and Round full cut jewels. Brocade and Velvet gift box

0298AW375T . . . . . Retail Price $7.50
0298/12AW337T (12 or more)

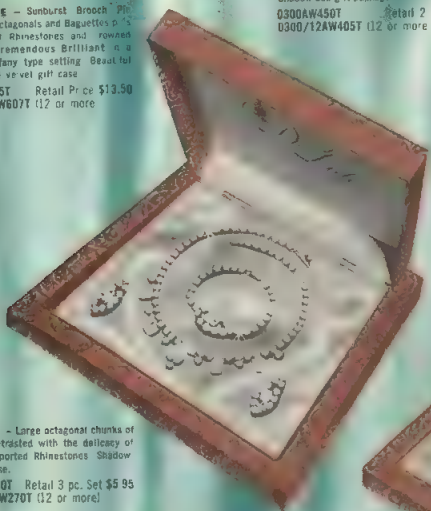


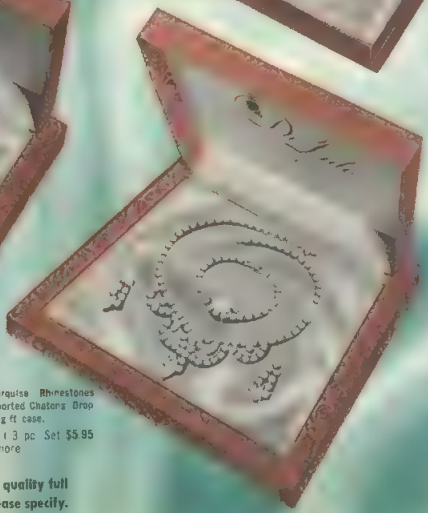
NICOLETTE – Peter Pan collar Necklace and Button Earring ensemble features full cut imported Rhinestones in the large and smaller size Shadow box gift package

0300AW450T Retail 2 pc Set $8.95
0300/12AW405T (12 or more

MADELEINE – Sunburst Brooch Pin with large Octagonals and Baguettes plus machine cut Rhinestones and crowned with one tremendous Brilliant in a pronged Tiffany type setting. Beautiful Brocade and velvet gift case

0299AW675T Retail Price $13.50
0299/12AW607T (12 or more





OLYMPIA – Large octagonal chunks of sparkle contrasted with the delicacy of full cut imported Rhinestones. Shadow box gift case.

0301AW300T Retail 3 pc. Set $5.95
0301/12AW270T (12 or more)

PATRICIA Stunning Marquise Rhinestones contrasted with delicate Imported Chatons. Drop Earrings. Lovely Shadow-box gift case.

0302AW300T Retail 3 pc Set $5.95
0302/12AW270T 12 or more

All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones. • Available in clear Crystal or Ice Blue. Please specify.

IANTHE – Irridescent Pearls contrasted with brilliant gem-set machine cut Rhinestones. Shadow-box two tone gift package

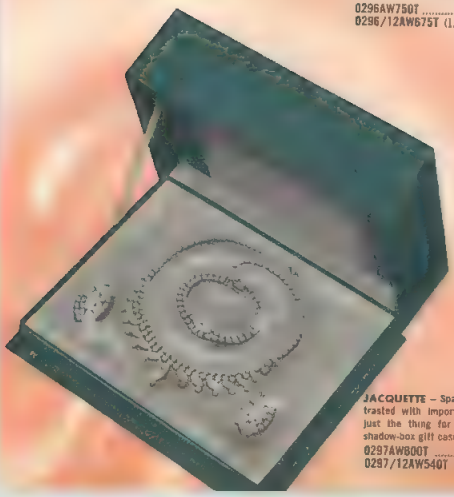
0294AW600T. . ....Retail 2 pc Set $11.95
0294/12AW540T (12 or more)

HELEN Shimmering Bib Necklace, Double strand Bracelet and glittering delicate Drop Earrings Large Square Cut Gems are accented by imported Chatons. Lovely shadow-box two tone gift package

0295AW450T . .. . Retail 3 pc. Set $8.95
0295/12AW405T (12 or more)

KATHERINE—Genuine Cultured Pearls are set in delicate golden colored petals and enhanced by the brilliant Rhinestones (Crystal only). Removable Necklace pendant may be worn as a Brooch Pin Velvet covered heart shaped gift case

0296AW750T .... .Retail 2 pc Set $14.95
0296/12AW675T (12 or more)



All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones.

Available in clear Crystal or Ice Blue. Please specify.

JACQUETTE – Sparkling Marquise in two sizes contrasted with imported Chatons. Collar Necklace is just the thing for the new neckline. In beautiful shadow-box gift case

0297AW800T .....Retail 3 pc. Set $11.95
0297/12AW540T (12 or more)

Di Lido

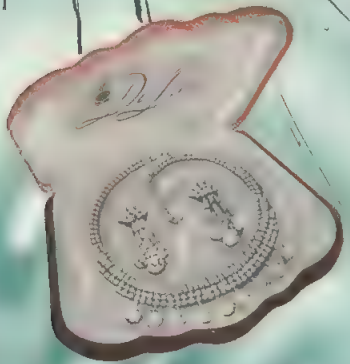
JEWELRY

. . . the name that is your assurance of the finest.

Paris inspired originals, crafted with delicacy and brilliance. Great chunks of sparkle, glowing with heady fire. The finest Austrian Rhinestones individually gem-set in Rhodium Plated mountings to be the light of your night life and to dazzle your best beau.

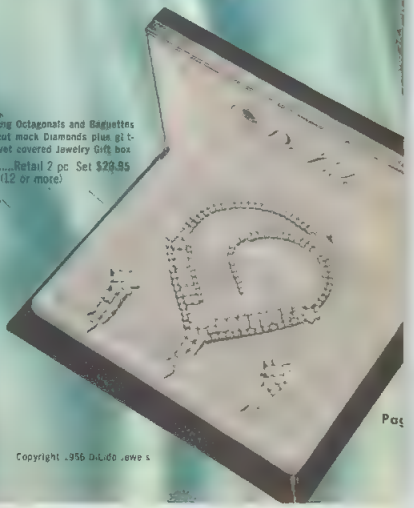
ALEXANDRIA Dazzling Octagonals and Baguettes enhanced with Imported Chatons. Extra wide Bracelet. Lovely Velvet covered Boudoir Box with crafted Golden color legs.

D286AW18UDT . . . . . Retail 3 pc. Set $35.95
D286/12AW1620T (12 or more)



COLETTE — Sparkling Octagonals and Baguettes with large Square cut mock Diamonds plus glittering Chatons. Velvet covered Jewelry Gift box.

D287AW1200T. . . . . Retail 2 pc. Set $29.95
D287/12AW1080T (12 or more)



BERNADETTE Shimmering Baguettes contrasted with imported Austrian machine cut spheres. Beautiful Velvet and Brocade Gift Box.

D288AW1500T Retail 2 pc. Set $29.95
D288/12AW1350T (12 or more)

All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones. • Available in clear Crystal or Ice Blue. Please specify.

Copyright 1956 DiLido Jewelers

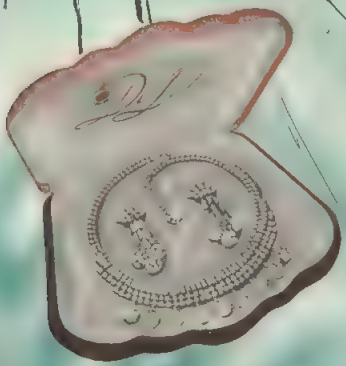
Di Lido

. . . the name that is your assurance of the finest.

Paris inspired originals, crafted with delicacy and brilliance Great chunks of sparkle, glowing with heady fire. The finest Austrian Rhinestones individually gem-set in Rhodium Plated mountings to be the light of your night life and to dazzle your best beau.

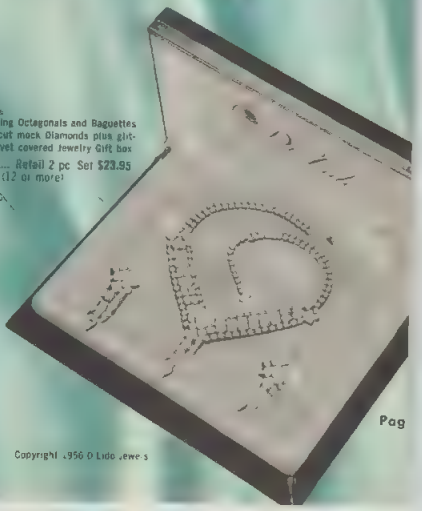
ALEXANDRIA – Dazzling Octagonals and Baguettes enhanced with imported Chatons. Extra wide Bracelet. Lovely Velvet covered Boudoir Box with crafted Golden color legs

0286AW1800T. Retail 3 pc Set $35.95
0286/12AW1620T (12 or more)



COLETTE – Sparkling Octagonals and Baguettes with large Square cut mock Diamonds plus glittering Chatons. Velvet covered Jewelry Gift box

0287AW1200T ..... Retail 2 pc Set $23.95
0287/12AW1080T (12 or more)



BERNADETTE Shimmering Baguettes contrasted with imported Austrian machine cut spheres. Beautiful Velvet and Brocade Gift Box

0288AW1500T . . . Retail 2 pc. Set $29.95
0288/12AW1350T (12 or more)

All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones. • Available in clear Crystal or Ice Blue. Please specify.

Copyright 1956 D Lido Jewelers

DIANA A lovely ensemble fashioned of sparkling Marquise and Octagonals plus machine cut Austrian Chatons Regal Velvet covered Jewelry Case with golden legs

0289AW900T Retail 2 pc. Set $17.95
0289/12AW810T (12 or more)

FLEURETTE—Genuine Cultured Pearls - In pronged Tiffany type settings are accented with the delicate filigree of the gold colored metal and imported Austrian Rhinestones. (Crystal only) Removable Necklace pendant can be worn as a Brooch Pin Velvet crown shaped gift case

0290AW1200T ... Retail 3 pc. Set $23.95
0290/12AW1080T (12 or more)

GENUINE RHODIUM FINISH

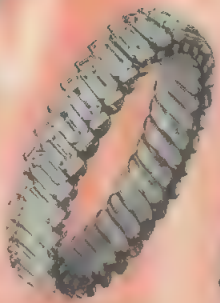
DiLido

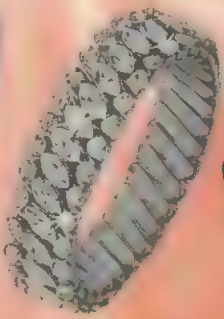
RHINESTONE JEWELRY

Conceived with the originality and craftsmanship found only in jewelry bearing the DiLido name. Exquisitely designed Paris inspired originals with the priceless look of mock diamonds. A truly proud and treasured gift.

ELIZABETH Great Mock Diamonds gem set in Tiffany type pronged settings contrasted against large Chatons Velvet and Brocade gift Case

0291AW750T Retail 3 pc. Set $14.95
0291/12AW675T (12 or more)





GENEVIEVE Sparkling Octagonals and Baguettes in Jewel type settings in an Expansion Bracelet that makes every outfit something special. Gorgeous Velvet and Brocade Brooch-Box Gift package

0292AW675T Retail Price $13.50
0292/12AW607T (12 or more)

GABRIELLE Exquisite gem set Marquise and Chatons add glamour to this outstanding Expansion Bracelet Lovely velvet and Brocade Brooch Box package

0293AW450T Retail Price $8.95
0293/12AW405T (12 or more)

IANTHE Iridescent Pearls contrasted with brilliant gem-set machine cut Rhinestones. Shadow-box two tone gift package

0294AW600T Retail 2 pc. Set $11.95
0294/12AW540T (12 or more)

HELEN Shimmering Bib Necklace, Double strand Bracelet and glittering delicate Drop Earrings. Large Square Cut Gems are accented by imported Chatons. Lovely shadow-box two tone gift package

0295AW450T ... .Retail 3 pc. Set $8.95
0295/12AW405T (12 or more)

KATHERINE—Genuine Cultured Pearls are set in delicate golden colored petals and enhanced by the brilliant Rhinestones, (Crystal only). Removable Necklace pendant may be worn as a Brooch Pin. Velvet covered heart shaped gift case

0296AW750T.....Retail 2 pc. Set $14.95
0296/12AW675T (12 or more)

All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones.

Available in clear Crystal or Ice Blue. Please specify.

JACQUETTE – Sparkling Marquise in two sizes contrasted with imported Chatons. Collar Necklace is just the thing for the new neckline. In beautiful shadow-box gift case

0297AW600T ....Retail 3 pc. Set $11.95
0297/12AW540T (12 or more)

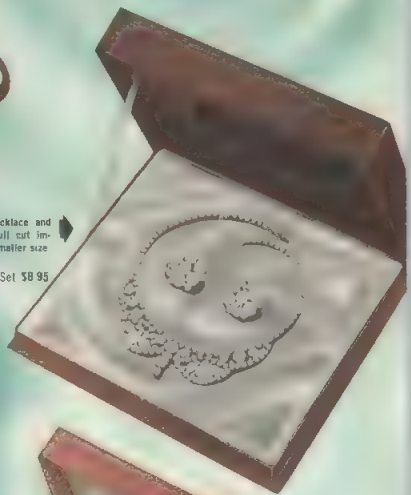
DiLido

RHINESTONE JEWELRY

Fashioned of fiery Rhinestones in gem-set Rhodium plated mountings. For the young in heart . . . to give or to receive . . . a lavish and lasting gift. Created by DiLido, the name that is your assurance of the finest.

LAURETTE Extra large Brooch Pin features Oval and Round full cut jewels. Brocade and Velvet gift box

0298AW375T . . . . . Retail Price $7.50
0298/12AW337T (12 or more)

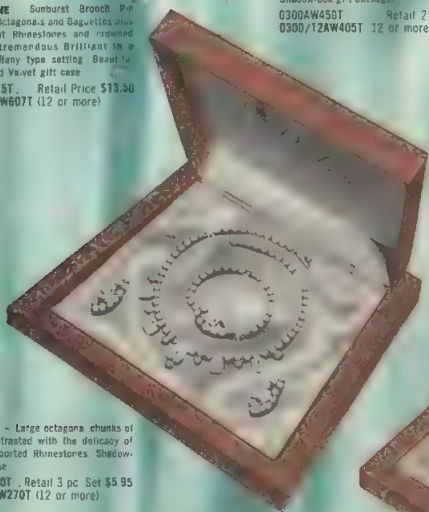


NICOLETTE Peter Pan collar Necklace and Button Earring ensemble features full cut imported Rhinestones in the large and smaller size Shadow-box gift package.

0300AW450T Retail 2 pc. Set $8.95
0300/12AW405T (12 or more)

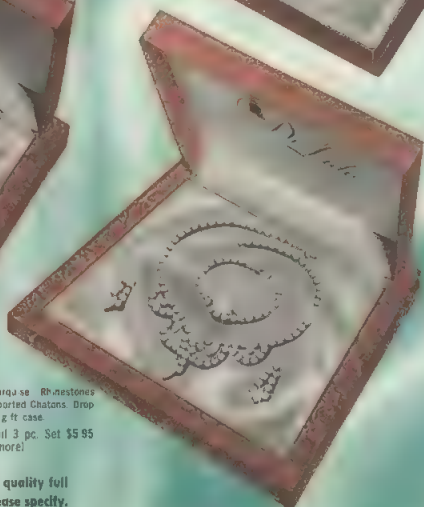
MADELEINE Sunburst Brooch Pin with large Octagonals and Baguettes plus machine cut Rhinestones and crowned with one tremendous Brilliant in a pronged Tiffany type setting. Beautiful Brocade and Velvet gift case

0299AW675T . Retail Price $13.50
0299/12AW607T (12 or more)



OLYMPIA – Large octagonal chunks of sparkle contrasted with the delicacy of full cut imported Rhinestones. Shadow-box gift case

0301AW300T . Retail 3 pc. Set $5.95
0301/12AW270T (12 or more)



PATRICIA – Stunning Marquise Rhinestones contrasted with delicate imported Chatons. Drop Earrings. Lovely Shadow-box gift case.

0302AW300T Retail 3 pc. Set $5.95
0302 12AW270T (12 or more)

All DiLido Jewelry is Rhodium finished and hand set with the finest quality full cut imported Rhinestones. • Available in clear Crystal or Ice Blue. Please specify.

this grandmother won the

Grand Prize $2,500.00 Cash

in the $15,000.00 "Lingerie Lou" 1956

Dress-A-Doll Contest

HOW MANY DOLLS DID YOU SELL?

Because women love to dress dolls, the first exciting dress a doll contest sponsored by Doll Bodies, Inc established new sales records last year in stores from coast to coast

BIG PROFITS FOR YOU— FROM JANUARY TO OCTOBER

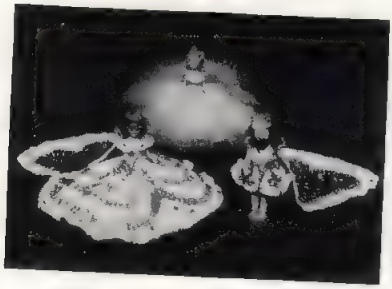
When You Need Sales MOST!

Why wait for Christmas? – Start selling dolls now This dress-it-yourself trend among women and girls is a powerful stimulant to undressed doll sales. "Lingerie Lou" undressed dolls range in retail from 39¢ to $1.35 in the 7½" to 11½" sizes. Each doll has a colorful contest circular and entry blank attached to it to activate impulse sales

STORES BUILD EXCITING DISPLAYS TO TAP OFF-SEASON DOLL MARKET

Enthusiastic dealers supported the contest with window and counter displays—Result: hundreds of thousands of dolls sold more than ten thousand contest entries! Don't be left out in the 2nd contest starting *now*— order your stock promptly. Start selling immediately.

Mrs. Ola Bourgeois of New Orleans, whose "Mardi Gras" tableau won first prize, was one of the thousands of contestants from all over the country. She is a grandmother and delights in dressing dolls for the pleasure of her two daughters and two grand daughters. She was flown to New York to receive her prize at the special press party held at the Belmont Plaza Hotel



GRAND PRIZE WINNER

"Siamese Temple Dancer"

Winner of the 2nd Grand Prize—

Some of the 122 Prize Winners

1957 CONTEST DOLLS ARE DONATED TO THE "MARCH OF DIMES"

DOLL BODIES, Inc.

Factory: 53-35 Prince Street, New York 12, N. Y.

Contest Creates BIG VOLUME MARKET . . . FAST TURNOVER.

oll Dressing Contest ....127 PRIZES

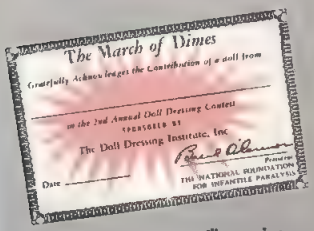
THESE DOLLS MAY WIN PART OF

15,000.00

IN CASH AND GOVERNMENT BONDS

IN THE 2nd ANNUAL DOLL DRESSING CONTEST

ENTRY BLANKS ARE ATTACHED TO ALL CONTEST DOLLS —



Every contestant will receive this beautiful certificate ready for framing from the "March of Dimes," with your name imprinted, acknowledging receipt of your doll. All non-winning dolls are donated to "THE MARCH OF DIMES."

SPONSORED BY

National Doll Dressing Institute, Inc.

NEW YORK 17, N. Y.

NO. 208
7½" moving eye acetate doll, genuine Mohair wig with removable plastic bra and panties, packed in individual cellophane bag

NO. 75B
7½" moving eye acetate Boy doll with painted wig.

NO. 75
7½" moving eye acetate doll, genuine Mohair wig, perfect for a child to dress, packed in a heat sealed cellophane envelope.

NO. 85
7½" moving eye acetate doll, genuine Mohair wig, with 2 easy-to-sew patterns and a complete 16-page booklet with all the necessary sewing instructions.

NO LL22
11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses, doll stand and a complete 16-page booklet with all necessary sewing instructions. Packed in a heat-sealed printed, heavy cellophane envelope.

NO. 880
Our sparkling petite 7¼" beauty whose arms, legs and head move, is unbreakable and has washable, brushable, combable, curlable Dyne-Hair. She comes clad in gay-colored panties in a heat sealed cellophane envelope

NO. LL21
11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses with doll stand, packed in a heat sealed printed, heavy cellophane envelope.

NO. LL28
Same as above without shoes and stockings.

NO. 25
Patented Adjustable doll stands, carded or in a 2 dozen display box.

UNDRESSED DOLLS *the largest line of its kind!*

DOLL BODIES Inc. -Presents for '57

UNDRESSED DOLLS
for use in the 2nd ANNUAL DOLL DRESSING CONTEST

SPONSORED BY
National Doll Dressing Institute, Inc.
NEW YORK 17, N. Y.

STORES BUILD EXCITING DISPLAYS TO TAP OFF-SEASON DOLL MARKET

Enthusiastic dealers supported the contest with window and counter displays—Result: hundreds of thousands of dolls sold—more than ten thousand contest entries!

Don't be left out in the 2nd contest starting *now*—order your stock promptly. Start selling immediately.

HOW MANY DOLLS DID YOU SELL?

Because women love to dress dolls, the first exciting dress-a-doll contest sponsored by Doll Bodies, Inc. established new sales records last year in stores from coast to coast.

BIG PROFITS FOR YOU— FROM JANUARY TO OCTOBER

When You Need Sales MOST!

Why wait for Christmas?—Start selling dolls now. This dress-it-yourself trend among women and girls is a powerful stimulant to undressed doll sales. "Lingerie Lou" undressed dolls range in retail from 39¢ to $1.35 in the 7½" to 11½" sizes. Each doll has a colorful contest circular and entry blank attached to it—to activate impulse sales.

DOLL BODIES, Inc.
Factory: 52-55 Prince Street New York 12, N. Y.

Contest Creates BIG VOLUME MARKET... FAST TURNOVER!

NEW—2nd Annual—1957

Dress-A-Doll Contest

Sponsored by National Doll Dressing Institute, Inc. *STARTS NOW*

$15,000.00 in PRIZES

(CASH AND GOV'T "E" BONDS)

127 VALUABLE PRIZES

Order your dolls now—display them prominently—and start realizing on season plus profits immediately.

More contestants this year than ever before—because every doll entry, except prize winners, goes to help "The March of Dimes."

SALES SIZZLE...
Wherever these "Lingerie Lou" Contest Dolls are Sold!

No. 75B
7½" moving eye acetate Boy doll with painted wig.

No. 200
7½" moving eye acetate doll, genuine Mohair wig with removable plastic bra and panties, packed in individual cellophane bag.

No. 75
7½" moving eye acetate doll, genuine Mohair wig, perfect for a child to dress, packed in a heat-sealed cellophane envelope.

No. LL21
11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses, packed in a heat-sealed printed heavy cellophane envelope.

No. LL20
Same as above without shoes and stockings.

No. LL22
11½" moving eye acetate doll, genuine Mohair wig with removable shoes and stockings, ideal for a child to make their own dresses, doll stand and a complete 16-page booklet with all necessary sewing instructions. Packed in a heat sealed printed, heavy cellophane envelope.

No. 85
7½" moving eye acetate doll, genuine Mohair wig, with 2 easy-to-sew patterns and a complete 16 page booklet with all the necessary sewing instructions.

No. 600
Our sparkling, petite 7¼" beauty whose arms, legs and head move, is unbreakable and has washable, bru-hable combable, curlable Dynel hair. She comes clad in gay-colored panties in a heat sealed cellophane envelope.

No. 25
Patented Adjustable doll stands, carded or in a 2 dozen display box.

ON DISPLAY
During Toy Fair
ROOM 628
Mc Alpin Hotel

1957 CONTEST DOLLS ARE DONATED TO THE **"MARCH OF DIMES"**

DOLL BODIES, Inc.
Factory, 53-55 Prince Street, New York 12, N. Y.

Undressed Dolls—The Largest Line of its Kind.

FANNER 50 DOUBLE HOLSTER SET

Two pistols with each Double Holster Set! Designed for fast fanning. Top grain cowhide belt and holster. Saddle stitched, rawhide leg-tie, all-metal buckle; 10 all-metal copperclad bullets in leather loops. Individually packaged. Adjustable belt (up to 34" waist). Pk. 4.

6T6450 ..... List $9.95 76663 Ea.

SINGLE HOLSTER SET, FANNER 50 "DEPUTY"

Top grain cowhide belt and holster. Saddle stitched holster, rawhide leg-tie, all-metal buckle, four all-metal copperclad bullets in leather loops. Individually packaged 4-color box, including 16-page 4-color comic book titled, "Great Guns" (History of fanning and the Old West). Adjustable belt (up to 33" waist). Pk. 6 ea.

6T6445 List $4.95 43336 Ea.

DOUBLE HOLSTER SET

Top Grain Saddle Leather throughout. Holster fronts have cross straps, small neat spots and star ornaments. Leather leg-ties furnished. Holster belt has six silver bullets and star ornaments. Belt is fully adjustable. Two Texan "38" guns. Boxed. Pk. 12.

6T6439 ..... List $7.95 65334 Ea.

DOUBLE HOLSTER SET

Top Grain Cowhide throughout. Holster fronts and belt deeply tooled in acorn and leaf pattern. Holster back and belt fully bordered with shiny small nickel plated spots. Six silver plastic bullets. Leather leg-ties furnished. Canyon brown pistol grips. Two Texan Jr. guns. Boxed. Pk. 12.

6T6437 ..... List $6.95 [illegible] Ea.

SINGLE HOLSTER SET, FANNER 50 "MARSHAL"

Top grain cowhide belt and holster. Saddle stitched, rawhide leg-tie, all-metal buckle; 18 all-metal "copperclad" bullets in leather loops. Individually packaged 4-color box, including 16-page 4-color comic book titled, "Great Guns" (History of fanning and the Old West). Adjustable belt (up to 34" waist) Pk. 6 ea.

6T6447 List $6.95 ..... 54663 Ea.

TOOLED COWHIDE DOUBLE HOLSTERS

Natural tooled Top Grain Cowhide double holsters with STALLION pistols.
- STALLION "38" cap pistols with two sets of cartridge clips.
- All genuine Top Grain Cowhide in authentic western design.
- Fully adjustable belt.
- Pk. 12 ea.

6T644D List $9.95 ..... 76402 Ea.

DOUBLE HOLSTER SET

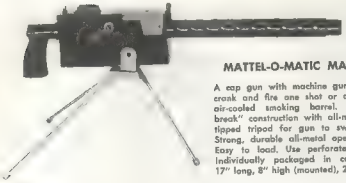
- Beautifully trimmed Black and White Hairon Cowhide and finished leather pockets.
- Scalloped, fringed and studded backs.
- Wide scalloped adjustable belt.
- Two break action, 50-shot TEXAN JR. pistols. Boxed. Pk. 12.

6T6436 ..... List $6.95 54605 Ea.

DOUBLE HOLSTER SET

Genuine leather holsters which are adjustable. One can be worn to the knee and holds Bunlline Special gun, the other holds Wyatt Earp gun. Decorated with nickel concha and silver bullets. Thigh straps. Boxed. Pk. 12.

6T6435 ..... List $5.95 ..... 54005 Ea.



MATTEL-O-MATIC MACHINE GUN

A cap gun with machine gun action! Turn the crank and fire one shot or a burst. Authentic, air-cooled smoking barrel. Durable, "tuff-to-break" construction with all-metal polyethylene-tipped tripod for gun to swing in full circle. Strong, durable all-metal operating mechanism. Easy to load. Use perforated roll caps only. Individually packaged in colorful box. Size 17" long, 8" high (mounted), 2½" wide. Pk. 2 dz.

6T6395 ..... List $1.80 .... 214408 Dz.

CROSS-COUNTRY CANTEEN

First real canteen ever offered as a toy! Capacity: One pint. Six-inch diameter. Non-breakable, flexible, non-toxic polyethylene-molded. Adjustable shoulder strap. Boxed. Pk. 2. dz.

6T6385 ..... List 98c..... ....87301 Ea.

TOMMY-BURP GUN

New Mattel-O-Matic action cap gun. Crank a "smoking burst" or trigger off a single shot. Authentic replica of Tommy Gun. "Tuff to break" construction with patented all-metal firing and loading mechanism. Simulated wood grain stock, fore-grip and hand grip. Use perforated roll caps only Boxed Pack ½ dz.

6T6397 List $2.50 320001 Dz.

MATTEL BURP GUN

New, improved only fully automatic cap gun made. Safe! 1-50 shots at trigger touch. Uses perforated roll caps only. All-metal working parts; rust resistant plated grip. Individually packaged in self-display box. Size 13"x6½"x2". Pk. ½ dz.

6T6396 .....List $2.98 . ... 324007 Dz.

DOUBLE JUNIOR COWPOKE

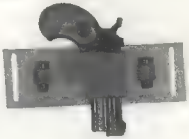
Volume-selling "double"! Holsters of genuine contrasting leathers, nickeled studs; ⅝" leather belt with nickeled buckle, bullets. Holsters each: 6"x 3¼". Pistols: 2 metal "Pals". Pk. 3 dz.

6T6402 . ..... List $1.19..... 99202 Dz.

HYDA-MITE WRIST HOLSTER

Genuine leather, wrist or ankle HIDE-AWAY Holster with Nichols DYNAMITE pistol. Corded, assorted colors. Pk. 3 dz.

6T6406 . .....List $1.19 ..... 99601 Dz.



DYNA-MITE HOLSTER

The precision-made DYNA-MITE pistol is given additional play value and added sales possibilities when in this handsome clip which may be attached to any belt. Individually boxed. Pack 6 dz.

6T6405.....List 98c.....98001 Dz.

Comes with Two Extra Cartridges

RANGE RIDER HAT

100 per cent wool western hat with double ridged crown. Assorted sizes. Colors, black, beige and red. Pk. 1 dz.

6T6384 List $1.98 . .... 216008 Dz.

"TEXON" SINGLE HOLSTER SET

- Adjustable belt to fit most children's sizes.
- RODEO pistol.

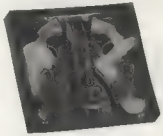
Individually packed in lithographed box. Pk. 3 dz.

6T6407 List 98c 98001 Dz.

ASSORTED BADGES

Makes every child a make-believe official for all sorts of games . . . Deputy Sheriff . . . Fire Chief . . . G-Man . . . Special Police Flashy, heavy in appearance. Pk. 1 dz. N.B.

6T6387 . . . List 10c ..... 9801 Dz.



"MINIATURE" DOUBLE HOLSTER SET

- Embossed Alligator belt and back.
- Bark Tanned leather and Genuine Hairon Cowhide
- Adjustable to most children's sizes.
- Two PAL single shot pistols.

Individually packed in display box with acetate cover. Pk. 1 dz.

6T6401 List $1.98 216008 Dz.

DOUBLE HOLSTER SET

Genuine bark tanned leather . . . tan and cream. Fully adjustable belt with western buckle and loop. Two WESTERN break action, 50-shot repeater pistols. Boxed Pk. 24 ea.

[illegible] List $3.98 ..... 32657 Ea.

ROY ROGERS DOUBLE HOLSTER SET

Authentic styled twin holster set featuring holster tops and belt of finest quality natural top grain cowhide. "Hand-tooled effect" embossing on pockets and belt with colored background. Contrasting colored fringe. Adjustable contour belt trimmed with metallized bullets, jewels and Roy Rogers signature. Nickel western buckle. Leather leg ties. Complete with two nickel plated Roy Rogers gun 9" long, break barrel repeater action. Boxed. Pk. 12.

6T6426 . . . . . List $4.95 . . . . . 43336 Ea.

DOUBLE HOLSTER SET

Bark tanned genuine leather. Cream and alligator. Felt lined belt and holster. Shaped adjustable belt. Two break action, 50-shot WESTERN pistols. Boxed Pk. 12.

6T6428 . . . . . List $4.95 . . . . . 43336 Ea.

DOUBLE HOLSTER SET

GENUINE BARK TANNED LEATHER AND NATURAL TOP GRAIN COWHIDE Hand tooled Top Grain pockets. Wide shaped belt fully adjustable. Two STALLION "22" cartridge loading pistols. Two sets of cartridge clips. Boxed. Pk. 24.

[illegible] List $4.95 43336 Ea.

DOUBLE HOLSTER SET

TUTONE color in smart black and white with softone border on holster fronts and belt. Holster fronts ornamented with large metal concha, jewel, and rope edge spots. "SLIM" Western ornament and leg ties, six silver plastic bullets, Western buckle and the NEW HUBLEY ADJUSTMENT BAR for full adjustment. Two Western Guns. Boxed. Pk. 12.

6T6424 . . . . . List $3.98 32657 Ea.

DOUBLE HOLSTER SET

Genuine TOP GRAIN COWHIDE with colortone. Holster fronts and belt deeply tooled and background inlaid in black. Decorated with horse head with lifelike coloring. Holster back is fully edge creased as well as buckle piece and billet. Leather leg ties furnished. Belt is fully adjustable with the NEW HUBLEY ADJUSTMENT BAR. Two Western Guns. Boxed. Pk. 12.

6T6427 . . . . . List $4.95 . . . . . 43336 Ea.

DOUBLE HOLSTER SET

TUTONE color, brown and white, accented with Turquoise. Holster fronts have turquoise jeweled metal ornaments and rope edged spots. Holster belt has twelve plastic bullets and extra buckle set for extra adjustment. Belt and holster back are fully lined with turquoise colored felt. Pistol grips in matching turquoise color. Two Texas Jr. guns. Boxed. Pk. 12.

6T6429 . . . . . List $4.95 . 43336 Ea.

DOUBLE HOLSTER SET

TUTONE color in beige and brown accented with black and white. Holster fronts and belt are fully edged with unusual oblong spots. Holster fronts also have large jeweled ornaments plus additional jewels and small neat spots. Belt also has twelve silver plastic bullets and fancy Western Trophy buckle, and the NEW HUBLEY ADJUSTMENT BAR for full adjustment. Holster backs and belt are fully lined with white felt. Pistol grips are special canyon brown. Two Texan Jr. guns. Boxed. Pk. 12.

6T6432 . . . . . List $5.95 54005 Ea.

DOUBLE AND SINGLE HOLSTER SETS

DOUBLE HOLSTER SET

Genuine TOP GRAIN COWHIDE throughout. Holster back, hanger and belt are edge creased in true Western fashion. Belt has three plastic bullets and Western buckle, styled in modern fashion with metal connecting loops, one inch width. Two Sure-Shot guns. Boxed. Pk. 1 dz.

676419 ..... List $2.98 ..... 324007 Dz.

MARINE HOLSTER SET

TOP GRAIN COWHIDE throughout. Holster has the MARINE insignia and snap down flap. Belt is 1¼" width with real MARINE buckle. Belt and front are edge creased. Hubley Automatic Gun. Boxed. Pk. 1 dz.

676414 ..... List $2.98 ..... 324007 Dz.

SINGLE HOLSTER SET

Holster front and belt are outlined with white border, and have large metal ornaments and spots, white leather fringe. Belt has six plastic bullets and large Western buckle, contour type. Western gun. Boxed. Pk. 1 dz.

676409 ..... List $1.98 ..... 216008 Dz.

SINGLE HOLSTER SET

Contrasting alligator grain and smooth cream leathers. Decorated with conchas, spots and bullets "Hip Slung" adjustable belt with novel Concha buckle. 50-shot repeater WESTERN pistol. Boxed. Pk. 2 dz.

676410 ..... List $1.98 ..... 216008 Dz.

DOUBLE HOLSTER SET

Brown "ostrich grain" leather contour belt, holsters; lowers buckskin suede. Three bullets. Jewaled conchas on holsters; silver Texas Star conchas on big belt. Holsters, each: 13"x5½". Pistols: 2 "Sure-Shot." Each boxed. Pk. 1 dz

676417 ..... List $2.98 ..... 324007 Dz.

WYATT EARP SINGLE HOLSTER

Genuine leather with Wyatt Earp name embossed in silver . . . Extra back held together by cross tab and silver buckle . . . Decorated with nickel concha and jewel . . . Thigh Thongs. Wyatt Earp gun. Boxed. Pk. 1 dz.

676413 ..... List $2.98 ..... 324001 Dz.

DOUBLE HOLSTER SET

Rich brown and white, real leather with shiny spots and conchas with jewels. Three plastic bullets on each holster. Belt ¾" width with fancy Western buckle. 2 Rodeo Guns. Boxed. Pk. 1 dz.

676408 ..... List $1.98 ..... 216008 Dz.

DOUBLE HOLSTER SET

Genuine bark tanned leather. Large oval nickel plated conchas, red jewels and bullets. Shaped adjustable belt with western slide buckle. Two SURE SHOT, break action, 50-shot repeater pistols. Boxed. Pk. 2 dz.

676418 ..... List $2.98 ..... 324007 Dz.

Evans

EVANS FINE CHINA

SENSATIONAL NEW COMBINATIONS OF FINE CHINA AND GLISTENING GOLDEN METAL FORM FAMOUS DECORATOR STYLED SMOKING SETS BY EVANS

Entire body of each lighter is a long lasting fuel reservoir.

A conversation piece in any home—this clever Evans automatic table lighter in shape of Castle Chessmen. Combined with matching cigarette box and ash tray, an outstanding smoking set illustrated in Palomino Beige. Also available in White. Specify
O437A3W1500 3 piece set .... Retail **$25.00**
O438AW900 Lighter .... Retail **$15.00**

Simple beauty reflecting the grace of your home. A classic three piece smoking set in the Evans tradition of Fine China. Also available in black or white. Specify
O434A3W1050
3 piece set Ret **$17.50**
O435AW600
Lighter only_Ret. **$10.00**

The Hitching Post—novel and handsome table lighter, ash tray and cigarette box in soft black eggshell finish. Also available in Palomino Beige or White. Specify.
O439A3W1200 3 pc. set .... Ret. **$20.00**
O440AW750 Lighter only. Ret. **$12.50**

Hand decorated in the contemporary manner. Three piece smoking set in black with golden Fish design on Evans Fine China.
O436A3W900 3 piece set.....Retail **$15.00**

A brand new idea in smoking sets. Styled to suit the most modern taste and decor. Black wrought iron contrasts with attractive tri-colored automatic lighter, cigarette urn and ash tray. Also available in all white. Specify.
O433A2W600 3 piece set .... Retail **$10.00**

All sets attractively gift packaged. Illustrations approximately one-half actual size.

Sensational Super Breeze King, America's smartest wind lighter. Automatic lighting action provides surefire always. Sparkling polished chrome finish and ribbed design.
O414AW240 ..... Retail **$4.00**

Evans

Unmatched beauty and dependability from Evans . . . the fashion leader in fine home and personal smoking accessories.

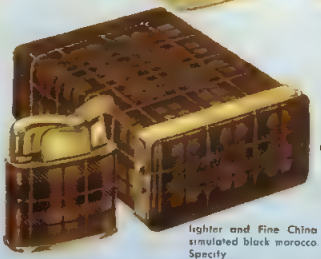
King size cigarette case and famous Evans automatic lighter in engine turned design on gleaming golden metal Engraving shield perfect for monogramming. Also available in polished chrome finish. Specify. Gift packaged
O418AW360 2 piece set Ret **$6.00** **O419AW180** Lighter only Ret **$3.00**

Ladies Lighter in Evans genuine cloisonné enamel. Small and compact, just right for pocket or purse.
O423AW300.....Retail **$5.00**

The Super Breeze King in handsome black alligator calf and brilliant polished chrome, featuring easy one hand action.
O415AW300..... . Retail **$5.00**

Super Breeze King in rich genuine snake and golden metal. Long lasting fuel supply.
O416AW360.....Retail **$6.00**

For a thoughtful gift — The Super Breeze King. Smart new model with attractive wood graining. Golden metal shield suitable for engraving
O417AW450.....Retail **$7.50**



Evans automatic lighter and pop-up "Serv-Pac" cigarette case in colorful plaid makes this set something special. Gift packaged
O420AW360 Ret. **$6.00**

'THE EXECUTIVE' — Distinctive Desk Set, perfect for office or den. Has removable automatic lighter and Fine China ash tray. Illustrated in simulated black morocco Also available in brown Specify
O422A2W600 ..... Retail **$10.00**

Evans genuine cloisonné enamel men's accessory set. Distinctive Warrior design on matching lighter, cuff links and tie bar. Gift packaged
O421AW600 T... ... Retail **$10.00**
Plus $ .50 Tax

Evans

EVANS GENUINE CLOISONNÉ ENAMEL

THE AGELESS ART OF ENAMELLING BROUGHT TO MODERN DAY PERFECTION BY EVANS
Exclusive handcrafted designs fired at 1450 Fahrenheit for beauty and permanence

Entire body of each lighter is long lasting fuel reservoir.

Contemporary three piece smoking set in unique Universe pattern. Set features Evans automatic lighter, cigarette box and 8" decorator tray in genuine cloisonné enamel.
O424A3W2100 3 piece set ..... Retail $35.00
O425AW600 Lighter only ..... Retail $10.00

Ever popular dainty rosettes grace this charming three piece Evans genuine cloisonné enamel smoking set in the traditional manner. Also available in black. Specify.
O431A3W1500 3 piece set ..... Retail $25.00
O432AW750 Lighter only ..... Retail $12.50

Pine Cone decorator tray, cigarette box and automatic lighter in beautiful golden rust Evans genuine cloisonné enamel
O426A3W1800 3 piece set Retail $30.00
O427AW600 Lighter only . Retail $10.00

For that current Oriental trend in home decor this rich olive green two piece Evans genuine cloisonné enamel smoking set decorated with deep red Ming Tree design in raised enamel
O429A3W1350 2 piece set $22.50
O430AW600 Lighter only $10.00

Distinctive COAT OF ARMS pattern adorns regal Evans automatic lighter and ash tray of two piece smoking set in Evans genuine cloisonné enamel
O428A2W900 2 piece set
Retail $15.00

All sets attractively gift packaged. Illustrations approximately one-half actual size

Evans

EVANS WOMEN'S PERSONAL FASHION ACCESSORIES DISTINCTIVE AND GLAMOROUS GIFTS BY AMERICA'S FOREMOST STYLISTS.

STUNNING NEW ITEMS IN GLITTERING RHINESTONES ON DELICATE FILIGREE APPLIQUE AGAINST LUSTROUS GOLDEN BACKGROUND.

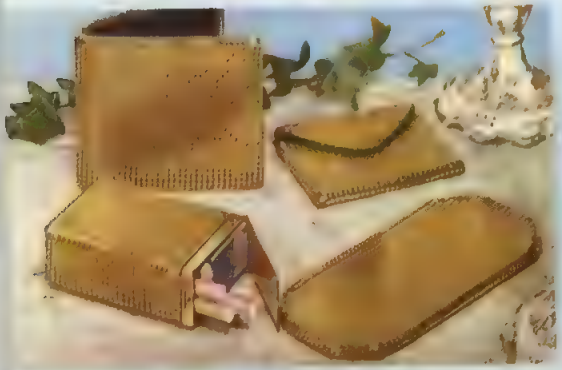
0447A2W1350T Full fitted carryall* **$22.50**
0448AW750T King Size Cigaret Case **$12.50**
0449AW600T Lighter Retail **$10.00**
0450AW600T Compact Retail **$10.00**
Above Items Plus Tax

Luxurious carryall in stunning textured design on golden metal. Embellished with full cut marquise rhinestones in captured setting. Fully Fitted.*
0453A2W1050T Ret. **$17.50** Plus Tax

Delicate engine turned design graces this popular Evans fully fitted carryall.*
0454A2W750T Ret. **$12.50** Plus Tax

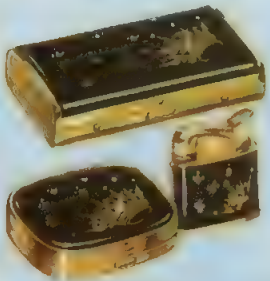
Charmingly conceived is this splendorous Tu-Toned golden metal Brocade pattern.

0444AW300 Automatic Lighter Retail **$5.00**
0445AW300 King Size Cigaret Case Retail **$5.00**
0446AW300 Compact Retail **$5.00**
0437AW900 3 pc. set, gift packaged Ret **$15.00**



Soft and Durable Evans flexible mesh in rich golden metal finish

0441AW450T Eyeglass Case Retail **$7.50** Plus Tax
0442AW510T Ladies Wallet Retail **$8.50** Plus Tax
0443AW600 King Size Cigarette Case Retail **$10.00**
Also available in regular size—specify
0456AW300T Coin Purse Retail **$5.00** Plus Tax



Captivating hand decorated golden Crown pattern on black in Evans genuine cloisonné enamel

0451AW360 Automatic Lighter Ret. **$6.00**
0455AW360 Compact Ret. **$6.00**
0452AW360 King Size Cigaret Case Ret. **$6.00**
0458AW1080 3 pc. set, gift packaged Ret. **$18.00**

*All Evans carryalls contain automatic lipstick, coin purse, powder compartment, large make-up mirror and space for King or Regular size cigarettes

A conversation piece in any home—this clever Evans automatic table lighter in shape of Castle Chessman. Combined with matching cigarette box and ash tray, an outstanding smoking set. Illustrated in Palomino Beige. Also available in White. Specify
19J227-1470 3 piece set .....Retail **$25.00**
19J228-882 Lighter only .....Retail **$15.00**

Evans

EVANS FINE CHINA

SENSATIONAL NEW COMBINATIONS OF FINE CHINA AND GLISTENING GOLDEN METAL FORM FAMOUS DECORATOR STYLED SMOKING SETS BY EVANS.
Entire body of each lighter is a long lasting fuel reservoir.

Simple beauty reflecting the grace of your home. A classic three piece smoking set in the Evans tradition of Fine China. Also available in black or white. Specify.
19J229-1030
3 piece set....Ret. **$17.50**
19J330-588
Lighter only...Ret. **$10.00**

The Hitching Post—novel and handsome—table lighter, ash tray and cigarette box in soft black eggshell finish. Also available in Palomino Beige or White. Specify.
19J331-1176 3 piece set.....Ret. **$20.00**
19J332-735 Lighter only . . Ret. **$12.50**

Hand decorated in the contemporary manner. Three piece smoking set in black with golden Fish design on Evans Fine China.
19J172-882 3 piece set.....Retail **$15.00**

A brand new idea in smoking sets. Styled to suit the most modern taste and decor. Black wrought iron contrasts with attractive tri-colored automatic lighter, cigarette urn and ash tray. Also available in all white. Specify.
19J333-588 3 piece set..... . Retail **$10.00**

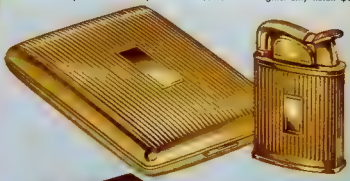
All sets attractively gift packaged. Illustrations approximately one-half actual size.

Evans

Unmatched beauty and dependability from Evans . . . the fashion leader in fine home and personal smoking accessories.

Sensational Super Breeze King, America's smartest windlighter. Automatic lighting action provides surefire always. Sparkling polished chrome finish and ribbed design.
18J439-235.....Retail **$3.95**

King size cigarette case and famous Evans automatic lighter in engine turned design on gleaming golden metal. Engraving shield perfect for monogramming. Also available in polished chrome finish. Specify. Gift packaged.
13J105-353 2 piece set Retail **$6.00** **18J441-176** Lighter only Retail **$3.00**

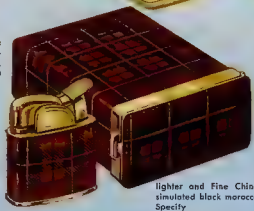


Ladies Lighter in Evans genuine cloisonné enamel. Small and compact, just right for pocket or purse.
18J405-295.....Retail **$5.00**

The Super Breeze King in handsome black alligator calf and brilliant polished chrome, featuring easy one hand action.
18J397-295.....Retail **$5.00**

Super Breeze King in rich genuine snake and golden metal. Long lasting fuel supply
18J395-353..... Retail **$6.00**

For a thoughtful gift — The Super Breeze King. Smart new model with attractive wood graining. Golden metal shield suitable for engraving.
18J440-461.....Retail **$7.50**



Evans automatic lighter and King Size pop-up "Serv-Pac" cigarette case in colorful plaid makes this set something special. Gift packaged.
13J107-353..Ret. **$6.00**

"THE EXECUTIVE" — Distinctive Desk Set, perfect for office or den. Has removable automatic lighter and Fine China ash tray. Illustrated in simulated black morocco. Also available in brown. Specify
19J189-588..... Retail **$10.00**

Evans genuine cloisonné enamel men's accessory set. Distinctive Warrior design on matching lighter, cuff links and tie bar. Gift packaged
13J104-588T.....Retail **$10.00**
Plus $ .50 Tax

Evans

EVANS WOMEN'S PERSONAL FASHION ACCESSORIES DISTINCTIVE AND GLAMOROUS GIFTS BY AMERICA'S FOREMOST STYLISTS.

STUNNING NEW ITEMS IN GLITTERING RHINESTONES ON DELICATE FILIGREE APPLIQUE AGAINST LUSTROUS GOLDEN BACKGROUND.

23J249-1323T Full fitted carryall* Ret **$22.50** **18J443-588** Automatic Lighter Retail **$10.00**
27J272-735T King Size Cigaret Case Retail **$12.50** **23J250-588** Compact.... Retail **$10.00**
Above Items Plus Tax

Luxurious carryall in stunning textured design on golden metal. Embellished with full cut marquise rhinestones in captured setting. Fully Fitted.*
23J251-1030T. ..Ret. **$17.50** Plus Tax

Delicate engine turned design graces this popular Evans fully fitted carryall.*
23J252-735T ...Ret **$12.50** Plus Tax

Charmingly conceived is this splendorous Tu-Toned golden metal brocade pattern.

18J444-295 Automatic Lighter..... Retail **$5.00**
27J273-295 King Size Cigarette Case Retail **$5.00**
23J253-295 Compact ..... Retail **$5.00**
13J108-882 3 pc. set, gift packaged ...Ret. **$15.00**

Soft and Durable Evans flexible mesh in rich golden metal finish.

27J239-441 Eyeglass Case .....Retail **$7.50** Plus Tax
27J242-500T Ladies Wallet .....Retail **$8.50** Plus Tax
27J236-588 King Size Cigarette Case.....Retail **$10.00**
27J235-588 Regular Size Cigarette Case .....Retail **$10.00**
27J237-294T Coin Purse .....Retail **$5.00** Plus Tax
Also available in silver metal

Captivating hand decorated golden Crown pattern on black in Evans genuine cloisonné enamel.

18J445-353 Automatic Lighter..... Ret. **$6.00**
23J254-353 Compact ..... Ret. **$6.00**
27J274-353 King Size Cigarette Case....Ret. **$6.00**
13J109-1058 3 pc. set, gift packaged....Ret **$18.00**

*All Evans carryalls contain automatic lipstick, coin purse, powder compartment, large make-up mirror and space for King or Regular size cigarettes

Contemporary three piece smoking set in unique Universe pattern. Set features Evans automatic lighter, cigarette box and 8" decorator tray in genuine cloisonné enamel
19J224-2058 3 piece set . . . . . Retail **$35.00**
19J225-588 Lighter only . . . . . Retail **$10.00**

®Evans

EVANS GENUINE CLOISONNÉ ENAMEL

THE AGELESS ART OF ENAMELLING BROUGHT TO MODERN DAY PERFECTION BY EVANS. Exclusive handcrafted designs fired at 1450° Fahrenheit for beauty and permanence.

Entire body of each lighter is long lasting fuel reservoir.

Ever popular dainty rosettes grace this charming three piece Evans genuine cloisonné enamel smoking set in the traditional manner. Also available in black. Specify
19J199-1470 3 piece set . . . . . Retail **$25.00**
19J200-735 Lighter only . . . . . Retail **$12.50**

Pine Cone decorator tray, cigarette box and automatic lighter in beautifu golden rust Evans genuine cloisonné enamel.
19J190-1765 3 piece set . . . . . Retail **$30.00**
19J191-588 Lighter only . . . . . Retail **$10.00**

For that current Oriental trend in home decor—this rich olive green two piece Evans genuine cloisonne enamel smoking set decorated with deep red Ming Tree design in raised enamel
19J203-1325 2 pc. set Ret. **$22.50**
19J204-588 Lighter only
Retail **$10.00**

Distinct've COAT OF ARMS pattern adorns regal Evans automatic lighter and ash tray of two piece smoking set in Evans genuine cloisonne enamel
19J226-882 2 pc. set..Ret. **$15.00**

All sets attractively gift packaged. Illustrations approximately one-half actual size.

Unmatched beauty and dependability from Evans . . . the fashion leader in fine home and personal smoking accessories.

Sensational Super Breeze King, America's smartest windlighter. Automatic lighting action provides surefire always. Sparkling polished chrome finish and ribbed design.
31129K232 . . Retail **$3.95**

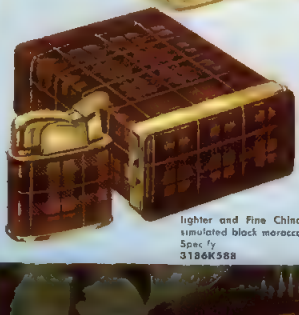
King size cigarette case and famous Evans automatic lighter in engine turned design on gleaming golden metal. Engraving shield perfect for monogramming. Also available in polished chrome finish. Specify. Gift packaged.
31132K353 2 pc. set.... Retail **$6.00** **31133K176** Lighter only....Ret. **$3.00**

Ladies Lighter in Evans genuine cloisonné enamel. Small and compact, just right for pocket or purse.
3157K294.....Retail **$3.00**

The Super Breeze King in handsome black alligator calf and brilliant polished chrome, featuring easy one hand action.
3147K294.....Retail **$5.00**

Super Breeze King in rich genuine snake and golden metal. Long lasting fuel supply.
3148K353.....Retail **$6.00**

For a thoughtful gift — The Super Breeze King. Smart new model with attractive wood graining. Golden metal shield suitable for engraving.
31130K441 . ..... Retail **$7.50**



Evans automatic lighter and pop-up "Serv-Pac" cigarette case in colorful plaid makes this set something special. Gift packaged.
31134K353...Ret. **$6.00**

"THE EXECUTIVE"—Distinctive Desk Set, perfect for office or den. Has removable automatic lighter and Fine China ash tray. Illustrated in simulated black morocco. Also available in brown. Specify
3186K588
Retail **$10.00**

Evans genuine cloisonné enamel man's accessory set Distinctive Warrior design on matching lighter, cuff links and tie bar. Gift packaged.
31131K588. .....Retail **$10.00**
Plus $ 50 Tax

Evans

EVANS GENUINE CLOISONNÉ ENAMEL

THE AGELESS ART OF ENAMELLING BROUGHT TO MODERN DAY PERFECTION BY EVANS Exclusive handcrafted designs fired at 1450° Fahrenheit for beauty and permanence.

Entire body of each lighter is long lasting fuel reservoir.

Contemporary three piece smoking set in unique Universe pattern. Set features Evans automatic lighter, cigarette box and 8" decorator tray in genuine cloisonné enamel

31135K2058 3 piece set ..... Retail **$35.00**
31136K588 Lighter only ..... Retail **$10.00**

Ever popular dainty rosettes grace this charming three piece Evans genuine cloisonné enamel smoking set in the traditional manner. Also available in black. Specify

3171K1670 3 piece set ..... Retail **$25.00**
3172K735 Lighter only ..... Retail **$12.50**

Pine Cone decorator tray, cigarette box and automatic lighter in beautiful golden rust Evans genuine cloisonné enamel.

3162K1764 3 piece set ..... Retail **$30.00**
3163K588 Lighter only ..... Retail **$10.00**

For that current Oriental trend in home decor—this rich olive green two piece Evans genuine cloisonné enamel smoking set decorated with deep red Ming Tree design in raised enamel.

3175K1323 2 pc. set Ret **$22.50**
3176K588 Lighter only Ret. **$10.00**

Distinctive COAT OF ARMS pattern adorns regal Evans automatic lighter and ash tray of two piece smoking set in Evans genuine cloisonné enamel

31137K882 2 pc. set. Ret. **$15.00**

All sets attractively gift packaged. Illustrations approximately one-half actual size.

A conversation piece in any home—this clever Evans automatic table lighter in shape of Castle Chessman. Combined with matching cigarette box and ash tray, an outstanding smoking set. Illustrated in Palomino Beige. Also available in White. Specify.
31138K1470 3 piece set ... Retail $25.00
31139K882 Lighter ... Retail $15.00

Evans

EVANS FINE CHINA

SENSATIONAL NEW COMBINATIONS OF FINE CHINA AND GLISTENING GOLDEN METAL FORM FAMOUS DECORATOR STYLED SMOKING SETS BY EVANS.

Entire body of each lighter is a long lasting fuel reservoir.

Simple beauty reflecting the grace of your home. A classic three piece smoking set in the Evans tradition of Fine China. Also available in black or white. Specify.
31140K1029 3 pc. set Retail $17.50
31141K588 Lighter only Retail $10.00

The Hitching Post—novel and handsome—table lighter, ash tray and cigarette box in soft black eggshell finish. Also available in Palomino Beige or White. Specify.
31142K1176 3 piece set... Retail $20.00
31143K735 Lighter only Retail $12.50

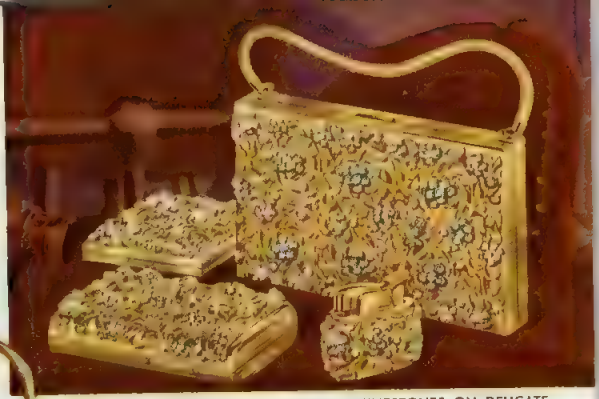
Hand decorated in the contemporary manner. Three piece smoking set in black with golden Fish design on Evans Fine China.
3104K882 3 piece set ... Retail $15.00

A brand new idea in smoking sets. Styled to suit the most modern taste and decor. Black wrought iron contrasts with attractive tri-colored automatic lighter, cigarette urn and ash tray. Also available in off white. Specify
31144K588 3 piece set... Retail $10.00

All sets attractively gift packaged. Illustrations approximately one-half actual size

Evans

EVANS WOMEN'S PERSONAL FASHION ACCESSORIES DISTINCTIVE AND GLAMOROUS GIFTS BY AMERICA'S FOREMOST STYLISTS.

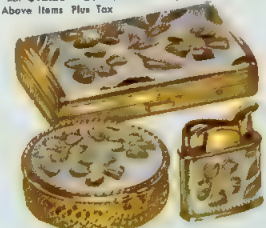


STUNNING NEW ITEMS IN GLITTERING RHINESTONES ON DELICATE FILIGREE APPLIQUE AGAINST LUSTROUS GOLDEN BACKGROUND.

31145K1323 Full fitted carryall* Ret. $22.50 **31147K588** Automatic Lighter Ret. $10.00
31146K735 King Size Cigarette Case Ret $12.50 **31148K588** Compact ..... Ret. $10.00
Above Items Plus Tax

Luxurious carryall in stunning textured design on golden metal. Embellished with full cut marquise rhinestones in captured setting. Fully Fitted.*
31149K1029 Retail $17.50 Plus Tax

Delicate engine turned design graces this popular Evans fully fitted carryall.*
31150K735.....Retail $12.50 Plus Tax



Charmingly conceived is this splendorous Tu-Toned golden metal brocade pattern.

31151K294	Automatic Lighter	Retail $5.00
31152K294	King Size Cigarette Case...	Retail $5.00
31153K294	Compact	Retail $5.00
31157K882	3 pc. set, gift packaged	Ret. $15.00

Soft and Durable Evans flexible mesh in rich golden metal finish

31103K441	Eyeglass Case	Retail $7.50 Plus Tax
31105K500	Ladies Wallet	Retail $8.50 Plus Tax
31102K588	King Size Cigarette Case	Retail $10.00
31101K588	Also available in regular size—specify	Retail $10.00
31106K294	Coin Purse	Retail $5.00 Plus Tax

Captivating hand decorated golden Crown pattern on black in Evans genuine cloisonné enamel.

31154K353	Automatic Lighter	Retail $6.00
31156K353	Compact	Retail $6.00
31155K353	King Size Cigarette Case	Retail $6.00
31158K1058	3 pc. set, gift packaged	Ret. $18.00

*All Evans carryalls contain automatic lipstick, coin purse, powder compartment, large make-up mirror and space for King or Regular size cigarettes.

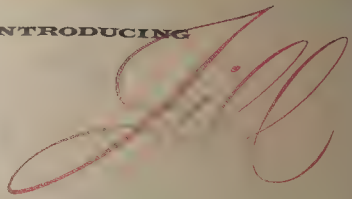
Jill IS THE ORIGINAL CREATION OF
VOGUE DOLLS, INC.
32 Ship Avenue Medford Mass

Fashion Leaders in Doll Society

VOGUE DOLL REPRESENTATIVES
MUNRO A. MACFARLANE

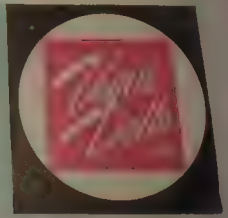
ERLACH-LEE CO.
755 Market Street
San Francisco California

INTRODUCING



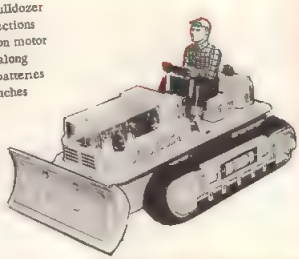
It is with tremendous pride that we introduce Jill, the newest creation of Vogue Dolls. Jill is not just another 10½" doll, she is an entirely new concept and will be the reigning beauty of the entire doll world. From form to fashions, Jill represents the elegance and grace of sophistication, charm, and exquisite styles. This is not just another 10½" doll . . . This is Jill!

THE KEY TO HIGH PROFITS . .



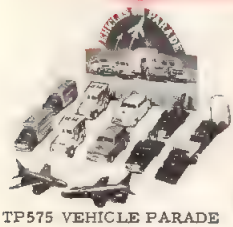
TP544 MAGIC TRACTOR

- Hours of fun! with this magic bulldozer
- Stops and backs in different directions
- With lighted visible piston action motor
- Driver jiggles lever as he goes along
- Metal constructed operates on batteries
- Overall size of bulldozer is 9 inches
- Fact. #4635 $3.89



TP545 WONDER FARMER

- Farm tractor with automatic action
- Steers itself away from other objects
- Two standard dry cells furnish power
- Farmer shifts controls realistically
- High impact plastic with steel wheels
- Size 10 1/4" long, 6" wide, 5 1/2" high
- Fact. #4827 $3.89



TP575 VEHICLE PARADE

- 12 piece assortment of friction toys
- Each are approximately 5 inches long
- Includes two each; Navy jet plane
- MP jeep, express van, station wagon
- Dump truck and a wrecker truck
- Metal constructed in bright colors
- Fact. #04501 39¢ ea

TP579 LIVESTOCK VAN

- Friction motor metal constructed truck
- 6 inches long with black rubber tires
- With two colorfully lithographed cows
- That can be placed in or out of truck
- Tailgate lowers for easier loading
- In assorted bright enameled colors
- Fact. #05509 49¢

TP582 LIVESTOCK VAN

- Large, semi-trailer livestock truck
- Realistically constructed of metal
- Powerful friction motor operation
- With a ramp that raises and lowers
- Enamel finish with black rubber tires
- Overall length of van is 7 inches
- Fact. #05506 49¢

TP585 DUMP TRUCK

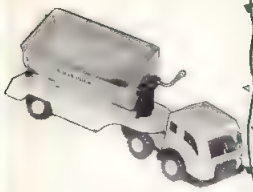
- Dump truck in a modernistic design
- Made of metal and brightly colored
- Powerful friction motor operation
- With a big truck box, dump lever
- While in action rear tailgate opens
- Rubber tired truck measures 7 inches
- Fact. #05505 49¢

TP598 GREYHOUND BUS

- A reproduction of greyhound scenic bus
- Friction motor is easy to operate
- Metal constructed with 6 rubber tires
- Authentic designed in greyhound colors
- Overall length of express bus is 11"
- Each bus is packaged in an indiv. box
- Fact. #10543 98¢

TP614 THUNDERBIRD

- Authentic designed Ford convertible
- Constructed of metal with plastic top
- Smooth, easy running, friction motor
- Chrome decorated with conteinental kit
- With a realistic designed dashboard
- Rubber tires. Measures 7 1/4 inches
- Fact. #08502 75¢



TP618 SIDE DUMP

- Side dump truck with friction motor
- Metal construction, with rubber tires
- Dumps things by means of manual lever
- Authentic designed in bright colors
- For in the house play or sand box
- Overall length measures 9 1/2 inches
- Fact. #10520 95¢

TP624 POWER SHOVEL

- Two piece truck with friction motor
- Metal constructed, six rubber tires
- Authentically scaled 8" power shovel
- That can be turned any direction
- Manually operated "boom" and "duct"
- Brings action by the two crank levers
- Fact. #10511 95¢

TP630 SEDAN WITH WIPERS

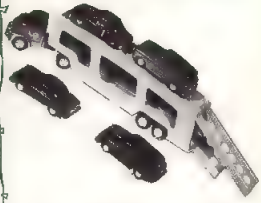
- Beautiful 9" friction motor Studebaker
- Sedan is entirely constructed of metal
- Windshield wipers work, when in motion
- Plastic windshield & cutout windows
- Chrome accessories, 4 whitewall tires
- Finished in various enameled colors
- Fact. #10536 89¢

TP641 BATTERY RACER

- Authentic 8" scale model "Hot Rod"
- Constructed of sturdy, durable metal
- With powerful running friction motor
- Emits realistic muffler sound in motion
- Realistic designed open head engine
- Beautifully colored. 4 rubber tires
- Fact. #10504 95¢

TP650 AUTO CARRIER

- True scale model of an auto transport
- With powerful running friction motor
- May be used with or without trailer
- Has four colorful friction motor cars
- Constructed of strong, durable metal
- Measures 12 inches long, 4 inches high
- Fact. #7530 $1.79



TP651 AUTO CARRIER

- A friction cab, metal auto carrier
- 4 small autos run on friction motors
- 2 sedans, 2 station wagons, with sirens
- Friction cab detachable from trailer
- Drop tail gate and pull out tail ramp
- 18 1/2 inches long, baked enamel finish
- Fact. #1128 $3.59

TP657 TRAILER SET

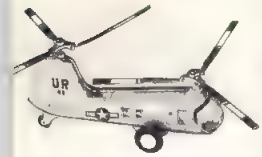
- Three in one trailer assortment set
- Metal constructed & includes following
- 5" auto carrier, 3 1/2" van, 2 1/2" cab
- 3 1/2" livestock van & two 2 1/4" cars
- Cab has smooth running friction motor
- Authentically scaled in bright colors
- Fact. #10509 98¢

TP660 CAR & BOAT TRAILER

- Three piece car and boat trailer set
- Designed in realistic modern style
- Friction motor driven station wagon
- With colorful decorated boat trailer
- And a miniature outboard motor boat
- Metal constructed. Overall size 11"
- Fact. #7574 89¢

TP670 HOUSE TRAILER

- Large 11 3/4" house trailer ensemble
- Realistic colored in attractive design
- Made of metal with a friction motor
- Trailer has moveable doors & awnings
- With two rubber tires, car has four
- Each are authentic true scale models
- Fact. #10512 95¢



TP430 FRICTION HELICOPTER

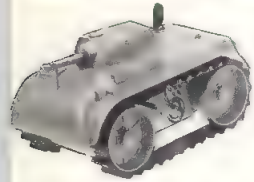
- Realistic designed with friction motor
- Collapsible blades will fit in position
- Will go either forward or backwards
- Rotors revolve in opposite directions
- Brightly decorated with USAF insignia
- Metal constructed with 10" fuselage
- Fact. #4623 89¢

TP439 FLYING HELICOPTER

- Authentic replica of Sabina helicopter
- Sturdily constructed of soft plastic
- Colorfully decorated. Crank operated
- Which will raise helicopter in the air
- Length of wire to handle is 35 inches
- 6 inches long, wingspan 8 inches
- Fact. #7465 $1.89

TP445 R. C. HELICOPTER

- True scale model Piasecki helicopter
- Battery operated by remote control
- With two big action rotary blades
- Which help to steer right or left
- Light gauge metal with flexible cable
- Gaily colored. Measures 11 1/2 inches
- Fact. #30501 $2.89

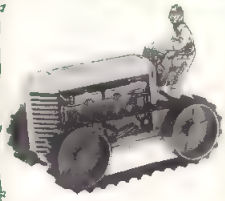


TP510 CLIMBING TANK

- New mechanical climbing army tank
- Steel constructed. Plastic top side
- Complete with a gun turret on top
- Sure-grip rubber traction treads
- Lithographed in a "Military" design
- Measures 5 7/8 x 3 7/8 x 3 inches
- Fact. #461 98¢

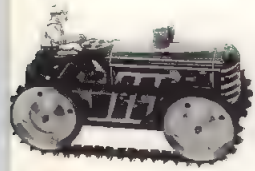
TP520 COMBAT TANK

- All steel constructed & latest design
- Recoiling cannon operates as tank moves
- Mach. gun emits harmless sparks & noise
- Powered by clock spring motor with a key
- Has sure-grip rubber traction treads
- Measures 10 1/2 x 6 x 5 1/2 inches
- Fact. #1875 $3.69



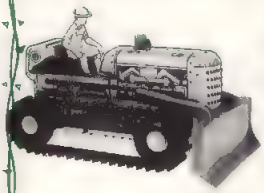
TP525 CLIMBING TRACTOR

- Lithographed in real tractor design
- Tractor is constructed of all steel
- Equipped with a long-running motor
- Includes brakes. The key is attached
- Treads enable tractor to climb grades
- Tractor measures 5 inches in length
- Fact. #354 98¢



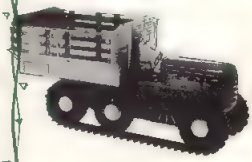
TP530 CLIMBING TRACTOR

- Modernly designed climbing tractor
- Lithographed all steel construction
- Sure-grip rubber treads and brakes
- Powered by strong, clockspring motor
- Emits harmless "sparks" from exhaust
- Measures 8 1/2 x 4 1/2 x 5 1/4 inches
- Fact. #903 $1.98



TP536 CLIMBING TRACTOR

- Authentic designed caterpillar disel
- Made of steel & brightly lithographed
- Powered by strong, clock spring motor
- Includes brakes. Emits harmless sparks
- With sure-grip rubber traction treads
- Measures 10 3/4 x 5 3/8 x 5 1/8 inches
- Fact. #955 $2.89



TP541 LARGE TRACTOR

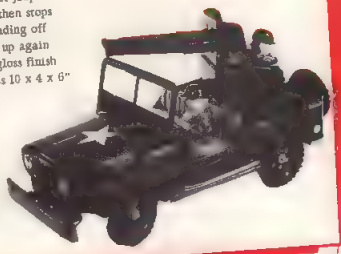
- A powerful six wheel tractor truck
- Equipped with sure-grip rubber treads
- And a long-running clockspring motor
- Brake for stopping & reversing lever
- Attractively colored steel construction
- And assortment of miniature farm tools
- Fact. #4637 $3.89

FRICTION and BATTERY DRIVE CARS

COAST TO COAST STORES

TP712 POM-POM JEEP

- Flashing action anti-aircraft jeep
- Goes rolling along ground then stops
- Guns start revolving & sounding off
- Lites flash on & off, starts up again
- Sturdily constructed with gloss finish
- Battery operated. Measures 10 x 4 x 6"
- Fact. #3698 $2.69



TP674 HOUSE TRAILER

- Realistic designed car & trailer set
- Metal construction with friction motor
- Bright colored, detailed house trailer
- With two action side doors & vents
- Being pulled by Chevrolet sedan car
- Attractively colored in multiple shades
- Fact. #20504 $1.89

TP680 STATION WAGON

- True replica of "Ford" station wagon
- Beautifully finished in baked enamel
- Smooth, easy running friction motor
- 4 whitewall tires, chrome accessories
- Plastic windshield & cutout windows
- Metal station wagon measures 10 1/2"
- Fact. #20521 $1.89

TP706 FRICTION JEEP

- Realistic designed 7 1/2" Army jeep
- Constructed of strong, durable metal
- With five heavy duty rubber tires
- Has smooth running friction motor
- Siren noise can be heard in motion
- A figure of soldier in driver's seat
- Fact. #08514 75¢

TP715 JEEP & CANNON

- Large 18" authentically scale model
- Of an artillery jeep with a cannon
- Sturdily constructed. Friction motor
- Jeep has figure of driver at the wheel
- Five heavy duty black rubber tires
- The cannon fires two plastic shells
- Fact. #20502 $1.89

TP718 R. C. JEEP

- Friction motor driven convertible jeep
- With a flip-over designed back seat
- One side radio, the other machine gun
- Flips continuously as it moves along
- Realistic designed & metal constructed
- Overall size 7 1/2 x 3 1/4 x 3 1/4"
- Fact. #7561 $1.89

TP726 CEMENT MIXER

- Realistic 11 inch concrete mixer
- Metal constructed, battery operated
- Will go either forward or backwards
- Rear barrel revolves while in motion
- Made to lower and rise automatically
- Complete with four rugged rubber tires
- Fact. #40504 $3.89

TP730 ELEC. PATROL CAR

- Authentic designed police & fire car
- Metal constructed, battery operated
- Goes forward, stops and starts itself
- Signal light moves from side to side
- Flashes and loud siren can be heard
- Beautifully decorated & measures 10"
- Fact. #40511 $3.89

GENEVA Boats—Division of Bowman Manufacturers, Inc.

Save $160 Retail on Combination Offer of Boat and Trailer!

Only GMC Can Offer You This Exciting Saving!

HERE'S A SPECIAL BOAT & TRAILER OFFER . . . presented by General Merchandise Company to save you money! Here's the way to get your boat plus your trailer in a wonderful money-saving combination. Or if you prefer you may purchase them separately. Combination includes 2 big items!

1 GENEVA "TACOMA" BOAT . . . has the wonderful marine plywood and fiberglass "Glasbond" construction described on opposite page. Certified by the Outboard Boating Club. Equipped with Geneva wraparound windshield, universal-size steering assembly, and bow lift handle. The "Tacoma" is fully assembled and ready to use—equipment factory installed. Handsome white and green outside finish, inside bottom plastic coated. Buy it in this combination offer or separately—shipping is prepaid either way

2 GENEVA BOAT TRAILER . . . especially designed to carry "Glasbond" boats with motors attached! Ideal for all other types of boats, too. It's designed to make loading and launching a one-man operation. You don't have to unhitch it to unload boat—guides boat into water effortlessly. It's equipped with everything you need to carry your boat. Buy it in combination offer or separately—shipping is prepaid either way

GENEVA "TACOMA" RUNABOUT BOAT

A sporty speedster—with speed-size hull. Full V-bottom won't skid, trip, or porpoise. Long, sleek fore deck with covered gunwales and full center deck for big expanse of mahogany. Roomy full-width seats front and back. Equipped with wrap-around windshield of Plexiglas with bright chromed trim. Universal-size steering assembly for easy forward steering—with modern wheel and deep rope tracks, nylon pulley wheels, plastic covered steel cure cotton tiller rope, rope clamps, guides spring tighteners. Chromed bow lift handle. Equipment is factory installed. See specification chart below.

SPECIAL BOAT-TRAILER COMBINATION

It's an unbeatable money-saving value! You save $160 retail when you buy this combination!

You get the equipped Geneva "Tacoma" described at the left . . . plus the specially designed boat trailer described at the right. And they're both shipped to you freight paid—no shipping charges to pay. Buy yours now!

43545F57675—Combination . . Retail **$769.00**
43546F54713—Boat only . . . . Retail **$729.50**
43547F14963—Trailer only . . . . Retail **$199.50**

GENEVA TILT BOAT TRAILER

Holds boat and motor—takes boats 14 to 16 ft long, holds up to 800 lbs. Automatic tilting or keel support allows one-man loading, launching. Knee-action springs give soft ride, prevent "hopping." Sturdy transom foundation with padded cradles adjustable to fit boat. Unloads without unhitching—rubber loading roller. Heavy-gauge steel frame—green with red fenders, rubber step pads. 4.00 x 8 tires with tubes. Timken tapered high-speed bearings—marine-type seals. Includes tail-light with cord and car plug, license bracket, powerful winch, nylon winch rope, boat tie-down straps, safety chain.

SPECIFICATIONS FOR "TACOMA" RUNABOUT . . . CHOOSE IT IN COMBINATION OFFER OR SEPARATELY

Boat Model	Length	Beam	Transom Width	Depth Amidships	Bow Depth	Deck Lengths	Seats	OBC HP	Actual Wt.
TACOMA	14 ft.	56 in.	52½ in.	22 in.	26 in.	66-10 in.	2	30	245 lbs.

The "Tacoma" is shipped carefully packed and ready to launch. Equipment factory installed. Freight is prepaid on both boat and trailer.

Prices on the "Tacoma" and trailer are slightly higher if you live west of Denver—write to Dept. 42F for "West of Denver" price list.

GENEVA Boats—Division of Bowman Manufacturers, Inc.

"GLASBOND" RUNABOUTS
All Are Fully Assembled and Ready to Use—Shipped Freight Paid

All Geneva boats are certified by the Outboard Boating Club

Fine marine plywood — with fiberglass bond on seams and joints

Full V-bottoms for increased speed!

New runabouts made by Geneva Boats—division of Bowman Manufacturers, Inc. Finest performance! Big and roomy—designed for ultimate in boat safety. [A] and [B] equipped with bow lift handle —plus full equipment listed below. Check these features.

✓ **NEW "GLASBOND" CONSTRUCTION** . . . a modern combination of fiberglass and marine plywood. Hull of finest solid-core resin-bonded marine plywood—⅜-in. 5-ply bottoms, ¼-in 3-ply sides. Chemically impregnated so it's completely weatherproof—all seams and joints covered with fiberglass so it's absolutely leak-free—just like a one-piece boat!

✓ **PERFECTED FULL V-BOTTOMS** . Deliver a fast, soft, spray-free ride eliminates any tendency to slip, trip, skid, or porpoise. Superior bottom construction permits speeds unexcelled in runabout class!

✓ **EASY UPKEEP** . . . Use it year after year without trouble and expense of continual upkeep. It's fully weatherproof—no caulking, soaking necessary—just an occasional paint job. Won't shrink, dry out.

✓ **HANDSOMELY STYLED AND FINISHED** . . . Trim and nautical from bow to stern . . . a truly good looking boat. Has striking dark red mahogany planked deck trimmed with ivory vinyl plastic coaming—hull white with red splash rail, green bottom. Inside coated with rugged plastic so its skidproof for safe stepping even when it's wet

✓ **FOLDING BOAT SEATS** . . . where specified. They're newly styled with backs that fold forward to provide maximum inside storage room or fold flat to form convenient picnic table.

[A] "MONTEREY" SKI RUNABOUT

Pulls 3 skiers with ease! Wide transom for maximum lift. Walk-through fore-seat, folding aft seat. Wide—deep. Has all equipment listed at right. See chart below.

43542F56212—Freight paid **$749.50**

[B] NEW "LAGUNA" RUNABOUT

A true beauty! Speed-size hull—fast. Has full-width folding seats fore and aft—swimsuit-towel rack, too. With all equipment listed at right. See chart below.

43543F52462—Freight paid **$695.50**

Both "Monterey" and "Laguna" are shipped fully equipped with the following Geneva items. Lights U.S. Coast Guard approved. Hardware is heavily chromed.

Equipped with 9 big items—factory installed. (1) Customfitted boat cushions . . . comfortable back and life-saver type seat—red vinyl with white trim. (2) Wraparound windshield of Plexiglas with chromed trim. (3) Universal-size steering assembly—wheel with deep rope tracks, guides, nylon pulley wheels, tiller rope clamps, spring tightener —plastic covered steel-core tiller rope. (4) Bow light with flagpole and pennant. (5) Stern light and flagpole combination with ensign flag. (6) Set of bow chocks. (7) Deck cleat. (8) Pair of fender cleats. (9) Pair of stern lift handles.

GENEVA "LAGUNA UNEQUIPPED" RUNABOUT (not shown)

Like the "Laguna" model, but unequipped —so you can fit it out to suit yourself.

43544F32212—"Laguna Unequipped." Freight paid . . . . . Retail **$428.50**

Same fine Geneva construction features See specification chart below.

SPECIFICATIONS FOR THE GENEVA "MONTEREY," "LAGUNA," AND "LAGUNA UNEQUIPPED" BOATS . . . SHIPPED FREIGHT PAID

Boat Model	Length	Beam	Transom Width	Depth Amid	Bow Depth	Deck Length	Seats	OBC HP	Actual Wt
MONTEREY	14 ft	62 in.	53 in.	30 in	31 in	66 in	2	40	290 lbs
LAGUNA	14 ft	56 in	52½ in.	22 in	26 in.	66 in	2	30	245 lbs.
LAGUNA UNEQUIPPED	14 ft.	56 in.	52½ in.	22 in.	26 in.	66 in.	2	30	225 lbs

All three boats are carefully packed and ready to launch. Freight is prepaid—there's no shipping charge!

Prices on these boats are slightly higher if you live west of Denver—please write to Dept. 42F for "West of Denver" price list.

GENEVA Boats—Division of Bowman Manufacturers, Inc.

Aluminum Runabouts

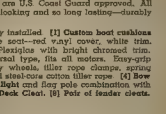
Ready to Launch—Freight Prepaid

All Geneva boats are certified by the Outboard Boating Club!

"Kingston" and "Caracas" . . . made by Geneva Boats—division of Bowman Manufacturers, Inc. They're new in design and construction. Forward steering from the front seat for the easiest handling ever! Check these features:

- ✓ **HEAVY-GAUGE ALUMINUM** . . . won't rust, leak or roll! Made for a lifetime of use with no maintenance or upkeep to worry about. Heavy-gauge aluminum of special heat-treated alloy—gives aluminum extra toughness. Extra-heavy aluminum extrusions for keels, ribs, spray rails and stringers—gives stability in roughest water.
- ✓ **SCIENTIFICALLY ENGINEERED** . . . massive I-beam bottom construction weights, stiffens, and adds ballast—gives performance not previously associated with an aluminum boat. Takes big motors!
- ✓ **COMBINATION CHINE** . . . gives speed of sharp chine with safety of a round one. Engineered for maximum speed—designed to provide great turning and riding control, fast planing.
- ✓ **SPECIAL SAFETY FEATURES** . . . Bilge stringers prevent ripple, undulation (see further information at right). Has built in self bailer. Built-in Dow "Styrofoam" flotation for dependable safety. Wide and deep for high, level ride.
- ✓ **MODERN IN DESIGN** . . . with exceptional fullness of bow to give it plenty of "lift"—beautifully finished inside and out. Chemically treated wood used for seats and gunwale—weatherproof!

BUILT-IN FEATURES . . . luxury Geneva design—packed with extra features! Built with strong bilge stringers of extra-heavy aluminum extrusions—to prevent bottom ripple and undulation so you get a smooth ride . . . a quiet one, too. 4 extra-heavy transom knees. Oversize keel with specially designed chines and spray rails—full hull forward for exciting and safe forward drive!



CHOICE OF TWO BRAND NEW RUNABOUTS . . . THE "KINGSTON" OR THE "CARACAS" . . . BOTH FULLY EQUIPPED

(A) GENEVA "KINGSTON". A big boat—especially designed for big water and comfort use! Fully 8½ wide—roomy inside, too. Full width back seat, walk-through front seats. Polished aluminum hull—marine enameled deck. Inside bottom coated with special non-skid preparation. Includes full equipment at right. Shipping prepaid. See chart below.
43325F74982—Equipped "Kingston", Freight paid.....Retail **$999.50**

(B) GENEVA "CARACAS." It's high-speed and high-style!—ideal for all kinds of water fun! Luxury liner design. Full-width back, walk-through seats. Polished aluminum hull with marine enameled decks. Inside bottom coated with special non-skid preparation. Includes full equipment listed at right. Shipping prepaid. See specification chart below.
43326F59982—Equipped "Caracas", Freight paid.....Retail **$799.50**

Both the "Kingston" and "Caracas" are shipped fully equipped with the following famous Geneva items. Lights are U.S. Coast Guard approved. All hardware is heavily chromed—so good looking and so long lasting—durably made to resist water and weather.

Fully equipped with 9 big items—factory installed. **[1] Custom boat cushions**—comfortable back and life-saver type seat—red vinyl cover, white trim. **[2] Wrap-around windshield** . . . of Plexiglas with bright chromed trim. **[3] Complete steering assembly**—universal type, fits all motors. Easy-grip wheel, deep rope tracks. Nylon pulley wheels, tiller rope clamps, spring tightener. Rope guides. Plastic-covered steel-core cotton tiller rope. **[4] Bow light** with pennant, flag pole. **[5] Stern light** and flag pole combination, with ensign flag. **[6] Set of bow chocks. [7] Deck Cleat. [8] Pair of fender cleats. [9] Pair of stern lift handles.**

SPECIFICATIONS FOR THE "KINGSTON" AND "CARACAS" . . . . BOTH FULLY EQUIPPED

Boat Model	Length	Beam	Transom Width	Depth Amid	Bow Depth	Deck Length	Seats	OBC HP	Actual Weight	Retail Equipped
KINGSTON	16 ft	72 in	50 in	26 in.	30 in.	94 in	2	40	310 lbs	$999.50
CARACAS	14 ft	61 in	50 in.	23 in.	28 in	64 in	2	35	235 lbs.	$799.50

"Kingston" and "Caracas" boats shipped carefully packed ready to launch. Freight is prepaid—no shipping charges.

Prices on these boats are slightly higher if you live west of Denver—please write to Dept. 43F for "West of Denver" price list.

GENEVA Boats—Division of Bowman Manufacturers, Inc.

ALUMINUM

Utility Fishing Boats

Safe, easy-riding combination-V bottom. Has bilge stringers of extra-heavy aluminum extrusions to prevent ripple. Extra-heavy transom knees. Over-size keel with specially designed chines and spray rails

All Geneva boats are certified by the Outboard Boating Club.

GENEVA ALUMINUM BOATS . . . 2 brand new boats—built for superior performance, endurance, and beauty. They're ideal as utility and fishing boats—fun for the entire family! Embody every feature of safety to assure you carefree boating!

✓ **HEAVY-GAUGE ALUMINUM** . . . Sturdy but lightweight—designed for wonderful riding and years of maintenance-free pleasure. Extra-heavy aluminum extrusions for keels, ribs, stringers for added stability to take the roughest waters. Geneva boats are truly a pleasure to own!

✓ **COMBINATION-V HULLS** . . . For finest performance. Provides maximum speed and easy control at all speeds. Allows full turning and riding control—fast planing. Wide, deep for level, sprayfree ride.

✓ **DESIGNED FOR SAFETY AND GOOD LOOKS** . . . Trim in appearance —tops in performance! Smart weather resistant finishes combine beauty with durability. Non-skid inside bottom finish. Protected styrofoam flotation for maximum stay-afloat security. Wood seats chemically treated for lasting resistance to weather and water

✓ **EXTRA FEATURES** . . . All models have extruded aluminum gunwales "pressed-in" spray rails, heavy oak motor support. Stern lifting handles and oar lock sockets so you can add oars to row if you prefer

Ⓐ GENEVA "MUSKEGON" UTILITY BOAT

An ideal all purpose utility boat—fun for the entire family! Decked for use as runabout—lots of room for fishing. Takes 1hp motor—performs like a dream with small ones. Designed so you can install remote steering. Has corrosion-resistant finish. In two sizes (14-ft. shown). Freight is prepaid. See specification chart below.

43588F39712—14 ft. long.....Retail **$449.50**
43589F37462 16 ft long.....Retail **$499.50**

Ⓑ GENEVA "SAGINAW" UTILITY BOAT

A deluxe fishing and utility boat—spacious enough for entire family or load of fisherman! Heavier-than-usual aluminum construction so it takes rugged use—engineered round bilge for ultimate in utility boat performance. Has corrosion-resistant hull. In 2 sizes (16-ft. shown). Freight is prepaid. See specification chart below.

43590F23962—16 ft. long.....Retail **$439.50**
43591F28462—14 ft long.....Retail **$379.50**

GENEVA "MENDOTA" BOAT (NOT SHOWN)

An ideal small family fishing or utility boat—light enough to load easily on your car but sturdy enough to take anywhere. Similar to "Saginaw," except has hard chine. Semi-V bottom is easy to handle even on rough water. Spacious interior. Corrosion-resistant finish. 2 sizes. Freight is prepaid. See specification chart below

43592F23962—14-ft. long.....Retail **$319.50**
43593F20587 12-ft long ... Retail **$274.50**

SPECIFICATIONS FOR "MUSKEGON," "SAGINAW," AND "MENDOTA" . . . ALL SHIPPED FULLY ASSEMBLED, FREIGHT PAID

Boat Model	Length	Beam	Transom Width	Depth Amid.	Bow Depth	Deck Length	Seats	OBC HP	Actual Wt	Retail Price
MUSKEGON	14 ft.	59 in.	50 in.	10 in.	26 in.	52 in.	2	25	155 lbs.	$449.50
MUSKEGON	16 ft.	60 in.	51 in	20 in.	27 in.	52 in	3	35	220 lbs.	$499 50
SAGINAW	16 ft.	60 in	50 in	22½ in.	26 in	None	4	25	220 lbs.	$439.50
SAGINAW	14 ft	58 in	49 in	22½ in.	26 in	None	3	15	175 lbs	$379.50
MENDOTA	14 ft	54 in	45 in.	15 in.	25 in	None	3	10	135 lbs	$319.50
MENDOTA	12 ft	54 in	45 in	19 in	24 in.	None	3	7½	118 lbs	$274.50

Choose from 3 popular models in the size to suit your needs—you'll be sure of satisfaction when you buy your boat from GMC. These Lite Geneva boats are shipped fully assembled and crated ready to launch in the water. They re shipped freight paid so there's no shipping expense to pay!

Prices on these boats are slightly higher if you live west of Denver—please write to Dept. 437 for "West of Denver" price list.

NEVIN 917G Keystone 1,000
Super thin solid 14K Yellow Gold case with 17 Jewel Glycine movement
Retail **$125.00**

ORSON 914G Keystone 12000
Actually as thin as a coin! Solid 14K White Gold case 17 Jewel Glycine movement. (Available in 14K Yellow Gold.)
Retail **$135.00**

PAYNE 9 5G Keystone 5900
Handsome thin square design 10K Yellow Gold filled case 17 Jewel Glycine movement
Retail **$79.50**

The Pride of Switzerland

HOLDER OF 5 GRAND PRIZES AND OVER 168 OBSERVATORY AWARDS

Since 1914 the Glycine factory in Bienne, Switzerland, has produced watches which have always been the standard of excellence for the industry. Today's remarkable 17 Jewel Glycine Watches embody the most advanced engineering and technical improvements as well as the styling of tomorrow.

NATIONALLY ADVERTISED IN LIFE

LEIGHTON 911G Keystone 24000
This distinguished watch is enhanced by 47 sparkling Diamonds. Solid 14K White Gold case. 17 Jewel Glycine movement
Retail **$275.00**

MARLENE 912G Keystone 15870
The mate to "Leighton." 18 dazzling Diamonds are hand set in the solid 14K White Gold case. 17 Jewel Glycine Incabloc protected movement
Retail **$195.00**

QUENTIN 915G Keystone 6270
100% Waterproof* Incabloc shock resistant 17 Jewel Glycine movement. Gold filled top stainless Steel back case and matching bracelet.
Retail **$71.50**

RICHARD 917G Keystone 7940
100% Waterproof*, self winding, Incabloc protected Glycine 17 Jewel movement with stainless Steel case and matching brace at
Retail **$90.00**

RANDOLPH 918G Keystone 8530
Same as above with Yellow Gold filled top and stainless Steel back
Retail **$100.00**

STEPHANIE 919G Keystone 6270
100% Waterproof* 17 Jewel Incabloc protected Glycine movement. All stainless Steel case. Polished calf insert bracelet
Retail **$71.50**

SUSANNE 920G Keystone 7060
Same as above with Yellow Gold filled top and stainless Steel back
Retail **$78.50**

THEA 921G Keystone 8200
100% Waterproof*, self winding 17 Jewel Glycine Incabloc shock resistant movement. Yellow Gold filled top stainless Steel back case and bracelet
Retail **$95.00**

THISBE 922G Keystone 7660
Same as above with all stainless Steel case and bracelet
Retail **$89.50**

ULRICK 923G Keystone 6900
Ultra thin 10K Yellow Gold filled case. 17 Jewel Glycine movement.
Retail $79.50

VERNON 924G Keystone 14650
Solid 14K Yellow Gold hidden crown case 100% Waterproof self winding 17 Jewel Incabloc protected movement
Retail $175.00

WALKER 925G Keystone 8930
Hidden Crown 10K Yellow Gold filled top and back 100% Waterproof, self winding 17 Jewel Incabloc shock resistant movement
Retail $115.00

YARDLEY 926G Keystone 8400
Self winding 100% Waterproof* Hidden Crown 10K Yellow Gold filled top, stainless Steel back case 17 Jewel Glycine Incabloc protected movement
Retail $100.00

ARGUS 927G Keystone 7600
Diamond lapped stainless Steel, 100% Waterproof* Hidden Crown case Self winding 17 Jewel Glycine Incabloc protected movement
Retail $89.50

BRADFORD 928G Keystone 8870
Stainless Steel 100% Waterproof* 17 Jewel Automatic Calendar Watch with magnifying crystal over date hidden Crown Incabloc protected.
Retail $100.00

COURTNEY 929G Keystone 6270
Extra flat stainless Steel, 100% Waterproof* case 17 Jewel Incabloc shock resistant movement
Retail $71.50

COLBY 930G Keystone 6800
Same as above with Yellow Gold filled top, Steel back
Retail $79.50

glycine
THE WATCH OF PERFECTION
SINCE 1914

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

THE FAMOUS GLYCINE GUARANTEE

Every Glycine watch is unconditionally guaranteed against defects in manufacture and/or materials. The Permaspring mainspring is unconditionally guaranteed for the life of the watch. Any repair that is required due to defective workmanship or material will be made by the factory free of charge within one year of the date of purchase.

The Glycine matchless features:

- **Permaspring Unbreakable Mainsprings guaranteed for the life of the watch**
- **17 Jewel Movements OF GUARANTEED ACCURACY**
- **Dust Protected Cases**
- **Anti-Magnetic**
- **Electronically Timed**
- **Beautifully Gift Boxed**

Famous for Quality since 1914

DAMON 931G Keystone 7870
Wrist Alarm, 100% Waterproof* stainless Steel case 17 Jewel Incabloc movement
Retail $90.00

DUDLEY 932G Keystone 8400
Same as above with Yellow Gold filled top stainless Steel back
Retail $100.00

HARCOURT 937G Keystone 12000
Solid 14K Yellow Gold case 17 Jewel self winding Incabloc shock resistant Glycine movement
Retail $135.00

ELENA 933G Keystone 12000
Tiny ladies solid 14K Yellow Gold 100% Waterproof* case. Self winding 17 Jewel Incabloc shock protected movement
Retail $135.00

FELICIA 934G Keystone 12000
Dimensive sports watch with solid 14K Yellow Gold 100% Waterproof* case. Self winding, 17 Jewel Glycine Incabloc shock protected movement
Retail $135.00

GLENDON 935G Keystone 8530
Self winding 100% Waterproof* 10K Yellow Gold filled case with 17 Jewel Incabloc shock resistant movement.
Retail $100.00

GORDON 936G Keystone 7980
Same as above with stainless Steel back.
Retail $90.00

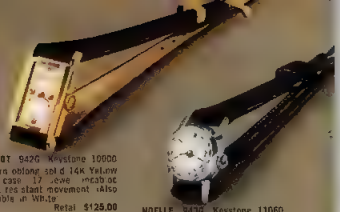
ALEXANDRIA
BEATRICE
CASSANDRA
DARLENE
ELIZABETH
FLEURETTE
GABRIELLE
HELENA
JOCELYN
KATHLEEN
glycine
THE WATCH OF PERFECTION
SINCE 1914
Switzerland's most distinguished watches
The internationally known Glycine 17 Jewel Movement has been famous since 1914 as Switzerland's most dependable timepiece. Only the most carefully selected matched Diamonds, cut and faceted to flashing brilliance are hand set in these solid 14K Gold cases. The utmost in loving care and intimate craftsmanship goes into the design and manufacture of every Glycine watch thus assuring you of a lifetime of pleasure and accurate timekeeping.
ALEXANDRIA 906G Keystone 25330
50 sparkling Diamonds in solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $300.00
BEATRICE 901G Keystone 22670
Lovely 40 Diamond solid 14K White Gold case with 17 Jewel Glycine Incabloc shock resistant movement Retail $275.00
CASSANDRA 902G Keystone 19070
Classic 30 Diamond solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $225.00
DARLENE 903G Keystone 20000
12 large Diamonds enhance this tiny solid 14K White Gold case, 17 Jewel Glycine movement Retail $225.00
ELIZABETH 904G Keystone 15330
Modern spray effect features 8 large Diamonds in this solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $175.00
FLEURETTE 905G Keystone 17370
24 sparkling Diamonds in this solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $195.00
GABRIELLE 906G Keystone 14000
6 flashing Diamonds in the simple square solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $165.00
HELENA 907G Keystone 13200
Graceful swirling end pieces accent this 6 Diamond solid 14K White Gold case 17 Jewel Glycine Incabloc shock resistant movement Retail $150.00
IANTHE 908G Keystone 10530
2 large Diamonds set in faceted solid 14K White Gold case 17 Jewel Glycine Incabloc shock protected movement Retail $125.00
JOCELYN 909G Keystone 21200
Modern square, unbelievably tiny solid 14K White Gold case has 20 Diamonds and wide Suede strap 17 Jewel Glycine shock protected movement Retail $250.00
KATHLEEN 910G Keystone 21200
Circle of 20 Diamonds enhance the tiny tiny solid 14K White Gold case 17 Jewel Glycine Incabloc protected movement Retail $250.00
All watches have Gold applied stick dials and genuine Black Suede attachments with Safety Chains.
NATIONALLY ADVERTISED IN
LIFE
GLYCINE, first in its field earns this coveted award
REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN
Diamonds slightly enlarged to show detail
Watches shown actual size
Prices subject to change without notice

INGRID 938G Keystone 10000
Square design, solid 14K Yellow Gold case with flexible end-pieces. 17 Jewel Incabloc shock resistant Glycine movement (Also available in White)
Retail $125.00

KAREN 940G Keystone 7870
Dainty solid 14K Yellow Gold case 17 Jewel Incabloc shock resistant Glycine movement (Also available in White)
Retail $90.00

JESSICA 939G Keystone 9070
Classic solid 14K Yellow Gold case 17 Jewel Incabloc shock resistant Glycine movement (Also available in White)
Retail $120.00

LORRAINE 941G Keystone 7330
Exceptionally smart solid 14K Yellow Gold case 17 Jewel Incabloc shock resistant movement (Also available in White)
Retail $89.50



MARGOT 942G Keystone 10000
Modern oblong solid 14K Yellow Gold case 17 Jewel Incabloc shock resistant movement (Also available in White)
Retail $125.00

NOELLE 943G Keystone 11060
Solid 14K White Gold case is enhanced by this unbreakable scratch resistant multi-faceted simulated Sapphire Crystal 17 Jewel Glycine movement (Also available in Yellow)
Retail $135.00

ALL WATCHES BEAUTIFULLY GIFT BOXED

OPHELIA 944G Keystone 12000
Fabulously tiny solid 14K White Gold case 17 Jewel Incabloc protected movement (Also available in Yellow). Retail $135.00

PAULETTE 945G Keystone 12000
Amazingly petite Solid 14K White Gold case 17 Jewel Incabloc protected movement (Also available in Yellow). Retail $135.00

glycine
THE WATCH OF PERFECTION
SINCE 1914

- Permaspring Unbreakable Mainsprings guaranteed for the life of the watch
- 17 Jewel Movements OF GUARANTEED ACCURACY
- Dust Protected Cases
- Anti-Magnetic
- Electronically Timed
- Beautifully Gift Boxed

THE PROUD HERITAGE OF CONSUMMATE QUALITY

Almost a half Century of experience is behind the many delicate adjustments and refinements which insure the consummate accuracy and dependability of every Glycine Watch. The 17 Jewel Movements which were manufactured especially for the exquisitely tiny ladies Watches shown on this page for example represent a truly outstanding engineering triumph, and are typical of the exacting care that goes into every Glycine watch

NATIONALLY ADVERTISED IN LIFE

ROSALIND 946G Keystone 12000
17 Jewel Glycine movement in a solid 14K White Gold round case with multi-faceted unbreakable and scratch proof simulated Sapphire Crystal (Also available in Yellow) Retail $135.00

SIBLEY 947G Keystone 10530
A complete wardrobe. Dainty solid 14K Yellow Gold case. Crystal has finely cut facets, like a Diamond is unbreakable and scratch resistant. 17 Jewel Glycine Incabloc protected movement. Includes 4 colored suede straps which you interchange in seconds. Plus a beautiful genuine leather nationally advertised watch. (Also available in White Gold)
Retail $125.00

RIO — Sporty runabout — high speed, sporty, twin-decked runabout. Exceptional fullness to bow gives plenty of lift for the much desired "forward steering".

MANATEE — Ideal utility with stability never before attained in an aluminum boat. Handy storage shelf or compartment beneath deck. Bowman side steering accessory permits this boat to handle almost any size motor.

Bowman ALUMINUM BOATS — A NEW CONCEPT IN PERFORMANCE

A unique structural design and hull process is responsible for the superior performance and appearance of Bowman Aluminum Boats. The exclusive combination chine introduces a new conception of aluminum boat performance. Unusually fast and quick planing. Engineered to eliminate any tendency to slip, trip, skid, or porpoise. Wide, deep, full-sized boats built to big water specifications. Heavier than usual aluminum, of a special heat treated alloy that lends itself to the Bowman Process, produces boats suitable for rough water and rugged usage. A quiet ride and a bottom free from undulation and ripples is produced by the use of heavy extruded aluminum bilge stringers. Extra heavy specially designed aluminum extrusions are used for keels, rub rails, stringers and spray rails. These rugged thick-wall extrusions impart a sturdiness that can not be duplicated with any other type of aluminum boat construction—they are strong enough to take the punishment of the big motors; further, they prevent hull "wear-through" at points subject to abrasion. Inasmuch as wood is not affected by temperature changes, it is used for gunwales and seats to provide maximum comfort. This wood is chemically impregnated and is painted for appearance only. Maximum buoyancy is obtained through the use of properly designed individual air tanks—a Bowman air tank has 27% more flotation than less expensive foamed plastic material. Tanks are placed above the floor and away from the sides for complete protection. Built-in self bailing plug. Freedom from maintenance, leakage, rot, and deterioration. Equipped with sturdy stern lift handles and bow handle. Beautiful red enameled decks. Inside bottom coated with special safety non-skid finish.

COMPARE FULLNESS FORWARD . . .
note extra fullness for modern FORWARD DRIVE.

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H.P.	Actual Weight	Retail
*Rio	9462Z280X54713	14'	56"	46½"	23"	26"	64'9"	2	30	229	$729.50
Rio	9463Z260X41213			Same specifications,				ess equipment			549.50
Manatee	9464Z260X29963	14'	56"	46½"	23"	26"	22"	3	25	209	399.50
Ontario	9465Z285X33713	6'	61"	50"	23"	26"	22"	3	30	235	449.50
Bonita	9466Z190X24713	2'	52"	43½"	20"	22"	13"	3	16	40	329.50

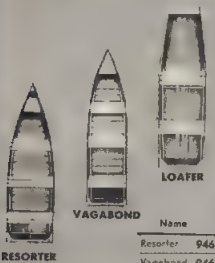
*FULLY EQUIPPED . . . factory installation of custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware-bow light and pennant with flag pole, stern light and flag pole combination with orange flag, set of bow chocks, and deck cleat, pair of fender cleats, and pair of stern lift handles.

Delivered Free!

NOT ILLUSTRATED

BONITA — A fine small family fishing boat. Utility model constructed with all of the very finest Bowman Aluminum boat features.

ONTARIO — Big boat for those large fishing parties. Bowman side steering accessory permits this boat to handle almost any size motor. Storage shelf or compartment beneath deck.



RESORTER VAGABOND LOAFER

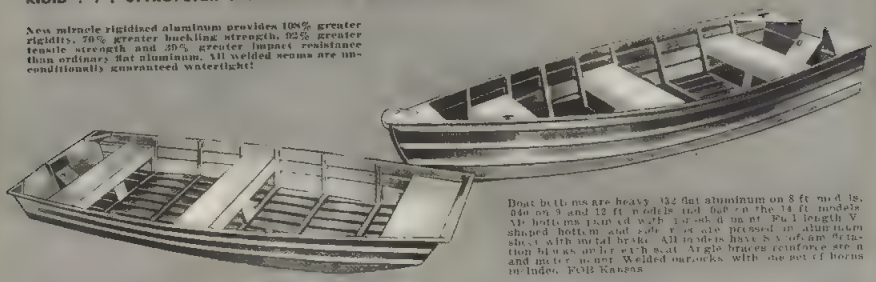
LEAK-FREE PLYGLAS FISHING BOATS

PLY-GLAS FISHING BOATS have FIBER-GLASS covering over all seams and joints, thus molding a TRULY ONE-PIECE LEAK-FREE boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind. CHEMI-SEAL IMPREGNATED—painting for appearance only. Basic material is solid core resin-bonded marine plywood. Lightweight car-top VAGABONDS and LOAFERS are of ¼" material. Wide beam extra deep RESORTERS have ⅜" 5-ply bottom and ¼" sides. BRASS SALT WATER FASTENED (except Loafers). REMOVABLE floor mats. (Loafer has built-in floorboards). Vagabond and Resorter boats are identical except for thickness of material and actual size of boat. Beautiful green marine enamel outside; gunwales and inside finished with bakelite varnish.

Name	Catalog No	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	Max H.P.	Actual Weight	Retail (Higher West)
Resorter	9467Z210X13462	14'	49"	46"	17½"	19"	5"	4	7½	160	179.50
Vagabond	9468Z160X10462	12'	42½"	37½"	14"	14½"	5"	3	5	110	139.50
Loafer	9469Z140X8962	12	42½"	37½"	14"	7"	9"	3	5	90	119.50

RIGIDIZED ALUMINUM BOATS . . . ALL WELDED . . . LIGHT, TIGHT, RIGID . . . STYROFOAM FLOTATION FOR GREATER BUOYANCY.

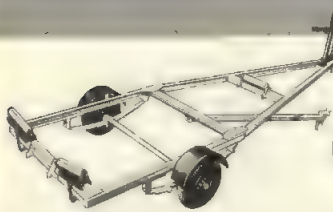
New miracle rigidized aluminum provides 108% greater rigidity, 70% greater buckling strength, 92% greater tensile strength and 39% greater impact resistance than ordinary flat aluminum. All welded seams are unconditionally guaranteed watertight!

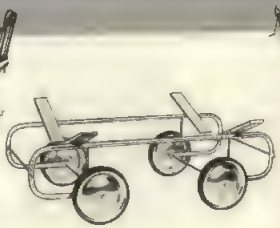


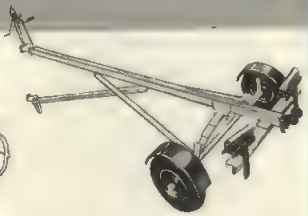
Boat bottoms are heavy .032 flat aluminum on 8 ft models, .040 on 9 and 12 ft models and .050 on the 14 ft models. All bottoms painted with jet-black marine pot. Pro 1 length V shaped bottom and side rails are pressed in aluminum sheet with metal brake. All models have S.V. of-am flotation blocks under each seat. Angle braces reinforce seats and motor mount. Welded outworks with one set of horns included. FOB Kansas.

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
9517Z121X12525	12	51"	13"	3	7½	83	$177.50
9515Z74X9275	9'	43½"	13½"	3	3	45	132.50
9518Z89X10425	9'	48"	14"	4	5	58	147.50
9517Z154X15525	14'	55"	15"	3	10	115	227.50

Catalog No.	Length	Beam	Beam Depth	Seats	Max. H.P.	Actual Weight	Retail
SEMI-V-BOTTOM MODELS							
9518Z159X15750	14	55"	18"	3	12	106	225.00
9518Z123X13895	12'	51"	16"	3	12	87	198.50







BOAT TRAILERS

9520Z100X12915 BOAT TRAILER, handles 14 to 16 ft. boats, loads up to 850 lbs Need never be unhitched from car Has grooved tubular tongue and keel guide 4.00 x 8 high speed wheel and 4 ply tires and tubes Complete with winch, stand bow chock rope tie down kit, rear and center rollers adjustable cradle rollers, tail light and license bracket FOB Wisc

Retail: $184.50

9531Z100X9228 For boats 16 ft. long, 850 lb. capacity 4.00 x 8 high speed wheels, 4 ply tires adjustable rubber padded front and rear cradles—automotive type axle and rubber mounted spring suspension.

Retail: $133.75

9524Z30X2600 DELUXE BOAT DOLLY, a real convenience for stowing and handling boats up to 500 lbs., any length Makes transportation from water's edge to nearby storage quick and easy Reinforced tubular aluminum construction with strut bracing 48" long, 27" wide. Solid tread disc wheels. F.O.B., New York. .....**Retail: $38.95**

9522Z140X11045 BOAT TRAILER, handles 12 to 14 ft. boats loads up to 750 lbs Need never be unhitched from car Has grooved tubular tongue and keel guide 4.00 x 8 high speed wheels, 4 ply tires and tubes Complete with winch stand, bow chock, rope, tie down kit, rear rollers adjustable cradle rollers, tail light and license bracket. F.O.B. Wisc. .....**Retail: $155.00**

9523Z110X7880 For boats 14 ft. long, 750 lb. capacity 4.00 x 8 high speed wheels, 4 ply tires adjustable rubbed padded front and rear cradles skid leg specially designed spring suspension. ..**Retail: $110.50**

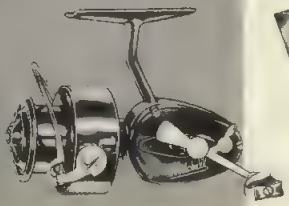
6432M2W2750 MITCHELL SALT WATER SPIN REEL Corrosion-resistant baked-on finish Stainless steel drag system — wide-spun adjustment— 4 lbs to 70 lb tests. No backlash long casts without "bird nests" Fast retrieve 24 in per turn of handle Capacity 300 yds 14 lb test monofilament line Actual weight 19½ oz.

Retail: $37.50

Garcia

6433M2W1785 MITCHELL "300" SPINNING REEL Smooth drag with wide span of setting, handy push button spool release non-wearing Durality guide Full ball pick-up, convenience and reverse control Complete with 2 spools—125 yd capacity 6 lb line 350 yd capacity 6 lb line Fast retrieve, one spot gear lubrication Actual weight 11½ oz.

Retail: $29.75



MITCHELL

6434M2W2397 MITCHELL SPIN KIT. Includes the famous Mitchell "300" Spinning Reel described to the left plus 100 yds. each 6 lb. and 8 lb. platyl line, Garcia lure kit of 6 assorted spinning lures in a plastic utility box. Also included are 12 Garcia snap swivels, silicote spinning reel lubricant, combination reel tool, Garcia Mitchell Reel Manual and a metal tackle box. A perfect set for the fisherman who prefers his own pet rod—but requires a superb assortment of spinning equipment. .....**Retail: $39.95**

ONE PIECE HULL IS SEAM-FREE, LEAK-PROOF; COLOR-IMPREGNATED

9440Z400X74963 NEW BOWMAN "HAVANA" 16' MODERN RUNABOUT . . . with reinforced plastic hulls by GOODYEAR AIRCRAFT. Molded under tremendous pressure these hulls are much more resilient than low pressure formed fiberglass . . . and answer the boating enthusiast's desire for hull which will not keep water, crack, pit, check, crack or develop defects common to low pressure formed fiberglass boats.

Outstanding performance is achieved from forward seat driving—just like the most expensive inboards. The deck appointments and factory installed equipment also compare favorably with much more costly inboards. The equipped "Havana" has factory installed seat cushions, chrome trimmed wrap-around windshield, complete steering assembly, hardware—Bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, bow chocks, deck cleat, fender cleats and stern lift handles.

Sleek and speedy and maneuverable because of the unique treatment of the bottom and chine construction, it's nonetheless one of the safest and most stable boats ever built! Virtually unsinkable—because of the exclusive Goodyear "Flotation sandwich" that's molded inside the full length, oversized bottom stringers and ballast keel and bottom.

Strikingly beautiful mahogany deck, finished in bright red bakelite base marine enamel. Cream colored extruded heavy duty vinyl plastic molding protects the deck. Has walk-through fore seat; two side seats with back rests—plenty of room for family fun on the water 64" Beam; transom width 54"; Amid Depth 26¾"; Bow Depth 30"; Deck Length 54" OBC rated at 40 H.P. **Retail: $999.50**

9441Z380X59025 Same as above, less factory installed equipment described above. **Retail: $795.00**

9442Z20X5197 CONVERTIBLE BOAT TOP makes the Havana into a day cruiser, provides all weather protection. Wrap around windshield with chrome trim, sturdy heavy walled aluminum frame. High grade army duck top, aqua gray color. ..... **Retail: $79.95**

9443Z15X1047 SIDE CURTAINS for top. **Retail: $29.95**

CUSTOM FITTED WINDSHIELDS Super deluxe chrome trimmed wrap around plexiglas molded to proper shape. Complete with proper fasteners and instructions.

9444Z25X2922 FOR HAVANA **Retail: $44.95**

9445Z25X5197 FOR HAVANA to fit top **Retail: $79.95**

9446Z25X2397 FOR MALIBU and MIAMI (see next page). **Retail: $39.95**

9447Z25X2272 FOR WINONA AND GENEVA (see next page) **Retail: $34.95**

CUSTOM TAILORED BOAT COVERS. Made of finest 10 oz. army duck. Water repellent and weather resistant treatment. Zip-away motor hood, cover fits with motor on or off boat. Drawstring and cord tie downs.

9448Z12W3247 FOR HAVANA **Retail: $49.95**

9449Z12W2922 FOR MALIBU AND MIAMI (see next page). . . . . **Retail: $44.95**

9450Z12W2792 FOR WINONA AND GENEVA (see next page). . . . . **Retail: $42.95**

BOWMAN-MILLERMATIC ONE-MAN LOADING TILT-TRAILER — loads and launches with little physical effort. Full automatic lift of keel support permits easy loading even with largest outboard attached. Soft ride and freedom from skidding assured. Transom foundation with heavily padded adjustable cradles. 4 8ox8 tires. Timken tapered high speed bearings with marine type seals. Tail light with cord and plug for car, license bracket 1,000 lb. test nylon winch rope, boat tie-down strap, strong safety chain, fenders with rubber step pads.

9451Z270X14983 For 16' Boats, also adjustable to 14' 800 lb. capacity **Retail: $199.50**

9452Z250X14213 For 14' Boats; also adjustable to 12'. 500 lb. capacity **Retail: $189.50**

9453Z20X2621 Spare wheel assembly, wheel, tire, tube, bearings and seals. Attaches for dolly or parking stand . . . . . **Retail: $34.95**

9454Z20X746 Boat Cinch, exclusive hold-down, flick of wrist locks boat permanently in place on trailer . . . . . **Retail: $8.95**

Bowman

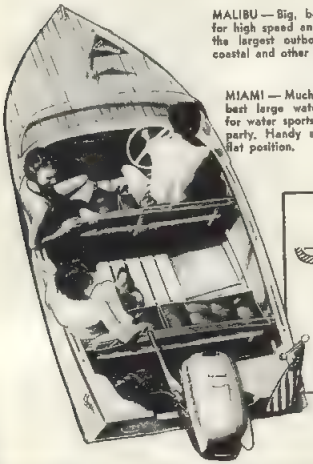
LEAK-FREE PLYGLAS RUNABOUTS AND SEMI-RUNABOUTS

Sensational FIBER-GLASS and MARINE PLYWOOD construction. FIBER-GLASS covering over all seams and joints, thus molding a ONE-PIECE LEAK-FREE boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind. CHEMICALLY impregnated—painting is for appearance only. Extremely fast full "V" bottom which permits tight turns at high speed and gives amazing performance. Natural flotation for maximum safety. Solid core resin-bonded marine plywood; 3/8" 5-ply bottom with 1/4" sides. 9-ply 1 3/8" HEAVY DUTY transom supported by oversize quarter and transom knees—trouble-free performance with the larger motors. BRASS fastened for salt water.

BEAUTIFUL MATCHED DARK RED MAHOGANY decks trimmed and protected by rugged vinyl plastic coaming in attractive cream color. LUSTROUS white topside, green bottom, and red splash rails. HIGHLY POLISHED bow lift handle and bow winch ring. Inside coated with new super-tough, durable plastic finish for long lasting beauty.

INCOMPARABLE BOWMAN DESIGN bottom gives the softest, most pleasant spray-free ride ever experienced. The perfected full "V" Bowman design eliminates any tendency to slip, trip, skid or porpoise. Practically non-tippable. Unusually fast and quick planing.

MALIBU — Big, beautiful leak-free runabout built for high speed and level riding. Ideally suited for the largest outboard motors. Recommended for coastal and other "big-water" use.



MIAMI — Much desired "dual-purpose" boat—best large water semi-runabout. Snappy looking for water sports, yet plenty of room for a fishing party. Handy seat backs that fold backward to flat position.

● RECLINING SEATS . . . backs fold down to provide picnic table or extra seating capacity. Featured on MIAMI and GENEVA models.

PERFECTED FULL V-BOTTOM . . . eliminates any tendency to slip, trip, skid or porpoise. Delivers softest, most pleasant spray-free ride. Unusually fast

GENEVA — A fast leak-free beauty that will give years of enjoyment. The very latest fold-down seats fitted with handy swim suit and towel rack.

Name	Catalog No.	Length	Beam	Transom Width	Amid Depth	Bow Depth	Deck Length	Seats	OBC Rated H.P.	Actual Weight	Retail
*Malibu	9455Z370X52838	14'	62"	55"	30"	31"	66"10"	2	35	320	$784.50
Malibu	9456Z360X38213	Same specifications, less equipment									509.50
*Miami	9457Z340X49088	14'	62"	55"	30"	31"	66"	2	35	290	654.50
Miami	9458Z320X34463	Same specifications, less equipment									459.50
*Geneva	9459Z295X42713	14'	56"	52½"	22'	26"	66"	2	30	245	569.50
Geneva	9460Z275X29213	Same specifications, less equipment									389.50
Geneva Hull	9461Z285X20963	Same specifications, completely constructed, not finished									279.50

*FULLY EQUIPPED . . . factory installation of custom fitted seat cushions chrome trimmed, wrap around windshield, complete steering assembly, hardware-bow light and pennant with flag pole, stern light and flag pole combination with ensign flag, set of bow chocks and deck cleat, pair of fender cleats, and pair of stern lift handles.

GRUEN

THE NEWEST LOOK IN TIME

Sport Watches

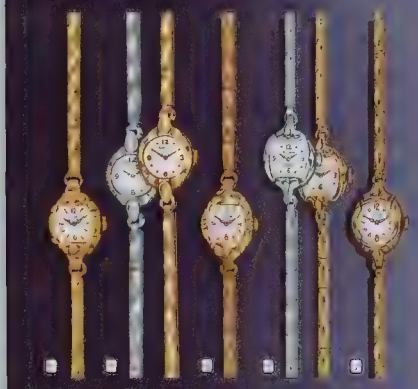
From 55.00 to 92.50 Retail

(A) LILLIAN. Smart . . . newest . . . sporty . . . tiny as a button 10K Yellow Gold filled case with 17-jewel movement. Black suede band.
11A235-9J4995 **$89.50**

(B) AUTOWIND SMITHFIELD. Winds itself 17-jewel movement in polished stainless steel case and back. Expansion bracelet with mesh inserts. Shock-water-magnetic resistant!
11A236-7J4250 . . . . . **$71.50**

(C) AUTOWIND Continental NATALIE. New from its 10K Yellow Gold filled case to its expansion bracelet. Luminous dial. 17-jewel movement is water, shock-resistant and anti-magnetic
11A237-5J5550 . . . . . **$92.50**

(D) VERI-THIN SPRITE. Self winding style for active women. Stainless steel case with 17-jewel water-shock resistant movement, luminous dial, sweep-second hand. Expansion band
11A238-3J3300 . . . . . **$55.00**



Fashion Watches

From 39.75 to 71.50 Retail

Dainty . . dependable . . decorative! 17 jewel movements with unbreakable mainsprings and antimagnetic cases.

(E) PAULINE. Cushion-shaped 10K Yellow rolled Gold case, stainless steel back. Telescope expansion bracelet
11A239-1J2375 **$39.75**

(F) ANNETTE. Cushion-shaped 10K White or Yellow rolled Gold case with coin-end pieces. Stainless steel back. Telescope expansion bracelet.
11A240-9J2950 White **$49.75**
11A241-7J2950 Yellow . **49.75**

(G) JANET. Smart sculptured telescope-expansion bracelet accents this 10K Yellow rolled Gold cushion-shaped beauty. Stainless steel back.
11A242-5J2695 **$45.00**

(H) RENOWN. Cushion-shaped 10K White or Yellow rolled Gold bezel crafted with swirled end pieces and stainless steel back. Telescope-expansion bracelet
11A243-3J3225 White . . **$59.50**
11A244-1J3225 Yellow . **59.50**

(J) PHYLLIS. Oval shape 10K Yellow rolled Gold plate case with spearhead hour strokes. Expansion band.
11A245-8J3695 . . . . . **$71.50**

Add 10% Federal Excise Tax

GRUEN

THE NEWEST LOOK IN TIME

AUTOWINDS From 69.50 to 100.00 Retail

- All Autowind watches wind themselves
- All 17-jewel movements, anti-magnetic, shock and water resistant
- Guaranteed unbreakable mainsprings

(A) AUTOWIND LAWRENCE Newest look in automatics. 10K Yellow Gold filled contour case, Stainless Steel back. Expansion band Sweep second hand
11A225-0J4995 . . . . . **$85.00**

AUTOWIND FOSTER (not shown). As above, Stainless Steel Case, alligator inserts in expansion band.
11A226-8J4295 . . . . . **$75.00**

(B) AUTOWIND TYLER. Blue or White luminous dial, sweep second hand, polished stainless steel case and back. Exp. band.
11A227-6J4170 Light Blue dial **$69.50**
11A228-4J4170 White dial . . **69.50**

(C) AUTOWIND Continental SHERMAN. Handsome masculine-styled 10K Yellow Gold filled round case, sweep-second hand, Stainless steel back. Matching expansion band.
11A229-2J5995 . . . . . **$97.50**

(D) AUTOWIND Continental BARRISTER. Distinctive model in 10K Yellow Gold filled case, luminous dial, sweep-second hand, gold numerals. Exp. band with alligator inserts.
11A230-0J6000 . . . . . **$100.00**

WATER RESISTANT WATCHES From 39.75 to 79.50 Retail

Guaranteed unbreakable mainsprings
- 17-jewel movements . . anti-magnetic, water resistant . .
- Superbly fashioned timepieces

(E) PIONEER. Preferred for its smart styling. Mirror-polished stainless steel case, expansion bracelet with Gray alligator leather inserts. Gold numerals, spearhead markers.
11A231-8J2375 . . . . **$39.75**

(F) CHATFIELD. Popular choice in 10K Yellow rolled Gold with shock-resistant movement. Sleek thin hour-strokes with sweep second hand. Exp. band, alligator inserts.
11A232-6J2995 **$55.00**

(G) WEBSTER. Designed to be admired 10K Yellow Gold rolled case with stainless steel back. Expansion band. Spearhead markers
11A233-4J3475 . . **$65.00**

(H) ADAMS. Design . . . for dress or sports 10K Yellow Gold filled case with stainless steel back Exp band. Sweep-second hand
11A234-2J4295 **$79.50**

Add 10% Federal Excise Tax

GRUEN MEN'S DRESS WATCHES 39.75 to 110.00 Retail

(A) VERI-THIN THORPE. 10K Yellow rolled Gold case with stainless steel back. Hi-dome crystal 17-jewel movement. Expansion band.
11A256-5J2795 **$49.75**

(B) TRIBUTE. Stunning 14K Yellow Gold filled case with 17-jewel guaranteed movement. Expansion band with alligator leather inserts
11A257-3J5550 **$92.50**

(C) HERITAGE. Unique dial design framed by 10K Yellow rolled Gold case, stainless steel back. Expansion band, alligator inserts 17 jewels
11A258-1J3450 **$59.50**

(D) VARSITY. 10K Yellow Gold filled case in Black or White dial Expansion band with leather inserts 17 jewel movement
11A259-9J5175 Black dial Shown **$97.50**
11A260-7J5175 White dial **97.50**

(E) VERI-THIN JEFFERSON. 10K Yellow Gold filled case with Roman numeral markers Matching expansion band 17-jewel movement
11A261-5J4950 **$85.00**

(F) CHIEF. 10K Yellow rolled Gold with an expansion band styled to set it off Stainless steel back. 17 jewel movement
11A262-3J2375 **$39.75**

(G) CARLYLE. Multi-faceted model in 10K Yellow rolled Gold with 1/20-10K Gold expansion band. 17-jewel movement.
11A263-1J3695 . . . . . **$71.50**

(H) BROWNING. Masculine looking sleekly contoured 10K Yellow Gold filled case 17-jewel guaranteed movement. Sleek looking stem markers on smart dial Tuckaway winding stem. Expansion band
11A264-9J5500 . . . . . **$110.00**

Add 10% Federal Excise Tax

GRUEN

THE NEWEST LOOK IN TIME

Diamond Watches

From 65.00 to 300.00 Retail

(A) ROYAL VANITY. Elegant . . . 16 magnificent diamonds glitter on 14K White Solid Gold case Hand applied 14K White Gold dial. 21-jewel movement Black suede band
11A246-6J17950 . . . . . $300 00

(B) Continental LAVERNE. 6 tiny "wedding rings"—each with a blazing diamond—3 on each side of tiny 14K White Solid Gold case. 17-jewel movement. Black suede band
11A247-4J12000 $200.00

(C) ROYAL WAND. Smart simplicity in 14K White Solid Gold set with 6 diamonds Telescope expansion bracelet. 17 jewels.
11A248-2J7500 $125.00

(D) CALIENTE VISION. Sculptured cushion-shaped 10K White Gold filled case mounted with 6 diamonds on end pieces. Telescope expansion bracelet. 17-jewel movement.
11A249-9J6000 $100.00

(E) CALIENTE VOGUE. 4 precious diamonds flashing on a cushion-shaped 10K White rolled Gold case with stainless steel back Sculptured telescope exp. bracelet. 17 jewels
11A250-8J4195 . $75 00

(F) CALIENTE CHARM. Enchanting . . . 2 twinkling diamonds on ends of grooved cushion-shaped 10K White rolled Gold case. Stainless steel back. Telescope exp bracelet 17 jewels
11A251-6J3750 . . . . $65 00

Dress Watches

From 79.50 to 92.50 Retail

Last word in distinguished fashions . . . feminine . . . flattering . . finely crafted . . . all with anti-magnetic cases and unbreakable mainsprings . . the silent surge of power inherent in a Gruen

(G) CHRISTINE. Graceful leaf design in 10K White or Yellow Gold filled case. Telescope expansion bracelet. 17 jewel movement.
11A252-4J4295 White $79.50
11A253-2J4295 Yellow 79.50

(H) DOLORES. Styling par excellence . . . case is precious 14K White or Yellow Gold. Artistic telescoping exp. bracelet. 17-jewel movement.
11A254-0J5550 White $92.50
11A255-7J5550 Yellow 92.50

Add 10% Federal Excise Tax

GRUEN

THE NEWEST LOOK IN TIME

A Milford. 25 Jewel ultra-thin watch with sophisticated styling. Dust-protected case the color of natural gold. 10K gold-filled expansion band. Incabloc shock-resistant. Sweep second hand.
36-19004-3033 . . . Retail 85.00

B Yorkshire. 21 Jewel watch. Smart black dial. Dust-protected case of 10K yellow rolled gold plate. Matching expansion band. Shock-resistant movement.
36-19012-2445 . Retail 71.50

As above with white dial.
36-19020-2445 . . . Retail 71.50

C Sussex. 25 Jewel ultra-thin dress watch. Dust-protected case of 10K yellow rolled gold plate, gold-filled expansion band. Non-corrosive back. Sweep second hand. Incabloc shock-resistant.
36-19038-2690 . . . Retail 75.00

D Windsor. 17 Jewels. Self-winding water-resistant*, shock-resistant and dust-protected. Case is color of natural gold. Matching expansion band. Sweep second hand. Hallmark movement.
36-19046-3121 . . Retail 87.50

ADVERTISED IN LIFE

Hallmark

21* and 25*

JEWEL WATCHES

LIFETIME GUARANTEED

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

Shock-Protected by **INCABLOC**

- Unbreakable Mainsprings
- Electronically Timed
- Dust Protected Cases
- Beautifully Gift Boxed

E Lido. 21 Jewel shock resistant watch for that smart lady. Dust-protected case the color of natural gold. Matching expansion bracelet. Hallmark movement.
36-17008-2401 . . . Retail 71.50

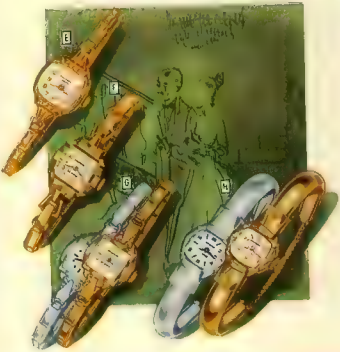
F Riviera. Deluxe 25 Jewel watch for ladies. Lovely dust-protected case of 10K yellow rolled gold plate. Matching expansion band. Shock-resist.
36-17016-2597 . . . Retail 75.00

G Monte Carlo. Solid 14K yellow gold watch with 25 Jewel Hallmark movement. Matching gold-filled expansion band. Dust-protected. Shock resistant with Incabloc.
36-17024-3067 . . . Retail 85.00

As above. 14K white gold case.
36-17032-3067 . . . Retail 85.00

H Embraceline. 21 Jewel bracelet watch that caresses wrist with a lovely yellow gold-filled bangle. Shock-resistant. Dust-protected.
36-17040-2759 . . . Retail 79.50

As above. White gold filled bangle.
36-17057-2759 . . . Retail 79.50



Voyageur. Sturdy as the intrepid explorers. 21 Jewel water-resist* case with sweep second hand. Radium hands and numerals glow in the dark. Chrome steel dust-protected case, matching expansion band. Shock-resist.
36-19053-1975 . . . Retail 67.50

★ **Including RESEVOIL oil-reserve jewels. Resevoil (U.S. Patent Number 278865) is a new, thoroughly tested device that adds extra ruby jewels to the regular 17 friction-bearing jewels of a Hallmark movement. It gives you the better service and greater accuracy of a 21 or 25 jewel watch without adding to the complexity of the fine movement.**

*As long as case, crown and crystal are intact

Watches illustrated are ⅝ actual size.

21 JEWELS

Ultra-Thin

21★ and 25★ JEWEL "THIN" Series

Waterproof* Waterproof* 21 JEWELS . . Ultra-Thin

Cumstock. Continental styling in a man's watch. 10K yellow gold-filled case, dust-protected Genuine alligator strap. Sweep second hand. Shock-resistant.
33W2344-3298. .....Retail $89.50

As above. 14K yellow gold case.
33W2345-5130.....Retail $135.00

As above. 10K white gold filled case, genuine lizard strap.
33W2346-3298.....Retail $89.50

As above. 14K white gold case.
33W2347-5130.....Retail $135.00

Jefferson. 25 Jewel shock-resistant watch in a waterproof* all-steel case. Has glowing radium figures and hands, sweep second hand. Combination expansion band Dust protected
33W2348-2930.....Retail $80.00

Monroe. 25 Jewel waterproof* dress watch 10K gold-filled case with non-corrosive back Matching expansion band. Sweep second hand. Shock-resistant, dust-protected.
33W2349-3415.....Retail $95.00

Tyler. 21 Jewel watch with sleek styling. Black dial and sweep second hand. Dust-protected case the color of yellow gold. Expansion band. Shock-resist.
33W2351-2440.....Retail $71.50

Hallmark

"Admiral Series"

fine watches since 1874

LIFETIME GUARANTEED

on any defective or broken part. No charge for material or labor, as specified on Hallmark's guarantee certificate.

Shock-Protected by **INCABLOC**

ADVERTISED IN LIFE

Watch for Railroaders, Truckers Farmers, Mechanics, Sportsmen . . .

Designed for accuracy under hard use. 17 Jewel shock-protected movement. Shiny chrome nickel case is dust-protected. White dial with heavy black enamel figures. Leather fob included without extra cost.
33W2353-1886 Retail $55.00

A B Waterproof*

A **Buchanan.** 21 Jewel dress watch in yellow rolled gold plate. Non-corrosive back. Expansion band. Dust-protected, shock-resistant
33W2352-2411.....Retail $71.50

As above 10K gold filled case.
33W2350-3229.....Retail $95.00

B **Garfield.** Water-resist* men's watch. 17 Jewel shock-resistant movement. Chrome stee. dust-protected case, expansion band Dial has glowing radium figures, hands.
33W2354-1592 . . .Retail $52.50

$18.75 to $21.50

SUPER-VALUES

C D E Waterproof*

C **Genevieve.** Sweet and petite watch for ladies. Dust-protected case is the color of yellow gold Black nylon cord bracelet with safety clasp. 7 Jewels Shock-resistant.
33W2355-1122 ... . Retail $19.95

D **Jackson.** Water-resistant* watch for men. Dust-protected case of chrome steel. Gray leather strap. Radium figure d al can be read in dark. 7 Jewels.
33W2356-1000. .. . .Retail $18.75

E **Therese.** Budget priced watch for ladies. Dust-protected case is the color of yellow gold. Washable nylon strap. 7 Jewels. Shock-resist.
33W2357-1161.....Retail $21.50

F G

Value-Crafted . . . Budget-Priced

F **Diana.** 17 Jewel watch for ladies Neatly styled case is gold-colored. Matching expansion band. Shock-resist, dust-protected.
33W2358-1984.....Retail $57.50

G **Grant.** 17 Jewel men's watch at at unbelievably low price. Yellow rolled gold plate case, matching expansion band. Shock-resist.
33W2359-1984.....Retail $57.50

Suggested Retail Prices Include Federal Excise Tax.

Waterproof*

Ladies' Self-Winding Watch

Del Prado. Ladies' self-winding waterproof* watch. 17 Jewel shock-resist movement, yellow rolled gold plate case is dust-protected. Has matching expansion band Red sweep second hand, radium hands, figures.
33W2331-3494.....Retail **$89.50** A

As above in chrome steel case.
33W2332-3244.....Retail **$87.50**

Ladies' Self-Winding Watches

B C

Waterproof*

A **Martinique.** Self-winding waterproof* dress watch of simple elegance. 10K yellow gold filled case is dust-protected. Matching expansion band. Red sweep second hand. 17 Jewels
33W2333-3979 ... ..Retail **$115.00**

B **Acapulco.** The watch she'll wear for dress and sport Self-winding and waterproof*. 12 fiery diamonds set in 10K white gold-filled case. Black suede cord bracelet, black dia., 17 Jewel shock-resistant movement.
33W2334-8065 .....Retail **$200.00**

C **Brookfield.** Self-winding sports model watch for ladies. 10K yellow rolled gold plate case with matching combination bracelet. 17 Jewel movement, Incabloc shock resistance.
33W2335-4116.....Retail **$120.00**

Hallmark

Lifetime Guaranteed

on any defective or broken part. No charge for materials or labor, as specified in Hallmark's guarantee certificate.

Watches of Unsurpassed Quality

ADVERTISED IN LIFE

Shock-Protected by

INCABLOC

- **Unbreakable Mainsprings**
- **Dust Protected Cases**
- **Electronically Timed**
- **Beautifully Gift Boxed**

25★Jewels

With Power Reserve Indicator

Excaliber. The watch that has everything! Self-winding, waterproof* even tells you how much longer it will run on stored up power! 25 Jewel shock-resistant movement, red sweep second hand, radium skip figures and hands. 10K yellow rolled gold case, matching expansion band.
33W2336-5228 . . . ..Retail **$135 00**

Self-Winding

Waterproof*

MEN'S SELF-WINDING WATCHES

D **California.** Dependable self-winding watch. 17 Jewel shock-resistant movement. Radium figure dial and hands sweep second hand 10K yellow gold-filled case, matching expansion band.
33W2337-3910.....Retail **$115.00**

As above, 14K yellow gold case.
33W2338-6213 .....Retail. **$165 00**

E **Kentucklan.** Waterproof* self-winding watch. 17 Jewel movement. Styled for dress use with 10K yellow rolled gold plate case and non-corrosive back. Matching expansion band Sweep second hand. Shock resistant.
33W2339-3278.....Retail **$95.00**

F **Texan.** All-steel waterproof* self-winding watch. Dust-protected case with recessed crown. White dial with radium figures. 17 Jewels. Shock-resistant
33W2340-3415.....Retail **$95.00**

As above Black dial.
33W2341-3415.....Retail **$95.00**

G **Virginian.** Self-winding water-resist* watch with a flair for masculine fashion. Dust-protected case is the color of yellow gold with matching expansion band. 17 Jewel shock-resistant movement, glowing radium figures.
33W2342-2896..... Retail **$85.00**

H **Carolinian.** Self-winding water-resist* watch that's rugged as all outdoors! Dust-protected chrome steel case with matching expansion band. 17 Jewel shock-resist movement Glowing radium figures and hands.
33W2343-2739.....Retail **$79 50**

*As long as case, crown and crystal are intact

Watches illustrated are ⅔ actual size

D E F G H

Waterproof* Waterproof* Waterproof*

LIFETIME GUARANTEED

A Monterey. 25 Jewel ladies' watch that's sure to please. 10K yellow rolled gold plate case with non-corrosive back. Matching expansion band. Dust-protected, shock-resistant movement.
33W2312-2499.....Retail **$72.50**

As above with white RGP case.
33W2313-2499.....Retail **$72.50**

D Stewardess. Created especially for nurses, career women. Easy-to-read dial with sweep second hand. Gold-filled case, matching expansion band. 17 Jewel shock resistant movement
33W2317-2911.....Retail **$79.50**

As above. White gold-filled case.
33W2318-2911 .....Retail **$79.50**

B Aragon. 21 Jewel watch for the fashion smart lady. Has chic black dial. Dust-protected case color of yellow gold, matching expansion band. Shock-resist.
33W2314-2205.....Retail **$69.50**

C Castile. 25 Jewel ladies' watch romantically styled in solid 14K white gold. Gold-filled matching expansion band. Dust-protected and shock resistant.
33W2315-3489.....Retail **$95.00**

As above in 14K yellow gold.
33W2316-3489.....Retail **$95.00**

Lady Charlotte. 25 Jewel watch with 2 fiery diamonds set in 10K white rolled gold plate case. Non-corrosive back. Matching expansion band. Shock resist.
33W2321-3072.....Retail **$85.00**

As above with yellow RGP case. 2 diamonds.
33W2322-3072 ... .. Retail **$85.00**

Hallmark "Rainbow"

Includes 4 Different Bands

Choose your band to match your costume. 21 Jewel watch has four interchangeable straps of brown, red, green and black suede. Dust-protected case is yellow rolled gold plate. Shock resistant. All 4 straps included.
33W2319-2597.....Retail **$75.00**

As above White rolled gold plate case, same four straps.
33W2320-2597.....Retail **$75.00**

Hallmark "Regality"

75 diamonds give an aura of radiant brilliance to this magnificent 21 Jewel watch. Bracelet and dust protected case are solid 14K white gold. Safety chain. Shock-resistant movement with Incabloc
33W2323-30870 . . .Retail **$700.00**

Hallmark 21* JEWEL Diamond Watches

"Duchess" Collection

E Duchess of Wales. 2 genuine diamonds set in 14K yellow gold. Dust-protected case with matching gold-filled expansion band. Shock-resistant 21 Jewels
33W2324-4033.....Retail **$115.00**

As above. 14K white gold case 2 diamonds.
33W2325-4033.....Retail **$115.00**

F Duchess of York. Solid 14K white gold case set with 6 blazing diamonds. 21 Jewel shock-resistant movement. Dust-protected case, gold-filled expansion band
33W2326-5341.....Retail **$150.00**

As above. 14K yellow gold case. 6 diamonds.
33W2327-5341.....Retail **$150.00**

G Duchess of Hastings. 21 Jewel watch with 18 gleaming diamonds. Solid 14K white gold dust-protected case, matching gold-filled expansion band.
33W2328-7987.....Retail **$200.00**

H Duchess of Harrow. 26 blazing genuine diamonds in a dust-protected case of solid 14K white gold. Gold-filled expansion band to match. 21 Jewel shock-resistant movement.
33W2329-11662.....Retail **$300.00**

J Duchess of Dover. Elegant watch alive with the glory of 50 diamonds. 14K white gold case, matching gold-filled expansion band. 21 Jewels. Shock-resistant and dust-protected.
33W2330-17640.....Retail **$425.00**

Suggested Retail Prices include Federal Excise Tax

Ⓐ **Milford.** 25 Jewel ultra-thin watch with sophisticated styling. Dust-protected case the color of natural gold. 10K gold-filled expansion band. Incabloc shock-resistant. Sweep second hand.
33W2300-3033.....Retail $85.00

Ⓑ **Yorkshire.** 21 Jewel watch. Smart black dial. Dust-protected case of 10K yellow rolled gold plate. Matching expansion band. Shock-resistant movement
33W2301-2445.....Retail $71.50

As above with white dial.
33W2302-2445.....Retail $71.50

Ⓒ **Sussex.** 25 Jewel ultra-thin dress watch. Dust-protected case of 10K yellow rolled gold plate, gold-filled expansion band. Non-corrosive back. Sweep second hand Incabloc shock-resistant.
33W2303-2690.....Retail $75.00

Ⓓ **Windsor** 17 Jewels. Self-winding water-resistant*, shock-resistant and dust-protected. Case is color of natural gold Matching expansion band. Sweep second hand. Hallmark movement
33W2304-3121.....Retail $87.50

Hallmark

21* and 25*

JEWEL WATCHES

LIFETIME GUARANTEED

on any defective or broken part. No charge for material or labor, as specified on Hallmark's guarantee certificate.

Shock-Protected by **INCABLOC**

ADVERTISED IN LIFE

- **Unbreakable Mainsprings**
- **Electronically Timed**
- **Dust Protected Cases**
- **Beautifully Gift Boxed**

Ⓔ **Lido.** 21 Jewel shock-resistant watch for that smart lady. Dust-protected case the color of natural gold. Matching expansion bracelet Hallmark movement.
33W2306-2401.....Retail $71.50

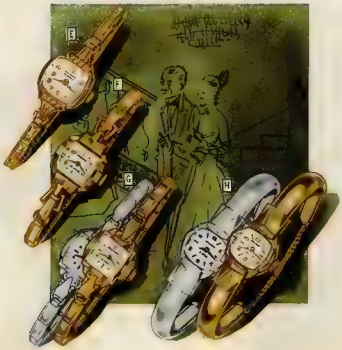
Ⓕ **Riviera.** Deluxe 25 Jewel watch for ladies. Lovely dust-protected case of 10K yellow rolled gold plate. Matching expansion band. Shock-resist.
33W2307-2597. . Retail $75.00

Ⓖ **Monte Carlo.** Solid 14K yellow gold watch with 25 Jewel Hallmark movement. Matching gold-filled expansion band Dust protected Shock resistant with Incabloc.
33W2308-3067.....Retail $85.00

As above. 14K white gold case.
33W2309-3067.....Retail $95.00

Ⓗ **Embracelet.** 21 Jewel bracelet watch that caresses wrist with a lovely yellow gold-filled bangle. Shock-resistant. Dust-protected.
33W2310-2759 .....Retail $79.50

As above. White gold filled bangle.
33W2311-2759 .. . .Retail $79.50



Waterproof*

Voyageur. Sturdy as the intrepid explorers. 21 Jewel water-resist* case with sweep second hand. Radium hands and numerals glow in the dark. Chrome steel dust-protected case, matching expansion band. Shock-resist
33W2305-1975.....Retail $67.50

★ **Including RESEVOIL oil-reservoir jewels Resevoil (U.S. Patent Number 278865) is a new, thoroughly tested device that adds extra ruby jewels to the regular 17 friction-bearing jewels of a Hallmark movement. It gives you the better service and greater accuracy of a 21 or 25 jewel watch without adding to the complexity of the fine movement.**

*As long as case, crown and crystal are intact

Watches illustrated are ⅔ actual size.

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] 2 DIAMONDS set in **14K WHITE SOLID GOLD** case. Matching 10K gold filled expansion bracelet in sparkling new design. Dome crystal, raised figure dial. **21 Jewel** shock-protected movement **Guaranteed For Life***.
4W5700 - 4493 **Retail $115.00**

[B] Dramatic design in a **14K Yellow Solid Gold** case Smart 10K gold filled expansion bracelet. High crystal and easy-to-read raised figure dial. **Guaranteed For Life*** **21 Jewel** shock-protected movement by Hampden
4W5701 - 3959 **Retail $100.00**

[C] Self-Winding Automatic in a mirror-polished case. 10K yellow gold filled top, steel back **Waterproof. Sweep Second Hand.** Luminous dial Expansion bracelet with leather inserts **21 Jewel** movement **Guaranteed For Life***.
4W5702 - 4875 **Retail $135.00**

Automatic as above, in **14K Yellow Solid Gold** case.
4W5703 - 7717 **Retail $185.00**

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

SUPREME 21 JEWELS

World's Tiniest Ladies' Self-Winding Waterproof Automatic

[D] The smallest **Automatic** ever produced It's **waterproof** too! Lovely gleaming 10K yellow gold filled case with matching expansion bracelet. Radium dots and hands **Guaranteed For Life*** 17 Jewel shock-protected Hampden movement.
4W5709 - 4405 Ret. $115.00

HAMPDEN

DISTINGUISHED NAME IN FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

[E] 24 DIAMONDS set in **14K WHITE SOLID GOLD** case with flexible end pieces. Matching 10K gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4W5704 - 13720 **Retail $375.00**

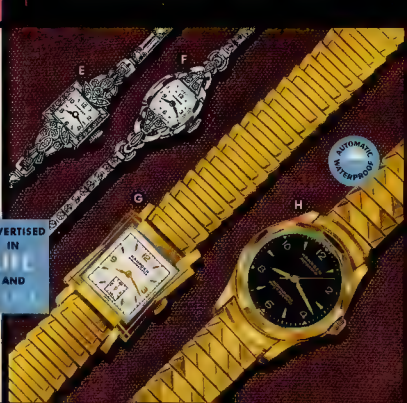
[F] 6 DIAMONDS exquisitely set in **14K WHITE SOLID GOLD** case. Matched with charming 10K white gold filled expansion bracelet High crystal and raised figure dial 17 Jewel **Guaranteed For Life*** shock-protected movement
4W5705 - 6527 **Retail $165.00**

[G] A masterpiece with 10K yellow gold filled case Perfectly matched 10K gold filled expansion bracelet Modern pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement **Guaranteed For Life***.
4W5706 - 3621 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
4W5707 - 5380 **Retail $150.00**

[H] Automatic . . Waterproof . in a handsome faceted case color of natural gold, with steel back. 10K gold filled bracelet Black luminous raised figure dial. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***.
4W5708 - 3327 **Retail $77.50**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company



ADVERTISED IN LIFE AND

[A] 10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial. 17 Jewel **Guaranteed For Life*** Hampden movement.
4W5710 – 7566 **Retail $185.00**

[B] Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled bracelet. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4W5711 – 2950 **Retail $71.50**

As above, in yellow gold plate, stainless steel back.
4W5712 – 2474 **Retail $57.50**

[C] 2 DIAMONDS set in **14K WHITE SOLID GOLD** case. Marching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. 17 Jewel shock-protected movement **Guaranteed For Life***.
4W5713 – 5228 **Retail $150.00**

[D] Waterproof . . . excitingly new in design . . . case in the color of natural gold with steel back. **Sweep Second Hand** Luminous dial and hands. 10K gold filled bracelet. Hampden 17 Jewel shock-protected movement **Guaranteed For Life***
4W5714 – 2817 **Retail $71.50**

[E] Petite **14K WHITE SOLID GOLD** mirror-polished case. Marching 10K white gold filled expansion bracelet 17 Jewel shock-protected movement **Guaranteed For Life***.
4W5715 – 3685 **Retail $100.00**

As above, in **14K YELLOW SOLID GOLD CASE**
4W5716 – 3685 **Retail $100.00**

Time-Telling Wrist Alarm

[F] WRIST ALARM . . . and it's **Waterproof** too . . . keeps you on time for that special appointment, or for important calls. Fully dust-protected chrome top case with steel back **Sweep Second Hand** Steel expansion bracelet with leather inserts. 17 Jewel **Guaranteed For Life*** movement
4W5717 – 3621 Ret. $100.00

Ultra-Thin—Waterproof, too!

[G] THIN-AS-A-WAFER, handsome diamond lapped case in 10K yellow gold plated top, steel back **Waterproof. Sweep Second Hand.** 10K gold filled bracelet. **Guaranteed For Life*** 17 Jewel movement
4W5718 – 2935 **Retail $71.50**

As above, 10K yellow gold filled top, stainless steel back case.
4W5719 – 3425 **Retail $77.50**

HAMPDEN

[H] Self-winding Automatic in a smartly styled 10K yellow rolled gold plate case, steel back. Dome crystal and raised figures. **Sweep Second Hand.** 10K yellow gold filled bracelet. **Guaranteed For Life*** 17 Jewel movement.
4W5720 – 3714 **Retail $95.00**

[J] Masculine rugged design in a **Waterproof.** All stainless steel case and matching expansion bracelet. **Sweep Second Hand,** radium figures and hands. 17 Jewel shock-protected Hampden movement **Guaranteed For Life***.
4W5721 – 2190 **Retail $57.50**

[K] Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, steel back. 10K gold filled bracelet Luminous raised figure dial and hands. **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** movement.
4W5722 – 3494 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD**
4W5723 – 6365 **Retail $165.00**

ADVERTISED IN LIFE AND

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.

[A] Charming 10K yellow rolled gold plate case with non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
4WS724 – 2484 **Retail $57.50**

As above, in 10K White gold plate case.
4WS725 – 2484 **Retail $57.50**

[B] Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion circlet. **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life***.
4WS726 – 3719 **Retail $95.00**

As above, in 10K yellow gold filled case.
4WS727 – 2515 **Retail $73.50**

[C] Lovely creation in a mirror-polished **14K YELLOW SOLID GOLD** case. Raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4WS728 – 3813 **Retail $71.50**

[D] 2 DIAMONDS set in a **14K YELLOW SOLID GOLD** case, fully dust-protected. Perfectly matched 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4WS729 – 3881 **Retail $100.00**

As above, in **14K WHITE SOLID GOLD CASE, 2 DIAMONDS.**
4WS730 – 3881 **Retail $100.00**

SUPREME IN JEWELS

[E] Waterproof mirror-polished faceted case in color of natural gold with steel back. Luminous dial and hands. **Sweep Second Hand.** 10K gold filled bracelet. **21 JEWEL** Hampden movement **Guaranteed For Life***.
4WS731 – 2862 Ret. $71.50

[F] Ultra-modern styling in a 10K white rolled gold plate case, steel back. Dome crystal, raised figures 10K gold filled bracelet. **21 JEWEL** movement **Guar. For Life*.**
4WS732 – 3053 Ret. $71.50

As above, in 10K yellow gold plate case.
4WS733 – 3053 Ret. $71.50

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- **Precision Timed and Adjusted in U.S.A.**
- **Shock-Protected • Dust-Protected • Anti-Magnetic**
- **Permaflex Hairspring • Presentation Gift Boxed**

*All movement parts, including mainspring and balance staff, are *Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.*

[G] Waterproof in masculine style case with yellow gold color top and non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, radium dial and hands. **Sweep Second Hand, Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
4WS734 – 2053 **Retail $52.50**

As above, in gleaming chrome top, steel back. Stainless steel expansion bracelet
4WS735 – 1857 **Retail $49.50**

[H] For dignity and quality nothing equals this handsomely styled 10K yellow gold filled case, with steel back Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected **Guaranteed For Life*** Hampden movement
4WS736 – 2935 **Retail $71.50**

[J] Self-winding Automatic Waterproof with gleaming modern faceted Chrome top case and steel back. Unbreakable crystal, luminous dial and hands. **Sweep Second Hand.** Stainless steel expansion bracelet **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden
4WS737 – 3254 **Retail $77.50**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

[A] Charming design in a mirror-polished 10K yellow rolled gold plate case with stainless steel back. 10K gold filled expansion bracelet **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life***.

4WS738 – 2666 **Retail $57.50**

[B] Uniquely beautiful **14K YELLOW SOLID GOLD** mirror-polished dust-protected case. Lovely 10K gold filled expansion bracelet 17 Jewel movement **Guaranteed For Life***.

4WS739 – 3067 **Retail $71.50**

As above, in **14K WHITE SOLID GOLD CASE.**

4WS740 – 3067 **Retail $71.50**

[C] **Ladies Waterproof** . . . in a very slim chrome case with steel back. Steel expansion bracelet, leather insets. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***.

4WS741 – 2817 **Retail $71.50**

[D] Petite 10K white rolled gold plate case, steel back 10K gold filled bracelet High dome crystal, raised figure dial 17 Jewel shock-protected movement **Guaranteed For Life***.

4WS742 – 2543 **Retail $57.50**

As above, in 10K yellow rolled gold plate, steel back

4WS743 – 2543 **Retail $57.50**

Calendar Watch and it's Waterproof!

[E] Masculine rugged design in a **Waterproof** model with **Calendar** which changes automatically showing the date. Chrome case, steel back. Luminous dial and hands. **Sweep Second Hand.** Steel expansion bracelet, leather insets. Accurate **Guaranteed For Life** *17 Jewel movement

4WS744 – 2474 Ret. $57.50

It's an Automatic! No winding ever!

[F] **Self-Winding Automatic** in 10K yellow gold filled case. Matching 10K gold filled bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement

4WS745 – 4498 **Retail $115.00**

Automatic as above, in **14K YELLOW SOLID GOLD CASE.**

4WS746 – 6350 – Retail $165.00

[G] Modernistic **Waterproof** . . . 10K Yellow rolled gold plate case with steel back. **Sweep Second Hand.** Radium dial and hands Unbreakable crystal Matching 10K gold filled expansion bracelet 17 Jewel **Guaranteed For Life** * shock-protected movement by Hampden

4WS747 – 2621 **Retail $57.50**

[H] For men of distinction—a modern style in 10K yellow rolled gold plate case with steel back Perfectly matched with a 10K gold filled expansion bracelet Distinctive raised figure dial with high crystal **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden

4WS748 – 2474 **Retail $57.50**

[J] **Automatic,** with **Power Reserve Indicator.** Waterproof, all stainless steel fully dust-protected case Beautifully matched expansion bracelet **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal Indicator shows how long watch will run on stored-up power 17 Jewel shock-protected Hampden movement **Guaranteed For Life***.

4WS749 – 3562 **Retail $100.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

[A] 10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial. 17 Jewel **Guaranteed For Life*** Hampden movement
87V4749B7720 **Retail $185.00**

[B] Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled bracelet. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
87V4750B3010 **Retail $71.50**

As above, in yellow gold plate, stainless steel back.
87V4751B2525 **Retail $57.50**

[C] 2 DIAMONDS set in **14K WHITE SOLID GOLD** case. Matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4752B5335 **Retail $150.00**

[D] Waterproof . . . excitingly new in design . . . case in the color of natural gold with steel back. **Sweep Second Hand.** Luminous dial and hands. 10K gold filled bracelet Hampden 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4753B2875 **Retail $71.50**

[E] Petite **14K WHITE SOLID GOLD** mirror-polished case. Matching 10K white gold filled expansion bracelet. 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4754B3760 **Retail $100.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
87V4755B3760 **Retail $100.00**

Time-Telling Wrist Alarm

[F] WRIST ALARM . . . and it's **Waterproof** too . . . keeps you on time for that special appointment, or for important calls. Fully dust protected chrome top case with steel back. **Sweep Second Hand.** Steel expansion bracelet with leather insert. 17 Jewel **Guaranteed For Life*** movement
87V4756B3695 Ret. $100.00

Ultra-Thin—Waterproof, too!

[G] THIN-AS-A-WAFER, handsome diamond lapped case in 10K yellow gold plated top, steel back. **Waterproof. Sweep Second Hand** 10K gold filled bracelet **Guaranteed For Life*** 17 Jewel movement
87V4757B2995 **Retail $71.50**

As above, 10K yellow gold filled top, stainless steel back case.
87V4758B3495 **Retail $77.50**

HAMPDEN

[H] Self-winding Automatic in a smartly styled 10K yellow rolled gold plate case, steel back. Dome crystal and raised figures. **Sweep Second Hand.** 10K yellow gold filled bracelet **Guaranteed For Life*** 17 Jewel movement.
87V4759B3790 **Retail $95.00**

[J] Masculine rugged design in a **Waterproof.** All stainless steel case and matching expansion bracelet **Sweep Second Hand,** radium figures and hands. 17 Jewel shock-protected Hampden movement **Guaranteed For Life***.
87V4760B2235 **Retail $57.50**

[K] Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, steel back. 10K gold filled bracelet Luminous raised figure dial and hands. **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** movement
87V4761B3565 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD**
87V4762B6495 **Retail $165.00**

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission if opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.

ADVERTISED IN LIFE AND TIME

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

[A] Charming design in a mirror-polished 10K yellow rolled gold plate case with stainless steel back. 10K gold filled expansion bracelet. **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4777B2720 **Retail $57.50**

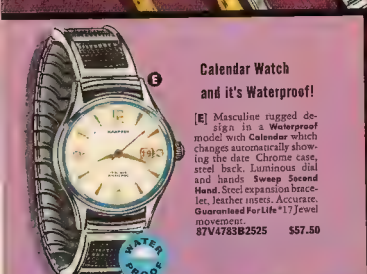
[B] Uniquely beautiful **14K YELLOW SOLID GOLD** mirror-polished dust-protected case Lovely 10K gold filled expansion bracelet. 17 Jewel movement **Guaranteed For Life***.
87V4778B3130 **Retail $71.50**

As above, in **14K WHITE SOLID GOLD CASE.**
87V4779B3130 **Retail $71.50**

[C] Ladies Waterproof . . . in a very slim chrome case with steel back. Steel expansion bracelet, leather insets. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***.
87V4780B2875 **Retail $71.50**

[D] Petite 10K white rolled gold plate case, steel back. 10K gold filled bracelet High dome crystal, raised figure dial. 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4781B2595 **Retail $57.50**

As above, in 10K yellow rolled gold plate, steel back.
87V4782B2595 **Retail $57.50**



Calendar Watch and it's Waterproof!

[E] Masculine rugged design in a **Waterproof** model with **Calendar** which changes automatically showing the date Chrome case, steel back. Luminous dial and hands **Sweep Second Hand.** Steel expansion bracelet, leather insets. Accurate. **Guaranteed For Life*** 17 Jewel movement.
87V4783B2525 **$57.50**

It's an Automatic! No winding ever!

[F] Self-Winding Automatic in 10K yellow gold filled case. Matching 10K gold filled bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
87V4784B4590 **Retail $115.00**

Automatic as above, in **14K YELLOW SOLID GOLD CASE.**
87V4785B6480 **Retail $165.00**

[G] Modernistic—**Waterproof** . . . 10K Yellow rolled gold plate case with steel back. **Sweep Second Hand.** Radium dial and hands. Unbreakable crystal. Matching 10K gold filled expansion bracelet. 17 Jewel **Guaranteed For Life*** shock-protected movement by Hampden
87V4786B2675 **Retail $57.50**

[H] For men of distinction—a modern style in 10K yellow rolled gold plate case with steel back Perfectly matched with a 10K gold filled expansion bracelet. Distinctive raised figure dial with high crystal. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
87V4787B2525 **Retail $57.50**

[J] Automatic, with **Power Reserve Indicator.** Waterproof, all stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on stored-up power. 17 Jewel shock-protected Hampden movement **Guaranteed For Life***.
87V4788B3635 **Retail $100.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

[A] Charming 10K yellow rolled gold plate case with non-corrosive steel back Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
87V4763B2535 **Retail $57.50**

As above, in 10K White gold plate case.
87V4764B2535 **Retail $57.50**

[B] Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion circlet **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life***.
87V4765B3795 **Retail $95.00**

As above, in 10K yellow gold filled case.
87V4766B2995 **Retail $71.50**

[C] Lovely creation in a mirror-polished **14K YELLOW SOLID GOLD** case. Raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement. **Guaranteed For Life***.
87V4767B3075 **Retail $71.50**

[D] **2 DIAMONDS** set in a **14K YELLOW SOLID GOLD** case, fully dust-protected. Perfectly matched 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
87V4768B3960 **Retail $100.00**

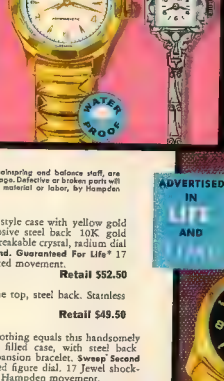
As above, in **14K WHITE SOLID GOLD CASE, 2 DIAMONDS.**
87V4769B3960 **Retail $100.00**

SUPREME 21 JEWELS

[E] **Waterproof** mirror-polished faceted case in color of natural gold with steel back. Luminous dial and hands. **Sweep Second Hand,** 10K gold filled bracelet. **21 JEWEL** Hampden movement **Guaranteed For Life***.
87V4770B2920 Ret. $71.50

[F] Ultra-modern styling in a 10K white rolled gold plate case, steel back. Dome crystal, raised figures. 10K gold filled bracelet **21 JEWEL** movement **Guar. For Life***.
87V4771B3115 Ret. $71.50

As above, in 10K yellow gold plate case.
87V4772B3115 Ret. $71.50



HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- **Precision Timed and Adjusted in U.S.A.**
- **Shock-Protected • Dust-Protected • Anti-Magnetic**
- **Permaflex Hairspring • Presentation Gift Boxed**

*All movement parts, including mainspring and balance staff, are *Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.*

[G] **Waterproof** in masculine style case with yellow gold color top and non-corrosive steel back 10K gold filled expansion bracelet. Unbreakable crystal, radium dial and hands **Sweep Second Hand. Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
87V4773B2095 **Retail $52.50**

As above, in gleaming chrome top, steel back. Stainless steel expansion bracelet.
87V4774B1895 **Retail $49.50**

[H] For dignity and quality nothing equals this handsomely styled 10K yellow gold filled case, with steel back Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected **Guaranteed For Life*** Hampden movement.
87V4775B2995 **Retail $71.50**

[J] **Self-winding Automatic Waterproof** with gleaming modern faceted Chrome top case and steel back. Unbreakable crystal, luminous dial and hands. **Sweep Second Hand.** Stainless steel expansion bracelet. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
87V4776B3320 **Retail $77.50**

ADVERTISED IN LIFE AND TIME

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] **2 DIAMONDS** set in **14K WHITE SOLID GOLD** case. Matching 10K gold filled expansion bracelet in sparkling new design. Dome crystal, raised figure dial. **21 Jewel** shock-protected movement **Guaranteed For Life***.
87V4739B4585 **Retail $115.00**

[B] Dramatic design in a **14K Yellow Solid Gold** case. Smart 10K gold filled expansion bracelet. High crystal and easy-to-read raised figure dial **Guaranteed For Life*** **21 Jewel** shock-protected movement by Hampden.
87V4740B4040 **Retail $100.00**

[C] **Self-Winding Automatic** in a mirror-polished case. 10K yellow gold filled top, steel back. **Waterproof. Sweep Second Hand.** Luminous dial. Expansion bracelet with leather insets. **21 Jewel** movement **Guaranteed For Life***.
87V4741B4975 **Retail $135.00**

Automatic as above, in **14K Yellow Solid Gold** case.
87V4742B7875 **Retail $185.00**

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

World's Tiniest Ladies' Self-Winding Waterproof Automatic

[D] The smallest **Automatic** ever produced. It's **waterproof** too! Lovely gleaming 10K yellow gold filled case with matching expansion bracelet. Radium dots and hands **Guaranteed For Life*** 17 Jewel shock-protected Hampden movement.
87V4748B4495 **$115.00**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1879

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

[E] **24 DIAMONDS** set in **14K WHITE SOLID GOLD** case with flexible end pieces. Matching 10K gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
87V4743B14000 **Retail $375.00**

[F] **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case. Matched with charming 10K white gold filled expansion bracelet. High crystal and raised figure dial. 17 Jewel **Guaranteed For Life*** shock-protected movement.
87V4744B6660 **Retail $165.00**

[G] A masterpiece with 10K yellow gold filled case. Perfectly matched 10K gold filled expansion bracelet. Modern pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement **Guaranteed For Life***.
87V4745B3695 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
87V4746B5490 **Retail $150.00**

[H] **Automatic . . . Waterproof** . . . in a handsome faceted case color of natural gold, with steel back. 10K gold filled bracelet. Black luminous raised figure dial **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***.
87V4747B3395 **Retail $77.50**

*A. movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

[A] Charming 10K yellow rolled gold plate case with non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement
6529W2484 **Retail $57.50**

As above, in 10K White gold plate case.
6575W2484 **Retail $57.50**

[B] Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case 10K gold filled expansion circlet **Sweep Second Hand** 17 Jewel shock-protected movement **Guaranteed For Life***
6527W3719 **Retail $95.00**

As above in 10K yellow gold filled case.
6528W2935 **Retail $71.50**

[C] Lovely creation in a mirror-polished **14K YELLOW SOLID GOLD** case. Raised crystal, raised figure dial 17 Jewel Hampden shock-protected movement. **Guaranteed For Life***.
6576W3013 **Retail $71.50**

[D] **2 DIAMONDS** set in a **14K YELLOW SOLID GOLD** case, fully dust-protected. Perfectly matched 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock protected movement **Guaranteed For Life***.
6512W3881 **Retail $100.00**

As above, in **14K WHITE SOLID GOLD CASE, 2 DIAMONDS**
6577W3881 **Retail $100.00**

SUPREME 21 JEWELS

[E] **Waterproof** mirror-polished faceted case in color of natural gold with steel back. Luminous dial and hands **Sweep Second Hand.** 10K gold filled bracelet. **21 JEWEL** Hampden movement **Guaranteed For Life***.
6549W2862 **Retail $71.50**

[F] Ultra modern styling in a 10K white rolled gold plate case, steel back. Dome crystal, raised figures 10K gold filled bracelet **21 JEWEL** movement **Guar For Life***
6525W3053 **Retail $71.50**

As above, in 10K yellow gold plate case
6526W3053 **Retail $71.50**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Shock-Protected • Dust-Protected • Anti-Magnetic
- Permaflex Hairspring • Presentation Gift Boxed

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

[G] **Waterproof** in masculine style case with yellow gold color top and non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, radium dial and hands **Sweep Second Hand. Guaranteed Life*** 17 Jewel Hampden shock-protected movement
6546W2053 **Retail $52.50**

As above, in gleaming chrome top, steel back. Stainless steel expansion bracelet.
6547W1857 **Retail $49.50**

[H] For dignity and quality nothing equals this handsomely styled 10K yellow gold filled case, with steel back. Matching 10K gold filled expansion bracelet **Sweep Second Hand,** high dome crystal, raised figure dial 17 Jewel shock-protected **Guaranteed For Life*** Hampden movement
6523W2935 **Retail $71.50**

[J] **Self-winding Automatic Waterproof** with gleaming modern faceted Chrome top case and steel back. Unbreakable crystal, luminous dial and hands. **Sweep Second Hand.** Stainless steel expansion bracelet **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden
6578W3254 **Retail $77.50**

ADVERTISED IN LIFE AND

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] **2 DIAMONDS** set in **14K WHITE SOLID GOLD** case Matching 10K gold filled expansion bracelet in sparkling new design. Dome crystal, raised figure dial **21 Jewel** shock-protected movement **Guaranteed For Life*** **6562W4493** **Retail $115.00**

[B] Dramatic design in a **14K Yellow Solid Gold** case Smart 10K gold filled expansion bracelet High crystal and easy-to-read raised figure dial **Guaranteed For Life*** **21 Jewel** shock-protected movement by Hampden **6501W3959** **Retail $100.00**

[C] **Self-Winding Automatic** in a mirror-polished case 10K yellow gold filled top, steel back **Waterproof. Sweep Second Hand** Luminous dial Expansion bracelet with leather inserts **21 Jewel** movement **Guaranteed For Life***. **6563W4875** **Retail $135.00**

Automatic as above, in **14K Yellow Solid Gold** case. **6564W7717** **Retail $185.00**

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

SUPREME 21 JEWELS

World's Tiniest Ladies'

Self-Winding

Waterproof Automatic

[D] The smallest **Automatic** ever produced It's **waterproof** too Lovely gleaming 10K yellow gold filled case with matching expansion bracelet Radium dots and hands **Guaranteed For Life*** 17 Jewel shock-protected Hampden movement **6565W4405 Retail $115.00**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

[E] **24 DIAMONDS** set in **14K WHITE SOLID GOLD** case with flexible end pieces Matching 10K gold filled expansion bracelet High crystal, raised figure dial, 17 Jewel Hampden shock-protected movement **Guaranteed For Life***. **6566W13720** **Retail $375.00**

[F] **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case Matched with charming 10K white gold filled expansion bracelet. High crystal and raised figure dial 17 Jewel **Guaranteed For Life*** shock-protected movement **6506W6527** **Retail $165.00**

[G] A masterpiece with 10K yellow gold filled case Perfectly matched 10K gold filled expansion bracelet Modern pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement **Guaranteed For Life***. **6519W3621** **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE.** **6518W5380** **Retail $150.00**

[H] **Automatic Waterproof** . . . in a handsome faceted case color of natural gold, with steel back 10K gold filled bracelet Black luminous raised figure dial. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***. **6567W3327** **Retail $77.50**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

ADVERTISED IN LIFE AND

[A] **10 DIAMONDS** set in stunning **14K WHITE SOLID GOLD** case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial 17 Jewel **Guaranteed For Life*** Hampden movement.
6565W7566 **Retail $185.00**

[B] Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled bracelet 17 Jewel Hampden shock protected movement **Guaranteed For Life***
6530W2950 **Retail $71.50**

As above, in yellow gold plate, stainless steel back
6569W2474 **Retail $57.50**

[C] **2 DIAMONDS** set in **14K WHITE SOLID GOLD** case Matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial 17 Jewel shock-protected movement **Guaranteed For Life***
6505W5228 **Retail $150.00**

[D] **Waterproof** excitingly new in design . . . case in the color of natural gold with steel back. **Sweep Second Hand.** Luminous dial and hands 10K gold filled bracelet Hampden 17 Jewel shock-protected movement **Guaranteed For Life***
6570W2817 **Retail $71.50**

[E] Petite **14K WHITE SOLID GOLD** mirror-polished case. Matching 10K white gold filled expansion bracelet 17 Jewel shock-protected movement **Guaranteed For Life***.
6510W3685 **Retail $100.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
6571W3685 **Retail $100.00**

Time-Telling Wrist Alarm

[F] **WRIST ALARM** . . . and it's **Waterproof** too . . . keeps you on time for that special appointment, or for important calls. Fully dust-protected chrome top case with steel back. **Sweep Second Hand** Steel expansion bracelet with leather inserts 17 Jewel **Guaranteed For Life*** movement
6572W3621 **Retail $100.00**

Ultra-Thin—Waterproof, too!

[G] **THIN-AS-A-WAFER,** handsome diamond lapped case in 10K yellow gold plated top, steel back **Waterproof. Sweep Second Hand** 10K gold filled bracelet **Guaranteed For Life*** 17 Jewel movement.
6573W2935 **Retail $71.50**

As above, 10K yellow gold filled top, stainless steel back case
6574W3425 **Retail $77.50**

HAMPDEN

[H] **Self-winding Automatic** in a smartly styled 10K yellow rolled gold plate case, steel back. Dome crystal and raised figures **Sweep Second Hand.** 10K yellow gold filled bracelet **Guaranteed For Life*** 17 Jewel movement
6550W3714 **Retail $95.00**

[J] Masculine rugged design in a **Waterproof.** All stainless steel case and matching expansion bracelet. **Sweep Second Hand.** radium figures and hands. 17 Jewel shock protected Hampden movement **Guaranteed For Life***
6520W2190 **Retail $57.50**

[K] **Self-winding Automatic Waterproof,** in 10K yellow rolled gold plate case, steel back. 10K gold filled bracelet Luminous raised figure dial and hands **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** movement
6521W3494 **Retail $85.00**

As above in **14K YELLOW SOLID GOLD**
6522W6365 **Retail $165.00**

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock protected, and anti magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice

ADVERTISED IN LIFE AND

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1876

[A] Charming design in a mirror-polished 10K yellow rolled gold plate case with stainless steel back 10K gold filled expansion bracelet **Sweep Second Hand.** 17 Jewel shock protected movement **Guaranteed For Life*.**
6545W2666 **Retail $57.50**

[B] Uniquely beautiful **14K YELLOW SOLID GOLD** mirror-polished dust-protected case Lovely 10K gold filled expansion bracelet. 17 Jewel movement. **Guaranteed For Life*.**
6541W3067 **Retail $71.50**

As above, in **14K WHITE SOLID GOLD CASE.**
6579W3067 **Retail $71.50**

[C] **Ladies Waterproof** . . . in a very slim chrome case with steel back Steel expansion bracelet, leather insets **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life*.**
6580W2817 **Retail $71.50**

[D] Petite 10K white rolled gold plate case, steel back 10K gold filled bracelet High dome crystal, raised figure dial 17 Jewel shock-protected movement **Guaranteed For Life*.**
6542W2543 **Retail $57.50**

As above, in 10K yellow rolled gold plate, steel back
6543W2543 **Retail $57.50**

Calendar Watch and it's Waterproof!

[E] Masculine rugged design in a **Waterproof** model with **Calendar** which changes automatically showing the date Chrome case, steel back. Luminous dial and hands **Sweep Second Hand** Steel expansion bracelet, leather insets. Accurate. **Guaranteed For Life*** 17 Jewel movement
6581W2474 **Retail $57.50**

It's an Automatic! No winding ever!

[F] **Self-Winding Automatic** in 10K yellow gold filled case Matching 10K gold filled bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement
6537W4498 **Retail $115.00**

Automatic as above, in **14K YELLOW SOLID GOLD CASE.**
6538W6350 **Retail $165.00**

[G] Modernistic—**Waterproof** . . 10K Yellow rolled gold plate case with steel back **Sweep Second Hand.** Radium dial and hands. Unbreakable crystal Matching 10K gold filled expansion bracelet. 17 Jewel **Guaranteed For Life*** shock-protected movement by Hampden
6582W2621 **Retail $57.50**

[H] For men of distinction—a modern style in 10K yellow rolled gold plate case with steel back Perfectly matched with a 10K gold filled expansion bracelet Distinctive raised figure dial with high crystal **Guaranteed For Life*** 17 Jewel shock protected movement by Hampden.
6583W2474 **Retail $57.50**

[J] **Automatic,** with **Power Reserve Indicator.** Waterproof, all stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal Indicator shows how long watch will run on stored-up power 17 Jewel shock-protected Hampden movement **Guaranteed For Life*.**
6536W3562 **Retail $100.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

[A] 10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial 17 Jewel **Guaranteed For Life*** Hampden movement
5710K7566 **Retail $185.00**

[B] Lovely creation in a mirror polished 10K yellow gold filled case. 10K gold filled bracelet. 17 Jewel Hampden shock protected movement **Guaranteed For Life***.
5711K2950 **Retail $71.50**

As above, in yellow gold plate, stainless steel back
5712K2474 **Retail $57.50**

[C] 2 DIAMONDS set in **14K WHITE SOLID GOLD** case Matching 10K white gold filled expansion bracelet in charmingly detailed design Lustrous high crystal, raised figure dial 17 Jewel shock-protected movement **Guaranteed For Life***
5713K5228 **Retail $150.00**

[D] Waterproof . . . excitingly new in design . . . case in the color of natural gold with steel back **Sweep Second Hand.** Luminous dial and hands. 10K gold filled bracelet Hampden 17 Jewel shock-protected movement **Guaranteed For Life***
5714K2817 **Retail $71.50**

[E] Petite **14K WHITE SOLID GOLD** mirror-polished case Matching 10K white gold filled expansion bracelet 17 Jewel shock-protected movement **Guaranteed For Life***.
5715K3685 **Retail $100.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
5716K3685 **Retail $100.00**

Time-Telling Wrist Alarm

[F] WRIST ALARM . . . and it's **Waterproof** too . . . keeps you on time for that special appointment, or for important calls Fully dust-protected chrome top case with steel back **Sweep Second Hand.** Steel expansion bracelet with leather inserts, 17 Jewel **Guaranteed For Life*** movement
5717K3621 **Retail $100.00**

Ultra-Thin—Waterproof, too!

[G] THIN-AS-A-WAFER, handsome diamond lapped case in 10K yellow gold plated top, steel back. **Waterproof. Sweep Second Hand** 10K gold filled bracelet. **Guaranteed For Life*** 17 Jewel movement
5718K2935 **Retail $71.50**

As above, 10K yellow gold filled top, stainless steel back case.
5719K3425 **Retail $77.50**

HAMPDEN

[H] Self-winding Automatic in a smartly styled 10K yellow rolled gold plate case, steel back. Dome crystal and raised figures. **Sweep Second Hand.** 10K yellow gold filled bracelet **Guaranteed For Life*** 17 Jewel movement.
5720K3714 **Retail $95.00**

[J] Masculine rugged design in a **Waterproof.** All stainless steel case and matching expansion bracelet. **Sweep Second Hand,** radium figures and hands. 17 Jewel shock-protected Hampden movement **Guaranteed For Life***.
5721K2190 **Retail $57.50**

[K] Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, steel back 10K gold filled bracelet Luminous raised figure dial and hands **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** movement
5722K3494 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD**
5723K6365 **Retail $165.00**

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HAMPDEN parts are standard and interchangeable— available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission If opened, the case must be closed by a competent watchmaker to remain "Waterproof" Suggested retail prices include Federal Excise Tax Prices subject to change without notice

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVE., CHICAGO 3, ILLINOIS

[A] Charming 10K yellow rolled gold plate case with non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement.
5724K2484 **Retail $57.50**

As above, in 10K White gold plate case.
5725K2484 **Retail $57.50**

[B] Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion circlet. **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life***.
5726K3719 **Retail $95.00**

As above, in 10K yellow gold filled case
5727K2935 **Retail $71.50**

[C] Lovely creation in a mirror-polished **14K YELLOW SOLID GOLD** case. Raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement. **Guaranteed For Life***.
5728K3013 **Retail $71.50**

[D] **2 DIAMONDS** set in a **14K YELLOW SOLID GOLD** case, fully dust-protected. Perfectly matched 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
5729K3881 **Retail $100.00**

As above, in **14K WHITE SOLID GOLD CASE, 2 DIAMONDS.**
5730K3881 **Retail $100.00**

SUPREME IN JEWELS

[E] **Waterproof** mirror-polished faceted case in color of natural gold with steel back. Luminous dial and hands. **Sweep Second Hand,** 10K gold filled bracelet. **21 JEWEL** Hampden movement **Guaranteed For Life***.
5731K2862 **Retail $71.50**

[F] Ultra-modern styling in a 10K white rolled gold plate case, steel back. Dome crystal, raised figures. 10K gold filled bracelet **21 JEWEL** movement **Guar. For Life***
5732K3053 **Retail $71.50**

As above, in 10K yellow gold plate case
5733K3053 **Retail $71.50**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1870

• Precision Timed and Adjusted in U.S.A.
• Shock-Protected • Dust-Protected • Anti-Magnetic
• Permaflex Hairspring • Presentation Gift Boxed

*All movement parts, including mainspring and balance staff, are *Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.*

[G] **Waterproof** in masculine style case with yellow gold color top and non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, radium dial and hands. **Sweep Second Hand. Guaranteed Life*** 17 Jewel Hampden shock-protected movement
5734K2053 **Retail $52.50**

As above, in gleaming chrome top, steel back. Stainless steel expansion bracelet
5735K1857 **Retail $49.50**

[H] For dignity and quality nothing equals this handsomely styled 10K yellow gold filled case, with steel back. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected **Guaranteed For Life*** Hampden movement
5736K2935 **Retail $71.50**

[J] **Self-winding Automatic Waterproof** with gleaming modern faceted Chrome top case and steel back. Unbreakable crystal, luminous dial and hands. **Sweep Second Hand.** Stainless steel expansion bracelet **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
5737K3254 **Retail $77.50**

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ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

[A] Charming design in a mirror polished 10K yellow rolled gold plate case with stainless steel back 10K gold filled expansion bracelet **Sweep Second Hand.** 17 Jewel shock-protected movement **Guaranteed For Life*.**
5738K2666 **Retail $57.50**

[B] Uniquely beautiful **14K YELLOW SOLID GOLD** mirror-polished dust-protected case. Lovely 10K gold filled expansion bracelet 17 Jewel movement, **Guaranteed For Life*.**
5739K3067 **Retail $71.50**

As above in **14K WHITE SOLID GOLD CASE.**
5740K3067 **Retail $71.50**

[C] **Ladies Waterproof** . . . in a very slim chrome case with steel back Steel expansion bracelet, leather inserts. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life*.**
5741K2817 **Retail $71.50**

[D] Petite 10K white rolled gold plate case, steel back. 10K gold filled bracelet High dome crystal, raised figure dial 17 Jewel shock-protected movement **Guaranteed For Life*.**
5742K2543 **Retail $57.50**

As above, in 10K yellow rolled gold plate steel back
5743K2543 **Retail $57.50**

Calendar Watch and it's Waterproof!

[E] Masculine rugged design in a **Waterproof** model with **Calendar** which changes automatically showing the date Chrome case, steel back. Luminous dial and hands **Sweep Second Hand** Stee expansion bracelet, leather inserts Accurate **Guaranteed For Life*** 17 Jewel movement
5744K2474 Retail $57.50

It's an Automatic! No winding ever!

[F] **Self-Winding Automatic** in 10K yellow gold filled case. Matching 10K gold filled bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement
5745K4498 **Retail $115.00**

Automatic as above, in **14K YELLOW SOLID GOLD CASE.**
5746K6350 **Retail $165.00**

[G] Modernistic **Waterproof** . . . 10K Yellow rolled gold plate case with steel back **Sweep Second Hand.** Radium dial and hands Unbreakable crystal Matching 10K gold filled expansion bracelet 17 Jewel **Guaranteed For Life*** shock-protected movement by Hampden.
5747K2621 **Retail $57.50**

[H] For men of distinction—a modern style in 10K yellow rolled gold plate case with steel back. Perfectly matched with a 10K gold filled expansion bracelet Distinctive raised figure dial with high crystal **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
5748K2474 **Retail $57.50**

[J] **Automatic,** with **Power Reserve Indicator.** Waterproof, all stainless steel fully dust-protected case Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal Indicator shows how long watch will run on stored-up power 17 Jewel shock-protected Hampden movement **Guaranteed For Life*.**
5749K3562 **Retail $100.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company.

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

[A] **2 DIAMONDS** set in **14K WHITE SOLID GOLD** case. Matching 10K gold filled expansion bracelet in sparkling new design. Dome crystal, raised figure dial **21 Jewel** shock protected movement **Guaranteed For Life***
5700K4493 **Retail $115.00**

[B] Dramatic design in a **14K Yellow Solid Gold** case Smart 10K gold filled expansion bracelet High crystal and easy-to read raised figure dial. **Guaranteed For Life* 21 Jewel** shock-protected movement by Hampden
5701K3959 **Retail $100.00**

[C] **Self-Winding Automatic** in a mirror-polished case 10K yellow gold filled top, steel back **Waterproof. Sweep Second Hand.** Luminous dial Expansion bracelet with leather insets. **21 Jewel** movement **Guaranteed For Life***.
5702K4875 **Retail $135.00**

Automatic as above, in **14K Yellow Solid Gold** case.
5703K7717 **Retail $185.00**

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS
All Hampden diamond set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

SUPREME 21 JEWELS

World's Tiniest Ladies' Self-Winding Waterproof Automatic

[D] The smallest **Automatic** ever produced It's **waterproof** too! Lovely gleaming 10K yellow gold filled case with matching expansion bracelet Radium dots and hands **Guaranteed For Life*** 17 Jewel shock - protected Hampden movement
5709K4405 **Retail $125.00**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1879

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

[E] **24 DIAMONDS** set in **14K WHITE SOLID GOLD** case with flexible end pieces Matching 10K gold filled expansion bracelet. High crystal, raised figure dial, 17 Jewel Hampden shock-protected movement **Guaranteed For Life***
5704K13720 **Retail $375.00**

[F] **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case Matched with charming 10K white gold filled expansion bracelet High crystal and raised figure dial 17 Jewel **Guaranteed For Life*** shock-protected movement
5705K6527 **Retail $165.00**

[G] A masterpiece with 10K yellow gold filled case Perfectly matched 10K gold filled expansion bracelet Modern pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement **Guaranteed For Life***.
5706K3621 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE.**
5707K5380 **Retail $150.00**

[H] **Automatic . Waterproof . . .** in a handsome faceted case color of natural gold, with steel back 10K gold filled bracelet. Black luminous raised figure dial. **Sweep Second Hand.** 17 Jewel movement **Guaranteed For Life***.
5708K3327 **Retail $77.50**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVE., CHICAGO 3, ILLINOIS

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NEW
POLY TELEPHONES
BY

HANDI-CRAFT

ORIGINATORS OF
POLY TELEPHONES

MORE CHILDREN
PLAY WITH
HANDI-CRAFT
POLY TELEPHONES
THAN ANY OTHER

Handi-craft COMPANY

3207 CHIPPEWA • • ST. LOUIS 18, MO.

AT THE FAIR • ROOM 1114 • HOTEL McALPIN

BRAND NEW

BIG BIG BIG BIG

This is the Largest, Most Authentic Phone Ever Offered

"It Looks Like a Real Phone"

It's Really **BIG**

- Most Dimensions 9/10 Actual Size
- Authentic Detail Carefully Reproduced
- Molded in POLYETHYLENE Unbreakable — Harmless
- Bell Rings When Dial Is Turned
- Return Spring in Dial
- Comes in Coral and Turquoise Assorted to Shipper
- Individually Boxed or in Poly Bag

98¢

No. 2000

Size
8 x 6¾ x 4⅛
Packed 2 Dozen in
Weight 14 Lbs.

79¢

No. 800
IN
POLY BAG

Packed 4 Dozen
to Shipper
Weight 16 Lbs.

Our ALL-TIME Best Seller at a New LOW Price

- A Full-Sized Phone
- Beautifully Styled
- With All the Sales Advantages of Polyethylene
- Bell Rings When Dial Turns
- Has Cardboard Bottom
- Beautiful Pastel Coral and Turquoise
- Size 3½ x 6 x 6¾

HANDI-CRAFT COMPANY 3207 CHIPPEWA, ST. LOUIS 18, MO.

SEE BACK COVER FOR PROVEN BEST SELLERS

AT THE FAIR • ROOM 1114 • HOTEL McALPIN

LOW-PRICE PROVEN SELLERS

59¢

Size 3½ x 5 x 4
Packed 4 Dozen
Assorted Colors
to a Shipper
Weight 14 lbs.

No. 790 LEADER

A BIG value at a Popular price.

Check this value with any toy telephone on the market.

CHECK THESE FEATURES:

- Molded in Unbreakable Polyethylene
- A full size telephone 3½"x5"x4"
- A POSITIVE and STURDY ringing action
- Bell rings when dial is turned
- Comes in Red and Yellow
- Non-Toxic — Washable — Harmless — No sharp edges
- A staple seller the year round

No. 490
MINIATURE RINGING TELEPHONE

UNBREAKABLE POLYETHYLENE in beautiful COLORS. SOFT, FLEXIBLE, HARMLESS...NON-TOXIC and washable, too.

Comes in Pink, Blue Combinations.

Bell rings when dial is turned.

A fascinating toy for the very young.

Size 2⅞x4x2¼.

Packed 1 dozen assorted colors to box. 2 gross to a shipper. Weight 35 lbs.

IT REALLY RINGS →

29¢

39¢

Same package
and wt. as
No. 490

No. 400 MINIATURE PHONE AND BABY SITTER'S MEMO BOOK

Baby memo book furnishes permanent information for the baby's sitter.

Space for name, feeding time, baby's formula, emergency phone number, etc.

An excellent "self service" package.

Handi-craft COMPANY

3207 CHIPPEWA • • ST. LOUIS 18, MO.

AT THE FAIR • ROOM 1114 • HOTEL McALPIN

Introducing the

OLD TIMER

A SCALE MODEL OF THE FIRST DIAL TELEPHONE

A Bit of **NOSTALGIA**
for MOM and DAD

Something **BRAND NEW**
for the YOUNGSTER

Authentic **SCALE MODEL**
of the First Dial Phone

98¢

No. 1000
Size
9¼ x 5½ x 4½
4 Dozen
to Shipper
Weight 16 lbs.

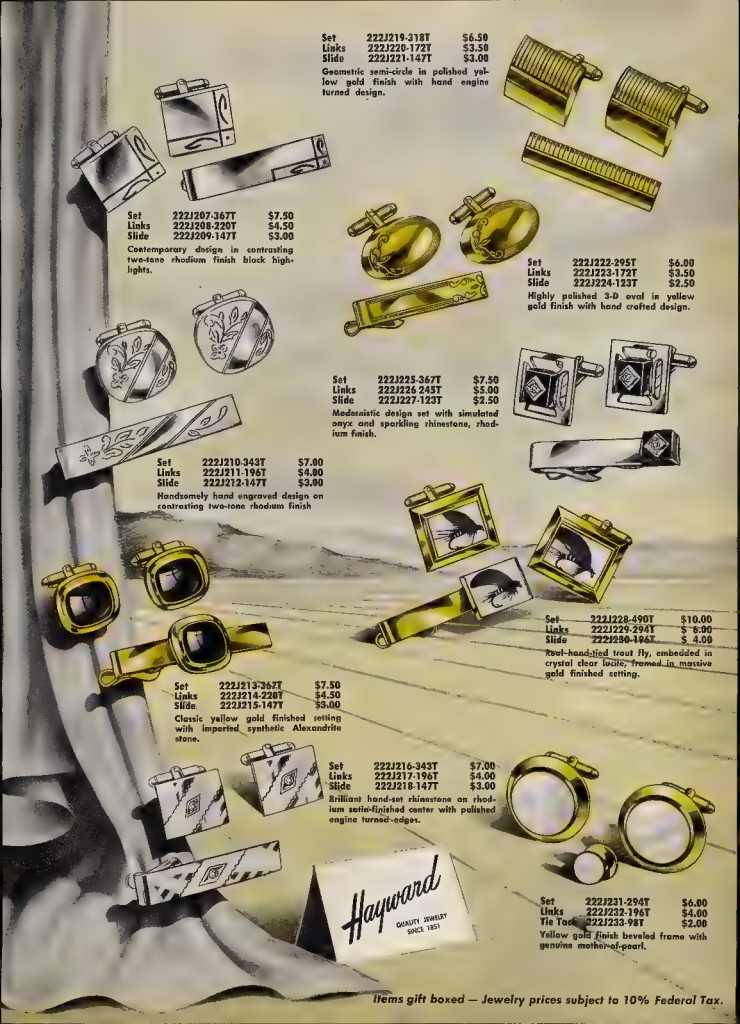
IT'S BIG, ¾ ACTUAL SIZE
•
MOLDED IN UNBREAKABLE POLYETHYLENE
•
ADJUSTABLE MOUTHPIECE
•
BELL RINGS WHEN DIAL IS TURNED
•
DIAL RETURNS
•
INDIVIDUALLY BOXED
•
COMES IN CORAL AND TURQUOISE
•
ASSORTED TO SHIPPER

Fond Memories for the Old Folks — New Thrills for the Youngsters

Handi-craft COMPANY
3207 CHIPPEWA • ST. LOUIS 18, MO.

AT THE FAIR • ROOM 1114 • HOTEL McALPIN

222J282-172T $3.50
Heavy sterling silver money clip, highly polished.
222J290-196T $4.00
Stylish sport buckle for 1" belts in rhodium. Available also in boating, fishing, or bowling motifs.
222J287-172T $3.50
Nurse's link, yellow gold finish on pearl background.
222J288 245T $5.00
Auto Key chain in sterling silver with blue enameled edge medal.
222J283-196T $4.00
Lucky key chain and name tag in sterling silver.
222J291-490T $10.00
Unusual knife, file, and money clip combination in sterling silver.
222J289-490T $10.00
Executive knife in 12 Karat Gold Filled with two stainless steel blades. Hand engine turned sides.
222J284-318T $6.50
(Add $1.00 for silver dollar)
Real silver dollar mounted on a sterling silver money clip.
222J292-343T $7.00
Beautifully hand engine turned 1" buckle in polished 12 Karat Gold Filled. Matches set 222J246-612T. Also available in sterling silver.
222J285-245T $5.00
Genuine cultured pearl tie tack on 14 Karat gold peg.
Hayward
QUALITY JEWELRY SINCE 1851
222J286-172T $3.50
Gleaming yellow gold finished buckle for 1" belts, hand engine turned design Matches set 222J219-318T.
Items gift boxed — Jewelry prices subject to 10% Federal Tax.


Set 222J219-318T $6.50
Links 222J220-172T $3.50
Slide 222J221-147T $3.00
Geometric semi-circle in polished yellow gold finish with hand engine turned design.
Set 222J207-367T $7.50
Links 222J208-220T $4.50
Slide 222J209-147T $3.00
Contemporary design in contrasting two-tone rhodium finish black highlights.
Set 222J222-295T $6.00
Links 222J223-172T $3.50
Slide 222J224-123T $2.50
Highly polished 3-D oval in yellow gold finish with hand crafted design.
Set 222J225-367T $7.50
Links 222J226 245T $5.00
Slide 222J227-123T $2.50
Modernistic design set with simulated onyx and sparkling rhinestone, rhodium finish.
Set 222J210-343T $7.00
Links 222J211-196T $4.00
Slide 222J212-147T $3.00
Handsomely hand engraved design on contrasting two-tone rhodium finish
Set 222J228-490T $10.00
Links 222J229-294T $ 6.00
Slide 222J230-196T $ 4.00
Reel-hand-tied trout fly, embedded in crystal clear lucite, framed in massive gold finished setting.
Set 222J213-367T $7.50
Links 222J214-220T $4.50
Slide 222J215-147T $3.00
Classic yellow gold finished setting with imported synthetic Alexandrite stone.
Set 222J216-343T $7.00
Links 222J217-196T $4.00
Slide 222J218-147T $3.00
Brilliant hand-set rhinestone on rhodium satin-finished center with polished engine turned edges.
Set 222J231-294T $6.00
Links 222J232-196T $4.00
Tie Tack 222J233-98T $2.00
Yellow gold finish beveled frame with genuine mother-of-pearl.
Hayward
QUALITY JEWELRY
SINCE 1851
Items gift boxed — Jewelry prices subject to 10% Federal Tax.

Set	222J237-735T	$15.00
Links	222J238-465T	$ 9.50
Slide	222J239-270T	$ 5.50

Magnificently hand engraved border, two-tone bright and satin finish in sterling silver.

Set	222J240-785T	$16.00
Links	222J241-490T	$10.00
Slide	222J242-295T	$ 6.00

Hand carved design with two-tone bright and satin finish in bold sterling silver.

Set	222J234-735T	$15.00
Links	222J235-465T	$ 9.50
Slide	222J236-270T	$ 5.50

Massive weight sterling silver with hand engraved design on rich satin finish.

Set	222J243-1225T	$25.00
Links	222J244-735T	$15.00
Slide	222J245-490T	$10.00

Genuine onyx and diamond in massive 12 Karat Gold Filled setting.

Set	222J249-5880T	$120.00
Links	222J250-4165T	$ 85.00
Slide	222J251-1715T	$ 35.00

Shown in box Linde Star sapphires* set in gleaming 14 Karat Gold. Hand engine turned design
*A man-made gem

Set	222J252-2695T	$55.00
Links	222J253-2107T	$43.00
Slide	222J254-588T	$12.00

Mirror finished 14 Karat Gold.

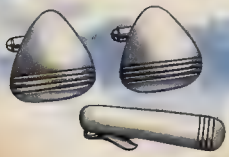
Set	222J255-3183T	[illegible]
Links	222J256-2450T	$50.00
Tie Tack	222J257-735T	$15.00

Heirloom 14 Karat Gold with genuine 2 pt diamond set in genuine onyx.

Set	222J246-612T	$12.50
Links	222J247-343T	$ 7.00
Slide	222J248-270T	$ 5.50

Exceptionally fine hand engine turned design executed on 12 Karat Gold Filled, mirror finish.

Items g[illegible] — Jewelry prices subject to [illegible]% Federal Tax.



Set	222J258-685T	$14.00
Links	222J259-367T	$ 7.50
Slide	222J260-318T	$ 6.50

Sterling silver in rich satin finish with bright hand cut bands.

Set	222J261-735T	$15.00
Links	222J262-441T	$ 9.00
Slide	222J263-294T	$ 6.00

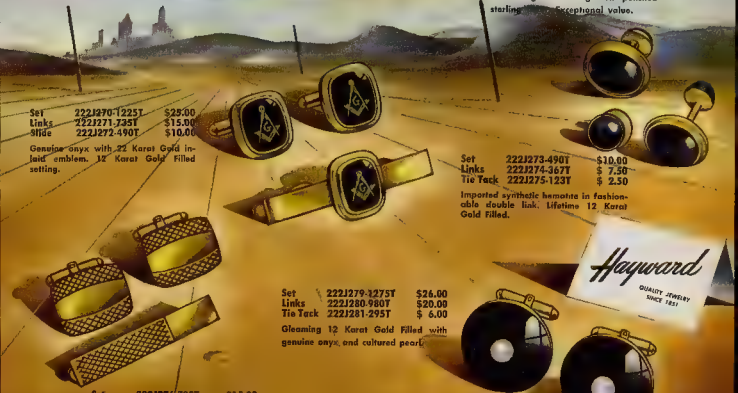
Brilliantly polished sterling silver in geometric shape.

Set	222J264-980T	$20.00
Links	222J265-685T	$14.00
Tie Tack	222J266-295T	$ 6.00

Sterling silver set with exotic genuine Tigereye on black background.

Set	222J267-490T	$10.00
Links	222J268-295T	$ 6.00
Slide	222J269-195T	$ 4.00

Hand engraved design on polished sterling. Exceptional value.



Set	222J270-1225T	$25.00
Links	222J271-735T	$15.00
Slide	222J272-490T	$10.00

Genuine onyx with 22 Karat Gold inlaid emblem. 12 Karat Gold Filled setting.

Set	222J273-490T	$10.00
Links	222J274-367T	$ 7.50
Tie Tack	222J275-123T	$ 2.50

Imported synthetic hematite in fashionable double link. Lifetime 12 Karat Gold Filled.

Set	222J279-1275T	$26.00
Links	222J280-980T	$20.00
Tie Tack	222J281-295T	$ 6.00

Gleaming 12 Karat Gold Filled with genuine onyx and cultured pearl.

Hayward

QUALITY JEWELRY SINCE 1921

Set	222J276-735T	$15.00
Links	222J277-440T	$ 9.00
Slide	222J278-295T	$ 6.00

Precious 12 Karat Gold Filled hand decorated on two-tone modern domed shape.

Items gift boxed — Jewelry prices subject to 10% Federal Tax.

INTERNATIONALLY RENOWNED

HELBROS . . . *recognized the world over for prestige watches . . . of unmatched beauty . . . supreme* LIFETIME *accuracy.*

Helbros

DISTINCTIVE LEADER

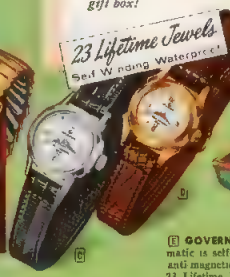
Master of watchmaking art . . . distinguished design . . . guaranteed precision movements.

Helbros

23 LIFETIME JEWELS

Engineered for a lifetime!

Electronically timed and tested by master craftsmen . . . Lifetime Jewel movements, guaranteed Unbreakable Mainsprings!
HELBROS—*the watch of a lifetime . . . each in a beautiful gift box!*



A ENVOY. Self-winding! Waterproof*, shock/dust resistant, anti-magnetic 23 Lifetime Jewels. Radium hands, dial, sweep second hand. Streamlined stainless steel case and expansion bracelet.
2J64X3995 . . . . . List **$85.00**

B EMBASSY. 23 jewels Self-winding waterproof*, shock/dust protected, anti-magnetic. 10K yellow rolled gold plate case, stainless steel back. Radium hands and dial. Sweep second. Expansion band.
2J65X4475 . . . . . List **$92.50**

C EMPRESS. For active women! 23 jewels. Self winding. Waterproof* Anti-magnetic, shock/dust resistant. Luminous hands, dial. Chrome top case, stainless steel back. Leather strap.
2J66X4760 . . . . . **List $95.00**

D ELITE. Winds itself! Mirror polished yellow top case, stainless steel back. Radium hands, dial. Waterproof*, anti-magnetic, dust/shock protected. 23 Lifetime Jewel movement. Leather strap.
2J67X5035 . . . . . List **$100.00**

E GOVERNOR. Handsome automatic is self-winding waterproof*, anti-magnetic, shock/dust resistant! 23 Lifetime Jewel movement. Sleek 10K yellow rolled gold plate case, stainless steel back. Luminous hands, hour dots. Sweep second hand. Combination leather expansion bracelet.
2J63X4760 . . . . . List **$95.00**

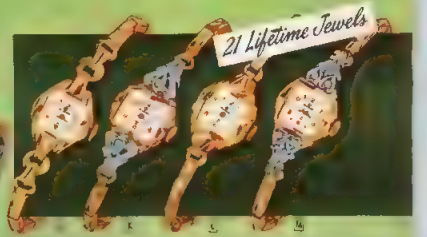
*Waterproof when opened and closed by a competent watchmaker

As advertised in LIFE and Saturday Evening Post . . TV and Radio

F WINSLOW. Distinguished dress watch. Features 21 Lifetime Jewel movement. Smart 10K yellow rolled gold plate case, stainless steel back. Sweep second hand. Numeral and marker dial. Comfortable matching expansion bracelet.
2J68X3495 . . . . . List **$69.75**

G SAILOR. Waterproof*! 21 jewels. Chrome top case, stainless steel back. Sweep second. Luminous hands, dial. Combination leather expansion band.
2J69X3935 . . . . . List **$59.75**

H ATLANTIS. Trim 10K yellow RGP case, stainless steel back. Luminous hands, dial. Sweep second. 21 jewels. Waterproof* Combination leather expansion band.
2J70X3355 . . . . . List **$67.50**



J HEATHER. Delicate beauty . precision timekeeping! 21 Lifetime Jewel movement. Tiny 10K rolled gold plate case, stainless steel back. Chic numeral and marker dial. Matching expansion bracelet. A treasured gift!
2J71X3355 . . . . . List **$67.50**

HEATHER W. With white RGP case
2J72X3355 . . . . . List **$67.50**

K VERONICA. Exciting elegance in 2 flashing diamonds set in a distinctively fashioned 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. Accurate 21 jewel movement. Numeral and marker dial.
2J73X3775 . . . . . List **$75.00**

VERONICA W. With white RGP case
2J74X3775 . . . . . List **$75.00**

L FIESTA. Gay sophistication! Smart sculptured 14K gold case sets a stunning background for a delightful numeral and marker dial . sleek expansion bracelet. Supremely accurate 21-jewel movement.
2J75X4195 . . . . . List **$85.00**

FIESTA W. With 14K white gold case
2J76X4195 . . . . . List **$85.00**

M CLEOPATRA. Feminine loveliness! 6 fiery diamonds exquisitely held in dainty hearts crown the beautiful 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. 21 Lifetime Jewel movement.
2J77X4475 . . . . . List **$89.50**

CLEOPATRA W. With white RGP case
2J78X4475 . . . . . List **$89.50**

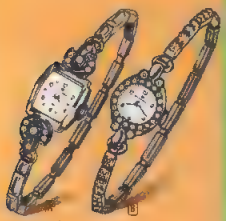
PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

Helbros

The perfect gift for any woman . . . the gift of a lifetime . . . a world renowned HELBROS *watch!*

Magnificent timepieces meticulously crafted by the masters of watchmaking art . . internationally acclaimed for their supreme accuracy and unexcelled beauty. Expertly engineered to assure a lifetime of split-second service . . . precision mechanisms . . . guaranteed Unbreakable Mainsprings . . . 17 Lifetime Jewel movements.

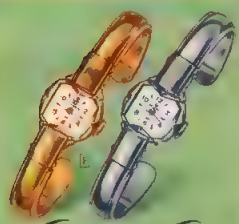
Choose from this fabulous array of HELBROS *watches . . . either a dazzling timepiece set with precious, sparkling diamonds . . . or a gleaming gem of time executed in luxurious gold . . . all are in lovely gift boxes . . . each is a prized possession . . . an exquisite remembrance that will live a lifetime.*



Diamonds aglitter and aglow

A LAMOUR. Lovingly conceived with 12 sparkling diamonds dotting the dainty end pieces of the beautiful 14K white gold case Slim, matching expansion bracelet Time-worthy 17 jewel lifetime movement.
2J80X8825 . . . List **$175.00**

B PRINCESS. Crowning achievement in elegance! Dazzling with 24 diamonds encrusted in a 14K white gold case . . magnificence enhanced by a stunning matching expansion bracelet Numeral and marker dial. 17-jewel movement.
2J79X9450 . . . List **$195.00**



Golden Gems

F VENUS. Stunning simplicity! Striking costume watch and bracelet combination . smartly styled yellow top case, with stainless steel back Chic numeral and marker dial. Snug-fitting bracelet. Always accurate 17-jewel movement
2J86X2795 . . . . . List **$59 75**

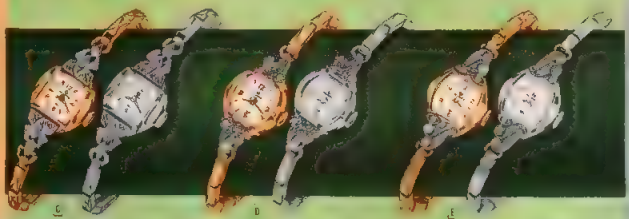
VENUS W. As above in white.
2J87X2795 . . . . . List **$59.75**

AS ADVERTISED IN

LIFE The Saturday Evening POST

TELEVISION • RADIO

BRILLIANT 17-JEWEL DIAMOND WATCHES



C ANDREA. Delightful! Lovely 10K yellow rolled gold plate case, stainless steel back exciting end pieces aglow with 2 exquisite diamonds. Trim numeral and marker dial. 17 jewels. Matching expansion bracelet.
2J81X3075 . . . . . List **$62.50**

ANDREA W. In 10K white RGP
2J82X3075 . . . . . List **$62.50**

D ENCHANT. Exquisite floral sprays . touched with 4 twinkling diamonds . bloom into a lovely 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement Matching expansion bracelet
2J83X3635 . . . . . List **$72.50**

ENCHANT W. In 10K white RGP
2J121X3635 . . . . List **$72.50**

E DACHE. Graceful, delicate scroll end pieces illuminated with 6 flashing diamonds . superb beauty culminating in a luxurious 14K yellow gold case Precision 17-jewel movement Matching expansion bracelet.
2J84X6725 . . . List **$137.50**

DACHE W. In 14K white gold case.
2J85X6725 . . . List **$137.50**

GLAMOROUS GOLD 17-JEWEL WATCHES

G CECILE. Completely charming! Trim, deftly designed 10K yellow rolled gold plate case, stainless steel back Neat numeral and marker dial Dependable 17 jewel movement. Matching expansion bracelet
2J88X3215 . . . . List **$65.00**

CECILE W. In 10k white RGP
2J89X3215 . . . . . List **$65 00**

H DINAH. Simple elegance! The clean tailored lines of the 14K yellow gold case follow rhythmically into a matching expansion bracelet Textured dial with numerals and markers 17 Lifetime Jewel movement.
2J90X3355 . . . . . List **$71.50**

DINAH W. In 14K white gold case
2J91X3355 . . . . . List **$71.50**

J CLAUDINE. For a lovely lady. Captivating timepiece of classic beauty fashioned in 14K yellow gold . harmonizing expansion bracelet Attractive numeral and marker dial. 17 Lifetime Jewel movement
2J92X3635 . . . . List **$72.50**

CLAUDINE W. In 14K white gold
2J93X3635 . . . . . List **$72.50**

PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

Helbros

PRESTIGE WATCHES FOR MEN

Designed for men who demand a distinguished watch . . . handsomely styled for business or dress . . . yet sturdy enough to remain time-perfect for rugged sport wear.

The answer is HELBROS! *Master-crafted, precision engineered timepieces . . . guaranteed to give a lifetime of accuracy. 17-jewel movements . . . anti-magnetic, shock and dust protected . . . Unbreakable Mainsprings are guaranteed for life! And they are* WATERPROOF!

Nationally advertised . . . world famous HELBROS *. . . first in accuracy, beauty . . . the treasured gift of a lifetime! When it is a* HELBROS *he knows he is wearing the finest watch money can buy!*

**Waterproof when opened and closed by a competent watchmaker*

A SOUND OFF. Modern wrist alarm reminds you of appointments . . shock/dust protected, anti-magnetic, waterproof*! Chrome top case, stainless steel back. Luminous hands, dial. Sweep second hand. Clear sounding alarm. Combination leather expansion bracelet. 17 jewels.
2J94X3925 . . . . . List **$79.50**

B SENTINEL. Same as above, in 10K yellow rolled gold plate
2J95X4475 . . . . . List **$89.50**

17-JEWEL SELF-WINDING WATCHES

C STAUNTON. Self winding automatic has indicator to show **reserve power!** 17 jewels. Anti-magnetic, shock/dust protected. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Luminous hands, dial. Sweep second. Combination gold mesh expansion band
2J96X4615 . . . . . List **$92.50**

D ARCHER W. Winds itself as you wear it! Waterproof*, shock/dust protected, anti-magnetic. 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial. Sweep second hand. Matching expansion bracelet.
2J97X3355 . . . . . List **$67.50**
ARCHER. With yellow top case.
2J98X3635 . . . . List **$72.50**

E KNIGHT S. Black dial, 10K yellow RGP case, stainless steel back. Luminous hands, dial. Sweep second. Self-winding. Waterproof*, shock/dust protected, anti-magnetic. 17 jewels. Gold mesh expansion band
2J99X4195 . . . . . List **$85.00**
KNIGHT. As above with white dial.
2J100X4195 . . List **$85.00**

17-JEWEL WATERPROOF* WATCHES

F EXCELSIOR. Really rugged. Waterproof*, shock/dust protected, anti-magnetic. Handsome yellow top case has stainless steel back. Luminous hands, dial. Sweep second hand. 17 jewels. Expansion bracelet.
2J101X2375 . . . . . List **$49.75**
EXCELSIOR W. With chrome top case.
2J102X2095 . . . . List **$39.75**

G CAMBRIDGE W. Distinctive! Sturdy. Smart stainless steel case. Luminous hands, dial. Sweep second. Waterproof*, anti magnetic, shock/dust protected. Combination leather expansion bracelet. 17 jewels.
2J103X2655 . . . . . List **$55.00**
CAMBRIDGE. In 10K yellow RGP
2J104X3075 . . . . List **$62.50**

H HATTERUS. A dress or sport beauty. Thin-as-a-coin yellow top case, stainless steel back. Skip figure dial with luminous hands and hour dots . . sweep second hand. 17-jewel movement is shock/dust protected, anti-magnetic. Waterproof* Combination leather expansion band.
2J105X3355 . . . . . List **$67.50**

HERS AND HIS

Special watch values for men and women. Smart, rugged timepieces with 7 jewel movements . water and shock resistant, anti-magnetic! Trim chrome top cases, stainless steel backs . . both have a second hand. All this at an amazing low price

J LASSIE. For her! With luminous hands . . neat leather strap.
2J106X1250 . . . . List **$24.75**

K LAD. For him. Radium dot dial. Matching expansion bracelet.
2J107X1250 . . . . . List **$24.75**

PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

AS ADVERTISED IN
LIFE
The Saturday Evening POST

Helbros

Watches of superb beauty and quality at popular prices! Designed by master craftsmen ... smartly styled cases ... supremely accurate Lifetime Jewel movements ... Unbreakable Mainsprings. Fully guaranteed. Beautifully gift-boxed!

A MIRANDA. Delightfully different! Fashionable combination red leather and expansion bracelet complements the smart 10K yellow rolled gold plate case, stainless steel back Accurate 17-jewel movement
2J112X2795 ..... List **$37.50**
MIRANDA W. In 10K white RGP
2J113X2795 .. . List **$37 50**

AS ADVERTISED IN
LIFE
The Saturday Evening POST
TELEVISION • RADIO

Gleaming dress watches for ladies and gentlemen ... budget-priced ... yet bearing the marks of the masters ... up-to-the-minute styling ... Unbreakable Mainsprings ... lifetime accuracy! Dependable 7-jewel movements. Gift-boxed. Outstanding values ... a joy to own or to give!

B CANDIE. Glamorous timepiece has richly carved 10K yellow rolled gold plate case, stainless steel back Numeral and marker dial. 17 Lifetime Jewels! Expansion bracelet
2J108X2195 ... . . List **$47.50**
CANDIE W. In 10K white RGP
2J109X2195 .. . . . List **$47.50**

C SEVILLE. Dapper 7-jewel dress watch is an outstanding value—in price, appearance, accurate time-keeping! Handsome yellow top case has stainless steel back. Modern skip-figure dial Second hand Matching expansion bracelet
2J114X1450 . .. List **$29.75**

D SUPERB. Fashion-right for any woman .. price-perfect for any purse! Lovely 7 jewel dress watch features a gleaming yellow top case with stainless steel back. Trim numeral and marker dial. Matching expansion bracelet
2J115X1450 List **$29 75**

E THERESA. Exciting elegance Luxurious 10K yellow rolled gold plate case, stainless steel back . sleek matching expansion bracelet 17-jewel precision movement
2J110X2515 .. .. List **$52.50**
THERESA W. In 10K white RGP
2J111X2515 List **$52.50**

SPECIALLY PRICED 7-JEWEL WATCHES FOR MEN AND WOMEN

HANDSOME 17-JEWEL WATCHES FOR MEN

F RALEIGH. Skillfully sculptured .. stainless steel back yellow top case matching expansion bracelet. Numeral and marker dial Second hand. 17-Jewel movement.
2J116X2195 List **$47.50**

G SUTTON. Impressive! Handsome 10K yellow rolled gold plate case, stainless steel back. Second hand Combination leather expansion bracelet. 17 Lifetime Jewel movement.
2J117X2515 List **$52.50**

H SAVOY. Ultra thin! Distinctive 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement. Second hand Skip-figure dial Comfortable matching expansion bracelet
2J118X2795 List **$57.50**

J DEWITT. To wear with pride! Gleaming 10K yellow rolled gold plate case, stainless steel back matching expansion bracelet Stylized dial, second hand. 17 Lifetime Jewel movement
2J119X2935 List **$59.75**

K CHELSEA. A design masterpiece with 17-jewel accuracy! Glowing yellow gold-filled case . . . distinguished combination gold mesh-expansion bracelet. Trim skip-figure dial
2J120X4055 List **$82.50**

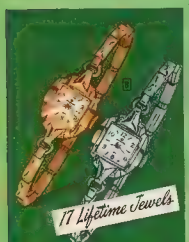
PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

Helbros

Watches of superb beauty and quality at popular prices! Designed by master craftsmen . . . smartly styled cases . . . supremely accurate Lifetime Jewel movements . . . Unbreakable Mainsprings. Fully guaranteed. Beautifully gift-boxed!

A MIRANDA. Delightfully different! Fashionable combination red leather and expansion bracelet complements the smart 10K yellow rolled gold plate case stainless steel back. Accurate 17-jewel movement
No. 87V4141B2795 Retail **$57.50**
MIRANDA W. In 10K white RGP
No. 87V4142B2795...Retail **$57.50**

AS ADVERTISED IN **LIFE** The Saturday Evening **POST** TELEVISION • RADIO



Gleaming dress watches for ladies and gentlemen . . . budget-priced . . . yet bearing the marks of the masters . . . up-to-the-minute styling . . . Unbreakable Mainsprings . . . lifetime accuracy! Dependable 7-jewel movements. Gift-boxed. Outstanding values . . . a joy to own or to give!

B CANDIE. Glamorous timepiece has richly carved 10K yellow rolled gold plate case, stainless steel back. Numeral and marker dial. 17 Lifetime Jewels Expansion bracelet.
No. 87V4137B2195 Retail **$47.50**

CANDIE W. In 10K white RGP
No. 87V4138B2195 Retail **$47.50**

C SEVILLE. Dapper 7-jewel dress watch is an outstanding value—in price, appearance, accurate time-keeping! Handsome yellow top case has stainless steel back. Modern skip-figure dial. Second hand. Matching expansion bracelet.
No. 87V4143B1450 Retail **$29.75**

SPECIALLY PRICED 7-JEWEL WATCHES FOR MEN AND WOMEN

D SUPERB. Fashion-right for any woman . . . price-perfect for any purse! Lovely 7-jewel dress watch features a gleaming yellow top case with stainless steel back. Trim numeral and marker dial. Matching expansion bracelet.
No. 87V4144B1450 Retail **$29.75**

E THERESA. Exciting elegance! Lustrous 10K yellow rolled gold plate case stainless steel back . sleek matching expansion bracelet 17-jewel precision movement
No. 87V4139B2515 Retail **$52.50**

THERESA W. In 10K white RGP
No. 87V4140B2515 Retail **$52.50**

HANDSOME 17-JEWEL WATCHES FOR MEN

F RALEIGH. Skillfully sculptured . . . stainless steel back yellow top case . . . matching expansion bracelet Numeral and marker dial Second hand 17-jewel movement
87V4145B2195 **$47.50**

G SUTTON. Impressive! Handsome 10K yellow rolled gold plate case, stainless steel back. Second hand Combination leather expansion bracelet 17 Lifetime Jewel movement
87V4146B2515 . **$52.50**

H SAVOY. Ultra thin! Distinctive 10K yellow rolled gold plate case, stainless steel back 17-jewel movement Second hand Skip figure dial Comfortable matching expansion bracelet
87V4147B2795 **$57.50**

J DEWITT. To wear with pride! Gleaming 10K yellow rolled gold plate case, stainless steel back matching expansion bracelet Stylized dial, second hand 17 Lifetime Jewel movement
87V4148B2935 **$59.75**

K CHELSEA. A design masterpiece with 17-jewel accuracy! Glowing yellow gold-filled case . . . distinguished combination gold mesh expansion bracelet Trim skip-figure dial
87V4149B4055 **$82.50**

INTERNATIONALLY RENOWNED

HELBROS . . . *recognized the world over for prestige watches . . . of unmatched beauty . . . supreme* LIFETIME *accuracy.*

Helbros

DISTINCTIVE LEADER

Master of watchmaking art . . . distinguished design . . . guaranteed precision movements.

A ENVOY. Self-winding! Waterproof*, shock/dust resistant, anti-magnetic. 23 Lifetime Jewels. Radium hands, dial; sweep second hand. Streamlined stainless steel case and expansion bracelet
No 87V409253995 . Retail **$85.00**

B EMBASSY. 23 jewels! Self-winding waterproof*, shock/dust protected, anti magnetic 10K yellow rolled gold plate case, stainless steel back. Radium hands and dial Sweep second Expansion band.
No. 87V409384475 . Retail **$92.50**

C EMPRESS. For active women! 23 jewels. Self winding Waterproof* Anti-magnetic, shock/dust resistant. Luminous hands, dial Chrome top case, stainless steel back Leather strap
No. 87V409484760 Retail **$95.00**

D ELITE. Winds itself! Mirror-polished yellow top case, stainless steel back. Radium hands, dial. Waterproof*, anti magnetic, dust/shock protected. 23 Lifetime Jewel movement. Leather strap.
No. 87V409585035 .. Retail **$100.00**

As advertised in LIFE and Saturday Evening Post . . . TV and Radio

F WINSLOW. Distinguished dress watch! Features 21 Lifetime Jewel movement. Smart 10K yellow rolled gold plate case, stainless steel back. Sweep second hand. Numeral and marker dial Comfortable matching expansion bracelet
No. 87V409683495 Retail **$69.75**

G SAILOR. Waterproof*! 21 jewels Chrome top case, stainless steel back Sweep second. Luminous hands, dial Combination leather expansion band
No. 87V409782935 .Retail **$59.75**

H ATLANTIS. Trim 10K yellow RGP case, stainless steel back. Luminous hands, dial Sweep second 21 jewels Waterproof* Combination leather expansion band.
No. 87V409883355 Retail **$67 50**

Helbros

23 LIFETIME JEWELS

Engineered for a lifetime!

Electronically timed and tested by master craftsmen . . . Lifetime Jewel movements, guaranteed Unbreakable Mainsprings!

HELBROS—*the watch of a lifetime . . . each in a beautiful gift box!*

E GOVERNOR. Handsome automatic is self winding, waterproof*, anti-magnetic, shock/dust resistant. 23 Lifetime Jewel movement Sleek 10K yellow rolled gold plate case, stainless steel back. Luminous hands, hour dots. Sweep second hand. Combination leather expansion bracelet
No. 87V409184760 Retail **$95.00**

23 Lifetime Jewels
Self-Winding Waterproof

*Waterproof when opened and closed by a competent watchmaker.

J HEATHER. Delicate beauty . . . precision timekeeping! 21 Lifetime Jewel movement. Tiny 10K rolled gold plate case, stainless steel back. Chic numeral and marker dial Matching expansion bracelet A treasured gift
No. 87V409983355 Retail **$67.50**

HEATHER W. With white RGP case
No. 87V410083355 Retail **$67.50**

K VERONICA. Exciting elegance in 6 flashing diamonds set in a distinctively fashioned 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. Accurate 21 jewel movement Numeral and marker dial
No. 87V410183775 Retail **$75.00**

VERONICA W. With white RGP case
No. 87V410283775 Retail **$75.00**

L FIESTA. Gay sophistication! Smart sculptured 14K gold case sets a stunning background for a delightful numeral and marker dial . . . sleek expansion bracelet. Supremely accurate 21-jewel movement
No. 87V410384195 Retail **$85.00**

FIESTA W. With 14K white gold case
No. 87V410484195 Retail **$85.00**

M CLEOPATRA. Feminine loveliness! 6 fiery diamonds exquisitely held in dainty hearts crown the beautiful 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. 21 Lifetime Jewel movement
No. 87V410584475 Retail **$89.50**

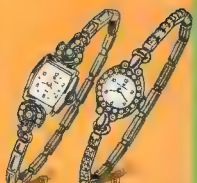
CLEOPATRA W. With white RGP case
No. 87V410684475 Retail **$89.50**

Helbros

The perfect gift for any woman . . . the gift of a lifetime . . . a world renowned HELBROS *watch!*

Magnificent timepieces meticulously crafted by the masters of watchmaking art . . . internationally acclaimed for their supreme accuracy and unexcelled beauty. Expertly engineered to assure a lifetime of split-second service . . . precision mechanisms . . . guaranteed Unbreakable Mainsprings . . . 17 Lifetime Jewel movements.

Choose from this fabulous array of HELBROS *watches . . . either a dazzling timepiece set with precious, sparkling diamonds . . . or a gleaming gem of time executed in luxurious gold . . . all are in lovely gift boxes . . . each is a prized possession . . . an exquisite remembrance that will live a lifetime.*



Diamonds aglitter and aglow

A LAMOUR. Lovingly conceived with 12 sparkling diamonds dotting the dainty end pieces of the beautiful 14K white gold case. Slim, matching expansion bracelet. Time-worthy 17-jewel lifetime movement.
No. 87V410888825 . Ret. $175.00

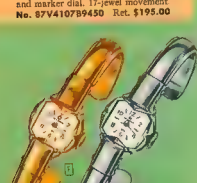
B PRINCESS. Crowning achievement in elegance! Dazzling with 24 diamonds encrusted in a 14K white gold case . . . magnificence enhanced by a stunning matching expansion bracelet. Numeral and marker dial. 17-jewel movement.
No. 87V410789450 Ret. $195.00

BRILLIANT 17-JEWEL DIAMOND WATCHES

C ANDREA. Delightful! Lovely 10K yellow rolled gold plate case, stainless steel back . . . exciting end pieces aglow with 2 exquisite diamonds. Trim numeral and marker dial. 17 jewels. Matching expansion bracelet
No. 87V410983075 Retail $62.50
ANDREA W. In 10K white RGP
No. 87V411083075 Retail $62.50

D ENCHANT. Exquisite floral sprays . . . touched with 4 twinkling diamonds . . . bloom into a lovely 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement. Matching expansion bracelet
No. 87V411183635 Retail $72.50
ENCHANT W. In 10K white RGP
No. 87V411283635 Retail $72.50

E DACHE. Graceful, delicate scroll end pieces illuminated with 6 flashing diamonds . . . superb beauty culminating in a luxurious 14K yellow gold case. Precision 17-jewel movement. Matching expansion bracelet.
No. 87V411386725 Ret $137.50
DACHE W. In 14K white gold case
No. 87V411486725 Ret $137.50



Golden Gems

F VENUS. Stunning simplicity! Striking costume watch and bracelet combination . . . smartly styled yellow top case, with stainless steel back. Clear numeral and marker dial. Snug-fitting bracelet. Always accurate 17 jewel movement.
No. 87V411582795 Retail $59.75
VENUS W. As above in white
No. 87V411682795 Retail $59.75

GLAMOROUS GOLD 17-JEWEL WATCHES

G CECILE. Completely charming! Trim, deftly designed 10K yellow rolled gold plate case, stainless steel back. Neat numeral and marker dial. Dependable 17-jewel movement. Matching expansion bracelet
No. 87V411783215 Retail $65.00
CECILE W. In 10K white RGP
No. 87V411883215 Retail $65.00

H DINAH. Simple elegance! The clean tailored lines of the 14K yellow gold case follow rhythmically into a matching expansion bracelet. Textured dial with numerals and markers. 17 Lifetime Jewel movement.
No. 87V411983355 Retail $71.50
DINAH W. In 14K white gold case
No. 87V412083355 Retail $71.50

J CLAUDINE. For a lovely lady. Captivating timepiece of classic beauty fashioned in 14K yellow gold . . . harmonizing expansion bracelet. Attractive numeral and marker dial. 17 Lifetime Jewel movement.
No. 87V412183635 Retail $72.50
CLAUDINE W. In 14K white gold
No. 87V412283635 Retail $72.50

AS ADVERTISED IN LIFE The Saturday Evening POST

Helbros

PRESTIGE WATCHES FOR MEN

Designed for men who demand a distinguished watch . . . handsomely styled for business or dress . . . yet sturdy enough to remain time-perfect for rugged sport wear.

The answer is HELBROS! *Master-crafted, precision engineered timepieces . . . guaranteed to give a lifetime of accuracy. 17-jewel movements . . . anti-magnetic, shock and dust protected . . . Unbreakable Mainsprings are guaranteed for life! And they are* WATERPROOF!

Nationally advertised . . . world famous HELBROS *. . . first in accuracy, beauty . . . the treasured gift of a lifetime! When it is a* HELBROS *he knows he is wearing the finest watch money can buy!*

**Waterproof when opened and closed by a competent watchmaker*

A SOUND OFF. Modern wrist alarm reminds you of appointments . . . shock/dust protected, anti-magnetic, waterproof*! Chrome top case, stainless steel back Luminous hands, dial. Sweep second hand. Clear sounding alarm. Combination leather expansion bracelet 17 jewels.
No. 87V412383925 Retail **$79.50**

B SENTINEL. Same as above, in 10K yellow rolled gold plate
No. 87V412484475 Retail **$89.50**

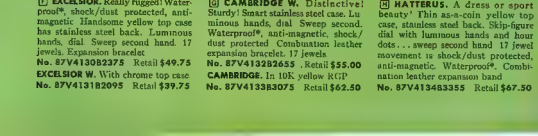
17-JEWEL SELF-WINDING WATCHES

C STAUNTON. Self-winding automatic has indicator to show **reserve power!** 17 jewels. Anti-magnetic, shock/dust protected. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Luminous hands, dial. Sweep second. Combination gold mesh expansion band.
No. 87V412584615 Retail **$92.50**

D ARCHER W. Winds itself as you wear it! Waterproof*, shock/dust protected, anti-magnetic. 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial Sweep second hand Matching expansion bracelet.
No. 87V412683355 Retail **$67.50**
ARCHER. With yellow top case.
No. 87V412783635 Retail **$72.50**

E KNIGHT B. Black dial, 10K yellow RGP case, stainless steel back. Luminous hands, dial Sweep second. Self-winding! Waterproof*, shock/dust protected, anti-magnetic 17 jewels. Gold mesh/expansion band
No. 87V412984195 Retail **$85.00**
KNIGHT. As above with white dial.
No. 87V412984195 Retail **$85.00**

17-JEWEL WATERPROOF* WATCHES



F EXCELSIOR. Really rugged! Waterproof*, shock/dust protected, anti-magnetic Handsome yellow top case has stainless steel back. Luminous hands, dial Sweep second hand. 17 jewels. Expansion bracelet
No. 87V413082375 Retail **$49.75**
EXCELSIOR W. With chrome top case
No. 87V413182095 Retail **$39.75**

G CAMBRIDGE W. Distinctive! Sturdy! Smart stainless steel case. Luminous hands, dial Sweep second. Waterproof*, anti-magnetic, shock/dust protected Combination leather expansion bracelet. 17 jewels.
No. 87V413282655 . Retail **$55.00**
CAMBRIDGE. In 10K yellow RGP
No. 87V413383075 Retail **$62.50**

H HATTERUS. A dress or sport beauty! Thin as-a-coin yellow top case, stainless steel back. Skip-figure dial with luminous hands and hour dots . . . sweep second hand 17 jewel movement is shock/dust protected, anti-magnetic. Waterproof*. Combination leather expansion band
No. 87V413483355 Retail **$67.50**

HERS AND HIS

Special watch values for men and women. Smart, rugged timepieces with 7 jewel movements . . . water and shock resistant, anti magnetic Trim chrome top cases, stainless steel backs . . . both have a second hand! All this at an amazing low price!

J LASSIE. For her! With luminous hands. . .neat leather strap.
No 87V413581250 Retail **$24.75**

K LAD. For him! Radium dot dial Matching expansion bracelet
No. 87V413681250 Retail **$24.75**

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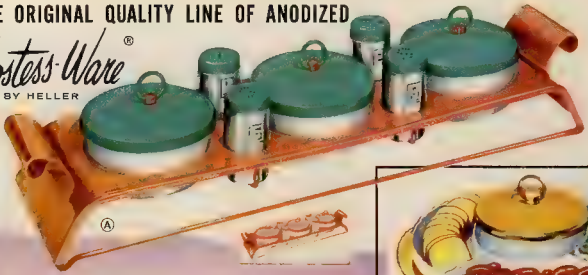
TELEVISION • RADIO

THE ORIGINAL QUALITY LINE OF ANODIZED

Hostess-Ware® BY HELLER



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COLORAMA® SERVING AIDS

America's most beautiful anodized aluminum gift-ware, superbly styled and crafted. Color fused into the metal for permanent brilliance by patented, exclusive anodizing process — won't fade, chip, tarnish or stain!

Ⓐ **"COLORAMA" 8-PIECE BUFFET OR PATIO SERVER.** Elegantly designed for indoor and outdoor use. Aluminum carrier tray with matching handles, in luxurious "copper-tone" finish. 3 milk glass, heat-proof, 1-qt. casseroles with high impact molded covers. Covers have exclusive smart rings. Complete with two sets of matching salt and pepper shakers.

531A40-687—Turquoise covers. **Retail $10.00***
531A40-687 Pink covers. **Retail $10.00***

Ⓑ **"COLORAMA" LAZY SUSAN** The tray of 100 uses. Brilliant, color-anodized 14" Tray. 4-sectional, heat-proof, milk-white glass dishes and covered casserole. Ball-bearing, anodized color base, tray, and cover with matching ring. Colors: Gold, Copper, Red. Please specify color.

531A41-467 **Retail $7.00***

Ⓒ **"COLORAMA" 8-PIECE BEVERAGE SET.** Drinks look better in this gorgeous set. 2-qt. Pitcher and matching 14½" embossed aluminum tray in Colorama colors — Gold, Green, or Red and 6 beautiful 12-oz. Tumblers, each in a different Colorama color. Please specify color.

531A42-533 **Retail $8.00***

Ⓓ **"COLORAMA" 12-OZ. TUMBLER SETS.** These Tumblers serve sparkling drinks in grand style. They're smartly shaped and brilliantly colored. Concave bottoms prevent sticking. 8 assorted colors in transparent acetate gift tube.

531A43-300 **Retail $4.50***

Ⓔ **"COLORAMA" 8-PIECE SHERBET SET.** A very colorful service for seafood cocktails, fruits, sherbets, desserts, etc. Each base finished in a different, brilliant Colorama color. Smart crystal glass inserts.

531A46-433 **Retail $5.50***

Ⓕ **"COLORAMA" SERVING TRAY.** Beautiful 14½" aluminum tray with embossed design. Colors: Gold, Green, Red. Please specify color.

531A44-183 **Retail $2.75***

Ⓖ **NEW "COLORAMA" DELUXE 2½-QUART ALUMINUM FOOTED PITCHER.** New contemporary design, beautiful Colorama colors, black, high impact, molded handle. Pouring spout fitted with ice guard. Colors: Gold, Green, Red. Please specify color.

531A45-267 **Retail $4.00***

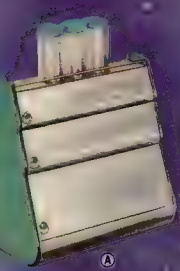
Ⓒ

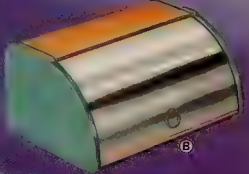
Smart to Give... Thrilling to Own!

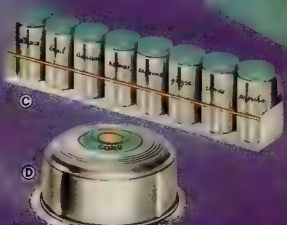
Ⓓ Ⓔ Ⓕ Ⓖ

America's Most Beautiful Pantry-Ware

ALUMINUM Hostess-Ware® by HELLER

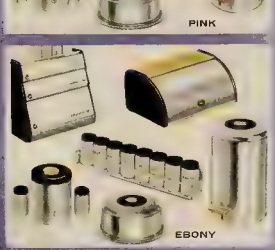






TURQUOISE

PINK



EBONY

"COLORAMA" 3-WAY ALUMINUM PAPER DISPENSER WITH SURE-LOCK DOORS Separate, fully enclosed compartments for ALUMINUM FOIL WAX PAPER, and PAPER TOWELS. Satin-finish aluminum doors with locking devices and handy turn rings. Serrated edges on doors. High impact molded sides. Gallery for extra accessories.

No.	Retail
531A7-400—Pink sides. Copper-tone accents.	$6.00*
531A8-400—Ebony sides. Gold-tone accents.	$6.00*
531A9-400—Turq. sides. Copper-tone accents.	$6.00*

"COLORAMA" EVERFRESH ALUMINUM BREAD BOX Large, family size, 13¼" x 12" x 7½". Copper-color top, back and bottom. Heavy, high impact, molded sides. Satin-finish aluminum roll-type door with embossed design, and handy, decorative pull-ring. Thoroughly ventilated. Rust-proof.

No.	Retail
531A16-533—Pink sides. Copper-tone body.	$8.00*
531A11-533—Ebony sides. Gold-tone body.	$8.00*
531A12-533—Turq. sides. Copper-tone body.	$8.00*

"COLORAMA" 6-PIECE ALUMINUM GOURMET SPICE BAR. Holds most-often used spices. Eight satin-finish aluminum containers, each embossed with a different spice name. Colorful molded caps. Aluminum shelf with gallery rail. For wall or counter use.

No.	Retail
531A13-333—Pink covers. Copper-tone rail.	$5.00*
531A14-333—Ebony covers. Gold-tone rail.	$5.00*
531A15-333—Turq. covers. Copper-tone rail.	$5.00*

"COLORAMA" KING SIZE CAKE FRESH'NER. Special "moisture lock" fits cover and tray snugly together to keep contents fresh. Cover of satin-finish aluminum with high impact, molded center inset and bright knob. Embossed lettering. 14" round crystal tray.

No.	Retail
531A16-300—Pink inset. Copper-tone accent.	$4.50*
531A17-300—Ebony inset. Gold-tone accent.	$4.50*
531A18-300—Turq. inset. Copper-tone accent.	$4.50*

"COLORAMA" 3-PIECE ALUMINUM RANGE SET. Grease Canister and Salt and Pepper Shakers in satin finish aluminum with high impact, molded covers. Accented with bright knob, handy pull-ring and embossed lettering. Aluminum inner strainer.

No.	Retail
531A19-200—Pink cover. Copper-tone accents.	$3.00*
531A20-200—Ebony cover. Gold-tone accents.	$3.00*
531A21-200—Turq. cover. Copper-tone accents.	$3.00*

"COLORAMA" ALUMINUM STEP-ON CAN with DEODORIZER. Heavy satin-finish aluminum body. 14-qt sanitary white porcelain inner pail with handle, closes quietly on rubber bumpers. Cover with high impact, molded center inset. Heavy-duty, smooth working pedal. Built in deodorizer.

No.	Retail
531A22-600—Pink inset. Copper-tone accent.	$9.00*
531A23-600—Ebony inset. Gold-tone accent.	$9.00*
531A24-600—Turq. inset. Copper-tone accent.	$9.00*

600 HAGNS

A Beautiful Way to Start Your Kitchen!

ORIGINAL FAMOUS COLORAMA® Starter Sets

America's Most Beautiful Pantry-Ware

6-PIECE STARTER SET, GIFT BOXED for gracious giving! Includes all basic canisters—5-lb. FLOUR, 5-lb. SUGAR, 1½-lb. COFFEE, 1½-lb. TEA, plus exclusive "Hostess" hand size sugar and flour sifter Satin-finish aluminum

No.	Retail
531A1-533—Turquoise covers, copper-tone accents.	$8.00*
531A2-533—Pink covers, copper-tone accents.	$8.00*
531A3-533—Ebony covers, gold-tone accents.	$8.00*

Hostess-Ware

by HELLER

- Quality-crafted aluminum, easy to keep clean.
- Smart styling—enriched with fashion COLORS.
- Easy-grip knobs and handy pull-rings.

Smart to Give... Thrilling to Own!

HELLER Hostess-Ware

Guaranteed by Good Housekeeping

18 PIECE BRIDES' STARTER SET, GIFT-BOXED The most complete pantry service ever assembled into one glamourous ensemble! Includes 5-lb. FLOUR, 5-lb. SUGAR, 1½-lb. COFFEE, 1½-lb. TEA... LARGE GREASE CANISTER WITH SALT AND PEPPER SHAKERS ... KING SIZE CAKE FRESHNER ... 9-PIECE GOURMET SPICE BAR WITH BEAUTIFUL SHELF FOR WALL OR COUNTER USE Satin-finish aluminum

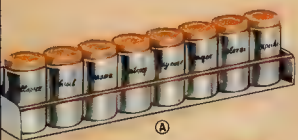
No.	Retail
531A4-1200—Turquoise covers, copper-tone accents.	$18.00*
531A5-1200—Pink covers, copper-tone accents.	$18.00*
531A6-1200—Ebony covers, gold-tone accents.	$18.00*

A Beautiful Way to Glamourize Your Kitchen!

CHROMIUM

Hostess-Ware®

BY HELLER



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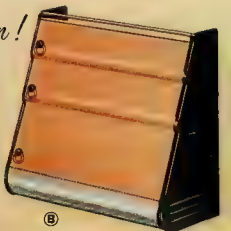

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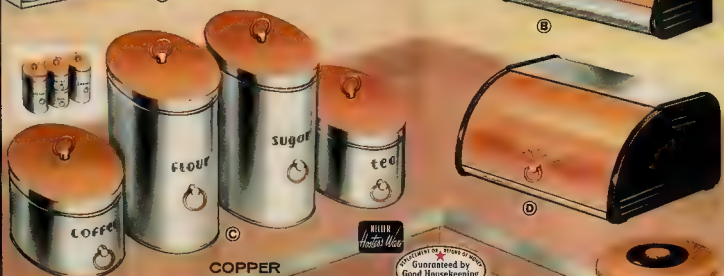

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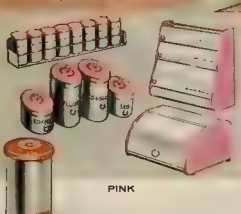
COPPER

America's Most Beautiful Pantry-Ware

Sparkling, smooth CHROMIUM inside and out — with lifetime COLOR that never tarnishes . . never needs polishing. Exclusive smart styling . . convenient easy-grip ring-knobs and handy-pull-rings.



PINK

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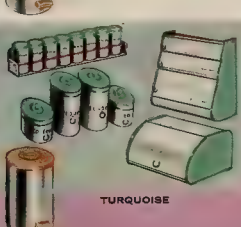

TURQUOISE

Ⓐ **"COLORAMA" 9-PIECE GOURMET SPICE BAR.** Holds most-often used spices. Eight highly polished containers, each embossed with a different spice name. Smart copper-tone caps. Chromium shelf with copper-tone gallery rail. For wall or counter use.

No.	Retail
531A25-400 As above	$6.00*
531A26-400—Pink caps.	$6.00*
531A27-400—Turquoise caps.	$6.00*

Ⓑ **"COLORAMA" CHROMIUM 4-PIECE CANISTER SET.** New, exclusive "oval" design in smart two tone combination — luxurious chromium plate with copper-tone cover, comes to you protected by Dow Saran Wrap. Decorative copper rings on fronts and covers for easy hand-ring. Embossed lettering on each canister for quick identification. Set includes, 5-lb. FLOUR, 5-lb. SUGAR, 1½-lb COFFEE, 1½-lb TEA, which stack neatly in many convenient arrangements.

	Retail
531A31-667—As above	$10.00*
531A32-667—Pink covers, copper accents.	$10.00*
531A33-667—Turquoise covers, copper accents	$10.00*

Ⓒ **"COLORAMA" EVERFRESH CHROMIUM BREAD BOX.** Thoroughly ventilated. Large family size, 13¾" long x 12" deep x 7½" high. Copper-tone, roll-type door accented smartly with exclusive pull-ring. Top, back and bottom highly chromium plated. High impact molded sides.

No.	Retail
531A34-600—As above. Ebony sides.	$9.00*
531A35-600—Pink sides, chromium door	$9.00*
531A36-600—Turquoise sides, chromium door.	$9.00*

Ⓓ **"COLORAMA" 3-WAY CHROMIUM DISPENSER** with SURE-LOCK DOORS. Separate, fully enclosed compartment for ALUMINUM-FOIL, WAX PAPER and PAPER TOWELS. Rich copper-tone doors. Top, back and bottom in sparkling chromium. Doors equipped with individual locking devices and handy decorative copper rings. Serrated edges on doors. Top gallery for accessories. High impact molded sides.

No.	Retail
531A28-467—As above. Ebony sides.	$7.00*
531A29-467—Pink sides, chromium doors.	$7.00*
531A30-467 Turquoise sides, chromium doors	$7.00*

Ⓔ **"COLORAMA" CHROMIUM STEP-ON CAN with DEODORIZER.** Heavy chromium plated body with sanitary white porcelain 14-qt. pail with handle. Cover closes quietly on rubber bumpers. Copper-tone cover has black high impact, molded inset, and built-in deodorizer. Copper-tone heavy-duty pedal.

No.	Retail
531A37-667—As above.	$10.00*
531A38-667—Pink inset	$10.00*
531A39-667—Turquoise inset.	$10.00*

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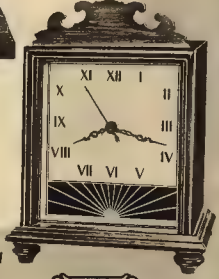

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FAMOUS *Revere* CHIMING ELECTRIC FLOOR AND MANTEL CLOCKS

Clocks operate on 110-120 Volts—60 Cycle—A.C. only

e

REVERE

ELECTRIC

Telechron

MOTORED

(a) **WESTMINSTER CHIME**—You'll favor this treasurable timepiece for your mantel, table or desk. Features a genuine mahogany case with silver finish dial, raised black numerals. Westminster chimes on quarter hour and strikes on the hour. H. 8¼ in. W. 18¼. Shpg. wt. 11 lbs.
34A229-5W3660 *Electric "Telechron" Movement* **$61.00**

(b) **WESTMINSTER CHIME**—As graceful as a Gothic arch and sure to be cherished as well. Genuine mahogany case with oval-shaped silver finish dial, gold-tone bezel, black Roman numerals and gold hands. Full Westminster chimes on quarter hour and strikes on the hour. H. 10⅛ in. W. 7⅛ in. Shpg. wt. 9 lbs.
34A231-1W3480 *Electric "Telechron" Movement* **$58.00**

(c) **WESTMINSTER CHIME**—Graceful tambour model crafted of genuine mahogany. Features a silver finish dial with cut-out center, gold-tone hands and bezel. Full Westminster chimes on quarter hour and strikes on the hour. H. 6¾ in. W. 16½ in. Shpg. wt. 7 lbs.
34A230-3W3300 *Electric "Telechron" Movement* **$55.00**

(d) **WESTMINSTER CHIME**—Strikingly simple sunburst motif created in black and gold. Genuine mahogany case is contrasted with a pristine white dial. Black numerals, gold-tone hands. Full Westminster chimes on quarter hour and strikes on the hour. H. 11⅛ in. W. 8¼ in. Shpg. wt. 9 lbs.
34A228-7W3740 *Electric "Telechron" Movement* . . **$63.00**

(e) **WESTMINSTER CHIME**—This beautiful genuine mahogany case features a matched striped front and base. Cutout center dial is silver finished, with black numerals and gold hands. Full Westminster chimes on quarter hour and strikes on the hour. H 7⅛ in. W. 19½ in. Shpg. wt. 11 lbs.
34A232-9W3480 *Electric "Telechron" Movement* **$58.00**

(f) **GRANDFATHER CHIME**—Charming Colonial styling fabulously created in genuine Honduras mahogany with beaded columns. Features a gold finish dial with bright golden scroll-effect, silver numeral circle. Full Westminster chimes on quarter hour and strikes on the hour. H. 74¼ in. W. 17⅞ in D. 10⅞ in. Shpg. wt. 185 lbs. F.O.B. Ohio factory.
34A227-9Y21750 *Electric "Telechron" Movement* **$375.00**

Federal Excise Tax of 10% Not Included

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DECORATIVE ELECTRIC CLOCKS

Fully Guaranteed

Operate on 110-120 Volts, 60 cycles. A.C. Only.

(a) **FRIGATE "CONSTITUTION" ELECTRIC CLOCK**—Marvelous addition to your mantel or table. Authentic replica of the "Constitution" in all its glory. Crafted of cherry mahogany finished hardwood with chrome sails and silver plated fittings. Push switch for on-off position of lights. Ideal as a television lamp. L. 20 in. W. 3⅛ in. H. 17¼ in. Diam. of clock 3⅝ in. UL approved. Shpg. wt. 9 lbs.
34A211-3W1075 *Self-Starting Movement* **$18.00**

(b) **"HOMESTEADER" ELECTRIC CLOCK AND SCULPTURE**—True-to-life reproduction of a pioneer covered wagon and team of horses. Beautifully carved in tarnish-resistant gold-tone metal and hand-rubbed mahogany. Washable boucle plastic wagon cover provides softly diffused lighting. Makes an ideal night or television lamp. L. 16¼ in. W. 4½ in. H. 8¾ in. Diam. of clock 2⅞ in. UL approved. Shpg. wt. 7 lbs.
34A212-1W1200 *Self-Starting Movement* **$19.95**

(c) **CAPTAIN ELECTRIC CLOCK AND TV RACK**—Attractive accessory to your home with three-fold value! Styled with nautical flair, it features a dependable electric clock, television lamp and magazine rack. Perfect for your TV room, den or living room. The mahogany finished hardwood case is hand-rubbed to rich lustre. With tarnish-resistant brass color fittings. Fully guaranteed self-starting electric clock. UL approved. Operates on 110-120 volts, 60 cycles, A.C. only. Off-on light switch. Overall size 17½ x 5½ x 7 in. high. Diam. of clock 2¾ in. Shpg. wt. 5 lbs.
34A215-4W900 *Self-Starting Movement* **$12.95**

(d) **HANDI-RAK WITH ELECTRIC CLOCK**—Sure to be heartily accepted by modern and traditional-minded home-makers. Attractive black wrought iron rack with two shelves for what-nots or flower pots. Stands or hangs on wall. Dependable quiet electric clock. White dial. Black numerals. Sweep second hand. Size 15 x 10 x 4¾ in. Shpg. wt. 5 lbs.
34A213-9W600 *Self-Starting Movement* **$9.95**

(e) **"ALADDIN'S LAMP" ELECTRIC CLOCK**—Your wish come true! A dependable, accurate timepiece in a beautiful wrought iron and crystal setting. Mahogany finished hardwood base. L. 9 in. W. 3¼ in. H. 11⅝ in. Diam. of clock 3⅝ in. UL approved. Shpg. wt. 5 lbs.
34A217-0W675 *Self-Starting Movement* **$11.50**

(f) **"WEATHERVANE" ELECTRIC WALL CLOCK**—Homemakers will love its cheery motif in sleek wrought iron. Ever so smart for the kitchen, dinette or informal living room. Jaunty rooster design holds an accurate clock. L. 9 in. W. 2½ in. H. 14 in. Diam. of clock 3⅝ in. UL approved. Shpg. wt. 4 lbs.
34A216-2W750 *Self-Starting Movement* **$12.50**

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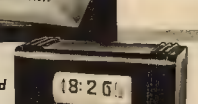

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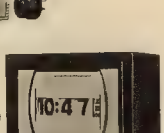


SMART ELECTRIC AND SPRING WOUND CLOCKS

Electric clocks operate on 110-120 volts—60 cycles—A.C. only

(a) **JEFFERSON ELECTRIC GOLDEN HOUR CLOCK**—The very same model that won world-wide raves for its Magic See-Thru Dial. So different, it operates on a new mechanical principle. A geared electric motor in base causes hands and crystal to turn to keep perfect time in a way never before possible. Movement never requires oiling. Modern hands, Arabic numerals, radium treated to glow in the dark. Beautifully designed with 24 kt. gold plated base and ring—satin-finished. Non-scratching plastic plate under base. H. 8⅞ in Diam. 7⅛ in. Base 5⅞ x 4½ in. Shpg. wt. 4½ lbs.

34A234-5W1534 *Single Lots*	***$24.95***
34A234-NW1497 *Lots of 3 or More*	***24.95***

(b) **"LUX" ELECTRIC DATE MINDER CALENDAR CLOCK**—Now a popular priced clock that gives the day and date along with the time—by the makers famed for precision timers on leading makes of appliances. Raised polished brass numbers and hour dots on white background. Center panel and calendar panel in "afterglow" gray. Self-starting synchronous motor. H. 7⅝ in. W. 6½ in. Shpg. wt. 3 lbs. Federal Excise Tax of 5% Not Included.

34A237-8W725 *Ice White Case*	***$10.95***
34A238-6W725 *Flame Red Case*	***10.95***

(c) **"INGRAHAM" ALARM CLOCK**—Wake to its fine mellow tone bell. Dependable, accurate 8-day alarm movement in an attractively thin Ivory finish metal case. Luminous tipped hands and dial dots. Clear black numbers. Top stem shuts off alarm. H. 6 in. Shpg. wt. 3 lbs.

34A245-1W402 *8-Day Luminous Clock*	***$5.75***

(d) **PENNWOOD NUMERAL CLOCK**—Here's the fastest way to tell time with this automatic calculating Jefferson model. Beautiful mottled Walnut plastic case in modern design. Quiet, self-starting electric movement. Large black, easy-to-read numbers. H. 4 in. L. 7¾ in. Shpg. wt. 3 lbs.

34A244-4W597 *Electric Time Movement*	***$9.95***

(e) **"LUX" ELECTRIC MEMORY MINDER TIMER**—A thrifty way to add automatic shut-off to non-automatic appliances. Simply plug into the same outlet appliances are on. Dial sets up to 4 hours automatic shut-off time. White case and dial with black numerals and touches of red. H. 4⅞ in. W. 3⅞ in. D. at bottom 2⅝ in. Shpg. wt. 20 lbs. Not Subject to Tax.

34A239-4W465 *Automatic Timer*	***$6.95***

(f) **PENNWOOD NUMECHRON CLOCK**—Here's an electric clock that looks handsome anywhere—particularly on desks. Case is made of selected wood, hand-rubbed to a lustrous finish. Polished gold color feet and bezel. Quiet, self-starting movement. Tells time at a glance with bold black numbers. L. 7½ in. H. 4⅛ in. D. 3½ in. Full 3-year guarantee. Shpg. wt. 3 lbs.

34A240-2W1197 *Genuine Walnut Case*	***$19.95***
34A241-0W1197 *Genuine Mahogany Case*	***19.95***

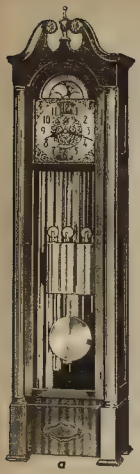
(g) **ELECTRIC PYRAMID CERAMIC CLOCK**—A novel design that's equally lovely in modern or traditional homes. Genuine hammered-copper glaze on semi-porcelain ceramic. Dial at a new angle for easiest viewing. Another new touch—the face is Turquoise color to set off the rich Copper tone. Synchronous electric movement. H. 7 in. W. 9 in. Shpg. wt. 3 lbs.

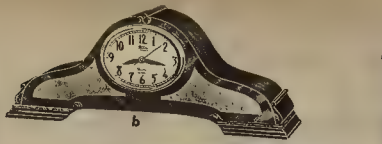
34A236-0W1075 *Decoratively Different*	***$17.95***

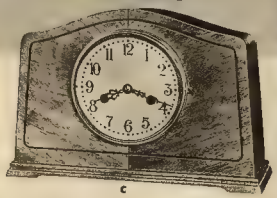
(h) **PENNWOOD ELECTRIC TV LAMP-CLOCK**—Two values for the price of one. Handy light switch makes numechron clock glow in the dark with a cool, pleasant light. Designed to relieve eye strain from TV glare. Can be used as night light, too. In smart plastic case. Quiet, self-starting movement. Colored numbers. H. 5 in. D. 3½ in. Shpg. wt. 3 lbs.

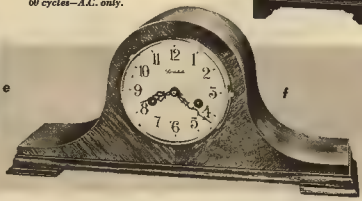
34A242-8W657 *Walnut Finish Case*	***$10.95***
34A243-6W717 *Ivory Finish Case*	***11.95***

Federal Excise Tax of 10% Not Included Unless Otherwise Specified









Herschede AND *Revere*

GRANDFATHER, WALL AND MANTEL CLOCKS

Electric Clocks operate on 110-120 volts—60 cycles—A.C. only.

All Grandfather and Hall Clocks F.O.B. Ohio factory. (Charges for servicing and setting up these clocks must be paid by dealer).

(a) **"HERSCHEDE" GRANDFATHER CHIME CLOCK**—Authentic reproduction of Colonial styling. Richly created in hand-rubbed genuine Honduras mahogany with beaded-effect columns and overlay trims. With sparkling glass panels, gold and silver finished dial. Moving moon registers each lunar phase: new moon, third quarter, half moon, full moon, first quarter and old moon. Accurate 8-day movement operates by 3 train, cable wind weights. Strikes on each quarter hour and on hour. H. 80 in. W. 20½ in. D. 12 in.

34A218-8Y51620 *9 Tubular Bells. Westminster, Canterbury and Whittington Chimes Shpg. wt. 260 lbs.* **$890.00**

34A219-6Y38860 *5 Tubular Bells. Westminster Chime Only. Shpg. wt. 210 lbs.* **670.00**

(b) **"REVERE" ELECTRIC WESTMINSTER CHIME**—Magnificently modern with a mahogany case featuring Bird's Eye maple panels. Satin silver finish dial has raised numerals. Full Westminster chimes on quarter hour and strikes on the hour. H. 8 in. W. 20¼ in. Shpg. wt. 12 lbs.

34A226-1W4380 *Electric "Telechron" Movement* **$73.00**

(c) **"HERSCHEDE" 8-DAY KEY WOUND CLOCKS**—Modern masterpiece! Genuine mahogany case. Features an imported 8-day pendulum movement, large silver finish dial with black numerals and hands. Westminster chime clock chimes the quarter hours, full chime on the hour. Strike clock strikes the hour and half hours. H. 9 in. W 13½ in. Shpg. wt. 11 lbs.

34A222-0W3780 *Full Westminster Chime* **$63.00**

34A223-8W2520 *Hour and Half-Hour Strike* **42.00**

(d) **"HERSCHEDE" GRANDFATHER CHIME CLOCK**—Graceful Colonial styling crafted of genuine Honduras mahogany. Designed with distinctive fluted columns, pediment top. With handsome scroll-effect dial. H. 86 in. W. 20 in. D. 13½ in Shpg. wt. 310 lbs.

34A220-4Y46110 *5 Tubular Bells. Full Westminster Chimes* **$795.00**

(e) **"HERSCHEDE" 8-DAY WALL BANJO CLOCK**—Exceptionally fine reproduction of the famous "Simon Willard" Early American banjo style wall clock. Beautifully constructed of solid genuine mahogany with scroll-effect front glass. Features an accurate imported lever time movement, silver finish dial with black numerals and hands. Brass bezel. H 26 in. W. 7¼ in. Shpg. wt. 8 lbs.

34A221-2W2170 *Key Wound Movements* **$35.00**

(f) **"HERSCHEDE" 8-DAY WIND CLOCKS**—Handsome tambour style clock perfect for home or office. Genuine mahogany case. Fine imported 8-day pendulum movement. With attractive silver finish dial, black numerals and hands. H. 9 in. W. 16¾ in. Shpg. wt. 11 lbs.

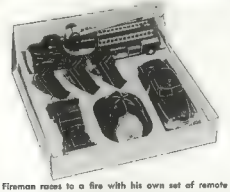
34A224-6W4080 *Full Westminster Chime* . . **$68.00**

34A225-3W2820 *Hour and Half Hour Strike* **47.00**

Federal Excise Tax of 10% Not Included

Andy Gard
FIRST WITH THE FINEST

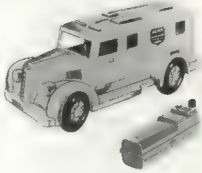
REMOTE CONTROL CARS AND TRUCKS



ANDY GARD REMOTE CONTROL FIRE DEPARTMENT SET

The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep, Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. Manufactured to take the rugged play of the imaginative youngster. Set packed in attractive display carton 17⅝x17⅝x4⅝". Pk. 6 ea.

[illegible] List $9.95 76503 Ea.



BRINKS TRUCK

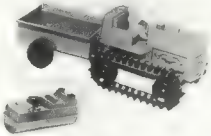
Authentic grey remote control Brinks truck. Slot for self contained dime bank. Forward and reverse at the touch of a button. Size: 6¾x3x3⅝". Pk. 2 dz.

6T4515 ..... List $1.98 ..... 215208 Dz.

POWER DUMP TRUCK

Remote control steering. Powered by flashlight batteries and powerful electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Rugged break resistant plastic construction. Metal base. Size: 8x3½x 3½". Pk. 12 ea.

6T4516 ..... List $3.98 .... 32607 Ea.



ANDY GARD TRACTOR

Remotely controlled from the battery case control box. Amazing climbing power Rubber cleated tread. Separate detachable farm trailer. Size: 11x4½x3¼". Pk. 12 ea.

6T4518 ..... List $3.98 32607 Ea.

GEE-I-JEEP

Jeep with rubber wheels. Forward and reverse with remote control. Size: 6¼x2⅞x3". Pk. 1 dz.

6T4521 ..... List $1.98 ..... 215208 Dz.

POLYETHYLENE TRAIN SET

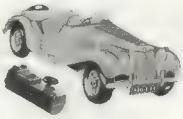
5-piece sturdy plastic Polyethylene train set mounted on an open type display box. Set consists of: Locomotive, work car, coal car, ballast car, crew car. Approximate size of each car: 7"x2"x1½". Approximate overall length when connected: 35". Pk. 2 dz.

6T4539 ..... List 98c ..... .87802 Dz.

BELL TRUCK

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse by remote control. Size: 7x3x 3". Pk. 1 dz.

6T4522 ..... List $1.98..... 215208 Dz.



M G SPORTS CAR

A model of the popular MG Sports Car steers left, right, forward, or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors. Size. 8¾x3½x2¼" Pk. 12 ea.

6T4523 ..... List $3.98 ..... 32607 Ea.

HUBLEY CAST METAL TOYS

METAL POULTRY TRUCK

Length 10 inches. Red chassis and truck bed with cream cab. Complete with three poultry crates with chickens and ducks. Black wheels. Boxed. Pk. 1 dz.

6T4563 List $1.98 .... 216008 Dz.

AUTO TRANSPORT

Length 14 inches. Red with aluminum trimming. Realistic chassis details. Four plastic cars in assorted colors, which can be driven on or off trailer over removable ramp, which hooks under trailer. Black rubber wheels, dual on rear of tractor. Bx. Pk. 1 dz.

6T4564 .....List $2.49..... . 320007 Dz.

TRACTOR-LOADER

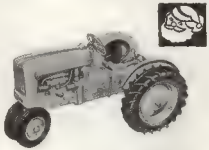
Length 13 inches. Orange with bright metal loader mechanism and steering wheel. Aluminum trimming. Realistic engine details. Steering wheel operates front wheels. Side lever raises, lowers, and dumps loader. Bx. Pk. ½ dz.

6T4566.....List $2.98..... 324007 Dz.

ALL METAL TRACTOR WITH CULTIVATOR

Length 9¼ inches. Red tractor with bright metal cultivator and lowering mechanism. Aluminum trim. Realistic engine details. Steering wheel operates front wheels Detachable cultivator rake. Side lever raises and lowers rake. Metal wheels with black treaded tires. Boxed. Pk. ½ dz.

6T4567 . . List $2.98 .. 324007 Dz.



LARGE METAL TRACTOR

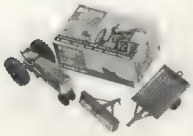
Length 12 inches Gray and red combination with finely detailed, realistic engine details, visible from both sides. Red seat, nickel plated steering wheel. Metal wheels with black treaded tires. "Tricycle" type front wheels operate through steering wheel. Boxed. Pk. 6 ea.

6T4569.....List $4.95 .. ./.. 43336 Ea.

METAL PLANE SET

Five planes in an attractive box, which can be set up as the flight deck of an Aircraft Carrier. Large plane red and aluminum combination; small planes two red and silver and two blue and silver. All toys have black wheels. Boxed. Pk 6 ea.

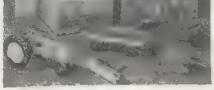
6T4571 List $3.98 ..... 32667 Ea.



METAL FARM SET

Set consists of Tractor, Cultipacker, and Wagon. Toys red with aluminum trimming. Black rubber wheels. Boxed. Pk. 1 dz.

6T4574 . ... List $1.19 99609 Dz.



METAL FARM SET

Set consists of Hubley Jr. Tractor, Plow, Cultipacker, Spreader and Farm Wagon, all interlocking. Packed in an attractive box that can be set up as a Barn Toys red with aluminum trimming. Boxed. Pk. ½ dz.

6T4575. ... List $2.98 .... 324007 Dz.

METAL FARM SET

Set consists of Tractor, Cultivator, Cultipacker and large Farm Wagon, all interlocking Cultivator and Cultipacker can be individually attached to Tractor by means of hitch, which permits either to be raised or lowered for operation. Packed in an attractive corrugated box, which converts into a Play Barn. Red, grey and aluminum combination with black wheels. Boxed. Pk. 3 ea.

6T4576 .. . List $9.95 ..... 76663 Ea.

Hubley CAST METAL KIDDIE TOYS

LOG TRUCK

Length 5¾ inches. Orange with bright trimming. 5 logs. Rubber wheels. Bx. Pk. ½ dz. N.B.

6T4535 . . . . . List 49c . . . . . 54005 Dz.

AIRPLANE

Length 6 inches, wingspread 6¼ inches. Red with aluminum wings. Folding wings, retractable landing gear, rubber wheels. Pk. ½ dz. N.B.

6T4536 . . . . List 49c 54005 Dz.

DUMP TRUCK

Length 5¾ inches. Green chassis, and red movable dump, bright metal trim. Tail gate opens when dump is raised. Rubber wheels. Pk. ½ dz. N.B.

6T4537 . . . . . List 49c 54005 Dz.

TRACTOR

Length 5½ inches. Red with aluminum trim. Realistic detailing of engine, chassis. Black rubber wheels treaded front and rear like real tractor. Pk. 1 dz.

6T4542 List 69c . . . . . 65601 Dz.

DUMP TRUCK

Length 7⅞ inches. Green chassis, orange dump, bright metal trim. Rubber wheels. Bx. Pk. 1 dz.

6T4543 . . . . . List 69c . . . . . 55605 Dz.

NAVY PLANE

Length 6½ inches, wingspread 8¾ inches. Bright metal with red trim. Cockpit enclosed with transparent green plastic bubble. Rubber wheels, revolving propeller, folding wings, retractable landing gear. Bx. Pk. 1 dz.

6T4547 . . . . List 98c 98001 Dz.

STAKE TRUCK

Length 7¾ inches. Red with bright trim. Black wheels. Boxed. Pk. 1 dz.

6T4544 . . . . . List 69c 65604 Dz.

TRACTOR

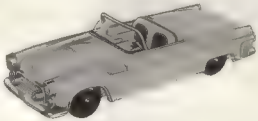
Length 7¼ inches. Colors assorted red and orange with aluminum trim. Treaded rubber tires. Realistic engine details. Boxed. Pk. 1 dz.

6T4545 List 98c . . . . . 98001 Dz.

HOOK AND LADDER TRUCK

Length 11¼ inches. Red with aluminum trim. Two ladders. Black wheels. Boxed. Pk. 1 dz.

6T4548 . List 98c 98001 Dz.



THUNDERBIRD

Length 9¼ inches. Colors red and yellow. Realtistic wrap-around transparent windshield. Realistic dashboard and steering wheel. Bright colors. Aluminum trim and black wheels. Boxed Pk. 1 dz.

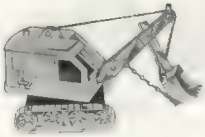
6T4551 List 98c . . . . . 98001 Dz.

Hubley CAST METAL TOYS

NAVY FIGHTER BOMBER

Length 10 inches. Colors: red wings, aluminum body with red, white and blue trim. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels. Bx. Pk. 1 dz.

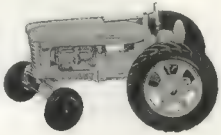
[illegible] List $1.98 216008 Dz.



POWER SHOVEL

Length 8 inches. Orange with black striping. Shovel and working mechanism bright metal. Bx. Pk. 1 dz.

6T4556 List $1.50 212008 Dz.



TRACTOR

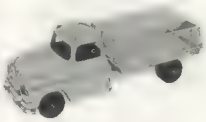
Length 9¼ inches. Red with aluminum trimming. Realistic engine details. Steering wheel operates front wheels. Treaded black tires. Boxed. Pk. 1 dz.

6T4559 . . . . . List $1.98 . . . . 216008 Dz.

TOW TRUCK

Length 9¾ inches. Red cab, cream chassis and green body with bright finish winch and boom. Hook on boom raises and lowers to tow "wrecked" cars. Black wheels. Boxed. Pk. 1 dz.

[illegible] List $1.50 212008 Dz.



GRAIN TRUCK

Length 10 inches. Colors cream chassis, blue cab and truck bed. Bright metal truck body sides. Tail gate lowers. Black wheels. Boxed. Pk. 1 dz.

6T4558 List $1.50 212008 Dz.

DUMP TRUCK

Length 10 inches. Weight per carton 19 lbs. Red chassis, cream cab, green dump with bright metal trim. Tail gate opens when dump is raised. Rubber wheels. Bx. Pk. 1 dz.

6T4555 . . . . . List $1.50. . . 212008 Dz.

CEMENT MIXER

Length 10¾ inches. Cream chassis, orange cab and body with bright metal revolving mixer and trim black wheels. Boxed. Pk 1 dz.

6T4557 . . . . List $1.50 212008 Dz.

STAKE TRUCK

Length 9½ inches. Green cab with bright metal grill. Cream truck bed with removable red stakes. Black wheels. Boxed. Pk. 1 dz.

6T4553 List 98c . . . . . 98001 Dz.

STATION WAGON

Length 8¾ inches. Colors red and cream, and green and cream with massive aluminum grill and bumpers. Black wheels. Boxed. Pk. 1 dz.

6T4552 . . . . List 98c . . . . . 98001 Dz.

Terrific $1 newcomers

You'll need a Warehouse to take care of demand!

SPINNING BALL →

This fellow's going to be a hot seller!

SENSATIONAL NEW **SLINKY® SEAL**

Pull toy with revolving ball!

- Just wait'll you see this friendly, lovable seal spinning the bright colored ball round an' round! It's a circus of fun!
- Shiny, high-impact plastic body, fascinating *double* action: Stretching Slinky Seal *and* gayly spinning colored ball!

2 doz. per carton, 8 lbs.

Catalog No. 425 **$1 retail**

ADVERTISED IN LIFE

Action! Action!

SLINKY® SPIRAL

- Twist the handles and watch the *extra-long* Slinky spring strut its eye-popping stuff! You've *never* seen anything like it! Will *not* tangle.
- Strong and durable for longest wear. 2 doz. per carton, 15 lbs.

Catalog No. 150 **$1 retail**

The Squirmey-est of 'em *all!*

SLINKY® JUNIOR

- Small and frisky and what dynamic action! Dances, jumps, walks and coils. Sheer delight for all ages! In colorful, counter display boxes. Also perfect for rack jobbing. 4 doz. per carton, approx. 8 lbs.

Catalog No. 125 **only 39¢ retail**

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Sensational $2 SLINKY® pull-toys!

Greatest of *all* Western action-toys!

SLINKY® BUCKO

• Ride 'em cowboy! You'll be riding into the heart of every youngster who sees this rootin', tootin' bucking horse and his colorful cowboy rider!

• Eccentric wheels provide exciting action! 1 doz. per carton, approx. 13 lbs.

Catalog No. 300 **$2 retail**

Patent Pending

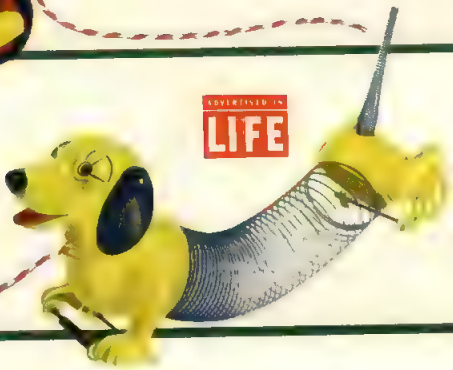
It's that lovable rascal

SLINKY® DOG

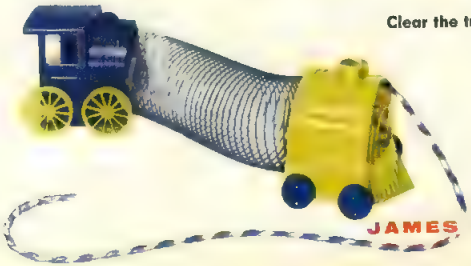
• *Who* can resist this cheerful tail-wagger? Rear end lags behind, rushes to catch up! 1 doz. per carton, 15 lbs.

Catalog No. 225 **$2 retail**

Patent Pending



ADVERTISED IN LIFE



Clear the track for fun! It's

SLINKY® TRAIN

• The *original* Slinky action pull-toy! In brilliant colors, with a smiling face!

• Tough blue-and-white pull-cord for long usage. A *big* favorite! 1 doz. per carton, 11 lbs.

Catalog No. 200 **$2 retail**

Patent Pending

JAMES INDUSTRIES, INC., Paoli, Pa.

Don't fail to stock the complete SLINKY line for '57.

You Ought To See Her In Action!

SLINKY® WORM

• Her name is "Susie" and she's a delightful playmate! Slithers, slides, slinks and buzzes —does all kinds of tricks!
4 doz. per carton, 16 lbs.

Catalog No. 250 **$1 retail**

Copyright 1957 by
James Industries, Paoli, Pa.

ADVERTISED IN LIFE

ADVERTISED IN LIFE

Now in color and going like blazes!

COLOR SLINKY®

• Here's the original "walking down stairs" spring toy, all dressed up! Bright red, or blue, and corrosion-and-chip-resistant to boot!

• Eye-catching, full color package. 4 doz. per carton, 30 lbs. Available in bags for rack selling.

Catalog No. 100 ***still only*** **$1 retail**

Patent No 2415012

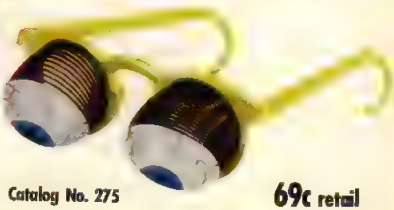
Way over Fifteen Million of 'em sold

Look At These

SLINKY® EYES

• Funniest-looking pair of peepers you'll ever spot! Spring-mounted eyes pop out or retract as head is moved. Durable plastic frames.

• Each doz. packed in colorful counter display box. 4 doz. per carton, 11 lbs.



Catalog No. 275 **69¢ retail**

JAMES INDUSTRIES, INC., Paoli, Pa.

Bigger an' Better than EVER for '57

Full-Page, Full-Color in LIFE, Nov. 11! Nationwide TV!

Two Brand-New $2 SLINKY® Pull Toys!

There's going to be a stampede for this one!

SLINKY® HANDCAR

ADVERTISED IN LIFE

- Wait'll you see Pat and Mike rockin' back and forth as they roll along on their riotous handcar! It's a brand-new, bright-colored barrel of fun! 1 doz. per carton, 9 lbs.

Catalog No. 400 **$2 retail**

Fall Out For Fun!

SLINKY® SOLDIERS

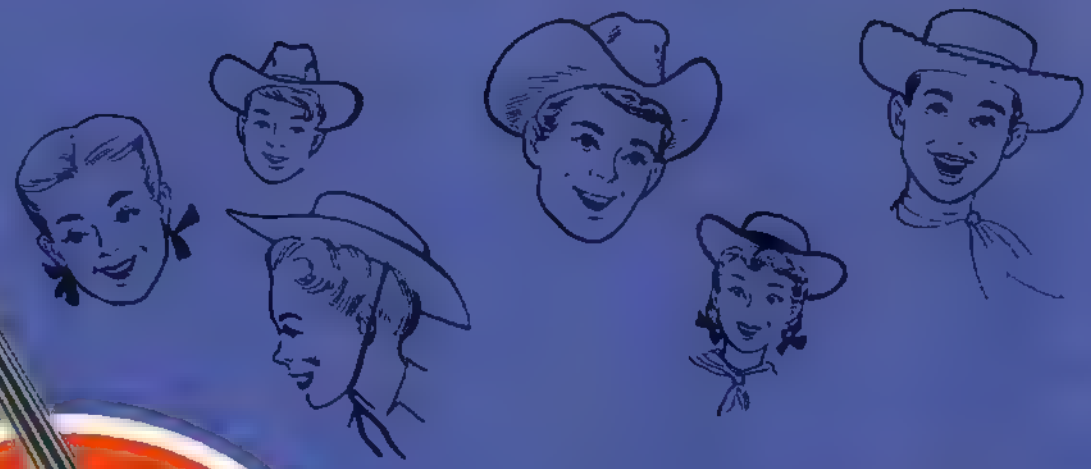
- A whole wonderful, wobbling, wagging squad of *six* brilliantly-uniformed Slinky guardsmen!
- A guardhouse full of laughs for *all* ages! 1 doz. per carton, 13 lbs.

Catalog No. 375 **$2 retail**

ADVERTISED IN LIFE

JAMES INDUSTRIES, INC., Paoli, Pa.

HOTEL
NEW YORKER
Room 946



No. 100
Regular

LENGTH 36"
DEPTH 3⅝"
WIDTH 12½"

Weight, 4½ lbs.

$5.91 RETAIL

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

THE TEXAN

No. 96 BROWN

LENGTH 35"
DEPTH 3¾"
WIDTH 12¾"
4½ lbs.

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

$5.98 RETAIL

JEFFERSON PHILADELPHIA

Manufactured by **JEFFERSON MANUFACTURING CO.**
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Representative **ROBERT PATTERSON & ASSOCIATES**

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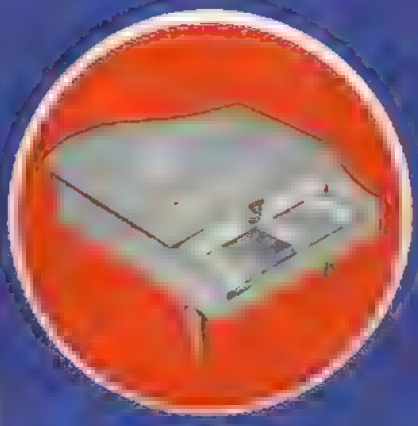
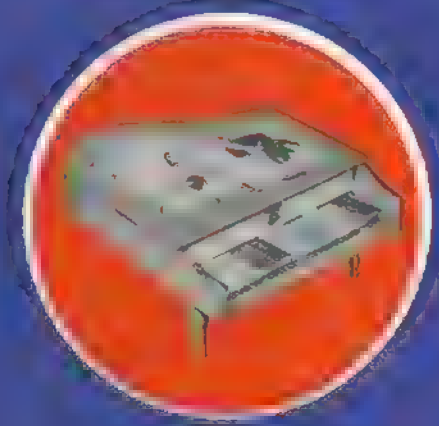
JEFFERSON TOY PIANOS



No. 808

Blue with attractive White decoration.
Eight Colored Plastic Keys. Multi-Color Sheet Music
Size 11 x 8 x 5"
Packed 1 Doz.
Wt 26 lbs

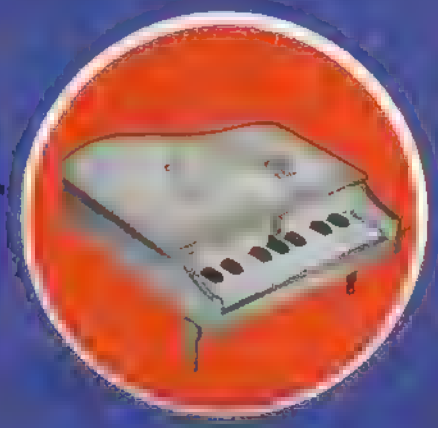


No. 810

Green and Ivory with Two-Color Decoration
Ten Colored Plastic Keys. Multi-Color Sheet Music
Size 11 x 9¼ x 5"
Packed 1 Doz.
Wt 30 lbs.

No. 810/7S

Blue and Ivory with Silk-screened Decoration
Ten White Plastic Keys with Seven Plastic Simulated Black Keys. Multi-Color Sheet Music with Colored Key Chart
Size 11 x 9¼ x 5"
Packed 1 Doz.
Wt 30 lbs.



No. 817

Brown and Ivory with Two-Color Decoration.
Seventeen Plastic Keys. Multi-Color Sheet Music with Colored Key Chart.
Size 11 x 9¼ x 5"
Packed 1 Doz.
Wt 30 lbs.

No. 820

Green and Ivory with Two-Color Decoration.
Twenty Plastic Keys
Multi Color Sheet Music with Colored Key Chart
Size. 12 x 11⅛ x 5"
Packed 1 Doz
Wt. 41 lbs.

No. 825

Brown and Ivory with Two-Color Decoration.
Twenty-five Plastic Keys.
Multi-Color Sheet Music with Colored Key Chart.
Size 13¾ x 13¼ x 6"
Packed ½ Doz.
Wt 26½ lbs.

HOTEL
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Room 946

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ALL STAR SALES

WITH MUSICAL TOYS, POPULAR-PRICED

HOTEL NEW YORKER Room 946

SPANISH GUITAR

No. 92 GREEN
No. 93 BROWN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

$2.69 RETAIL

VIOLIN

No. 91 Regular Toy Violin

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

$3.98 RETAIL

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

BANJO

No. 88 GREEN
No. 89 BROWN

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.

$2.69 RETAIL

COWBOY UKULELE

No. 82 ON THE RANGE"

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

Packed two doze
in shipping carto
weight 24 lb

$1.49 RETAIL

JEFFERSON PHILADELPHIA

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WITH MUSICAL TOYS BY JEFFERSON

FEATURED IN COLOR IN LADIES' HOME JOURNAL AMERICAN TOYS PROMOTIONS

AMERICAN TOY PROMOTION

THE LONE RANGER GUITAR

No. 85

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL
Also $4.98

$3.98 RETAIL
Also $4.98

THE TEXAN, JR.

No. 97 GREEN
No. 98 BROWN

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

Copyright TLR, Inc

Personalized Guitar

No. 87

OUR FINEST GUITAR
All-Wood Construction. Finished in Natural Wood and rich Brown. Decorated with fine woven scroll-work in Gold. Material for personalizing Guitar included. Equipped with Six Wire and Nylon Strings. Individually packed with instructions for tuning and playing.
Size 31 x 3½ x 11¼"
Wt 4 lbs.

$8.98 RETAIL

ROCK 'N ROLL

No. 86R BLUE

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

$3.98 RETAIL
Also $4.98

Deluxe Banjo

No. 90

All-Wood Construction with animal-skin head. Eight adjusting lugs. Rich Brown finish. Wire and Nylon Strings. Individually packed with instructions for tuning and playing.
Size 24 x 2¾ x 10"
Wt 3 lbs.

$5.98 RETAIL

HOTEL NEW YORKER Room 946

Guarantee

Jefferson Manufacturing Co. in the past has put every effort behind manufacturing a good product. We are pleased to have been able to design a new peg for tightening the strings. These pegs are now being used on all our string products.

JEFFERSON MANUFACTURING CO

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Lady Alice Pearls

SIMULATED NATIONALLY ADVERTISED NATIONALLY PREFERRED

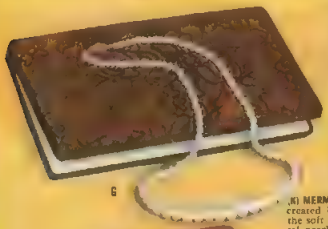
(F) POMPADOUR—Oriental brocade jewel case with gold finish trim and legs. Contains the finest choker made of highly polished uniform beads that give the remarkable effect of cultured pearls. One, two, or three strands. Adjustable rhinestone clasp

0971AW825T 1 strand ..... Retail $20.00
0972AW1050T 2 strands ..... Retail $25.00
0973AW1275T 3 strands (shown)..... Retail $30.00

H

(G) FLIRTATION—Careful matching gives a misty lustre to this graduated necklace. Sterling clasp. Satin box, lace design.

0974AW200T 1 strand illustrated Ret $ 5.00
0975AW300T 2 strands Ret $ 7.50
0976AW375T 3 strands Ret $10.00



G

(H) NYMPHA—Beautifully delicate—luxurious necklace. *Hand-knotted;* 10 Kt. White Gold clasp. 3 strands shown. Scalloped box, in red velvet.

0977AW525T 1 str'd Ret $14.00
0978AW825T 2 str ds Ret $20.00
0979AW1015T 3 str ds Ret $24.00

K

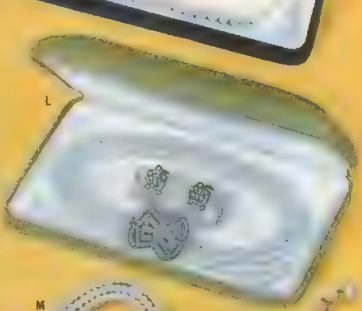
(K) MERMAID—A *masterpiece of iridescence* created by a special process duplicating the soft lustre and color of genuine oriental pearls. Dipped, polished and knotted by hand. 14 Kt. White Gold safety clasp set with *genuine diamond.* 1 strand shown Velvet gift case.

0984AW175T 1 strand . . Retail $30.00
0985AW1800T 2 strands . Retail $40.00
0986AW2250T 3 strands . Retail $50.00

J JJ

(L) PARISIANA—Ensemble. Uniform three strand choker of luminous simulated pearls, rhinestone clasp, rhodium finish, set with marquise and baguette shaped stones. Wear it as a front or back ornament. Matching rhinestone and pearl earrings Caracul-textured case

0987AW675T 2 Pc. Set. . . . Retail $18.00



L

(M) DEBUTANTE—Smaller size uniform simulated pearls, popular with juniors and brides. Adjustable clasp. Gift case.

0988AW300T 1 strand . . . . Retail $ 7.50
0989AW375T 2 strands . . Retail $10.00
0990AW450T 3 strands . . Retail $12.00
0991AW525T 4 strands . . Retail $14.00

(J) MISS ALICE—Ensemble of small-sized graduated necklace with sterling safety clasp. Three rows bracelet to match. Satin-lined metal case.

0980AW415T 1 strand ..... Retail $10.00
0981AW490T 2 strands ..... Retail $12.00

(N) AMBER—One, two or three strand choker of medium-size uniform simulated pearls Adjustable rhinestone clasp assures perfect fit. Gift box.

0992AW300T 1 strand . . Retail $ 7.50
0993AW375T 2 strands . . . . Retail $10.00
0994AW450T 3 strands . . Retail $12.00

(JJ) LITTLE LADY—Same as above, but single strand necklace only.

0982AW250T 1 strand ..... Retail $8.00
0983AW175T Baby necklace (not shown)
1 strand, uniform . . . . . Retail $4.00

(D) ALLURE Single strand choker of large pearls with rhinestone clasp. Packaged in attractive gift case. 1 strand.

0995AW375T 1 strand . . . Retail $10.00

(P) MATCHED EARRINGS at extra cost.

0996AW100T . . . . . Retail $2.00

M P N

O

Retail Prices Subject to Federal Tax

® REG. U. S. PAT. OFF.

Gold-Filled CULTURED PEARL JEWELRY by *Lady Alice*

Another Noteworthy Tribute to the Charm of American Women

A DOUBLY DELIGHTFUL GIFT ENCHANTMENT is our new collection of glittering gold-filled jewelry blended with lovely LADY ALICE cultured pearls. Attractively boxed, individually, or assembled as a set.

(GF11) Exquisite, dainty, gold-filled necklace, decorated with 10 cultured pearls. Gift box
0997AW1500T Necklace Retail $30.00

(GF12) Bracelet to match necklace above, featuring 5 round cultured pearls. Gift case.
0998AW900T Bracelet...Retail $18.00

(GF13) Original drop earrings, showing 4 cultured pearls designed to match necklace and bracelet above.
0999AW750T Earrings ..Retail $15.00

(GF123) Ensemble—3 piece set as described above. Velvet gift case.
1000AW3000T 3 Pc. Set. Retail $60.00

(GF14) Modern link styling, gold-filled bracelet with 9 cultured pearls. Velvet gift case.
1001AW1500T Bracelet .Retail $30.00

(GF15) Brooch fashioned from gold-filled spiral and smooth loops, accented by large cultured pearl. Gift case.
1002AW875T Pin.....Retail $17.50

(GF16) Matching earrings for the above brooch Gift box.
1003AW525T Earrings Retail $10.50

(GF65) Matching set of Pin and Earrings as in GF15 & 16. Gift case.
1004AW1350T 2 Pc. Set Retail $27.00

(GF17) Classic styled circle pin, gold-filled, set with 8 shimmering cultured pearls Gift case.
1005AW900T Pin.....Retail $18.00

(GF18) Earrings with 3 cultured pearls to match above pin. Gift box
1006AW560T Earrings. Retail $12.00

(GF19) Smartly styled leaf pin adorned with 8 cultured pearls. Gift case.
1007AW1125T Pin.... Retail $22.50

(GF20) Matching earrings set with three cultured pearls Gift box.
1008AW675T Earrings Retail $13.50

(GF21) Smartly tailored arrow pin with seven cultured pearls. Gift box
1009AW975T Pin.....Retail $20.00

(GF22) Matching earrings decorated with two cultured pearls. Gift box
1010AW450T Earrings ..Retail $9.00

All gold-filled items shown on this page are 1/20—12 Kt.

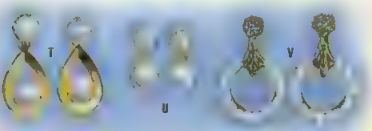
14 Kt. Gold & CULTURED PEARL EARRINGS

(R) Cluster earrings richly decorated with nine cultured pearls, beautifully arranged in 14 Kt Gold setting. Specify screw backs or for pierced ears.
1016AW1950T
Retail $30.00

(NC) Dainty oyster grown cultured pearl earrings, 14 Kt. white gold. Screw backs or for pierced ears.
1017AW1350T
Retail $27.00

(S) Classic-styled 14 Kt gold earrings with genuine cultured pearls. Screw backs or specify if for pierced ears.
1018AW1875T
Retail $37.50

All earrings attractively gift boxed.



(T) Lovely earrings styled to wear all year round, has 4 cultured pearls pronged on 14 Kt gold mountings. Specify screw backs or for pierced ears
1019AW1500T
Retail $30.00

(U) Delicate cultured pearl earrings, 14 Kt Gold mounting Screw back or pierced.
1020AW1350T
Retail $27.00

(V) Adorable 14 Kt Yellow Gold earrings, adorned by a circlet of sixteen cultured pearls. Screw backs or for pierced ears.
1021AW2700T Ret $55.00

All earrings attractively gift boxed.

FOR HIM! GOLD-FILLED CUFF LINKS AND TIE TACKS

(GF26) Distinctive cuff links, cultured pearls. Matching tie tack (not shown). Gift box.
1014AW1125T 3 Pc. Set
Retail $22.50
1015AW900T Cuff Links only
Retail $18.00

(GF25) Tie Tack with large genuine cultured pearl Packaged in gift box.
1013AW675T Retail $13.50
Above gold-filled jewelry is 1/20 12 Kt

(GF23) Tailored cuff links, cultured pearls Matching tie tack (not shown). Gift box
1011AW1000T 3 Pc. Set
Retail $20.00
1012AW750T Cuff Links only
Retail $15.00

LADY ALICE SIMULATED PEARL EARRINGS

(LL) Earrings—Round simulated pearl drop, iridescent satin finish to duplicate the lustre and color of oriental pearls. Set with rhinestone baguettes, clip backs. Gift case.
1022AW325T. Retail $10.50

(MM) Earrings Gracefully styled, two pears, hand polished, simulated oriental, tested in sparkling imported rhinestone baguettes. Clip backs. Gift case.
1023AW450T. .Retail $9.00

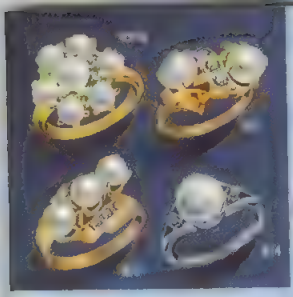
(LW) Earrings—Pear shaped pearl drop earrings with glittering rhinestones and baguettes Gift box.
1024AW180T Retail $4.50

(Z) Earrings—Blazing rhinestone baguettes, with beautiful iridescent pearl button. Clip backs Gift box.
1025AW450T Retail $9.00

(X) Popular simulated pearl button earrings, hand-polished. 1/20-12 Kt gold-filled backs Gift box.
1026AW150T Retail $3.00

(Y) Round simulated pearls, hand polished drop earrings. Sterling silver screw backs Gift box.
1027AW200T Retail $4.25

Suggested Retail Prices Subject to Federal Excise Tax



All the color and fire of the ocean's depths are captured in LADY ALICE CULTURED PEARLS grown in living oysters as nature intended.

Cultured Pearls by *Lady Alice*

(R11D) The Talk Of The Town. Stunning 14 Kt. yellow gold ring. Modern mounting is enhanced by seven glowing cultured pearls and *six fiery genuine diamonds.*
1028AW975OT 6 diamonds. . . . Retail $125.00
1029AW2250T Without diamonds. Retail $45.00

(R12) Gracefully designed 14 Kt yellow gold ring with matched pair of lustrous cultured pearls. *Three genuine diamonds* highlight this everlasting heirloom.
1030AW4500T 3 diamonds. . . . . Retail $80.00

BC

(BC) Lustrous cream toned oyster grown cultured pearl necklace, hand-knotted, 14 Kt. white gold clasp set with *two genuine diamonds* (illustrated). Satin lined gift case presentation
1038AW4950T One strand Retail $100.00

FREE

(TC) Free shortener with each cult necklace 14 Kt. gold, and 4 cultured pearls, if sold separately
1050AW375T Retail $7.50

(CC) Beautiful two strands necklace of shimmering cultured pearls hand knotted 14 Kt white gold clasp Fancy gold tooled gift case illustrated above 16"-17" length.
1039AW9000T. . Retail $180.00

CC

(R13) Exquisite Dinner Ring. 14 Kt. gold 3 prong set cultured pearls. *Six genuine diamonds* further accent its beauty.
1031AW5250T 6 diamonds Retail $105.00

(R14) Two genuine diamonds surround a fine oyster grown cultured pearl set in a lovely 14 Kt. white gold mounting.
1032AW2700T 2 diamonds Retail $55.00

Rings slightly larger to show detail. Please state finger size, when ordering. Each ring is attractively gift boxed.

EC

(AC) Lovely cream toned, oyster grown cultured pearls. Perfectly matched. Small graduation "Debutante" model that offers youthful allure to every woman. Enhanced by 14 Kt white gold safety clasp set with cultured pearl. Satin lined gift case presentation. One strand.
1037AW3300T. . . . . Retail $75.00

DC

(EC) Nice glowing quality of cultured pearls — perfectly matched, hand-knotted necklace. Lovely 14 Kt white gold clasp (as shown) *set with 3 diamonds.* One strand, 18", graduated.
1041AW7500T . . . . . Retail $150.00

(DC) Fine quality iridescent selected and matched oyster grown cultured pearl necklace, hand-knotted, with gorgeous 14 Kt. deluxe white gold clasp (as illustrated) set *with 3 cultured pearls and 4 diamonds.* One strand, 18", graduated.
1040AW11250T . . . . Retail $225.00

(HC) Matched earrings, medium size, lovely full round, oyster grown, cultured pearls 14 Kt white gold mounting
1049AW3000T Retail $65.00

(DC) Choker of larger uniform cultured pearls, each perfectly matched. Hand-knotted strand with 14 Kt. yellow or white gold clasp decorated with cluster of 7 cultured pearls.
1043AW9000T. . . . . Retail $175.00

DC

(PC) Living gems - uniform cultured pearl choker, high luster, hand-knotted 14 Kt gold clasp adorned with a dainty pearl
1044AW4200T . . Retail $85.00

PC

OUR TRADE MARK IS YOUR GUARANTEE FOR QUALITY. NOT AUTHENTIC UNLESS IT BEARS THE LADY ALICE NAME DO NOT ACCEPT ANY SUBSTITUTES

(MC) LADY ALICE Feature Highlight! Specially selected cultured pearl necklace, single strand 10 Kt white gold safety clasp Gift case presentation
1042AW2250T. . . . . Retail $45.00

(R15) Twin twisted 14 Kt. yellow gold ring. 2 large 2 small cultured pearls.
1033AW2700T 4 pearls. . . . . Retail $50.00

(R16) Fabulous cocktail ring, large cultured pearl in modern 14 Kt. gold setting.
1034AW2550T . . . . . Retail $50.00

(R17) Fine quality single cultured pearl set in a beautiful 14 Kt. gold ring.
1035AW1500T . . Retail $30.00

(R18) Fascinating dinner ring, twelve cultured pearls in 14 Kt gold setting
1036AW3000T 12 pearls . Retail $60.00

RC

(RC) Earrings Original bell design of 2 cultured pearls set in 14 Kt yellow gold filigree. Screw backs or for pierced ears. Gift boxed.
1045AW5100T. . . . Retail $100.00

JC

(JC) Lustrous button earrings, medium, full round cultured pearls with *genuine diamonds* in a 14 Kt. white gold mounting. Gift box.
1046AW6750T . . . Retail $135.00

SC

(SC) Exquisite 14 Kt. gold earrings accented with 6 cultured pearls and 6 *genuine sapphires or rubies* (specify sapphires or rubies). Screw or clip backs only Packed in attractive gift box
1047AW6000T . . . . Retail $120.00

(SC-D) Earrings as above but set with *genuine diamonds,* instead of sapphires or rubies
1048AW18000T . Retail $350.00

Suggested Retail Prices
Subject To Federal Excise Tax
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LADY ALICE PEARLS
Litho in U. S. A.

Lady Alice® SIMULATED Pearls

NATIONALLY ADVERTISED
NATIONALLY PREFERRED

(A) PRIMADONNA — *A new conversation piece.* Lovely two-strand choker with adjustable clasp, three-strand bracelet, and earrings of *simulated fresh water cultivated pearls*, trimmed with brilliant rhinestones. Presented in gold lamé jewel case with rich velvet top

0957AW235OT 3 Pc Set
0958AW112ST Choker only — Retail $50.00
0959AW112ST Bracelet only — Retail $25.00
0960AW45OT Earrings only — Retail $10.00

The makers of one of America's finest simulated pearls proudly present (with dramatic, original, new packaging) an outstanding assortment of their most popular priced gift creations.

Because of their superb beauty and rare lustre and the perfection with which they are matched and graduated, *Lady Alice* simulated pearls are the first choice of discriminating buyers everywhere. *Lady Alice* craftsmanship has created a priceless loveliness that will assure lasting pride and pleasure to its owner

B

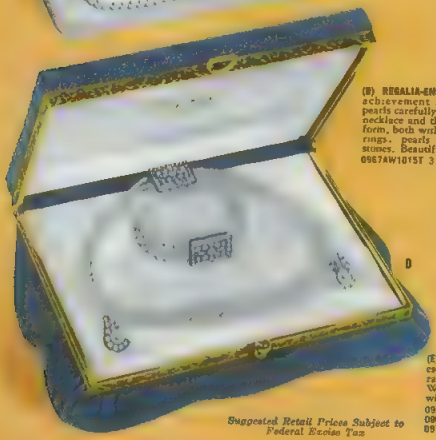
(B) ATLANTIS — Luminous simulated pearl necklace, perfectly matched, 10 Kt. gold clasp. (1 strand shown.) White morocco gift box, gold finish trimming.

0961AW45OT 1 strand . Retail $12.00
0962AW67ST 2 strands Retail $18.00
0963AW90OT 3 strands . Retail $24.00

(C) DIANA — Soft-hued, glowing simulated pearls, small-sized graduation giving youthful allure to every woman. Sterling silver clasp. Presented in velvet, shell-styled case.

0964AW30OT 1 strand . Retail $ 7.50
0965AW37ST 2 strands . Retail $10.00
0966AW45OT 3 strands . Retail $12.00

C



D

(D) REGALIA-ENSEMBLE — A crowning achievement in lustrous simulated pearls carefully graduated three strand necklace and three row bracelet, uniform, both with rhinestone clasp. Earrings, pearls with dazzling rhinestones. Beautiful deluxe jewel case.

0967AW101ST 3 Pc Set . Retail $24.00

E

(E) NAIAD — Simulated pearl necklace of highest quality, hand-polished, unequalled for radiance. (Two strands shown.) 10 Kt. White Gold clasp. Deluxe velvet jewel case with gold finish legs and edging.

0968AW82ST 1 strand . . . Retail $22.50
0969AW120OT 2 strands . . . Retail $30.00
0970AW150OT 3 strands . . . Retail $37.50

Suggested Retail Prices Subject to Federal Excise Tax

melmac
break-resistant
plastic dinnerware

Distinctive styling . . . newest shapes . . . vibrant fade-proof colors. And guaranteed against breakage, chipping, cracking. Requires no pampering with mechanical dishwashers . . . stays bright and beautiful for years and years. Good Housekeeping Approved.

"Florence" Prolon Dinnerware . . . Vibrant Colors, Modern Design

Now, in new, clearer, more vibrant colors, aglow with an extra-high luster that's enhanced by stunning, modern design. Contour shapes that are perfectly designed for easy cleaning. No worry either about hot dishwater . . . safely washable in boiling water, sink or dishwasher. Free replacement is guaranteed if any piece breaks, chips or cracks in normal household use within one year. Made of solid Melmac, they're clatter-free, odorless, non-toxic, non-inflammable, and unaffected by food grease. They're built to wear and wear!

5-PIECE SERVICE SET. Serving Pieces include: 1 large 14½ in. Platter, 1 Open Vegetable Dish, 1 Creamer, 1 Sugar Bowl, 1 Sugar Bowl Cover. Specify color code letter when ordering: (D—Midnight Black), (E—Turquoise Blue), (F—Copper Brown).
827-64108-663 Shpg. wt. 4 lbs. . . . . Retail **9.95**

OPEN STOCK PIECES. Add now to your fine Florence dinner service with this large selection of open stock. Allow 10 days for shipment FOB Chicago, Ill. Minimum order $10.00 at retail value. Specify color-code letter when ordering: (A—Copper Brown), (B—Bone White), (C—Gray Beige), (D—Turquoise Blue), (E—High Noon Yellow).
*Also available in (F—Midnight Black).

827-64731-120	Dinner Plate, 10 in.	Retail **1.80**
827-64769-76	Salad Plate, 7⅝ in.	Retail **1.15**
827-64777-63	Bread-and-Butter Plate, 6¼ in.	Retail **95c**

20-PIECE STARTER SET. Setting for four consists of: 4 each—10 in. dinner plates, 6¼ in. salad plates, soup or cereal bowls, cups, and saucers. Specify color-code letter when ordering: (D—Turquoise Blue and Bone White), (F—Copper Brown and Gray Beige), (G—Rainbow; an equal number of pieces of Beige, Blue, and Yellow).
827-64058-1263 Shpg. wt. 9 lbs. Retail **18.95**

45-PIECE DINNER SET. Setting for eight consists of 8 each: 10 in dinner plates, bread-and-butter plates, soup bowls, cups, saucers; 1 each—open vegetable dish, 14¼ in. oval platter, creamer, sugar bowl and cover. Available in a Rainbow assortment of colors, consisting of an equal number of Copper Brown, Gray Beige, High Noon Yellow and Turquoise Blue pieces. Serving pieces in Blue and Yellow.
27-64090-3167 Shpg. wt. 18 lbs . . . . . Retail **47.50**

827-64785-50	Saucer	Retail **75c**
827-64793-66	Cup, 9 oz.	Retail **1.00**
827-64801-66	*Soup or Cereal Bowl, 14 oz.	Retail **1.00**
827-64819-53	*Fruit Dish, 8 oz.	Retail **80c**
827-64827-196	*Small Oval Platter, 12½ in.	Retail **2.95**
827-64835-263	*Large Oval Platter, 14½ in.	Retail **3.95**
827-64843-200	*Open Vegetable Dish	Retail **3.00**
827-64850-217	*Divided Vegetable Dish	Retail **3.25**
827-64868-234	*Cream and Sugar Set	Retail **3.50**

Florence Decorated Sets . . . Every Piece is Decorated!

Captivating new patterns . . . rich and glowing in originality. The patterns, in strikingly different motifs and in different colors, are molded into translucent White dinnerware. Each motif, while contemporary in feeling, is adaptable to modern, traditional or period decor.

16-PC. STARTER SET. Service for four consists of: 4 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates.

35-PC. DINNER SET. Service for six consists of: 6 each—cups, saucers, bread-and-butter plates, 10-in. dinner plates, soup bowls, 1 creamer, 1 sugar bowl and lid, 1 vegetable bowl, 1 platter.

TO ORDER the pattern you want, specify the pattern code-letter as follows: (A—Granada), (B—Regatta), (C—Chanticleer).

GRANADA, REGATTA, CHANTICLEER OPEN STOCK PIECES. Allow 10 days for shipment FOB Chicago, Ill. Minimum order $10.00 at retail value. Specify pattern code-letter when ordering: (A—Regatta), (B—Chanticleer), (C—Granada).

827-65253-183	Dinner Plate, 10 in.	Retail **2.75**
827-65261-97	Bread-and-Butter Plate, 6¼ in	Retail **1.45**

GRANADA. Etched blocks in deep Yellow, Turquoise and Black . . . quiet dignity and charm with rich colors and an exquisite design.
827-64116A-1330 **16 Pc. Set.** Shpg. wt. 7 lbs. . . . . Retail **19.95**
827-64124A-3500 **35-Pc. Set.** Shpg. wt. 14 lbs. . . . . Retail **52.50**

REGATTA. Refreshing as a sea breeze with its sails in Turquoise . . . ultra modern in its smart, symbolic design.
827-64116B-1330 **16-Pc. Set.** Shpg. wt. 7 lbs. . . . . Retail **19.95**
827-64124B-3500 **35-Pc. Set.** Shpg. wt. 14 lbs. . . . . Retail **52.50**

CHANTICLEER. A whimsical, sprightly design in tones of Copper and deep Yellow that will cheer your every meal.
827-64116C-1330 **16-Pc. Set.** Shpg. wt. 7 lbs Retail **19.95**
827-64124C-3500 **35-Pc. Set.** Shpg. wt. 14 lbs Retail **52.50**

827-65279-83	Saucer	Retail **1.25**
827-65287-100	Cup, 9 oz.	Retail **1.50**
827-65295-83	Fruit Dish, 8 oz.	Retail **1.25**
827-65303-367	Large Oval Platter, 14¼ in	Retail **5.50**
827-65311-330	Cream and Sugar Set	Retail **4.95**
827-65329-263	Open Vegetable Dish	Retail **3.95**

"South Seas" . . . In Gay Fiesta Colors

This stunning dinnerware is designed for 'round the clock use . . . for everyday and "company" serving . . . the colors stay bright forever. Safe to wash by hand or automatic dishwasher. Extra high lustre-glaze seals in the modern, sophisticated marbleized effect . . . blends with every setting . . . highlights every decor. Each set is a colorful fiesta pack of Coral, Dove Gray, Gold and Turquoise.

16-PIECE STARTER SET. Includes four each of: cups, saucers, bread-and-butter plates and 10-in. dinner plates.
27-64272-663 16-pc set. Wt. 6 lbs . . . . . Retail **9.95**

OPEN STOCK PIECES. Increase your "South Seas" dinner set with these colorful pieces. Allow 10 days for shipment FOB Chicago, Ill. Minimum order $10.00 at retail value. Specify color-code letter when ordering: (A—Coral), (B—Dove Gray), (C—Gold), (D—Turquoise).

827-65758-36	Cups	Retail **55c**
827-65766-36	Saucers	Retail **55c**
827-65774-36	Bread-and-Butter Plates	Retail **55c**
827-65782-72	Plates	Retail **1.10**
827-65790-50	Soup or Cereal Bowls	Retail **75c**

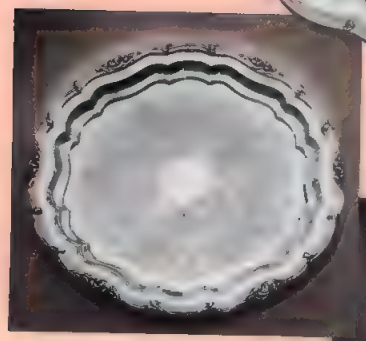
34-PIECE SERVICE FOR SIX. Includes 6 each of cups, saucers, bread-and-butter plates, 10" dinner plates and soup cereal-bowls plus 1 each of creamer, sugar bowl with lid and vegetable bowl.
27-64280-1663 34-pc. set. Wt. 11 lbs. . . . . Retail **24.95**

55-PIECE SERVICE FOR EIGHT. Includes 8 each of cups, saucers, bread-and-butter plates, 10" dinner plates, soup-cereal plates, desserts plus 1 each of vegetable bowl, creamer, sugar bowl with lid, serving platter and jumbo serving spoon and fork.
27-64298-2663 55-pc. set. Wt. 17 lbs. . . . . Retail **39.95**

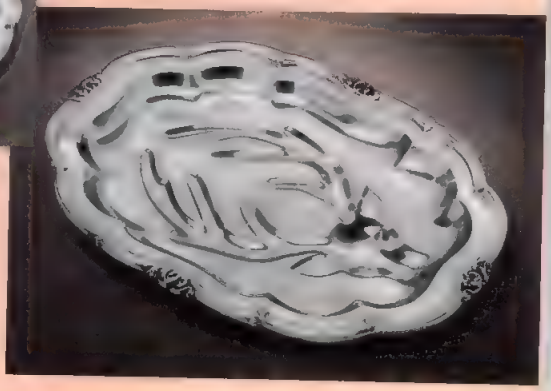
827-65808-50	Salad Plates	Retail **75c**
827-65816-36	Dessert Plates	Retail **55c**
827-65824-140	Vegetable Dishes	Retail **2.10**
827-65832-60	Creamers	Retail **90c**
827-65840-80	Sugar Bowls	Retail **1.20**
827-65857-150	Platters	Retail **2.25**
827-65865-40	Tumblers 12 oz	Retail **60c**
827-65873-98	Servers	Retail **1.45**
827-65881-36	Tumblers 8 oz	Retail **55c**

Oblong Tray or Waiter (Footed) . . Useful for every serving occasion . . tea, coffee or cocktails

	Consumer	List
192022 Length 22 inches, Footed	**$ 75.00**	$ 90.00
192026 Length 26 inches, Footed	**$110.00**	$132.00



192516 Round Tray or Waiter . . . Ideal for cocktails, iced drinks, sandwiches and many other "party" uses. Diameter 16 in
Consumer . . **$39.50** List $47.40



191518 Well and Tree Platter (Footed) . Ideal for serving roast meats, designed to catch and drain the juices into well. Length 18½ inches.
Consumer **$43.00** List $54.00

Consumer Prices Subject to Federal Tax.

*Trade-marks of Oneida Ltd.

This complete Tea and Coffee Service has a richness and ele- [illegible] swirled borders in Community's fine craftsmanship.

Melon

SHOPPING DESIGN
REPRODUCTION IN

COMMUNITY

The Finest Silverplate

		Consumer	List
	TEA AND COFFEE SERVICES		
19610	†5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste)	$155.00	$186.00
19611	†4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream)	137.50	165.00
19607	†3-Piece Coffee Set (Coffee, Sugar, Cream)	95.00	114.00
19603	†3-Piece Tea Set (Tea, Sugar, Cream)	92.50	111.00
	INDIVIDUAL ITEMS		
19011	Tea Pot (Mahogany Finish Handle), Capacity 8 Cups	42.50	51.00
19021	Coffee Pot (Mahogany Finish Handle), Capacity 10 Cups	45.00	54.00
19010	Tea Pot (Silver Plated Handle), Capacity 8 Cups	42.50	51.00
19020	Coffee Pot (Silver Plated Handle), Capacity 10 Cups	45.00	54.00
19040	Kettle and Stand, Capacity 8 Cups	100.00	120.00
19060	Sugar Bowl, Covered	27.00	32.40
19070	Cream Pitcher, Gold Lined	23.00	27.60
19080	Waste Bowl, Gold Lined	17.50	21.00
191926	Oblong Tray or Waiter, Length 26 inches	100.00	120.00
191922	Oblong Tray or Waiter, Length 22 inches	65.00	78.00

(Footed 26" and 22" Trays shown on following page.)

†Tea and Coffee Services are available with Mahogany finish handles or Silver Plated handles. Please specify your choice.

19602 Salt and Pepper Shakers
Always useful, heavily plated on substantial Metal Base. Height 4½ inches.

Pair	Consumer	$6.00
	List	$7.20

Consumer Prices Subject to Federal Tax.

Melon HAND CHASED

A "hand chased" decoration is one of the finest expressions of the art of silversmithing. The beautiful shape of Melon pieces with their graceful fluting lends itself perfectly to the artistry of hand chasing. The graceful leaf and scroll forms are deeply carved into the flowing surfaces. This fine old Sheffield design reproduction now becomes the ultimate in fine silver craftsmanship.

HAND CHASED TEA AND COFFEE SERVICES

		Consumer	List
20610	†5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste) Hand Chased	$325.00	$390.00
20611	†4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream) Hand Chased	281.00	337.20
20607	†3-Piece Coffee Set (Coffee, Sugar, Cream) Hand Chased	198.00	237.60
20603	†3-Piece Tea Set (Tea, Sugar, Cream) Hand Chased	191.00	229.20

INDIVIDUAL ITEMS

20011	**Tea Pot** (Mahogany Finish Handle), Capacity 8 Cups, Hand Chased	83.00	99.60
20021	**Coffee Pot** (Mahogany Finish Handle), Capacity 10 Cups, Hand Chased	90.00	108.00
20010	**Tea Pot** (Silver Plated Handle), Capacity 8 Cups, Hand Chased	83.00	99.60
20020	**Coffee Pot** (Silver Plated Handle), Capacity 10 Cups, Hand Chased	90.00	108.00
[illegible]	**Kettle and Stand**, Capacity 8 Cups, Hand Chased	140.00	168.00
20060	**Sugar Bowl**, Covered, Hand Chased	55.00	66.00
[illegible]	**Cream Pitcher**, Gold Lined, Hand Chased	53.00	63.60
20080	**Waste Bowl**, Gold Lined, Hand Chased	44.00	52.80
[illegible]	**Oblong Tray or Waiter**, Length 26 inches, Chased (Footed)	110.00	132.00
201926	**Oblong Tray or Waiter**, Length 26 inches, Chased	100.00	120.00
202022	**Oblong Tray or Waiter**, Length 22 inches, Chased (Footed)	75.00	90.00
201922	**Oblong Tray or Waiter**, Length 22 inches, Chased	65.00	78.00
20021	**Beverage Pitcher**, Capacity 2 Quarts, Hand Chased	79.50	95.40

†Services available with either Mahogany finish handles or Silver Plated handles. Please specify your choice.

Consumer Prices Subject to Federal Tax.

*Trade-marks of Oneida Ltd.

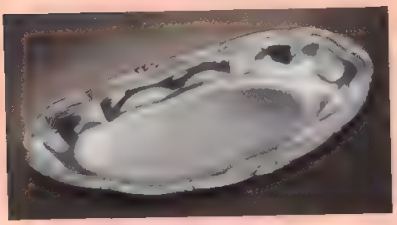
Melon

SHEFFIELD DESIGN
REPRODUCTION IN

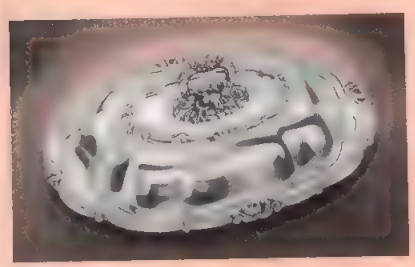
COMMUNITY

The Finest Silverplate

19613 Sauce Bowl and Tray Ideal for gravies and sauces. Tray also usable for small cakes or candies. Capacity of Bowl 1 pint.
Consumer **$50.00** List . . $60.00



19290 Roll Tray . . . Useful at every meal, ideal for bread, rolls, muffins, etc. Can also be used for serving fish, chops and fried chicken. Length 13 Inches
Consumer **$17.50** List . $21.00



Entree Dish . Furnished with or without a Divider. Cover keeps food hot. Removable handle also makes cover usable as extra dish.
19130 Entree Dish, 12½ inch without Divider Cons. **$50.00** List $60.00
19131 Entree Dish, 12½ Inch, with Divider Cons. **$55.00** List $66.00

19031 Beverage Pitcher . Ideal for use with many beverages large easy-to-grasp handle . . . perfect pouring lip with ice guard. Capacity 2 quarts
Consumer **$40.00** List. $48.00

19170 Combination Platter . . An ideal "family" piece. Center holds meat with ends available for vegetables or other garnishings. Footed and 19 inches long
Consumer **$47.50** List $57.00

Consumer Prices Subject to Federal Tax.

BOXED SETS

A big, action packed set featuring interchangeable weapons and equipment

Just So! . . .

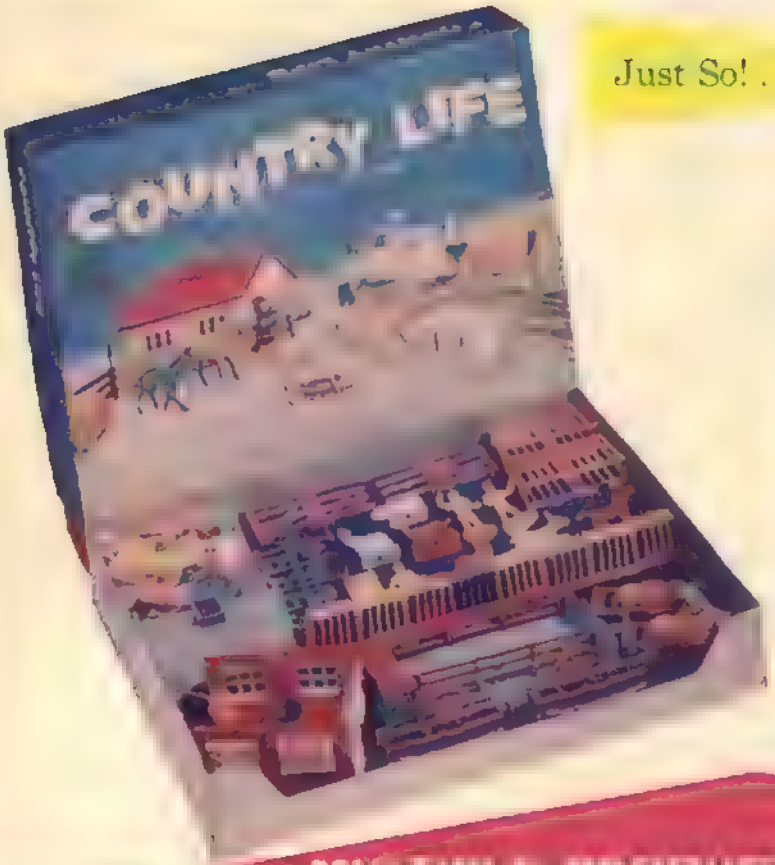
Watch 'em Go!

No 1105—SKI PATROL

H[illegible] hours [illegible] with plenty of excitement [illegible] under way in de[illegible] Set includes action figures [illegible] 50 calibre take-apart ma[illegible] launcher and missile (that really [illegible] and bars. INTERCHANGEABLE AND DETACHABLE WEAPONS AND EQUIPMENT [illegible] tripod, helmets, rifles, belts, bayonets [illegible] machine gun shovel, pick, 45 pistol, holster and America[illegible] lag . . plus C.O. Post. All pieces unbreakable Attractive package with dynamic action scene showing Ski Troopers on duty Packed 1 dozen corrugated W[illegible] 25 lbs

MULTIPLE PRODUCTS INC.

A "wagon-load" of action and fun. Interchangeable parts spark young minds to create endless, imaginative play combinations.



Just So! . . . Watch 'em Go!

No. 1151 COUNTRY LIFE

This is the life! Fun on the farm reaches new heights in the endless variety of interesting, imagination-sparking play-action that this wonderful assortment offers. And its scope and variety is "as big as all outdoors," too!—Wagon chassis, 4 wheels, 2 sides, tool box [illegible] cover, cinch, horses, reins; farm house: roof, front of house [illegible] with [illegible] doors and frames, cupola; farmers [illegible] hats, neckerchiefs, pitchforks, rake, hoe, shovels, ax, saw; fences; coops with base; assorted farm animals: dog, colt, goat, calf, donkey, pig, baby pig, sheep, turkey, lamb, goose, duck, chicken, rooster, bunny, cat, puppy dog. All figures [illegible]. Packed 1 dozen to corrugated. Wt.: 30 lbs.

Child can dress farmers with hats, kerchiefs and tools

Put animals into coops, stack coops on top of one another

98¢ BAGGED TOYS

New multiple figures . . . unbreakable . . . interchangeable accessories.

Just So! . . . Watch 'em Go!

No. 489 -POLICE DEPARTMENT SET

Everything they'll need to keep law and order in playtown. A big line-up of pieces which includes action policemen, machine gun, riot gun, carbine, pistol belt and holster, nightstick, handcuffs, police cap, trooper's hat, traffic signs and stand. All pieces unbreakable . . . all accessories [illegible] Packed: 1 dozen corrugated 3 dozen to carton. Wt.: 18 lbs.

No. 497 -MEDICS CORPS

The unsung heroes of the battlefield . . . the U.S. Army Medic Corps. Set includes action figures, stretcher, helmets, rifles, belts, bayonet, carbine, sub-machine gun, pistol, belt and holster, dog. All pieces unbreakable, all equipment interchangeable. Packed: 1 dozen corrugated, 3 dozen to carton. Wt.: 18 lbs.

No. 441—TEXAS RANGERS

Straight-shootin', hard ridin' hombres who keep cattle rustlers and smugglers toeing the law-and-order line. Set consists of action figures of Rangers (sitting, to fit horses; and standing); cowboy accessories; horses; removable plastic vinyl saddles. All pieces unbreakable. Packed: 1 dozen corrugated, 3 dozen to carton. Wt.: 18 lbs.

No. 499—AIR-SEA RESCUE CORPS

[illegible] Here comes the Air-Sea Rescue Corps! Set consists of soldiers, soldiers' accessories, machine gun rocket and missile, raft or pontoon (with 2 [illegible]), instruction cards for take-apart machine gun and rocket—both of which really work! [illegible] for big action and play value. Paddles on raft are detachable; soldiers and machine gun can be mounted on rescue raft, missile can be fired from rocket with use of rubber band, machine gun (as well as rocket) can be taken apart. All pieces [illegible] Packed: 1 [illegible] corrugated [illegible] dozen to carton. Wt.: 18 lbs.

Just So! . . .

Watch 'em Go!

Interchangeable parts create hundreds of action-packed play combinations

No 1153 TEXAS RANGERS

Bad men better watch out as the Texas Rangers start on their trail Youngsters get plenty of excitement and fun as they create their make-believe world of the Old West Hours and hours of happy play ahead with this line up The action figures of the Rangers (a-horse and a-foot); Texas Ranger Headquarters—house with roof, front of house, door, door frames, windows, window frames, awning, cupola; hitching post, horses, reins, saddles, wagon; Lone Star flag, accessories—hats, neckerchiefs, rifles, gun belts with holsters, pistols. All figures *unbreakable* Packed: 1 dozen to corrugated. Wt.: 26 lbs.

CIRCLE N TOYS ARE TOPS
on the Best Seller List!

Stallion® 38

A beautifully designed western cartridge loading cap pistol with a **POPULAR PRICE**

Stock and display the Stallion 38 in your toy department, and you'll see a fast moving item.

- Cap cartridge loading
- High play value
- Super safe — cartridges hold flash within pistol
- Brilliant, durable chrome finish
- Backed by service policy

Include extra cartridges in your order. See Stock No. 38-C.

STOCK NO. 38
Full length, 10½". Comes complete with six cartridges in cylinder. Boxed individually, two dozen per case — 20 lbs. For caps, see Stock No. 45-A.

Stallion 32

A smaller model of the western six shooter for the younger **COWBOY!**

The Stallion 32 is specially designed for the youngster who's not quite big enough for the larger 38.

- Beautiful western six shooter design
- Cap cartridge loading
- Durable nickel finish
- Backed by service policy

Extra Cartridges Order Stock No. 38-C.

STOCK NO. 32
Full length, 9". Boxed individually, three dozen per case — 23 lbs. For caps, see Stock No. 45-A.

All Stallion cap pistols are patented. Improvements, materials, design and finish are subject to change without notice.

NICHOLS Industries, Inc.
CIRCLE N RANCH
JACKSONVILLE, TEXAS

AMER CAN TOYS

Announcing These New Products

in the **1957 CIRCLE N LINE**

Who said it couldn't be done?

A CARTRIDGE LOADING CAP PISTOL THAT RETAILS FOR 98¢

Stallion® 22

Look at these sales making features:

- Cap cartridge loading
- 5-shot single action
- Black plastic bone grips
- Attractive engraved designs
- Brilliant silvery finish
- Backed by service policy

STOCK NO. 22
Full length, 8⅛". Boxed 12 in counter display, four dozen per case -27 lbs. For caps, see Stock No 45 A

Extra Cartridges Order Stock No 38-C

One New Low Priced Plastic to Complete Your Line . . .

COLT SPECIAL

- New, improved flipper opening, designed to give rigid, trouble-free construction
- 50-shot repeater double action
- Black plastic bone grips
- Smooth bright finish

STOCK NO. 69
Full length 8" Boxed 12 in counter display six dozen per case- 32 lbs For caps, see Stock No 44 A

THE PONY

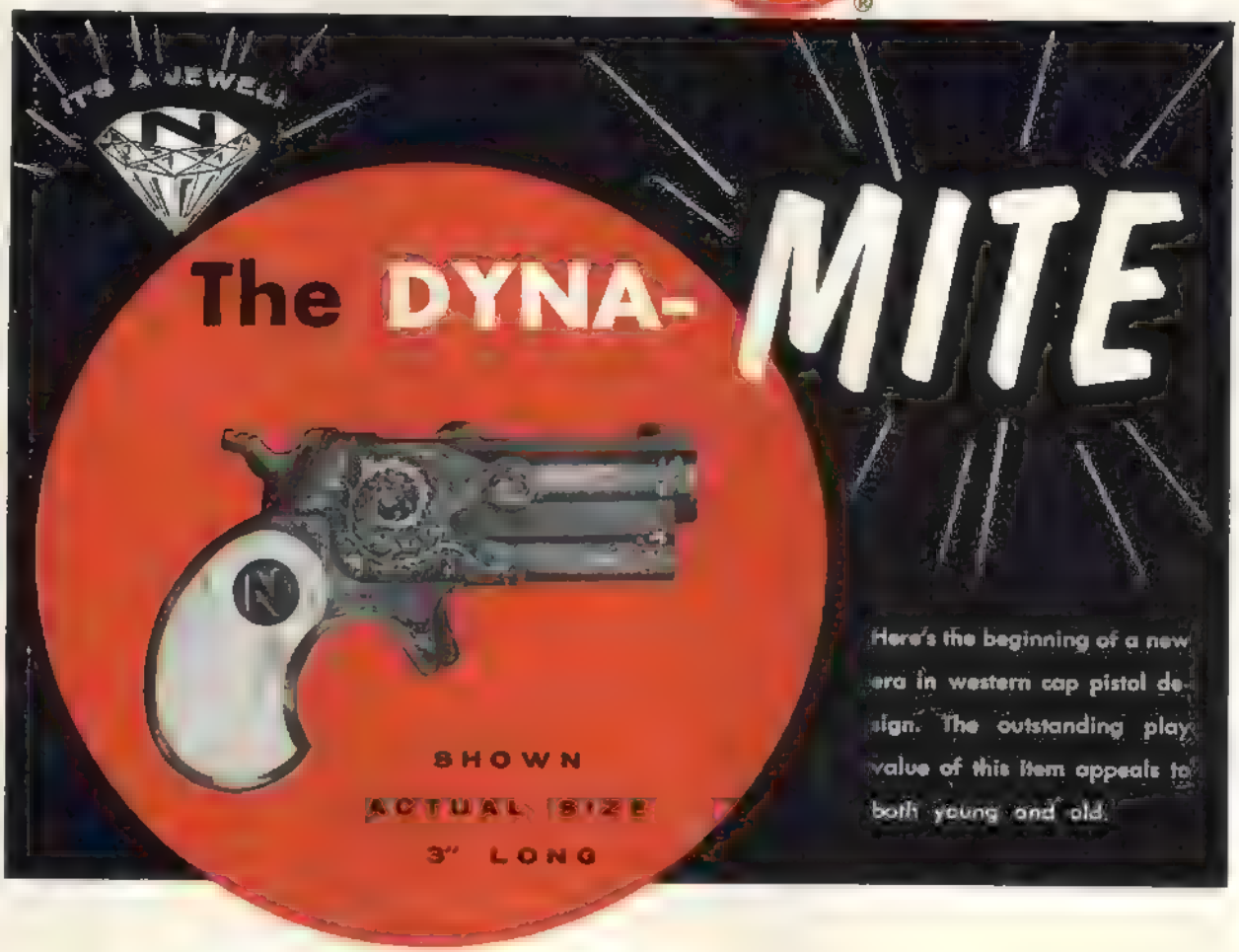
- Single shot double action
- Black plastic bone grips
- Smooth bright finish

STOCK NO. 49
Full length, 8¼" Boxed 12 in counter display, six dozen per case 27 lbs For caps, see Stock No 44-A, or 45-A

NICHOLS Industries, Inc.
CIRCLE N RANCH
JACKSONVILLE, TEXAS

AMERICAN TOYS

ANOTHER BIG N FIRST!



All these features in a small toy...

STOCK NO. 70 packed individually, 6 dozen to a shipper.

- Cartridge Loading—Single Shot
- Masterpiece in Precision
- Super Chrome Finish
- Loaded with Play Value

You'll want one for yourself!

NICHOLS ***Industries, Inc.***
CIRCLE N RANCH
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AMERICAN TOYS

See it with all the other dramatic new Circle N products at the Toy Fair... Room 1449, Hotel New Yorker.

Stallion® 45 MARK II

The Finest Cap Pistol Ever Offered!

Never before has a cap pistol captured the fancy of America's young cowboys the way the Stallion 45 has. Careful attention to legendary western design has given this item unprecedented sales appeal. It's the original toy cap cartridge loading cap pistol.

- Exclusive cap cartridge loading
- Two sets of grips . . . beautiful pearlescent white and rich ebony bone
- Plastic cartridge clip for attaching to belts and holsters
- Triple plated chrome finish
- Super safe firing action — the flash is contained completely within the pistol
- Backed with service policy (good in United States, Possessions and Canada only)

STOCK NO. 45

Full length, 12¾".

Comes complete with interchangeable grips and six genuine two-piece cartridges in a clip. Boxed individually, one dozen per case — 19 lbs. For caps, see Stock No. 45-A. Order extra cartridges, too. See Stock No. 45-C.

Boxed for easy display in sales appealing gift container.

COMMENDED BY PARENTS' MAGAZINE

A CIRCLE (N) TOY BY

NICHOLS Industries, Inc.

CIRCLE N RANCH
JACKSONVILLE, TEXAS

AMERICAN TOYS

Printed in U.S.A.

MERCURY

Twelve Mercury outboard motor models from 6 to 60 hp are announced by the Kiekhaefer Corporation, Fond du Lac, Wisconsin.

Mercury's all new Mark 75, a high-styled, six-cylinder power plant, rated at 60 hp is the world's most powerful production outboard. Mark 10 is a new model in the 10 hp fast-fisherman range.

Mark 6 is rated at 5.9 hp. Next in line is the new Mark 10; followed by the Mark 25 and 25 Electric, rated at 20 hp; the Mark 30 and 30 Electric, rated at 30 hp; the Mark 55 and 55 Electric, rated at 40 hp; and finally the Mark 75. Mercury will produce three 1957 competition models—the Mark 30H, Mark 55H and Mark 75H.

The new Mark 75, solves the problem of providing single-engine outboard power for big outboard cruisers and runabouts. Beneath its stainless steel cowl, the Mark 75 boasts a six cylinder-in-line all die-cast engine of 59.4 cubic inches piston displacement. It will be produced in electric starting models only, but carry a manually operated starter as a safety feature.

Rated at 60 hp, Mercury's Mark 75 is a 6-cylinder in-line motor of two-cycle design to propel even the largest outboard craft.

An entirely new motor is the Mercury Mark 10 with glide angle underwater structure which goes over stumps, rocks, etc. All controls are in handle.

A generator keeps a 12-volt battery fully charged and permits the use of horns, lights, radios, electric bilge pumps and other accessories. Single-lever control makes the big power plan easy to operate. Throttle, forward and direct reverse are all on one fingertip remote control.

The Mark 10 has been designed with the busy fisherman in mind; it provides forward, neutral, reverse and speed control all in the tiller handle. A Speed-n-Troll Switch makes possible day-long trolling at steady, slow speeds.

Other features include deep-baned exhaust, released through the propeller hub; load torque safety spring transmission to banish shear pin worries, one-piece removable cowl; fully weedless lower unit and a pick-up latch that locks the engine in a tilted position for safe launching.

Mark 10's rakish styling will make a hit with the younger set for use on today's light, fancy hulls. Its estimated top speed is 26 mph.

The Mark 10 and 75, as well as all of Mercury's other 1957 models, will continue to feature anti-friction ball and roller bearings on every turning point within the engine. Waterproof magnetos and waterproofed spark plugs are also on all models. Unicast one-piece gear cases, that seal the lubricant in and keep the water out continue to be standard equipment, and every model is equipped with a propeller safety clutch that eliminates shear pins. All 10, 20, 30, 40 and 60 hp models are equipped with Dyna-Flow engine suspension that isolates engine vibration and noise from the boat and eases stress on boat transoms.

A fishing motor, Scott-Atwater's 5 hp model has an automatic bailer, complete gear shift and separate fuel tank as features.

SCOTT-ATWATER

There are nine motors in Scott-Atwater's 1957 line, the biggest a 40 hp model. Radical design changes, a new fuel system that provides gasoline savings up to 34% and novel color treatments are outstanding features. Design work was executed by Raymond Loewy Associates, Inc.

The most expensive motor in the line is the Royal Scott. This new model has as standard equipment, in addition to all other features of the regular 40 hp models, several previously unavailable items. Among these are turn-key starting without priming, a "personalization plate" on which the owner's name will be engraved by Scott-Atwater, and an electric fuel pump. In addition, the electric-starting 40 hp Royal Scott has a platinum and gold color scheme; a 12-volt battery system; generator; automatic bailer; forward-, reverse- and neutral-shift; separate fuel tank and remote control connections. A speed control dial on the power-head replaces twist-grip control.

Scott-Atwater's Royal Scott has radical design changes, a new fuel system, 12-volt ignition and an engraved personalization plate.

The Royal Scott as well as other Scott-Atwater 40 hp motors—also has a new fuel system, which saves up to 34% on gasoline. This development is similar to fuel feed systems used by the automobile industry. It is based on a jet through which additional fuel is fed to the carburetor when the motor throttle is turned to open position. When the motor is throttled back to either the cruising or closed-throttle position, the extra jet automatically is closed and the motor operates at maximum economy

Color matching of boats and motors will be easier because of a new color treatment. Lower units, except that of the Royal Scott, are white. Hoods for the 40-, 16-, 10-, and 7.5-hp motors are available in red, white, mahogany, blue-green and gray. Hoods are made of sound-deadening Fiberglas and are interchangeable so they can be removed in a few

MOTOR BOATING

PRESENTS

1957 OUTBOARD MOTORS

EVINRUDE

Evinrude Motors, Milwaukee, has a nine-motor line, ranging from three to 35 hp. Forty-three refinements and innovations are to be found in the '57 motors.

Three new 35 horsepower units head the newcomers. Two of these, the Lark and a Big Twin, are electric-starting with generators as optional equipment. All three show an increase of five hp over the 1956 units.

Brooks Stevens, Milwaukee, designer of the entire line, has retained the traditional "Evinrude blue" as the predominant color for the motors. The Evinrude signature appears in a script and the motor cowlings are finished in highly-enameled off-whites, charcoal, blue and gray.

The motors and their salient features are.

Producing 35 OBC certified hp at 4500 rpm, all three Big Twins are vastly improved engines that can give speeds from trolling to more than 33 mph.

For easier hand-starting, the rope-starting model has compression relief chambers in the cylinder head which makes it easier to pull the engine through the compression stroke.

All the Big Twins have the new slip clutch propeller and a newly developed air silencer which brings more power and more uniform carburetion. In addition, the fuel filter has been moved from the bottom of the carburetor and placed on the side of the powerhead, making it more accessible

The weed cutter removes the age-old hazard of weed and line entanglement. In addition, the Big Twin prop has been redesigned and has a higher pitch

A new pinion bearing has been designed for the three 35 hp motors which makes it possible to use three anti-friction bearings.

The Big Twin Electric Starting motor incorporates all the new features of the Big Twin rope-starting unit with the additional electrical improvements.

A new starter motor has been designed employing 12 volts in the same space as previously used six volts, making it easier to start engine. There is a new electrical plug-in connector, for easy removal of the motor from the boat

The generator—sold as an accessory for the 35 hp motor only and therefore optional — comes as a completely assembled kit and is engineered to be installed easily by the dealer. Rated at 12 volts with an output of 10 amperes continuously, it is capable of charging a low battery quickly

It is equipped with a current and voltage regulator which prevents over-charging of the battery as in automobiles

Two fuses come with the kit. A 20 amp for charging and power takeoff and three amp fuse to protect the field circuit. For simplicity in wiring, running lights, cabin lights, radio, etc., there are two terminal posts on the bottom side of the voltage regulator cover—which replaces the junction box—which may be used for power takeoff In that way all current draw is registered through the ammeter

Evinrude electrics have a completely new junction box assembly requiring no wiring when installing and containing a new 12-volt solenoid switch. It comes all pre-wired ready to attach to the boat.

The 35 hp Lark is Evinrude's deluxe motor with electric starting. It is distinctive in design and color, has covered controls.

The deluxe model in the line, the Lark, includes all the technical features of the Big Twin electric including the use of generator. Color-wise, the Lark mixes aqua-white, gray and chrome — making this unit blend with all of today's colorful hulls. The names "Evinrude" and "Lark" are chrome plated brass stampings. The face door, which covers the starter handle and all control knobs, is a die casting.

Now the Fastwin, available in both rope and electric starting models and the light heavyweight of the line, has grown to 18 hp OBC certified, at 4500 rpm.

Evinrude quiet is maintained despite the higher horsepower and the new slip clutch principle is used as also is the weed cutter. The idling stop feature which was used only on the Big Twin in the '56 line is now added to the Fastwins. In order to prevent unexpected cutting out, the idling stop is set at minimum position. The engine is then stopped by choking.

The electric starting Fastwin incorporates all the technical improvements of the rope-starting 18 hp unit—and uses the same 12 volt starter as on the Big Twin electric, including the new starter and choke push-button panel

An electrical plug-in connector, similar to, though smaller than that on the Big Twin is used and does not contain generator wiring

The Sportwin develops 10 hp at 4000 rpm, is a versatile motor combining portability with power and is used on a wide variety of dinghies and runabouts. Many of the Big Twin and Fastwin features are included in the Sportwin, such as the slip clutch propeller, the improved prop, weed cutter and idling stop.

The Fleetwin at 4000 rpm produces 7.5 OBC certified hp. Weighing 59

Evinrude's light-heavyweight, the 18 hp Fastwin, now has the idling stop previously limited to Big Twins that prevents cut-outs.

seconds to completely change the color schemes. Scott-Atwater dealers will carry a stock of colored hoods from which customers may select one to match their boats. The 5- and 3.6-hp models will have a blue-green hood with white lower unit.

Higher compression ratio, bigger exhaust and intake ports, new reed boxes, silver-plated bearing cages on connecting rods, re-designed fuel pump, and a stronger and lighter boat bracket are changes on all 40 hp models.

Electric starting 40 hp models feature a new 12-volt electrical system with generator. Other features of standard and electric starting models are automatic bailer, complete shift, separate fuel tank and remote control connections.

The 16 hp motor has a new 12-volt electrical system for electric starting models, a re-designed carrying handle and new starter knob. It also has automatic bailing, complete shift, separate gas tank, snap-off Fiberglas hood, and remote control connections.

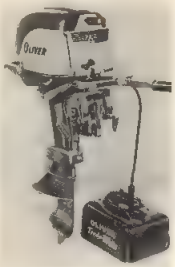
Completely re-designed, the 10 hp model features improved carburetion; and new main adjustment, idle and starter knobs. The motor, which also has a new carburetor silencer, features automatic bailing, complete shift, snap-off Fiberglas hood and separate fuel tank.

Increased compression is provided in the 7.5 hp motor. It is completely restyled, has new main adjustment, starter and idle knobs; and a new carburetor silencer. Other features are automatic bailing, complete shift, snap-off Fiberglas hood and separate fuel tank.

The hood of the 5 hp model has been re-designed and a tilt stop has been added to provide easier handling. Automatic bailer, complete shift and separate fuel tank are other features.

Smallest in the line is a 3.6 hp model. It has a new steering handle and a new carrying handle. Carburetion has been improved.

Design improvements in Montgomery Ward's Sea King line from 3 to 25 hp include idler adjustments and slip clutches to avoid breaking shear pins.



Left. Oliver's 6 hp motor has a tilting adjustment that permits changing motor angle from within boat.

Right: The 35 hp motor with portable powerhead, electric starting and generator.

OLIVER

Three improved and thoroughly tested outboard motors including an all-new 35 hp engine will highlight Oliver Outboard Motor line for 1957. These motors, available in 6, 16, and 35 hp models, encompass a wide power range to provide boating enthusiasts with a size and style ideally suited to any boating requirement. Special emphasis has been placed on extreme simplicity of design and providing built-in ease of handling and maintenance.

Leading the horsepower class is the Oliver 35 hp outboard. Features include an easily removable powerhead, automotive-type poppet valves, special new "Tilt-a-Matic" motor-angle adjustment, full forward-neutral-reverse shift, and standard 12-volt electrical system . . . complete with battery, generator, and 4-field starter.

These features have been combined to produce a motor that is extremely quiet in use, that provides a definite advantage in fuel consumption, and that provides high torque power at low rpm's. The increased torque obtained makes the "35" especially desirable for use in towing water skiers and for powering heavy boats or outboard cruisers.

A principal "big motor" feature that has been incorporated into the recently announced Oliver 16 hp motor is the availability of optional electric starting. Other features include: full forward-neutral-reverse shift, simplified and centralized controls, fool-proof pull-type choke, Tip-a-Lever carburetor adjustment, twist-grip throttle with new and exclusive speed indicator that is always visible, and improved silencing accomplished primarily through precision engineering.

Oliver engineers are stressing the importance of built-in safety features. Even their 6 hp motor, considered a small motor in these days of ever-increasing horsepower. Foremost among these safety devices is the exclusive "Tilt-a-Matic adjustment that permits changing of motor angle safely and easily from inside the boat—completely eliminating the need for the operator to reach around the motor behind the transom. A mere twist of the handle at the front of the motor changes the motor angle forward or backward as desired.

Other features include: pull starter with automatic rewind, aircraft-type Bendix Scintilla magneto, twist-grip throttle control, remote fuel tank, full forward-neutral-reverse shift, Dura-Drive lower unit, and improved silencing.

WEST BEND

Bigger horsepower with bright color combinations are among the many developments announced by West Bend for its '57 outboards.

West Bend's fleet of five includes the 30, 12, 8 and 6 hp deluxe models, and an air-cooled 2 hp motor, aptly named the Shrimp.

New 1957 color schemes presented for the deluxe models consist of a Jamaica Tan lower unit with a choice of Indian copper, sun yellow, reef gray or Jamaica tan snap-on fiberglass hood. A plastic three-tone medallion completes the styling.

There are striking new names, too, like the 30 hp Shark, 12 hp Barracuda, 8 hp Muskie and the 6 hp Pike.

The West Bend 30 hp motor is now offered with a choice of either a manual starting model or electric starting model with a 12-volt electrical system. An improved magneto mounting and control has been incorporated into the 30.

A new feature on the 30 is a spring-loaded throttle stop for positive maneuvering and docking speeds. Optional remote controls for all deluxe models have been re-designed to provide "feather-touch" effort and sensitivity.

All deluxe models feature the full-view dashboard with grouped starter, throttle, choke and shift controls. An indirect pull, 6-to-1 reduction starter in low level position enables easier starting without motor tilt.

West Bend's smallest motor, the 2 hp Shrimp, is featured as a children's motor, as an auxiliary motor for sailboats, or for shallow fishing. This air-cooled 29-pounder runs two hours on its self-contained fuel. It has an Indian Copper and Jamaica Tan color scheme.

pounds it performs from a very slow troll to 17 mph, depending on hull design and load. Completely restyled for 57, it also includes the weed cutter feature.

The Fisherman produces 5.5 OBC certified hp at 4000 rpm. In addition to its restyling, the Fisherman also incorporates the weed cutter feature and is designed to be used on larger prams, dinghies, canoes, rowboats, smaller utilities and sailboats. The Fisherman can troll extra-slow and produce speeds to 12 mph.

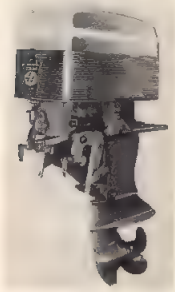
Equipped with a long shaft, this motor provides auxiliary power for sailboats.

The Lightwin produces 3 hp at 4000 rpm, certified by the OBC. The '57 Lightwin and its dead-grass green hunting partner, the Ducktwin are both equipped with weed cutters and slip clutch props. (The Ducktwin is the same motor as the Lightwin painted in camouflage colors for hunting purposes.)

These are the only motors in the line with integral tanks.

Evinrude accessories include Simplex Remote Control with cables available for all motors except the Lightwin; Cruiser Fuel system kit: Adapted for use on the 18 and 35 hp motors when special tanks are installed in boat; Chromed pump kit for use in very sandy and silty water (available for all except the Lightwin); the Generator kit

A Twin engine plate for starter, choke and ammeter accommodates the four push buttons necessary for twin engine installations; Clamp Screw Transom Plate which prevents motors from slipping off the transom and the clamp screw from sinking into the wood. A Steering handle kit (35 hp only), for all Big Twins from '55 through '57 models; Carrying Handle for 10 and 18 hp motors; and Cruis-A-Day Tanks which come in two sizes, six and four gallons for use with smaller motors.



Fageol Products Co., Kent, O., makes this 4-cylinder in-line, 4-cycle motor of 35 hp. It has new hood styling, improved performance and weighs 190 pounds.

The Golden Javelin by Johnson has all controls concealed behind a chrome shield. It will take a compact, efficient generator.

JOHNSON

Bigger horsepower engines to power larger boats, a fast-charging generator and a slip clutch which puts an end to shear pin problems are among the new developments announced by Johnson Motors for the firm's 1957 Sea-Horse outboards

The Waukegan, Ill., outboard manufacturing firm, has dropped its 1956 30 and 15 hp motors in favor of models of 35 and 18 hp.

The 35 is available in three versions—manual starting, electric starting and a deluxe, electric starting model called the Golden Javelin, which is finished in iridescent gold and white and trimmed with chrome. All other models are painted holiday bronze and white.

The 18, which replaces last year's 15, comes in both manual and electric-starting. Rounding out the 1957 line of nine motors in six power sizes are engines of 10, 7½, 5½ and 3 hp.

The 35 is fast (up to 33 mph) with the stamina to maintain planing speed in multi-passenger family craft such as large runabouts and cruisers, and in water skiing The 18 is a versatile sport motor easily portable for the fisherman, with the speed (27 miles an hour) for medium-sized runabouts and with the power to lift and pull light skiers, particularly in the youth group.

The 35 has a piston displacement of 40.5 cubic inches, an increase of nearly 5 cubic inches over the Sea-Horse 30. It carries a propeller of 13½-inch pitch, compared with 12½ inches in last year's 30. Piston displacement of the 18 is 22 inches, slightly more than two inches over last year's 15.

The propeller has been redesigned so that it is now a quarter-inch larger both in diameter and pitch resulting in better speed and power.

Johnson describes its "Power Master" generator as a compact, fast charging unit which will maintain operating current for a fully-electrified boat including motor equipment. All electric-starting 35 hp engines are pre-engineered for the generator which can be installed by the owner with small, common tools. It fits under the engine hood.

The slip clutch consists of a flexible hub core of compressed rubber, sealed in the propeller which flexes or "gives" when an obstruction is encountered. The propeller stops turning although the drive shaft and inner core of the hub continue to rotate. When freed, as by retracting the throttle and tilting the lower unit clear of the obstruction, the propeller automatically resumes operation. The shear pin remains, but it functions solely as a "drive pin" to lock the propeller in place on the shaft.

The generator is equipped with an automatic charge regulator which prevents the battery from becoming over charged The generator charges a 12-volt battery, standard size for all electric-starting 1957 models. It has a rating of 10 amperes continuous.

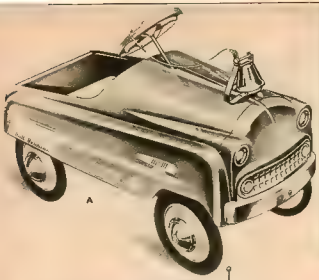
The new starter-and-choke button plate (with the firm's electric-starting motors) has a receptacle for inserting the generator ammeter. Only one generator and one battery are needed for twin-engine outboard installation

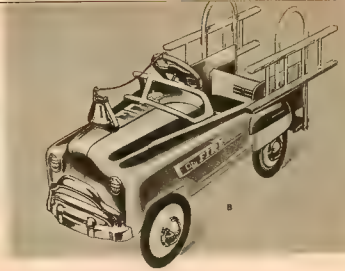
Also new on all motors is an edged device to protect the propeller shaft from becoming entangled in fishlines.

Pull-cord starting of the new 35 requires "less physical effort than usually is required for outboards of one-half as much horsepower," Johnson says, due to an automatic compression-relief system.

All outboards above three horsepower size have full silencing equipment, including rubber-mounted cushion drive, and are engineered for snap-on attachment of remote controls.

New Johnson motor is the Sea-Horse 18 with slip clutch. It powers medium-sized runabouts and is offered in both manual and electric starting models.

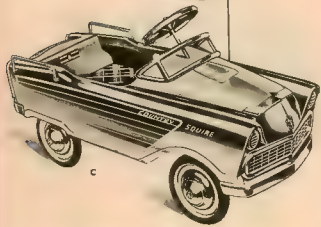




NEW MURRAY RIDING CARS

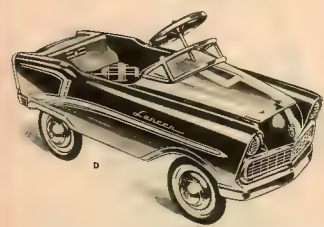
(A) SPEEDY FIRE CHIEF'S CAR. Gangway! Here comes the chief! Pedal drive mechanism has smooth ball bearing pull straps and rear axle hangers. Body is smooth heavy gauge steel in Vermilion baked enamel with White trim. Aluminum enameled grille. Heavy plated bell, White fabric seat. 36x17 in. wide. Heavy duty ⅝ in. solid rubber tires on 8 in. double-disc wheels. Shpg. wt. 28 lbs.
21-56123-1200 ..... Retail **17.95**

(B) BIG FIRE TRUCK. Let's go to that fire down the block! Pedal drive mechanism has full ball bearing action. Heavy gauge steel body in Red and White baked enamel, flashy Yellow trim. Heavy 8 in. double-disc wheels with 1 in. solid rubber tires. 2 wooden varnished ladders, sturdy tubular hand rails. Brightly plated bell Aluminum color bumpers. Fabric type seat pad. 47x17 in. wide.
21-56115-1750 Wt. 37 lbs..... **24.95**



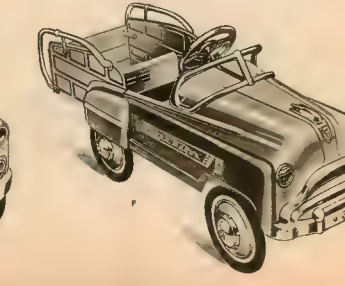
(C) THE COUNTRY SQUIRE. Take the whole family for a ride in style in this beauty. Wonderful ball bearing, bicycle type drive for maximum speed with correct ratio for easy pedaling. Has motor tone shift. Two-tone body of baked metallic Green with Light Green panels. Side panels in mahogany color with White trim. Hinged rear trunk door. 1-in solid rubber tires. Aluminum enamel bumpers. 39x17 in. 15-in. antenna.
21-56107-2100 Wt. 40 lbs.... **29.95**

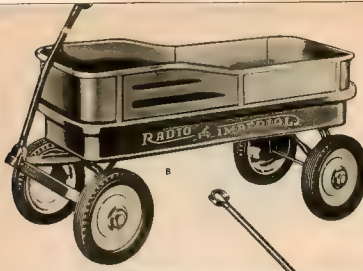
(D) SLEEK SPORT CAR. Surprise a motor-minded mite with this big-sized sport car. Easy riding ball bearing pedal drive. Smooth heavy gauge steel body in 2-tone baked enamel Blue with Light Blue hood and rear deck, White trim. Red finished, White trimmed 8-in. double disc steel wheels. 1-in. solid rubber tires. Aluminum color baked enamel bumpers; hinged rear trunk door. 39 x17 in. wide. Shpg. wt. 39 lbs.
21-56149-1750 .....Retail **24.95**

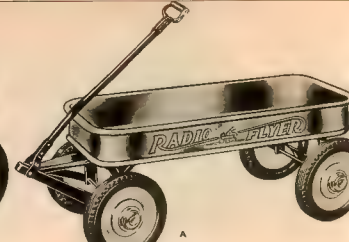


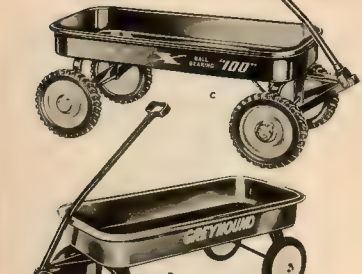
(E) THE CHAMPION. Drives and turns easily! Low-priced, easy pedaling ball bearing pedal drive. Smooth steel body finished in Pale Blue baked on enamel with Dark Blue trim. Aluminum color enamel grille. Has 8-in. double disc wheels, Red with White trim. ⅞-in. solid rubber tires. Red seat pad. Bright plated radiator ornament. 36-in. long, 17-in. wide. Shpg. wt. 28 lbs.
21-56131-1080 ... Retail **15.95**

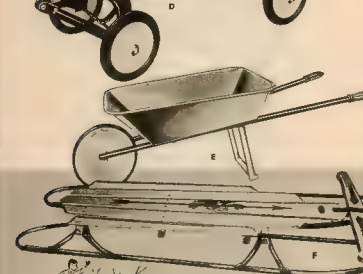
(F) NEW MODEL RANCH WAGON. Take your friends for a "pleasure drive"! All the fine features of regular models. Easy riding ball bearing pedal drive with rubber block pedals. 8-in. double disc ball bearing wheels with 1-in. solid rubber tires. Heavy gauge smooth steel body in Light Blue baked enamel finish with Dark Blue panels Red wheels with White trim. Fabric seat pad. 47x17 in. long.
21-56156-1750 Wt. 37 lbs. Retail **24.95**

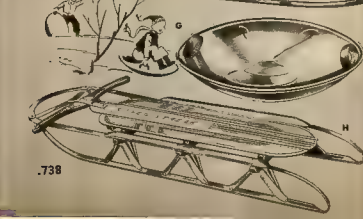












WAGONS AND SLEDS

(A) RADIO FLYER WAGON. A wagon sure-fire to please any youngster. Equipped with 10x1¾-inch diameter chevron type, semi-pneumatic, puncturepoof tires for smooth, speedy riding. Smooth one piece steel body finished in bright Red baked enamel. Wheels are sparkling Gray enamel finished with Red stripes. Guaranteed "Congo" oilless lifetime bearings that actually improve with use Black gear and handle. Body is 34x15½x4¼ inches overall.
21-56511-705 Shpg. wt. 33 lbs. . . . . Retail **9.95**

(B) RADIO IMPERIAL RANCHER WAGON. Large enough to hold two large milk cans. Interlocking steel stake panels are removable for use as coaster wagon. Body with panels is 41½x17½x10 inches high. Molded semi-pneumatic, puncturepoof tires are 10x1¾ inches. Guaranteed "Congo" oilless, "Lifetime" bearings. Heavy duty running gear. Maroon baked enamel body with Blue and White panels. Wheels are White with Maroon stripes. Wt 46 lbs.
21-56503-1330 . . . . . Retail **19.95**

(C) REX "100" BALL-BEARING COASTER WAGON. Sturdy "workhorse" coaster wagon with tractor type, semi-pneumatic molded, puncturepoof tires in 8x1¾ in. size for smoother riding. Has Maroon baked enamel body 34x15½x4-inch with Gray ball bearing wheels. Gear and handle are Black. ½-inch diameter axle is constructed to withstand the most rigorous kind of use.
21-56537-595 Shpg. wt. 28 lbs. . . . . Retail **8.95**

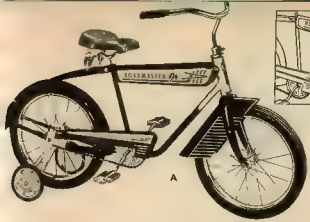
(D) HAMILTON GREYHOUND COASTER WAGON. Gracefully designed body 28½x18x3½-inch with ½-inch wide top ledge. Stamped and drawn from 1-piece cold rolled steel—no seams, joints or welds to break. Reinforced bottom. Rust resistant. 6 in. wheels, ¾ in. rubber tires, "lifetime" bearings. Bright finished hub caps. Sturdy Black finished undergear. Red baked enamel body
21-56602-233 White wheels. Wt. 12 lbs. . . . . Retail **3.50**

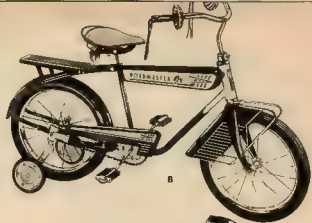
(E) ALL-STEEL WHEELBARROW. A wheelbarrow to delight the heart of any youngster. Strong, 1-piece steel barrow with tubular steel handles, ½-inch tire. Finished in beautiful baked on Red enamel. One piece steel bed is 17½x15x6½ inches. Overall length is 33 inches 7-inch wheel. Aluminum color wheel disc. Rubber handle grips
21-56669-197 Wt. 6 lbs. . . . . Retail **2.98**

(F) FLEXIBLE FLYER SLEDS. Racing sleds with exclusive steering feature that almost doubles the steering range. Speedy grooved runners. Two-tone color harmony. Steel bumpers with distinctive new chrome finish. Modern air-flow deck adds to racy appearance. 13¼ in. wide.
21-57071-1050 51-inch. Wt. 13 lbs. . . Retail **15.75**
21-57063-975 47-inch. Wt. 12 lbs. . . . . Retail **14.45**
Same as above but with Red and Black finish bumper.
21-57055-860 44-inch. Wt. 10 lbs. . . . . Retail **12.95**

(G) SLIDIN' SAUCER. Sensational "sledding" with this new 26-inch diameter saucer. Whirls, twists or goes straight. Perfectly safe for even the tiniest toddler because it won't tip over. Made of heavy 20 gauge cold rolled steel with smooth rolled edges. Heavy duty web hand straps. Bright Red baked on enamel finish. Pull rope included.
21-57006-340 Shpg. wt. 8 lbs. . . . . Retail **4.98**

(H) SILVER STREAK SLED. Highest flexibility for easy steering with famous patented "V" steering. Streamline construction with lower rear deck and raised front. Deck is finished in Red, Blue and Silver. High carbon crucible, T-shaped, grooved steel runners with closed ends for maximum safety. Deck is built of selected hardwood with metal undergear finished in aluminum.
21-57154-597 58 inches long. Wt. 24 lbs. . . . . Retail **8.95**
21-57147-565 52 inches long. Wt. 22 lbs. . . . . Retail **8.45**
21-57139-497 46 inches long. Wt. 19 lbs. . . . . Retail **7.45**
21-57121-397 40 inches long. Wt. 16 lbs. . . . . Retail **5.95**





SIDEWALK BIKES, WHEEL TOYS

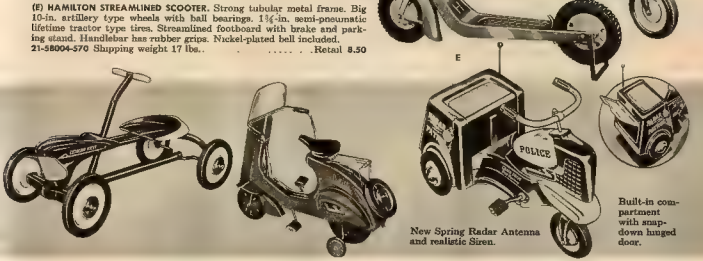
(A) AMF JUNIOR ROADMASTER SIDEWALK BIKE. Converts easily from boy's to girl's model—tank is hinged at front and snaps down from rear support. 1¼ in. tubular steel frame. FLITE-LINE design fenders. Ball bearing wheels, 1¾ in. puncturepoof, semi-pneumatic molded rubber tires. Chrysler oilite bearings in crankcase. Chrome plated handlebar. Plastic grips, 5-in. removable training wheels Rubber saddle, coil springs.
16-IN. MODEL. Ages 3 to 7. Ebony Black with Red, White trim.
21-55521-1900 Silver finish wheels. Shpg. wt. 36 lbs. . . . . Retail **24.95**
14-IN. MODEL. Ages 2 to 6. Indian Red with White trim. Silver wheels.
21-55513-1670 Shpg. wt. 33 lbs. . . . . Retail **21.95**

(B) JUNIOR DELUXE ROADMASTER SIDEWALK BIKE. 16-in. model converts from boy's to girl's model new design tank is hinged at front and snaps down from rear support bracket. Strong 1¼-in. tubular steel frame. 1¾-in. molded semi-pneumatic puncturepoof tires. Chrysler oilite bearings in crankcase. Chrome plated handlebar. Luggage carrier. Ball bearing pedals Removable 5-in. training wheels. Deluxe two-tone padded vinyl saddle with chrome plated double coil springs. Flamboyant Green finish with White trim. Silver finish wheels. Wt 40 lbs.
21-55539-2130 Retail **27.95**

(C) HEDSTROM "CIRCLE H" SIDEWALK BIKE. Ages 3 to 7 Big 16-inch model Tank is removable for use as boy's or girl's model Includes flintlock buffalo gun and scabbard with fringe, saddle bags, rubber grips and streamers 1¼-in. tubular steel frame. Adjustable saddle with Tan simulated leather top, White trim. 1¾-in. semi-pneumatic tires. 5-in. training wheels are removable Double block rubber pedals ⅝-in. tubular steel handlebar is adjustable Silver Gray finish with White enamel wheels.
21-55547-2380 Shipping weight 38 lbs. . . . . Retail **33.95**

(D) RADIO DELUXE SCOOTER. 38-in. long. 34-in. high. Big 10-in. wheels with 1¾-in. semi-pneumatic tires. "Congo" bearings.
21-58020-383 Shipping weight 15 lbs. . . . . Retail **5.50**
RADIO SUPER SCOOTER. (not shown) 7x1¾-in. tires.
21-58012-270 30-in. high. 33-in. long. Wt. 9 lbs. . . . . Retail **3.95**

(E) HAMILTON STREAMLINED SCOOTER. Strong tubular metal frame. Big 10-in. artillery type wheels with ball bearings. 1¼-in. semi-pneumatic lifetime tractor type tires. Streamlined footboard with brake and parking stand. Handlebar has rubber grips. Nickel-plated bell included.
21-58004-570 Shipping weight 17 lbs. . . . . Retail **8.50**



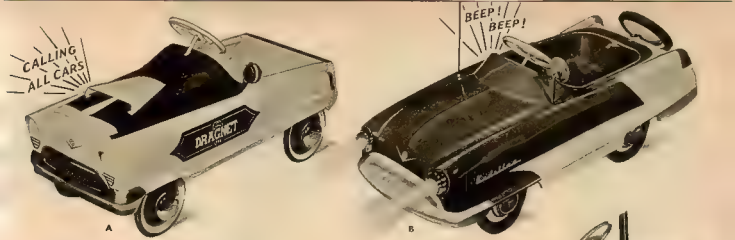
New Spring Radar Antenna and realistic Siren.

Built-in compartment with snap-down hinged door.

BLAZON CATALINA RACER. Speedy funmobile Rugged 2-piece heavy steel tube frame with safety turned edges. Big 10-in. wheels with 1¼-in semi-pneumatic tires. Oil-impregnated bronze bearings throughout Adjustable seat. White vinyl grips. Weather-resistant finish in Red and White.
21-56024-990 Wt. 26 lbs. . . . . Retail **14.95**

CASTELLI "MOTOR BIKE". New ball bearing design for free, easy pedaling. Bicycle type chain drive. Bright Red enamel finish with chrome trim and wire rack on back fender. Includes trainer wheels and windshield. Big saddle seat and handlebar are adjustable. 38-in. long, 32-in high, and 17-in. wide.
21-56016-1890 Wt. 29 lbs. . . . . Retail **26.95**

MURRAY POLICE RADAR PATROL CYCLE. Heavy gauge body steel base with ball bearing chain drive mechanism. Ball bearing wheels. 1¼ in. semi-pneumatic front, 1¼ in. rear tires. Fathom Blue baked enamel body. Tank is White with Red trim. 36 in. long.
21-56006-2120 Wt. 36 lbs.
Retail **29.95**



KIDDILACS, TRACTORS AND RIDING TOYS

(A) DRAGNET POLICE CAR. A message from headquarters for Sgt. Friday's junior partners! Ball-bearing pedal drive complete with electric microphone, loudspeaker and amplifier. Requires 6 volt lantern battery (not included, see page 477). All steel construction with White and Black finish and Red and Silver color decorations. Facsimile license on rear. Black wheels with White trim. 8-in. wheels, ½-in. rubber tires.
21-56057-1620 Wt. 29 lbs . . **23.95**

(B) KIDDILAC. You'll be proud of this sleek two-tone model Kiddilac Bicycle type, ball bearing chain drive. Electric headlights and horn. Requires 6 volt lantern battery (not included, see page 477) Removable spare wheel and tire. New two-tone styling of Maroon and Ivory with Silver color and Red trim. Strong, 1-piece steel body. 8-in. wheels with nylon bearings, 1¼-in. molded rubber tires. 46x20-in. wide. Shpg wt. 51 lbs.
21-56065-3050 Retail **44.95**

As above without electric headlights or horn Bittersweet and Black color.
21-56073-2450 . . . . . Retail **34.95**

(C) DELUXE TRACTOR. Two speed, ball bearing chain drive. Gear shift changes gear ratio, knee action front fork gives smoother ride. Simulated motor block with realistic spark plugs. Adjustable spring-mounted seat. Trailer hitch and rear platform for extra rider. Red enamel finish with White and Silver trim Heavy tractor type, semi-pneumatic 11x1¾-in. rear tires. 41-in long Chain guard and rear fenders. Wt. 42 lbs
21-56032-2330 Retail **32.95**

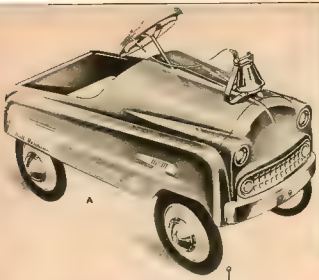
(D) CHAIN DRIVE TRACTOR. Bicycle type ball bearing chain drive with adjustable seat, trailer hitch for extra rider. Heavy duty, semi-pneumatic 9¾x1¾-in. tractor type rear tires Red baked enamel finish, White trim 38-in. long, 27-in. wide. Wt. 32 lbs.
21-56040-1520 . . . . Retail **21.95**

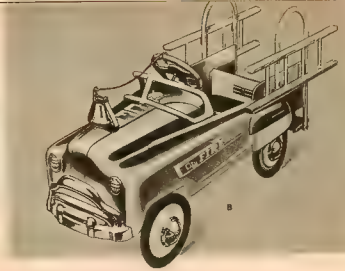
(E) MURRAY DELUXE TRACTOR. Bicycle type ball bearing chain drive Realistic motor tone shift. Heavy gauge steel body finished in bright Red enamel with aluminum trim. All steel spring type seat is adjustable. 1¾-in semi-pneumatic tractor tires Seat and steering wheel Black, White wheels 10-in. rear wheels, 8-in. front wheel. 38½ in. long. Shpg. wt. 39 lbs.
21-56164-1960 . . . . . Retail **27.95**

(F) BALL BEARING DUMP TRAC. The perfect accessory for the boy who owns any of the tractors shown on this page. Attaches easily to the accessory book under the driver's seat. Can be put on or removed by the smallest of children. Dump box easily operated from seat 8-in ball bearing wheels with ⅝-in. solid rubber tires. Black fabric type seat pad. Body finished in Vermilion baked enamel, white trim. Length, 33-in.; 15½-in. wide Shpg. wt. 16 lbs
21-56172-700 . . . . . Retail **9.95**

(G) RIDE-ON SERVICE TRUCK. Heavy gauge smooth steel body with bright baked enamel finish. Easily steered by smallest child. Hand operated winch has secure locking device, strong chain. Solid rubber tires on heavy metal wheels Polished hub caps Sturdily reinforced construction, 32-inches long, 15-inches high, 9-inches to seat. Wt 14½ lbs
21-56081-530 Retail **7.95**

(H) "SIT-N-RIDE" DUMP TRUCK. Big, sturdy, heavy gauge steel dump truck that can be ridden and steered just like the big ones on the highway! Has comfortable, formed saddle seat that is easy to remove. Lock lever dumps truck bed. Here's a toy that is packed with plenty of fun and action for hours of play. 26¾x7¾x9-in. Wt. 10 lbs.
21-56099-397 . . . Retail **5.95**





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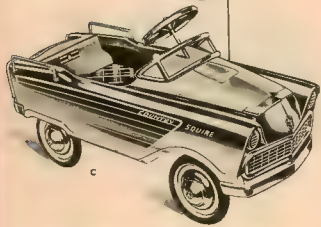
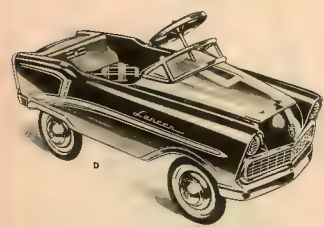
21-56123-1200 ..... Retail **17.95**

(B) BIG FIRE TRUCK. Let's go to that fire down the block! Pedal drive mechanism has full ball bearing action. Heavy gauge steel body in Red and White baked enamel, flashy Yellow trim. Heavy 8 in. double-disc wheels with 1 in. solid rubber tires. 2 wooden varnished ladders, sturdy tubular hand rails. Brightly plated bell Aluminum color bumpers. Fabric type seat pad. 47x17 in. wide.
21-56115-1750 Wt. 37 lbs..... **24.95**



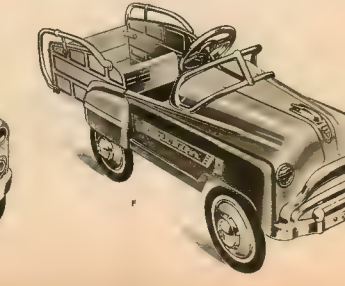
(C) THE COUNTRY SQUIRE. Take the whole family for a ride in style in this beauty. Wonderful ball bearing, bicycle type drive for maximum speed with correct ratio for easy pedaling. Has motor tone shift. Two-tone body of baked metallic Green with Light Green panels. Side panels in mahogany color with White trim. Hinged rear trunk door. 1-in solid rubber tires. Aluminum enamel bumpers. 39x17 in. 15-in. antenna.
21-56107-2100 Wt. 40 lbs.... **29.95**

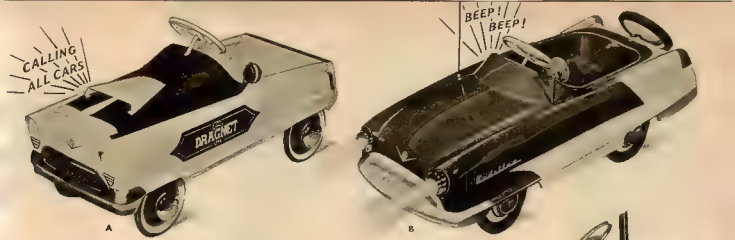
(D) SLEEK SPORT CAR. Surprise a motor-minded mite with this big-sized sport car. Easy riding ball bearing pedal drive. Smooth heavy gauge steel body in 2-tone baked enamel Blue with Light Blue hood and rear deck, White trim. Red finished, White trimmed 8-in. double disc steel wheels. 1-in. solid rubber tires. Aluminum color baked enamel bumpers; hinged rear trunk door. 39 x17 in. wide. Shpg. wt. 39 lbs.
21-56149-1750 .....Retail **24.95**



(E) THE CHAMPION. Drives and turns easily! Low-priced, easy pedaling ball bearing pedal drive. Smooth steel body finished in Pale Blue baked on enamel with Dark Blue trim. Aluminum color enamel grille. Has 8-in. double disc wheels, Red with White trim. ⅞-in. solid rubber tires. Red seat pad. Bright plated radiator ornament. 36-in. long, 17-in. wide. Shpg. wt. 28 lbs.
21-56131-1080 ... Retail **15.95**

(F) NEW MODEL RANCH WAGON. Take your friends for a "pleasure drive"! All the fine features of regular models. Easy riding ball bearing pedal drive with rubber block pedals. 8-in. double disc ball bearing wheels with 1-in. solid rubber tires. Heavy gauge smooth steel body in Light Blue baked enamel finish with Dark Blue panels Red wheels with White trim. Fabric seat pad. 47x17 in. long.
21-56156-1750 Wt. 37 lbs. Retail **24.95**





KIDDILACS, TRACTORS AND RIDING TOYS

(A) DRAGNET POLICE CAR. A message from headquarters for Sgt. Friday's junior partners! Ball-bearing pedal drive complete with electric microphone, loudspeaker and amplifier. Requires 6 volt lantern battery (not included, see page 477). All steel construction with White and Black finish and Red and Silver color decorations. Facsimile license on rear. Black wheels with White trim. 8-in. wheels, ½-in. rubber tires.
21-56057-1620 Wt. 29 lbs . . **23.95**

(B) KIDDILAC. You'll be proud of this sleek two-tone model Kiddilac Bicycle type, ball bearing chain drive. Electric headlights and horn. Requires 6 volt lantern battery (not included, see page 477) Removable spare wheel and tire. New two-tone styling of Maroon and Ivory with Silver color and Red trim. Strong, 1-piece steel body. 8-in. wheels with nylon bearings, 1¼-in. molded rubber tires. 46x20-in. wide. Shpg wt. 51 lbs.
21-56065-3050 Retail **44.95**

As above without electric headlights or horn Bittersweet and Black color.
21-56073-2450 . . . . . Retail **34.95**

(C) DELUXE TRACTOR. Two speed, ball bearing chain drive. Gear shift changes gear ratio, knee action front fork gives smoother ride. Simulated motor block with realistic spark plugs. Adjustable spring-mounted seat. Trailer hitch and rear platform for extra rider. Red enamel finish with White and Silver trim Heavy tractor type, semi-pneumatic 11x1¾-in. rear tires. 41-in long Chain guard and rear fenders. Wt. 42 lbs
21-56032-2330 Retail **32.95**

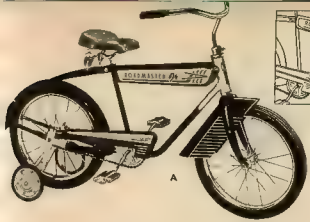
(D) CHAIN DRIVE TRACTOR. Bicycle type ball bearing chain drive with adjustable seat, trailer hitch for extra rider. Heavy duty, semi-pneumatic 9¾x1¾-in. tractor type rear tires Red baked enamel finish, White trim 38-in. long, 27-in. wide. Wt. 32 lbs.
21-56040-1520 . . . . Retail **21.95**

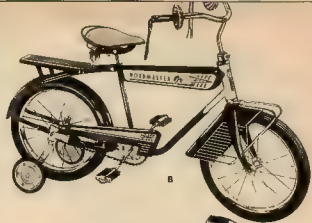
(E) MURRAY DELUXE TRACTOR. Bicycle type ball bearing chain drive Realistic motor tone shift. Heavy gauge steel body finished in bright Red enamel with aluminum trim. All steel spring type seat is adjustable. 1¾-in semi-pneumatic tractor tires Seat and steering wheel Black, White wheels 10-in. rear wheels, 8-in. front wheel. 38½ in. long. Shpg. wt. 39 lbs.
21-56164-1960 . . . . . Retail **27.95**

(F) BALL BEARING DUMP TRAC. The perfect accessory for the boy who owns any of the tractors shown on this page. Attaches easily to the accessory book under the driver's seat. Can be put on or removed by the smallest of children. Dump box easily operated from seat 8-in ball bearing wheels with ⅝-in. solid rubber tires. Black fabric type seat pad. Body finished in Vermilion baked enamel, white trim. Length, 33-in.; 15½-in. wide Shpg. wt. 16 lbs
21-56172-700 . . . . . Retail **9.95**

(G) RIDE-ON SERVICE TRUCK. Heavy gauge smooth steel body with bright baked enamel finish. Easily steered by smallest child. Hand operated winch has secure locking device, strong chain. Solid rubber tires on heavy metal wheels Polished hub caps Sturdily reinforced construction, 32-inches long, 15-inches high, 9-inches to seat. Wt 14½ lbs
21-56081-530 Retail **7.95**

(H) "SIT-N-RIDE" DUMP TRUCK. Big, sturdy, heavy gauge steel dump truck that can be ridden and steered just like the big ones on the highway! Has comfortable, formed saddle seat that is easy to remove. Lock lever dumps truck bed. Here's a toy that is packed with plenty of fun and action for hours of play. 26¾x7¾x9-in. Wt. 10 lbs.
21-56099-397 . . . Retail **5.95**





SIDEWALK BIKES, WHEEL TOYS

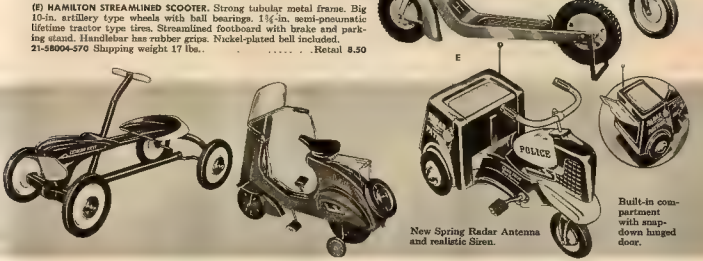
(A) AMF JUNIOR ROADMASTER SIDEWALK BIKE. Converts easily from boy's to girl's model—tank is hinged at front and snaps down from rear support. 1¼ in. tubular steel frame. FLITE-LINE design fenders. Ball bearing wheels, 1¾ in. puncturepoof, semi-pneumatic molded rubber tires. Chrysler oilite bearings in crankcase. Chrome plated handlebar. Plastic grips, 5-in. removable training wheels Rubber saddle, coil springs.
16-IN. MODEL. Ages 3 to 7. Ebony Black with Red, White trim.
21-55521-1900 Silver finish wheels. Shpg. wt. 36 lbs. . . . . Retail **24.95**
14-IN. MODEL. Ages 2 to 6. Indian Red with White trim. Silver wheels.
21-55513-1670 Shpg. wt. 33 lbs. . . . . Retail **21.95**

(B) JUNIOR DELUXE ROADMASTER SIDEWALK BIKE. 16-in. model converts from boy's to girl's model new design tank is hinged at front and snaps down from rear support bracket. Strong 1¼-in. tubular steel frame. 1¾-in. molded semi-pneumatic puncturepoof tires. Chrysler oilite bearings in crankcase. Chrome plated handlebar. Luggage carrier. Ball bearing pedals Removable 5-in. training wheels. Deluxe two-tone padded vinyl saddle with chrome plated double coil springs. Flamboyant Green finish with White trim. Silver finish wheels. Wt 40 lbs.
21-55539-2130 Retail **27.95**

(C) HEDSTROM "CIRCLE H" SIDEWALK BIKE. Ages 3 to 7 Big 16-inch model Tank is removable for use as boy's or girl's model Includes flintlock buffalo gun and scabbard with fringe, saddle bags, rubber grips and streamers 1¼-in. tubular steel frame. Adjustable saddle with Tan simulated leather top, White trim. 1¾-in. semi-pneumatic tires. 5-in. training wheels are removable Double block rubber pedals ⅝-in. tubular steel handlebar is adjustable Silver Gray finish with White enamel wheels.
21-55547-2380 Shipping weight 38 lbs. . . . . Retail **33.95**

(D) RADIO DELUXE SCOOTER. 38-in. long. 34-in. high. Big 10-in. wheels with 1¾-in. semi-pneumatic tires. "Congo" bearings.
21-58020-383 Shipping weight 15 lbs. . . . . Retail **5.50**
RADIO SUPER SCOOTER. (not shown) 7x1¾-in. tires.
21-58012-270 30-in. high. 33-in. long. Wt. 9 lbs. . . . . Retail **3.95**

(E) HAMILTON STREAMLINED SCOOTER. Strong tubular metal frame. Big 10-in. artillery type wheels with ball bearings. 1¼-in. semi-pneumatic lifetime tractor type tires. Streamlined footboard with brake and parking stand. Handlebar has rubber grips. Nickel-plated bell included.
21-58004-570 Shipping weight 17 lbs. . . . . Retail **8.50**



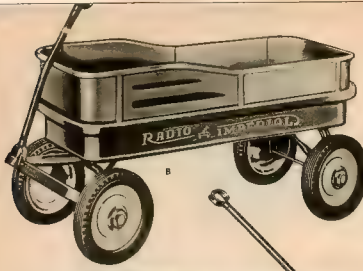
New Spring Radar Antenna and realistic Siren.

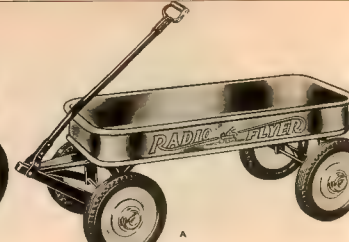
Built-in compartment with snap-down hinged door.

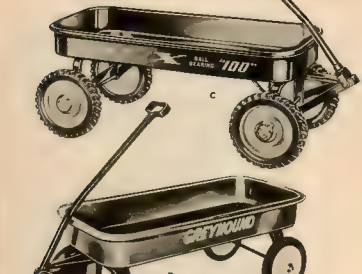
BLAZON CATALINA RACER. Speedy funmobile Rugged 2-piece heavy steel tube frame with safety turned edges. Big 10-in. wheels with 1¼-in semi-pneumatic tires. Oil-impregnated bronze bearings throughout Adjustable seat. White vinyl grips. Weather-resistant finish in Red and White.
21-56024-990 Wt. 26 lbs. . . . . Retail **14.95**

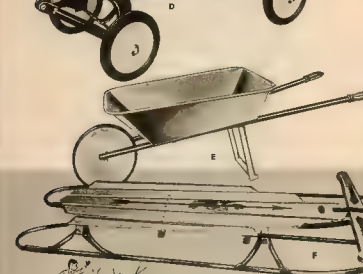
CASTELLI "MOTOR BIKE". New ball bearing design for free, easy pedaling. Bicycle type chain drive. Bright Red enamel finish with chrome trim and wire rack on back fender. Includes trainer wheels and windshield. Big saddle seat and handlebar are adjustable. 38-in. long, 32-in high, and 17-in. wide.
21-56016-1890 Wt. 29 lbs. . . . . Retail **26.95**

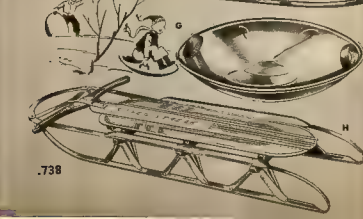
MURRAY POLICE RADAR PATROL CYCLE. Heavy gauge body steel base with ball bearing chain drive mechanism. Ball bearing wheels. 1¼ in. semi-pneumatic front, 1¼ in. rear tires. Fathom Blue baked enamel body. Tank is White with Red trim. 36 in. long.
21-56006-2120 Wt. 36 lbs.
Retail **29.95**











WAGONS AND SLEDS

(A) RADIO FLYER WAGON. A wagon sure-fire to please any youngster. Equipped with 10x1¾-inch diameter chevron type, semi-pneumatic, puncturepoof tires for smooth, speedy riding. Smooth one piece steel body finished in bright Red baked enamel. Wheels are sparkling Gray enamel finished with Red stripes. Guaranteed "Congo" oilless lifetime bearings that actually improve with use Black gear and handle. Body is 34x15½x4¼ inches overall.
21-56511-705 Shpg. wt. 33 lbs. . . . . Retail **9.95**

(B) RADIO IMPERIAL RANCHER WAGON. Large enough to hold two large milk cans. Interlocking steel stake panels are removable for use as coaster wagon. Body with panels is 41½x17½x10 inches high. Molded semi-pneumatic, puncturepoof tires are 10x1¾ inches. Guaranteed "Congo" oilless, "Lifetime" bearings. Heavy duty running gear. Maroon baked enamel body with Blue and White panels. Wheels are White with Maroon stripes. Wt 46 lbs.
21-56503-1330 . . . . . Retail **19.95**

(C) REX "100" BALL-BEARING COASTER WAGON. Sturdy "workhorse" coaster wagon with tractor type, semi-pneumatic molded, puncturepoof tires in 8x1¾ in. size for smoother riding. Has Maroon baked enamel body 34x15½x4-inch with Gray ball bearing wheels. Gear and handle are Black. ½-inch diameter axle is constructed to withstand the most rigorous kind of use.
21-56537-595 Shpg. wt. 28 lbs. . . . . Retail **8.95**

(D) HAMILTON GREYHOUND COASTER WAGON. Gracefully designed body 28½x18x3½-inch with ½-inch wide top ledge. Stamped and drawn from 1-piece cold rolled steel—no seams, joints or welds to break. Reinforced bottom. Rust resistant. 6 in. wheels, ¾ in. rubber tires, "lifetime" bearings. Bright finished hub caps. Sturdy Black finished undergear. Red baked enamel body
21-56602-233 White wheels. Wt. 12 lbs. . . . . Retail **3.50**

(E) ALL-STEEL WHEELBARROW. A wheelbarrow to delight the heart of any youngster. Strong, 1-piece steel barrow with tubular steel handles, ½-inch tire. Finished in beautiful baked on Red enamel. One piece steel bed is 17½x15x6½ inches. Overall length is 33 inches 7-inch wheel. Aluminum color wheel disc. Rubber handle grips
21-56669-197 Wt. 6 lbs. . . . . Retail **2.98**

(F) FLEXIBLE FLYER SLEDS. Racing sleds with exclusive steering feature that almost doubles the steering range. Speedy grooved runners. Two-tone color harmony. Steel bumpers with distinctive new chrome finish. Modern air-flow deck adds to racy appearance. 13¼ in. wide.
21-57071-1050 51-inch. Wt. 13 lbs. . . Retail **15.75**
21-57063-975 47-inch. Wt. 12 lbs. . . . . Retail **14.45**
Same as above but with Red and Black finish bumper.
21-57055-860 44-inch. Wt. 10 lbs. . . . . Retail **12.95**

(G) SLIDIN' SAUCER. Sensational "sledding" with this new 26-inch diameter saucer. Whirls, twists or goes straight. Perfectly safe for even the tiniest toddler because it won't tip over. Made of heavy 20 gauge cold rolled steel with smooth rolled edges. Heavy duty web hand straps. Bright Red baked on enamel finish. Pull rope included.
21-57006-340 Shpg. wt. 8 lbs. . . . . Retail **4.98**

(H) SILVER STREAK SLED. Highest flexibility for easy steering with famous patented "V" steering. Streamline construction with lower rear deck and raised front. Deck is finished in Red, Blue and Silver. High carbon crucible, T-shaped, grooved steel runners with closed ends for maximum safety. Deck is built of selected hardwood with metal undergear finished in aluminum.
21-57154-597 58 inches long. Wt. 24 lbs. . . . . Retail **8.95**
21-57147-565 52 inches long. Wt. 22 lbs. . . . . Retail **8.45**
21-57139-497 46 inches long. Wt. 19 lbs. . . . . Retail **7.45**
21-57121-397 40 inches long. Wt. 16 lbs. . . . . Retail **5.95**

THERE'S MUSIC IN THE AIR there's accurate time in the room for milady... **30-HOUR MUSICAL ALARM**. Distinctively styled enamel finish case with gilt trim. 4×3-½×1-½". Raised gilt figures and hour indicators; luminous hands and hour dots. Specify from selection of these beautiful colors: light blue, ivory, pink, or brown.

PW50 ..... List **$21.22** . . . Retail **$16.95**

originality ... plus charm

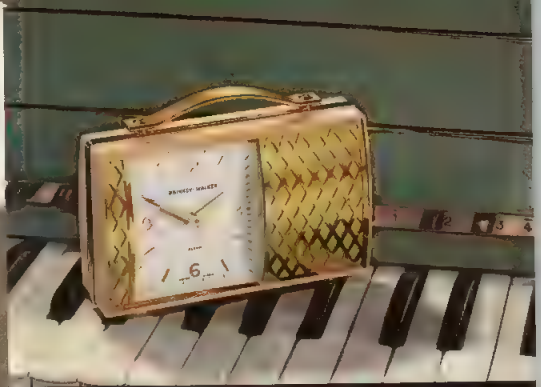
COLONIAL CANDLESTICK-CLOCK . highlighting a new concept in fashion... truly inspiring; a classic in simplicity. Gilt case, **30-HOUR 7 JEWEL DESK/ BOUDOIR ALARM.** Raised gilt figures, hour indicators; luminous hands, hour dots 3×5"

PW45 ..... List **$21.22** . .. ... Retail **$16.95**

DESK MATES superb for time, poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators; luminous hands, dots. 4-¾×1-½×3-¼".

PW36 .. ... List **$15.30** ... . Retail **$12.95**

"write" on time...be ready...



Phinney-Walker

accurate - dependable - attractive

TIME FOR DECOR .. charming for the home, precise for the office... **8-DAY WALL CLOCK.** Silver finish dials, ornamental gilt wall fixture. Black minute markings. 9-½" diameter; 6-½" dial; 2-½" depth.

(N) Gilt finish case, hands: brown color cord
PW51 List **$30.60** Retail **$24.50**

(P) Bronze finish case, hands, gold color cord.
PW52 List **$30.60** Retail **$24.50**

Prices subject to 10% federal excise tax. Copyright 1957

largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES . or staying home. Improved, slender "New-Look" **30-HOUR DESK/TRAVEL ALARM.** Gilt trim on Texol case, harmonizing lining Luminous figures and hands 3-½×3-½×1-½" Specify choice of colors tan, blue, brown alligator maroon, green

PW27 . . . . List **$8.60** . . Retail **$6.95**

PARTNER IN TIME, folds compactly for the getaway, unfolds smartly to serve time **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case Full luminous figures, hands, 3-3/16×3-7/16×1-½". Specify choice of colors: brown alligator, tan, red, green, blue

PW28 . . List **$8.60** Retail **$6.95**

A WEEK'S TIME .. hours and minutes while away accurately on desk or road... **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full gilt numerals, luminous hour dots and hands. 3-¾×3-¾×1-½". Specify choice of colors: brown lizard, tan or red pig, brown alligator

PW80 List **$14.98** . . . . Retail **$11.95**

Phinney-Walker time makers for more than 40 years

see it "tick-tock"..; through gay colors

TIME FOR ROYALTY .styled like a jewel, accurately timed revealingly transparent. **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators, hands and hour dots glow in the dark. 3-½×3-1/16×1-½". Beautiful gay pastel colors (specify choice): rose, clear white, amber or light blue to blend with today's decor accents

PW30 . . . . . List **$11.20** . . . . . Retail **$8.95**

(F) PIONEER TRAVELER tomorow's style .. today's time, with the keynote Dependability. **30-HOUR 7-JEWEL DESK/TRAVEL ALARM.** Gilt trim genuine leather case; scalloped-motif bezel. Gilt figures, hour indicators on distinctive background Luminous hour dots, hands Size 3x2-¾×1-½. Specify choice of colors: red, pig, brown, blue.

PW70 . List **$14.00** Retail **$10.95**

(G) HAPPY LANDING . for setting your course on a good time, consider this most appreciated gift **30-HOUR DESK/TRAVEL ALARM** Gilt trim genuine leather case; new scalloped motif bezel Gilt figures, hours indicators on gilt circle background. Luminous hour dots, hands Size 3x 3-¾×1½. Specify color, blue, pig, red, brown

PW19 . List **$11.20** Retail **$8.95**

TREASURED TIME whenever you go, wherever you stop, be ready with dependable time. **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands 3-½×3-3/16×1-½". Specify choice of color pig, blue, brown alligator red

PW88 List **$19.94** Retail **$15.95**

Prices subject to 10% federal excise tax

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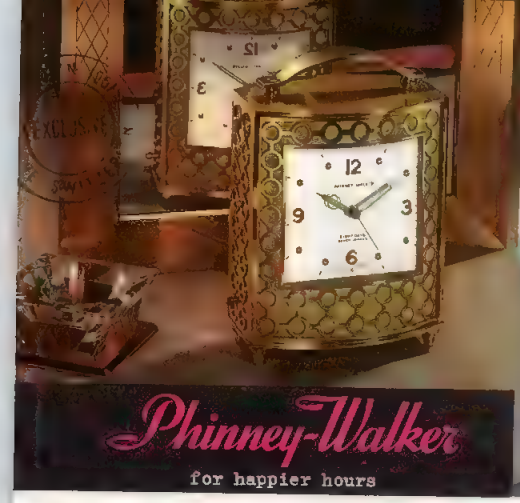
nationally known . mechanically perfect . fully guaranteed . always desired



DUPLEX TWIN-DIAL . tells time front and back. Improved **8-DAY, 7-JEWEL ALARM.** A distinguished flair of elegance. Satin finish gilt case, grille-motif backgrounds. Handle on top. 3-½×3-½×2-½". Raised gilt figures, hour indicators, luminous hour dots and hands.

PW89 . . . . . List $40.60 . . . . . Retail $32.50

BLAZING RHINESTONES dainty and dazzling for the boudoir . **30-HOUR ALARM.** Gilt finish case. Gilt figures; luminous hours, hands. With black faille envelope case. 2-⅝×2-½×1-¼". Choice of stone colors (specify): aqua, crystal or rose.

PW34 List $16.30 . . . . . Retail $12.95

to brighten milady's boudoir

Phinney-Walker

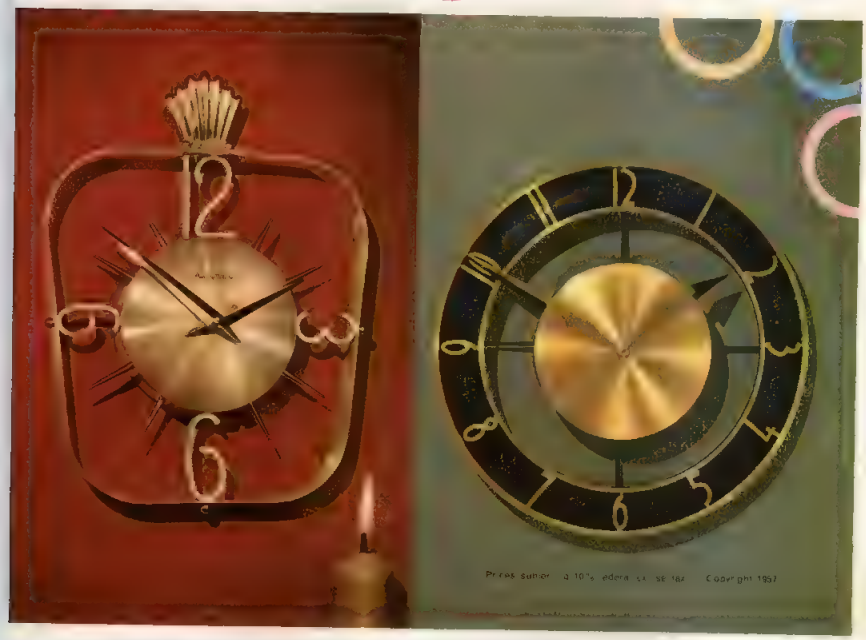
for happier hours

SHADOW-BOX DECOR. .sheer beauty that's lovely to look at... Practical for any room. **8-DAY WALL CLOCK** with gilt color frame. Deep-set figures silhouetted with pointed hour indicators. Ornamental Gilt wall attachment. Two-tone hands. 12×9×1-¼".

PW53 List $24.96 . . . . . Retail $19.95

TOO BEAUTIFUL.. FOR WORDS. 8-DAY WALL CLOCK in a gala array of glamorous colors. Here's a decorator's dream come true. A fascinating harmony of gilt trim; raised gilt figures, on a background choice of alluring colors certain to add cheer to any home or office. 10×2". Specify color choice: jet black, mellow pink, azure blue, shell beige, stark white, Nile green, autumn brown.

PW54 . . . . . List $17.50 . . . . . Retail $13.95



worth crowing about ...

ROOSTERS RHAPSODY.. REPEATER ALARM. featuring 12 gentle, intermittent rings to awaken you gently, followed by a steady ring, sufficient to arouse the heavy sleeper. An accomplishment...that's remarkably new... granting consideration to others **30-HOUR DESK/TRAVEL REPEATER ALARM.** In sturdy Texol case with polished gilt trim. Full luminous figures, hands. 3-⅝×3-⅜×1-¼. Specify choice of colors brown alligator, tan, blue green, red.

PW55 . . . List **$13.72** Retail **$10.95**

Phinney-Walker

time makers for more than 40 years

it's a calendar.. it's an alarm

APPOINTMENT FOR A GOOD TIME . conveniently shows the time and date **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands 4-⅜×4-¾", overall height 4-⅝ ".

PW33 .....List **$18.70** ....Retail **$14.95**

PEN-SET DUET .. Time and weather for the busy executive, secretary or collegian **30-HOUR ALARM AND BAROMETER.** Gilt case adjustable pen holders with two Paper-Mate Desk Pens Raised gilt figures, hour indicators. Luminous hour dots, hands 7-⅜×2×3"

PW31 List **$31.20** . . . . . .Retail **$24.95**

"write" on time ... come rain or shine

(T) TUCK-AWAY... when on the go for business or pleasure.. **30-HOUR DESK TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Raised gilt figures, indicators, with luminous hands and hour dots Genuine leather envelope case 2-¼×2-¾". Specify color choice tan, brown, maroon, green

PW424 . List **$14.08** Retail **$10.95**

(U) CONVERTIBLE, . streamlined for desk or travel **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather Richly designed dial, raised gilt figures, luminous hands; hour dots Slides open to 5-⅛×2-⅜×1 ⅛", close to 3-3/16" Specify color pig or red

PW35 List **$20.00** Retail **$15.95**

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largest selling folding traveling clocks in america . . . perfect for gifts

GOING PLACES . or staying home. Improved, slender "New-Look" **30-HOUR DESK/TRAVEL ALARM.** Gilt trim on Texol case, harmonizing lining Luminous figures and hands 3-½×3-½×1-½" Specify choice of colors tan, blue, brown alligator maroon, green

PW27 . . . . List **$8.60** . . Retail **$6.95**

PARTNER IN TIME, folds compactly for the getaway, unfolds smartly to serve time **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case Full luminous figures, hands, 3-3/16×3-7/16×1-½". Specify choice of colors: brown alligator, tan, red, green, blue

PW28 . . List **$8.60** Retail **$6.95**

A WEEK'S TIME .. hours and minutes while away accurately on desk or road... **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full gilt numerals, luminous hour dots and hands. 3-¾×3-¾×1-½". Specify choice of colors: brown lizard, tan or red pig, brown alligator

PW80 List **$14.98** . . . . Retail **$11.95**

Phinney-Walker time makers for more than 40 years

see it "tick-tock"..; through gay colors

TIME FOR ROYALTY .styled like a jewel, accurately timed revealingly transparent. **30-HOUR DESK/BOUDOIR ALARM.** Gilt figures and hour indicators, hands and hour dots glow in the dark. 3-½×3-1/16×1-½". Beautiful gay pastel colors (specify choice): rose, clear white, amber or light blue to blend with today's decor accents

PW30 . . . . . List **$11.20** . . . . . Retail **$8.95**

(F) PIONEER TRAVELER tomorow's style .. today's time, with the keynote Dependability. **30-HOUR 7-JEWEL DESK/TRAVEL ALARM.** Gilt trim genuine leather case; scalloped-motif bezel. Gilt figures, hour indicators on distinctive background Luminous hour dots, hands Size 3x2-¾×1-½. Specify choice of colors: red, pig, brown, blue.

PW70 . List **$14.00** Retail **$10.95**

(G) HAPPY LANDING . for setting your course on a good time, consider this most appreciated gift **30-HOUR DESK/TRAVEL ALARM** Gilt trim genuine leather case; new scalloped motif bezel Gilt figures, hours indicators on gilt circle background. Luminous hour dots, hands Size 3x 3-¾×1½. Specify color, blue, pig, red, brown

PW19 . List **$11.20** Retail **$8.95**

TREASURED TIME whenever you go, wherever you stop, be ready with dependable time. **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands 3-½×3-3/16×1-½". Specify choice of color pig, blue, brown alligator red

PW88 List **$19.94** Retail **$15.95**

Prices subject to 10% federal excise tax

Copyright 1957

nationally known . mechanically perfect . fully guaranteed . always desired

THERE'S MUSIC IN THE AIR there's accurate time in the room for milady... **30-HOUR MUSICAL ALARM**. Distinctively styled enamel finish case with gilt trim. 4×3-½×1-½". Raised gilt figures and hour indicators; luminous hands and hour dots. Specify from selection of these beautiful colors: light blue, ivory, pink, or brown.

PW50 ..... List **$21.22** . . . Retail **$16.95**

originality ... plus charm

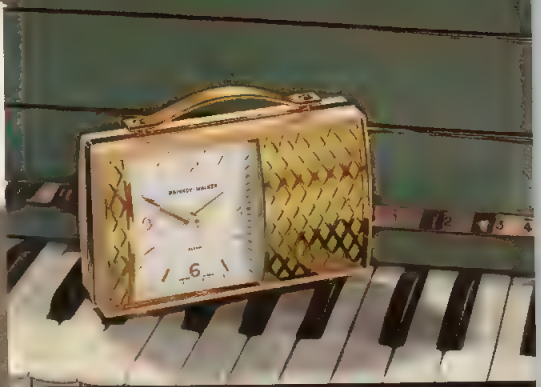
COLONIAL CANDLESTICK-CLOCK . highlighting a new concept in fashion... truly inspiring; a classic in simplicity. Gilt case, **30-HOUR 7 JEWEL DESK/ BOUDOIR ALARM.** Raised gilt figures, hour indicators; luminous hands, hour dots 3×5"

PW45 ..... List **$21.22** . .. ... Retail **$16.95**

DESK MATES superb for time, poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators; luminous hands, dots. 4-¾×1-½×3-¼".

PW36 .. ... List **$15.30** ... . Retail **$12.95**

"write" on time...be ready...



Phinney-Walker

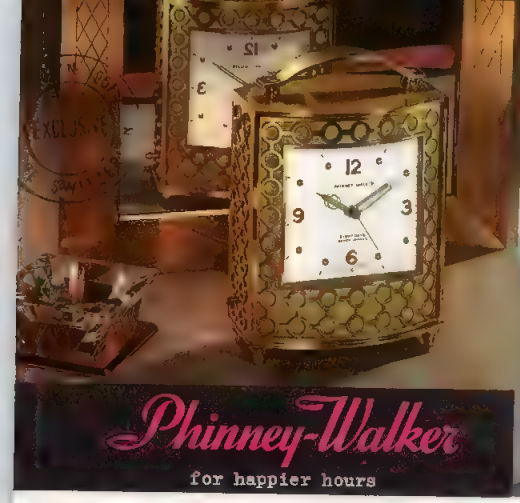
accurate - dependable - attractive

TIME FOR DECOR .. charming for the home, precise for the office... **8-DAY WALL CLOCK.** Silver finish dials, ornamental gilt wall fixture. Black minute markings. 9-½" diameter; 6-½" dial; 2-½" depth.

(N) Gilt finish case, hands: brown color cord
PW51 List **$30.60** Retail **$24.50**

(P) Bronze finish case, hands, gold color cord.
PW52 List **$30.60** Retail **$24.50**

Prices subject to 10% federal excise tax. Copyright 1957



DUPLEX TWIN-DIAL . tells time front and back. Improved **8-DAY, 7-JEWEL ALARM.** A distinguished flair of elegance. Satin finish gilt case, grille-motif backgrounds. Handle on top. 3-½×3-½×2-½". Raised gilt figures, hour indicators, luminous hour dots and hands.

PW89 . . . . . List $40.60 . . . . . Retail $32.50

BLAZING RHINESTONES dainty and dazzling for the boudoir . **30-HOUR ALARM.** Gilt finish case. Gilt figures; luminous hours, hands. With black faille envelope case. 2-⅝×2-½×1-¼". Choice of stone colors (specify): aqua, crystal or rose.

PW34 List $16.30 . . . . . Retail $12.95

to brighten milady's boudoir

Phinney-Walker

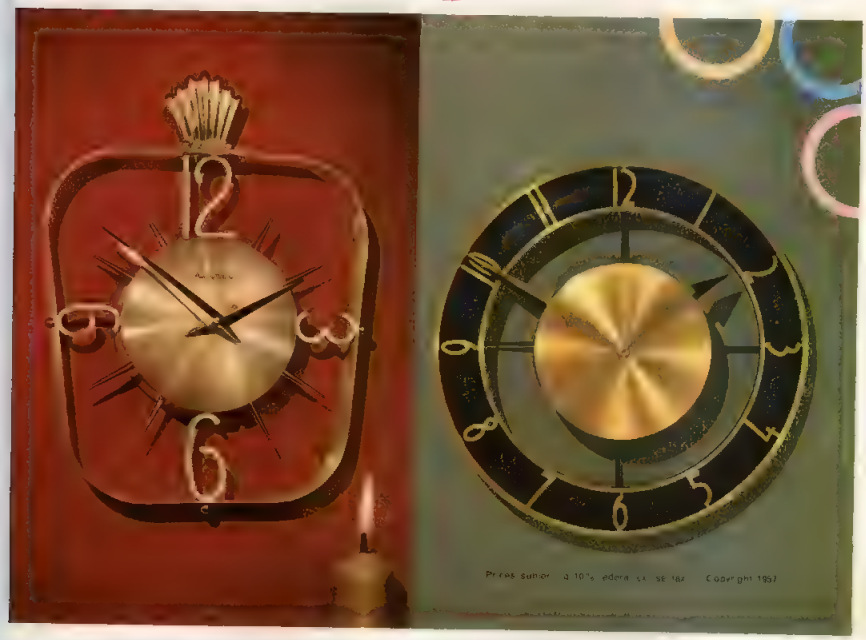
for happier hours

SHADOW-BOX DECOR. .sheer beauty that's lovely to look at... Practical for any room. **8-DAY WALL CLOCK** with gilt color frame. Deep-set figures silhouetted with pointed hour indicators. Ornamental Gilt wall attachment. Two-tone hands. 12×9×1-¼".

PW53 List $24.96 . . . . . Retail $19.95

TOO BEAUTIFUL.. FOR WORDS. 8-DAY WALL CLOCK in a gala array of glamorous colors. Here's a decorator's dream come true. A fascinating harmony of gilt trim; raised gilt figures, on a background choice of alluring colors certain to add cheer to any home or office. 10×2". Specify color choice: jet black, mellow pink, azure blue, shell beige, stark white, Nile green, autumn brown.

PW54 . . . . . List $17.50 . . . . . Retail $13.95



worth crowing about ...

ROOSTERS RHAPSODY.. REPEATER ALARM. featuring 12 gentle, intermittent rings to awaken you gently, followed by a steady ring, sufficient to arouse the heavy sleeper. An accomplishment...that's remarkably new... granting consideration to others **30-HOUR DESK/TRAVEL REPEATER ALARM.** In sturdy Texol case with polished gilt trim. Full luminous figures, hands. 3-⅝×3-⅜×1-¼. Specify choice of colors brown alligator, tan, blue green, red.

PW55 . . . List **$13.72** Retail **$10.95**

Phinney-Walker

time makers for more than 40 years

it's a calendar.. it's an alarm

APPOINTMENT FOR A GOOD TIME . conveniently shows the time and date **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands 4-⅜×4-¾", overall height 4-⅝ ".

PW33 .....List **$18.70** ....Retail **$14.95**

PEN-SET DUET .. Time and weather for the busy executive, secretary or collegian **30-HOUR ALARM AND BAROMETER.** Gilt case adjustable pen holders with two Paper-Mate Desk Pens Raised gilt figures, hour indicators. Luminous hour dots, hands 7-⅜×2×3"

PW31 List **$31.20** . . . . . .Retail **$24.95**

"write" on time ... come rain or shine

(T) TUCK-AWAY... when on the go for business or pleasure.. **30-HOUR DESK TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Raised gilt figures, indicators, with luminous hands and hour dots Genuine leather envelope case 2-¼×2-¾". Specify color choice tan, brown, maroon, green

PW424 . List **$14.08** Retail **$10.95**

(U) CONVERTIBLE, . streamlined for desk or travel **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather Richly designed dial, raised gilt figures, luminous hands; hour dots Slides open to 5-⅛×2-⅜×1 ⅛", close to 3-3/16" Specify color pig or red

PW35 List **$20.00** Retail **$15.95**

Prices subject to 10% federal excise tax. Copyright 1

SKYSWEEPER IN TRAVELING POSITION

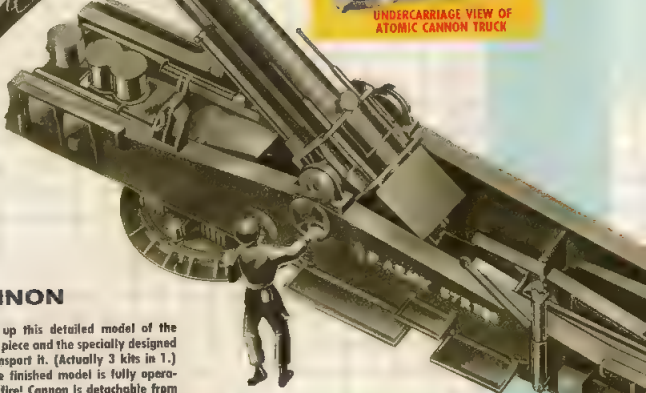
M 552
75mm RADAR AA Gun SKYSWEEPER

When this kit is constructed, the only description that fits is "Jewel-Like." Every detail of this automatic radar AA weapon is faithfully reproduced with 134 precision parts capturing all of the intricate, functional features of the prototype. Completed model has 34 individual operating assemblies including gun barrel that actually demonstrates recoil action. Magazine contains shells which can be loaded or unloaded thru rotating munition retainer. Kit complete with 5 lifelike crew members consisting of Commander, Radar Operator, Computor Operator, Loader and Asst. Loader. Authentic decals included.

Packed: 1 dozen to carton
Weight: 9½ lbs.

32" LONG

UNDERCARRIAGE VIEW OF ATOMIC CANNON TRUCK



M 553
280 mm Gun
ATOMIC CANNON

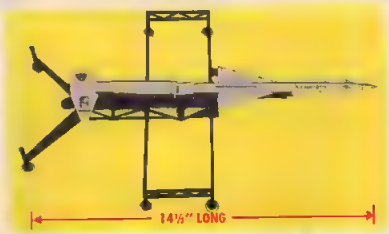
It takes 279 parts to make up this detailed model of the Army's largest mobile artillery piece and the specially designed front and rear trucks that transport it. (Actually 3 kits in 1.) Super-detailed throughout, the finished model is fully operative . . . it does everything but fire! Cannon is detachable from trucks and elevates by hand wheel and gear train. Gun barrel telescopes 6" from travelling position to firing position. Each truck has six free rolling wheels. Kit complete with 7 lifelike crew members consisting of Commander, 2 drivers, 2 munition haulers with cart and shells, 2 gunners. Authentic decals included.

Packed: 1/3 dozen to carton
Weight: Approx. 10 lbs.

RENWAL
BLUEPRINT
MODELS
BUILD THE FINEST

ONLY RENWAL BLUEPRINT MODELS OFFER ALL THESE SELLING FEATURES!

- EVERY MODEL FULLY OPERATIVE
- ALL MODELS IN M SERIES MADE TO THE SAME SCALE!
- DESIGNED FOR "NO SHOW" CEMENTING... ELIMINATES SMEARS ON FINISHED MODEL
- HIGH IMPACT PLASTIC PARTS ENGINEERED FOR EASY, PERFECT ASSEMBLY!
- ALL KITS COMPLETE WITH LIFE LIKE COMBAT CREWS!



M 550
SURFACE TO AIR GUIDED MISSILE NIKE...

The famous Nike... guardian of American cities... now reproduced in dramatic, museum quality detail. 81 parts, molded in authentic white and olive drab colors. Projectile, missile rail, elevating rail, elevating mechanism completely operative when model is assembled. This kit is designed so that additional kits can be joined to form realistic battery of launchers. Kit complete with 3 lifelike crew members consisting of Commander, Sentry, Technician. Authentic decals included.

Packed: 1 dozen to carton.

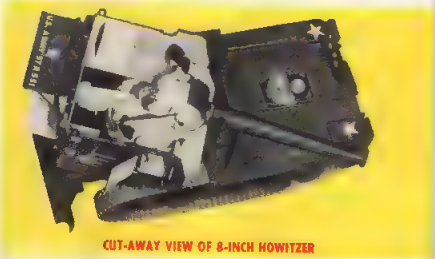
Weight: Approx. 7½ lbs.

RENWAL, MINEOLA, N.Y.

RENWAL

BLUEPRINT MODEL KITS

3 Years of Research and Development . . . Now Introducing a Distinctively New Line of Kits . . . So Realistic in Design, So Exciting in Operational Features, So Rewarding to the Builder . . . they add a New Dimension to Model Making!



CUT-AWAY VIEW OF 8-INCH HOWITZER

M 551
Self Propelled
8 inch HOWITZER

138 parts that make up the most authentically detailed kit ever offered in any price range. When assembled, the builder has a model that truly captures all the power and excitement of this famous Army weapon. Renwals engineering insures positive assembly and exclusive "NO SHOW" cementing design eliminates all messy stains. Assembled model has 37 authentic operating parts that include all doors, hatches, gun, turret, engine, trend and wheel. Detailed interior is visible through operating doors. Kit comes complete with 6 lifelike crew members consisting of Commander, Driver, Gunner, Loader, Radio Operator and Technician. Authentic Decals included.

Packed: 1 dozen to carton

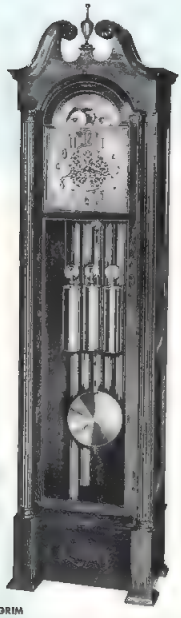
Weight: Approx 17 lbs.

RENWAL, MINEOLA, N.Y.

Revere

Chiming Electric FLOOR CLOCKS

Here are masterworks of the clockmaker's art . . . each of them a strikingly beautiful piece of furniture and a brilliant triumph of precision engineering. Their faultless electric movements are housed in cases of the rarest woods, carefully selected from all over the world, painstakingly fashioned by the most skilled cabinet-makers.

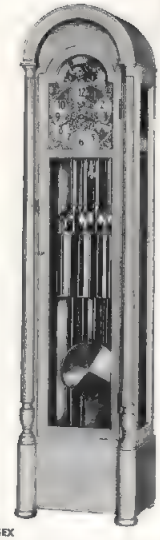


PILGRIM

Tall and graceful, with the authentic Colonial lines of early America. Case of Honduras Mahogany, features beaded columns and top-and-bottom overlay trims. Gold dial with moving moon. 80" high, 20¾" wide, 11¾" deep.

Westminster Chimes,
5 tubular bells

Retail $605.00 List $701.80



SUSSEX

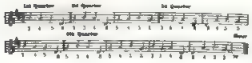
Styled in the true Sheraton tradition, and cased in beautiful light blond Honduras Mahogany. Also available in brown mahogany finish. Beaded columns. Gold dial with moving moon. 69¾" high, 16½" wide, 12" deep.

Retail $640.00 List $742.40

Blond finish slightly higher

The melody of Westminster Chimes, known and loved throughout the world, is faithfully reproduced in all Revere Clocks. This famous melody was composed in 1793 by William Crotch for the University Church of St. Mary, at Cambridge. It has been known as the Westminster Chimes since 1859, when it was chosen for the great clock tower of the Houses of Parliament in Westminster, London. The melody, inspired by a Handel symphony, was given these words, written by an unknown author

"Lord through this hour
Be thou our guide
So, by Thy power
No foot shall slide"



HALE

An exquisite clock for the smaller room. Styled in Colonial, with Honduras Mahogany case and beaded columns. Gold dial, moving moon. 75½" high, 18¾" wide, 12" deep.

Westminster Chimes,
5 tubular bells
Retail $585.00
List $678.60

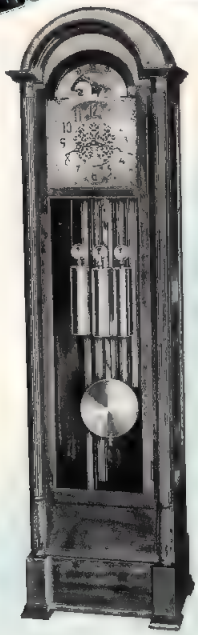
Federal Excise Taxes not included in prices listed. We reserve the right to change prices and specification without notice.

Floor Clock prices slightly higher on the West Coast

Revere

Chiming Electric
FLOOR CLOCKS

Revere clocks are a rare blend of the old and the new . . . the inherited skill of generations of master clockmakers, combined with the most advanced techniques of today. In the ageless beauty of traditional period styles or the smart simplicity of modern, Revere clocks are worthy of a proud place in the finest of homes. All Revere clocks have electric movements; all have the soft, mellow music of the beautiful Westminster chimes.

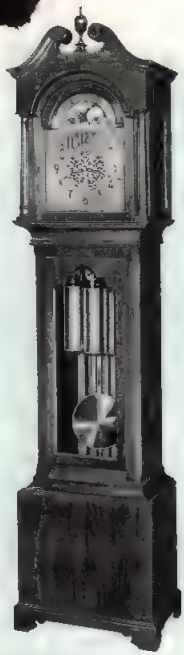


BENNINGTON

Combines the grace of Colonial with the stateliness of Sheraton. Honduras Mahogany case features top trim of sunburst matched Avodire veneer, with carved leaf motifs at bottom of beaded columns. Gold dial, moving moon. 79¾" high, 21⅜" wide, 14" deep.

Westminster Chimes,
5 tubular bells

Retail $675.00 List $783.00

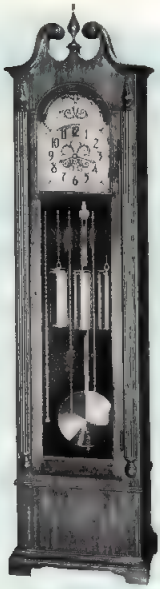


MONTICELLO

Every graceful line of this magnificent clock reflects the elegance of authentic Colonial styling. Case, with full fluted columns, is of Honduras Mahogany. Gold dial, moving moon. 86" high, 20" wide, 13½" deep.

Westminster Chimes,
5 tubular bells

Retail $745.00 List $864.20



GIRARD

Lovely Colonial styling in a petite model. Encased in Honduras Mahogany, with beaded columns. Gold finished dial, with bright golden scrolls, silver numeral circle. 74¼" high, 17⅞" wide, 10⅞" deep.

Westminster Chimes on
Symphony Chimetone rods

Retail $450.00 List $522.00

R-953
As graceful as a Gothic arch. Mahogany case, silver-finished dial, black Roman numerals, and gold hands. 10 ¼" high, 7⅛" wide.
Westminster Chimes
Retail $58.00
List $69.60

R-951
Styled in graceful, modern simplicity. Mahogany case with matched striped front. Silver dial with etched black numerals, gold color hands and bezel. 6⅞" high, 16¼" wide.
Westminster Chimes
Retail $55.00 List $66.00

R-947
Beautiful mahogany case, with matched striped front and base. Cut-out center dial is silver-finished, with black numerals and gold hands. 7⅛" high, 19½" wide.
Westminster Chimes
Retail $58.00 List $69.60

R-935
Smartly modern in every line, with a mahogany case and Bird's Eye Maple panels. Satin silver-finished dial has raised numerals. 8" high, 20¼" wide.
Westminster Chimes
Retail $73.00 List $87.60

R-939
Styled with distinction, for the smart, modern home. Mahogany case, two-tone finish. Silver-finished dial, cut-out center, raised gold numerals. 6½" high, 19" wide.
Westminster Chimes
Retail $61.00 List $73.20

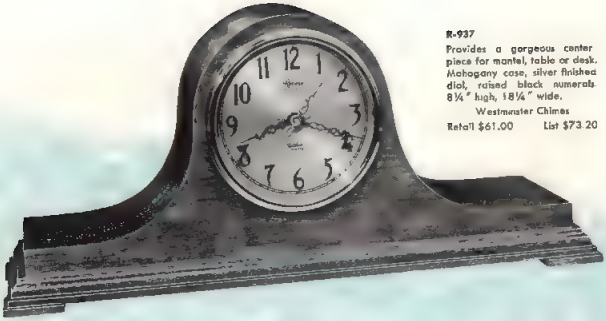
REVERE

Revere

Chiming Electric CLOCKS

The smaller Revere clocks—for mantel, table and desk—are worthy companions to the stately Revere floor clocks. They are offered in a wide choice of styles, to harmonize perfectly with any decorative theme. Just as with all Revere clocks, the melodious Westminster chimes make them as delightful to hear as they are to see.

R-955
Strikingly simple with sunburst design in black and gold. White dial in charming mahogany case. Black numerals, gold color hands. 11½" high, 8¼" wide.
Westminster Chimes
Retail $63.00
List $75.60



R-937
Provides a gorgeous center piece for mantel, table or desk. Mahogany case, silver finished dial, raised black numerals. 8¼" high, 18¼" wide.
Westminster Chimes
Retail $61.00 List $73.20

Revere

Chiming Electric CLOCKS

Whether the style you prefer is brilliantly modern or gracefully traditional, you may be certain that the Revere clock of your choice represents the ultimate in fine materials and meticulous craftsmanship. With each passing year you will cherish more its unerring accuracy, its beauty of appearance, and the friendly, musical voice of its chimes.

R-941
Stunningly smart, in harmony with the trend in modern decor. Blond Mahogany case. Silver-finished dial, cut-out center, raised gold numerals, gold hands. 6½" high, 19" wide.
Westminster Chimes
Retail $65.00 List $78.00

R-913
With graceful, sweeping lines to lend that extra touch of smartness. Mahogany case frames a handsome silver-finished dial, with cut-out center, gold color hands and bezel. 6¾" high, 16½" wide
Westminster Chimes
Retail $55.00 List $66.00

THE REVERE CLOCK COMPANY, *Cincinnati 6, Ohio*

RODANIA

Distributed only through leading
JEWELRY WHOLESALERS and MATERIAL SUPPLY HOUSES

N

5345 G DISCOMATIC PRINCE of supreme quality Swiss Chrome Steelback Water-Resistant SELFWINDER. Luminous dial Thin Stick or with arabic radium figures. 17 Jewels 11 ½". Incabloc Keystone 4700. **RETAIL $ 52.50**

5345 B same in R.G.P. Steelback Keystone 5200. **RETAIL $ 57.50**

5345 H same in All Stainless Steel Keystone 5200. **RETAIL $ 57.50**

O

5341 B DISCOMATIC CALENDAR Day of month magnified. Swiss R.G.P Steelback Water-Resistant SELFWINDER 17 Jewels 11 ½" Incabloc Keystone 7200. **RETAIL $ 82.50**

P

5346 H DISCOMATIC PRECISION in modern design Swiss All Stainless Steel Water-Resistant SELFWINDER, finest quality Stick radium dial, 17 Jewels 11½" Incabloc Keystone 5600. **RETAIL $ 62.50**

R

5349 B WRIST ALARM of futuristic design Swiss R.G.P Steelback Water-Resistant, luminous dial and hands, two unbreakable mainsprings 17 Jewels 11½" Incabloc Keystone 6500. **RETAIL $ 71.50**

5349 G same in Chrome Steelback Keystone 5600. **RETAIL $ 62.50**

RODANIA
ALARM

S

T

U V W X Y Z

S **565 S**

T **566 S**

Luxurious duo in 14 Kt. Gold
17 Jewels 6-8" Keystone 4700.
RETAIL $ 52.50

565 SI - 566 SI same with Incabloc Keystone 4900. **RETAIL $ 54.50**

U **567 SI** 2 Diamonds ablaze in 14 Kt white Gold, 17 Jewels 6-8" Incabloc Keystone 6500. **RETAIL $ 71.50**

V **568 SI** 4 Diamonds aglow in 14 Kt. white Gold, 17 Jewels 6-8" Incabloc Keystone 8000. **RETAIL $ 90.00**

W **569 SI** 6 Diamonds aflame in 14 Kt. white Gold, 17 Jewels 6-8" Incabloc Keystone 9600. **RETAIL $ 112.50**

X **507 S**

Y **508 S**

Z **509 S**

Pert and Precious, delicately designed in white or yellow 14 Kt. Gold 17 Jewels 5½" Keystone 5200
RETAIL $ 57.50

[A] **5374 H** Ultra Thin Swiss All Stainless Steel Pocket watch. Small second hand 17 Jewels 17" Keystone 4500. **RETAIL $ 49.50**

An official certificate from Swiss Observatory is supplied with each 5353 H CHRONOMETER, proving highest degree of accuracy.

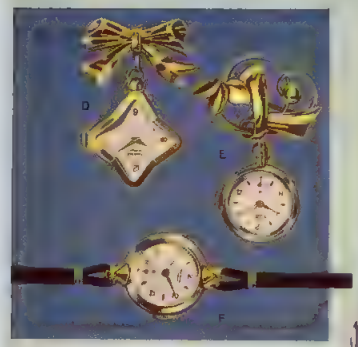
[B] **2981 G** SPORT MASTER Chronograph-Tachometer. 1/5 second division with 30 minutes recording. Swiss Chrome Steelback Water-Resistant Incabloc 17 Jewels Keystone 8000. **RETAIL $ 90.00**

[C] **5353 H** DISCOMATIC CHRONOMETER Reigning Monarch. Brilliantly designed Swiss Stainless Steel case, ultra modern dial. Water-Resistant 25 Jewels SELFWINDER 11 1/2" Incabloc Keystone 15000. **RETAIL $ 175.00**

RODANIA

- Fully Guaranteed
- Smarty Gift Boxed
- Electronically Tested
- Manually Timed
- Unbreakable Mainsprings

PRINTED IN SWITZERLAND



[D] **895 B** Latest LAPEL creation. Yellow R.G.P. Steelback with GOLD FILLED PIN 17 Jewels 6-8" Keystone 4700. **RETAIL $ 52.50**

[E] **896 B** same as above but 8 3/4" Keystone 4000. **RETAIL $ 45.00**

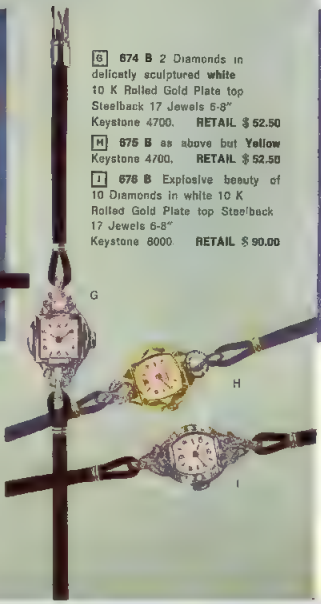
[F] **893 B** Graceful and easy-to-read Yellow R.G.P. Steelback 17 Jewels 8 3/4" Keystone 3350. **RETAIL $ 37.50**

793 B same with 7 Jewels Keystone 2500. **RETAIL $ 28.50**

[G] **674 B** 2 Diamonds in delicately sculptured **white** 10 K Rolled Gold Plate top Steelback 17 Jewels 6-8" Keystone 4700. **RETAIL $ 52.50**

[H] **675 B** as above but **Yellow** Keystone 4700. **RETAIL $ 52.50**

[I] **676 B** Explosive beauty of 10 Diamonds in white 10 K Rolled Gold Plate top Steelback 17 Jewels 6-8" Keystone 8000. **RETAIL $ 90.00**



[K] **687 B** Dramatic Bracelet Yellow R.G.P. Steelback with black enamel ornament 6-8" 17 Jewels Keystone 5200. **RETAIL $ 57.50**

[L] **686 A** Exciting Sophisticate Gold Filled Bracelet, yellow or white 17 Jewels 6-8" Keystone 5600. **RETAIL $ 62.50**

Presenting the

DISCOMATIC

Newest type in Automatics

Selfwinding watches by way of a rotating circular disk, that swings 360° and winds in both directions.

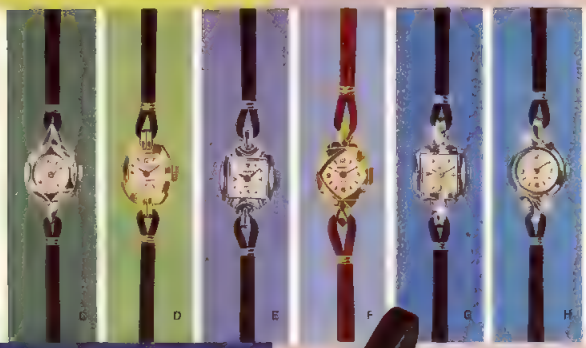
A **5338 B** DISCOMATIC QUEEN of casual elegance. Yellow Rolled Gold Plate top Steelback, Water-Resistant. SELFWINDING 17 Jewels 7 ¾" with INCABLOC Shock-protection Keystone 7200. **RETAIL $ 82.50**

B **5339 B** DISCOMATIC KING of majestic splendor. Yellow Rolled Gold Plate top Steelback, Water-Resistant. SELFWINDING 17 Jewels 11 ½" with INCABLOC Shock-protection Keystone 7200 **RETAIL $ 82.50**

RODANIA

Originators of the famous 25 Jewel Automatic Wrist Watch

Suppliers of Navigation and Pilot Chronographs to the ROYAL CANADIAN AIR FORCE



C **537 S**
D **538 S**
E **539 S**
F **540 S**

Bouquet from our royal garden of Gold, 14 Kt. yellow or white. Unbreakable mainspring 17 Jewels 5 ½" Keystone 6500. **RETAIL $ 71.50**

G **570 S** Sparkling fire of 2 Diamonds in white 14 Kt. Gold. 17 Jewels 5 ½" Keystone 8600. **RETAIL $ 97.50**

H **571 S** Striking flash of 4 Diamonds in white 14 Kt Gold, 17 Jewels 5 ½" Keystone 11200. **RETAIL $ 125.00**

I **572 S** Shimmering fantasy of 14 Diamonds in white 14 Kt Gold, 17 Jewels 5 ½" Keystone 13600. **RETAIL $ 150.00**

K **573 S** Swirling flurry of 18 Diamonds in white 14 Kt Gold, 17 Jewels 5 ½" Keystone 15200. **RETAIL $ 175.00**

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PRINTED IN SWITZERLAND

A **5340 B** Uniquely distinctive Ladies R.G.P. Steelback Water-Resistant CALENDAR Luminous dial 17 Jewels 6-8" Incabloc Keystone 5200. **RETAIL $ 57.50**

5340 G same in Chrome Steelback Keystone 4900. **RETAIL $ 54.50**

B **5342 G** Nurse's watch. Trim and modern Swiss Chrome Steelback Water-Resistant Luminous dial 17 Jewels 8 3/4" Incabloc Keystone 3550 **RETAIL $ 39.50**

5342 B same in R.G.P. Steelback Keystone 4000. **RETAIL $ 45.00**

5342 H same in All Stainless Steel Keystone 4000. **RETAIL $ 45.00**

C **5300 G** Finest quality Swiss Water-Resistant Chrome Steelback, arabic radium figure dial, 17 Jewels 11 1/2" Incabloc Keystone 3100. **RETAIL $ 35.00**

5300 B same in R. G. P. Steelback Keystone 3550. **RETAIL $ 39.50**

5300 H same in All Stainless Steel Keystone 3600. **RETAIL $ 42.50**

D Same as 5300 G, 5300 B, 5300 H but with Thin Stick luminous dials

E **5348 B** Sleek Aristocrat-Rolled Gold Plate Steelback Water-Resistant, with engraved Thin Stick dial, 17 jewels 11 1/2" Incabloc Keystone 4700 **RETAIL $ 52.50**

RODANIA

- Fully Guaranteed
- Smartly Gift Boxed
- Electronically Tested
- Manually Timed
- Unbreakable Mainsprings

F **627 B**
G **628 B**
H **629 B**

Sweet and smart Ladies 10 K. Rolled Gold Plate Steelback, yellow or white, 17 Jewels 6-8" Keystone 3350. **RETAIL $ 37.50**

627 BI - 629 BI same with Incabloc Keystone 3600. **RETAIL $ 42.50**

I **657 B** Nurse's watch - desirably feminine, yellow or white R.G.P. Steelback, red Sweep-second-hand 17 Jewels 6-8" Keystone 4000. **RETAIL $ 45.00**

K **658 B** same as above. Keystone 4000. **RETAIL $ 45.00**

L **850 S** Continental elegance in 14 Kt. Yellow Gold, sweep-second hand, engraved Thin Stick dial 17 Jewels 8-9" Keystone 9600. **RETAIL $ 112.50**

M **851 S** Classically impressive 14 Kt. Yellow Gold, small second hand, Thin Stick dial 17 Jewels 8 3/4" Keystone 8800. **RETAIL $ 97.50**

SUGAR N'SPICE. AND EVERYTHING NICE defines this ovely clock. **30-HOUR DESK/BOUDOIR ALARM,** superbly fashioned case of aluminum, with heavy plexiglase crystal Raised gilt figures, hour indicators Luminous hour dots, hands. 2-½×3×1-¼". Specify color red, blue, gold

134 List $14.98 . Retail $11.95

A VISION IN TIME atop the TV, on the desk in the boudoir **8-DAY, 7-JEWEL ALARM.** Exquisitely shaped footed, gilt trimmed, transparent. Luminous tipped hands and dots, gilt hour indicators, figures on clear dial 7-⅜×6-¼×1-½"

798 ..... List $52.40 . Retail $42.00

to strike your fancy

MELLOW TONES-DAY IN, DAY OUT . strikes the hour and half hour **8-DAY, 4-JEWEL STRIKE CLOCK** Brilliant, modern styling for men or women, for home or office Satin finish gilt case with polished gilt trim; sparkles like a jewel Raised gilt figures and hour indicators 7-¾×5-¼×1-15/16"

784 List $46.80 .. . Retail $37 50

TWO BEAUTIFUL WALL CLOCKS . inspired designs. **8-DAY, 7-JEWEL.** Gilt hands, raised gilt figures and hour indicators Novel pull cord wind for convenience. **LEAF MOTIF** . diameter 15", dial 7"

7871 List $56 00 . Retail $44.95

SUNBURST MOTIF, diameter 15", dial 7" Raised gilt roman figures, indicators

7874 . List $56.00 .. . Retail $44.95

(MM) RHINESTONE FANTASY . Resplendent in color . a lovely compliment to M lady **30-HOUR BOUDOIR ALARM.** Gilt case Raised gilt figures hour indicators: luminous hands, hour dots, with gilt circle trim. 2 ½×2-½×1-¾ Specify co or Aqua, rose, crystal

135 List **$18.70** Retail **$14.95**

(NN) LUXURY... To give to receive. . **30-HOUR SWISS DESK-BOUDOIR ALARM.** Deep rich colors in plast c, blended with lustrous gilt case An exquisite creation. Gleaming gilt hour indicators luminous hands hour dots 3-½×3×1-¾ Specify color red, black blue.

137 List **$17.42** Retail **$13.95**

(OO) TILT-ANGLE ROLL TOP convenient for desk, boudo r or travel **30-HOUR, 7-JEWEL DESK-TRAVEL ALARM.** Gilt set n finish case Novel slide-shutter serves as ease or protective cover Raised gilt figures, hour indicators. Lum nous hour dots hands 3-1/16×2-3/16×1-½"

747 List **$23.70** Retail **$18.95**

styled years ahead

SWISS LANTERN Particularly impressive **8-DAY, 7-JEWEL WALL CLOCK** with Pull-Wind' feature Perfect for the fastidious homemaker or business executive Attractive gilt case Raised gilt figures, with raised hour indicators gilt hands 16 9 3

7882 List **$57.40** Retail **$49.50**

MODERN CHARM exemplifying the finest in elegance for today's decor **8-DAY, 7-JEWEL WALL CLOCK,** Exquisite gilt case, novel "Pull-Wind" feature Raised gold Roman numerals hour indicators Distinctive gilt hands Diameter 12½" dia 8"

7884 List **$69.40** Retail **$59.50**

(AA) GRAND SLAM . The "Big-Hit" in any league. Your assurance of a delightful time **30-HOUR 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case. Handsome dial with full gilt raised figures, luminous hour dots and hands 3-¼×2-¾×1-½". Specify color: tan, red, brown blue, green

756 List $12.20 Retail $9.95

(BB) HOME-RUN style and quality that "go over" for any occasion **30-HOUR, 7 JEWEL DESK/TRAVEL ALARM** Genuine leather case Gilt figures, hour indicators Luminous hour dots, hands, on black dial Size 3×3-½×1¼" Specify color: red, tan, blue, brown

757 . List $12.20 Retail $9.95

(CC) TRIPLE-PLAY . For Dependability For Accuracy .. For Convenience. Petite **30-HOUR, 7 JEWEL DESK/TRAVEL ALARM** Genuine leather case Raised gilt figures and hour indicators Luminous hour dots, hands 2-¾×3-¾×1-½" Specify color brown lizard, tan lizard, red lizard blue lizard, green lizard Also available in pig color

63 .. List $12.20 Retail $9.95

semca

... setting new standards... time after time.

right time..fore and aft

DUBBLE-TIME LUXURY- Two clocks in one, through the efficiency and genius of Master Swiss craftsmanship **6-DAY 7 JEWEL TWIN-DIAL WITH ALARM** Satin finish gilt case, exquisite grille motif backgrounds Polished handle, raised gilt figures, hour indicators 3-½×5-¼×2-½". Luminous hour dots, hands

786 List $43.00 Retail $34.50

(EE) HAPPY FELLA an ideal timepiece **30-HOUR, ONE-JEWEL TOURIST DESK/TRAVEL ALARM** Handsome genuine leather case Full luminous figures and hands 3-¼×3×1-¾" Specify color: red, tan, brown, blue, pig, green

11 . List $8.20 . Retail $5.95

(As above, rectangular, 3-¼×3-¼×1-¾".)

12 . List $8.20 Retail $5.95

popular Showpieces

(FF) NOTORIOUS GENTLEMAN of keen insight and understanding, readily prefers this most appreciated gift **30-HOUR DESK/TRAVEL ALARM.** Gilt trim complements genuine leather case Raised gilt figures, hour indicators Luminous hour dots, hands, 3×3-½×1-¼" Specify color blue, tan, red, brown

132 List $11.52 Retail $8.95

(GG) The LADY FAIR is assured of First-Class Travel always, with this compact foldaway clock. **30-HOUR DESK/TRAVEL ALARM** Genuine leather case with gleaming gilt trim Raised gilt figures hour indicators Luminous hour dots hands 3×2¾×1-½" Specify color tan, blue, red, brown

130 List $9.90 . Retail $7.95

Prices subject to 10% federal excise tax

Copyright 1967

AWAKEN GENTLY...

★ **NO JUMP!**

★ **NO FRIGHT!**

★ **NO STARTLE!**

REPEETO 12, new fascinating Repeater alarm. A long series of pleasing, intermittent rings nudge the blissful sleeper, steady alarm ring follows. **30-HOUR DESK TRAVEL ALARM** Gilt trim genuine leather case. Raised gilt figures, indicators with luminous hour dots, hands. 3×2-3/4×1-1/4". Specify color: tan, brown alligator, red, green.

112 List **$13.72** Retail **$10.95**

TIME GROWS MORE BEAUTIFUL . . . WITH semca

(UU) TRAVEL COMPANION a full week of accurate time-keeping **8-DAY, 7-JEWEL DESK TRAVEL ALARM** A single key winds time and alarm. Luxurious genuine leather case. Raised gilt figures, faceted raised hour indicators, luminous hands, hour dots. 3-1/4×3-3/16×1-1/4". Specify color: brown alligator, pig, blue, red, green.

79 List **$19.94** Retail **$15.95**

(TT) "FOLDS-UP" FOR THE GET-AWAY slips into genuine leather envelope case. **30-HOUR DESK-TRAVEL ALARM** Bright gilt finish, adjustable ring easel. Gilt figures; luminous hands, hour dots. 2-3/4" diameter. Specify color: maroon, tan, brown or green.

423 List **$12.20** Retail **$9.95**

(SS) POPULAR FAVORITE Eight full days of "Care-Free" time at one winding **8-DAY DESK-TRAVEL ALARM** Genuine leather case. Full luminous figures, hands. 3-1/2×3-3/16×1-1/4". Specify color: pig, red, brown alligator, green, blue.

82 List **$14.08** Retail **$10.95**

designs in time...for the most discriminating.... to give .... to own

WAKE UP!...
WITH A SONG IN YOUR HEART.

GAY AWAKENER you'll hear a gentle musical tune, delightful and cheery. **30-HOUR, 7-JEWEL MUSICAL ALARM.** Exquisite gold-like gilt case with smart, colorful grille motif. Raised gilt figures; luminous hands, hour indicators. 4×3-1/2×1-3/4".

748 List **$24.96** Retail **$19.95**

Prices subject to 10% federal excise tax

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SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES –New F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings "Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

18P49X1997 OUTFIT ..... List $29.95

18P50X1263 CAMERA AND GUN ONLY ..... List $18.95

THE SPARTAFOLD 17 piece camera outfit

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. This is the ideal camera for taking all those wonderful close-up album shots you will treasure for years. The Spartafold closes to convenient carrying size and is an imcomparable bargain with this complete 17 pc. kit.

SPARTAFOLD HIGH QUALITY FEATURES—Easy-To-Use Exposure Selector, "Bright", "Hazy" "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G E Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

18P52X1864 OUTFIT ..... List $27.95

THE MOSTOW CO.

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES—Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens.

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

18P47X1197 OUTFIT . . . . . List $17.95

FREE FILM OFFER

PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES—Durable Construction with Silver-Gray Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-In Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

18P48X997 OUTFIT . . . . . List $14.95

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

18P51X663 OUTFIT . . . . . List $9.95

NEW SPARTUS FULL-VUE

17 piece camera outfit

Here is a complete camera outfit that gives you everything you could desire for simple picture-taking. Featuring the famous Full-Vue in its handsome, durable mahogany case, this 17 piece kit is truly America's smartest camera buy! The Full-Vue boasts many new improvements to satisfy even the most exacting camera fan. It's loads of fun . . . you see the picture you want in the big, brilliant view-finder before you shoot. You will be thrilled with your sharp pictures in beautiful color or black and white.

FULL-VUE OFFERS YOU THESE FINE FEATURES: Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E. Bulbs
- Ten Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

18P45X1330 OUTFIT . . . . . **List $19.95**

18P46X900 CAMERA AND GUN ONLY . . . . . **List $13.50**

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CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

SPARTUS

FREE FILM OFFER

Pays, in savings, for your Outfit

SPARTUS SUPER R-1

17 piece camera outfit

This fine camera outfit features the magnificent Super R-1 Reflex, beyond all doubt, the outstanding camera buy. It offers exclusive features no other camera in its price class can begin to match. Imagine, a camera so moderate in cost with F7.7 Achromat lens and a focusing mount that gives you absolute picture clarity-control from 6 ft. to infinity . . . Yes, the Super R-1 is truly a super value . . . a Camera you will be proud to own.

CHECK THESE SUPER R-1 FEATURES: Focusing Mount Adjustable from 6 ft. to infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens. Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings—F7.7, F.11, F.16, F.22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E. Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

18P53X1663 OUTFIT . . . . . **List $24.95**

Presenting the new look in

SPARTUS

CAMERAS

- Every Spartus camera is distinguished in design and precision performance.
- All Spartus cameras take sharp, prize-winning pictures, anywhere and at any time, in beautiful color or black and white.
- Each Spartus Camera is the value leader in its class and unconditionally guaranteed.
- All Spartus cameras are simple to operate . . . everyone in the family will take prize-winning pictures.
- The spectacular FREE FILM OFFER by Spartus pays, in savings, for your camera outfit.
- Your Spartus Camera will be a faithful, lifetime picture-taking companion.
- Spartus Cameras are all-American made . . . by America's finest craftsmen.

THE NEW SPARTACORD REFLEX

17 piece camera outfit

The precision-tooled appearance of the Spartacord tells a true story of maximum picture-taking efficiency. Automatic dual-focusing enables you to see the actual picture with absolute clarity before you shoot . . . This takes all the "mystery" out of photography, giving you unlimited versatility for portraits, landscapes or action shots

SPARTACORD'S HIGH QUALITY FEATURES Hard-coated F7 7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing 4 ft. to infinity. Easy-To-Use Exposure Selector: "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

18P54X2331 OUTFIT . . . . . List $34.95

18P55X1864 CAMERA AND GUN ONLY . . . . . List $27.95

SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

THE MOSTOW CO.

NEW SPARTUS FULL-VUE

17 piece camera outfit

Here is a complete camera outfit that gives you everything you could desire for simple picture-taking. Featuring the famous Full-Vue in its handsome, durable mahogany case, this 17 piece kit is truly America's smartest camera buy! The Full-Vue boasts many new improvements to satisfy even the most exacting camera fan. It's loads of fun . . . you see the picture you want in the big, brilliant view-finder before you shoot. You will be thrilled with your sharp pictures in beautiful color or black and white.

FULL-VUE OFFERS YOU THESE FINE FEATURES—Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E. Bulbs
- Tan Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

4639K1303 OUTFIT—Each ..... Retail $19.95
4639K1175 OUTFIT (6 or more) ..... Retail $19.95
4626K882 CAMERA AND GUN ONLY—Each Retail $13.50
4626K794 CAMERA AND GUN ONLY (6 or more) Retail $13.50

SPARTUS

CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY **GUARANTEED**

SPARTUS

FREE FILM OFFER

Pays, in savings, for your Outfit

SPARTUS SUPER R-1

17 piece camera outfit

This fine camera outfit features the magnificent Super R-1 Reflex, beyond all doubt, the outstanding camera buy. It offers exclusive features no other camera in its price class can begin to match. Imagine, a camera so moderate in cost with F7.7 Achromat lens and a focusing mount that gives you absolute picture clarity-control from 6 ft. to infinity . . . Yes, the Super R-1 is truly a super value . . . a Camera you will be proud to own.

CHECK THESE SUPER R-1 FEATURES—Focusing Mount Adjustable from 6 ft. to Infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens. Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings—F7.7, F.11, F.16, F.22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E. Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

4637K1430 OUTFIT—Each ..... Retail $24.95
4637K1467 OUTFIT (6 or more) . . . . Retail $24.95

the all new

SPARTUS 35

SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES—New F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings "Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

4642K1957 OUTFIT—Each . . . . . Retail $29 95
4642K1761 OUTFIT (6 or more) . . . . . Retail $29.95
4628K1238 CAMERA AND GUN ONLY—Each . . . . . Retail $18.95
4628K1714 CAMERA AND GUN ONLY (6 or more) . . . . . Retail $18.95

THE SPARTAFOLD 17 piece camera outfit

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. This is the ideal camera for taking all those wonderful close-up album shots you will treasure for years. The Spartafold closes to convenient carrying size and is an imcomparable bargain with this complete 17 pc. kit.

SPARTAFOLD HIGH QUALITY FEATURES Easy-To-Use Exposure Selector, "Bright", "Hazy", "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G. E. Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

4643K1827 OUTFIT—Each . . . . . Retail $27.95
4643K1644 OUTFIT (6 or more) . . . . . Retail $27.95

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES—Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens.

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

4640K1175 OUTFIT—Each . . . . . .Retail $17.95
4640K1055 OUTFIT (6 or more). . . . . .Retail $17.95

FREE FILM OFFER

PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES—Durable Construction with Silver-Gray Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-in Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

4641K977 OUTFIT—Each . . . . . Retail $14.95
4641K879 OUTFIT (6 or more) . .Retail $14.95

ALL SPARTUS CAMERAS ARE
UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES—Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

4632K650 OUTFIT—Each . . . . . .Retail $9.95
4632K585 OUTFIT (6 or more) . . . . . Retail $9.95

Presenting the new look in

SPARTUS

CAMERAS

- Every Spartus camera is distinguished in design and precision performance.
- All Spartus cameras take sharp, prize-winning pictures, anywhere and at any time, in beautiful color or black and white.
- Each Spartus Camera is the value leader in its class and unconditionally guaranteed.
- All Spartus cameras are simple to operate . . . everyone in the family will take prize-winning pictures.
- The spectacular FREE FILM OFFER by Spartus pays, in savings, for your camera outfit.
- Your Spartus Camera will be a faithful, lifetime picture-taking companion.
- Spartus Cameras are all-American made . . . by America's finest craftsmen.

THE NEW SPARTACORD REFLEX

17 piece camera outfit

The precision-tooled appearance of the Spartacord tells a true story of maximum picture-taking efficiency. Automatic dual-focusing enables you to see the actual picture with absolute clarity before you shoot . . . This takes all the "mystery" out of photography, giving you unlimited versatility for portraits, landscapes or action shots.

SPARTACORD'S HIGH QUALITY FEATURES Hard-coated F7.7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing—4 ft. to infinity. Easy-To-Use Exposure Selector: "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

4644K2284 OUTFIT—Each ..... Retail $34.95
4644K2055 OUTFIT (6 or more) ..... Retail $34.95

4645K1827 CAMERA AND GUN ONLY—Each Retail $27.95
4645K1644 CAMERA AND GUN ONLY (6 or more) Retail 27.95

SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES –Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens.

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

5221M5W1197 OUTFIT
5221/6M5W1077 (6 or more) . . . . . Retail $17.95

FREE FILM OFFER
PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES –Durable Construction with Silver-Gray Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-in Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

5222M5W997 OUTFIT
5222/6M5W897 (6 or more) . . . . . Retail $14.95

ALL SPARTUS CAMERAS ARE
UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

$224M5W663 OUTFIT
$224/6M5W597 (6 or more) . . . . . Retail $9.95

NEW SPARTUS FULL-VUE

17 piece camera outfit

Here is a complete camera outfit that gives you everything you could desire for simple picture-taking. Featuring the famous Full-Vue in its handsome, durable mahogany case, this 17 piece kit is truly America's smartest camera buy! The Full-Vue boasts many new improvements to satisfy even the most exacting camera fan. It's loads of fun . . . you see the picture you want in the big, brilliant view-finder before you shoot. You will be thrilled with your sharp pictures in beautiful color or black and white.

FULL-VUE OFFERS YOU THESE FINE FEATURES—Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E. Bulbs
- Ten Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

5220M5W1330 OUTFIT
5220/6M5W1197 (6 or more) . . . . Retail $19.95

5228M3W900 CAMERA AND GUN ONLY
5228/6M3W810 (6 or more) . . . . Retail $13.50

SPARTUS
CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

SPARTUS
FREE FILM OFFER
Pays, in savings, for your Outfit

SPARTUS SUPER R-1

17 piece camera outfit

This fine camera outfit features the magnificent Super R-1 Reflex, beyond all doubt, the outstanding camera buy. It offers exclusive features no other camera in its price class can begin to match. Imagine, a camera so moderate in cost with F7.7 Achromat lens and a focusing mount that gives you absolute picture clarity-control from 6 ft. to infinity . . . Yes, the Super R-1 is truly a super value . . . a Camera you will be proud to own.

CHECK THESE SUPER R-1 FEATURES: Focusing Mount Adjustable from 6 ft. to infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens. Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings—F7.7, F.11, F.16, F.22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E. Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

5226M6W1663 OUTFIT
5226/6M6W1497 (6 or more) . . . . . Retail $24.95

Presenting the new look in

SPARTUS

CAMERAS

- Every Spartus camera is distinguished in design and precision performance.
- All Spartus cameras take sharp, prize-winning pictures, anywhere and at any time, in beautiful color or black and white.
- Each Spartus Camera is the value leader in its class and unconditionally guaranteed.
- All Spartus cameras are simple to operate . . . everyone in the family will take prize-winning pictures.
- The spectacular FREE FILM OFFER by Spartus pays, in savings, for your camera outfit.
- Your Spartus Camera will be a faithful, lifetime picture-taking companion.
- Spartus Cameras are all-American made . . . by America's finest craftsmen.

THE NEW SPARTACORD REFLEX

17 piece camera outfit

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SPARTACORD'S HIGH QUALITY FEATURES Hard-coated F7.7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing 4 ft. to Infinity. Easy-To-Use Exposure Selector: "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

5227M6W2331 OUTFIT
5227/6M6W2097 (6 or more) .... Retail $34.95

5230M3W1864 CAMERA AND GUN ONLY
5230/6M3W1677 (6 or more) . Retail $27.95

SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

The all new

SPARTUS 35

SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES New F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings – "Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

5223M5W1997 OUTFIT
5223 6M5W1797 (6 or more)... Retail $29.95

5229M4W1263 CAMERA AND GUN ONLY
5229/6M4W1137 (6 or more)... Retail $18.95

THE SPARTAFOLD 17 piece camera outfit

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. This is the ideal camera for taking all those wonderful close-up album shots you will treasure for years. The Spartafold closes to convenient carrying size and is an imcomparable bargain with this complete 17 pc. kit.

SPARTAFOLD HIGH QUALITY FEATURES—Easy-To-Use Exposure Selector, "Bright", "Hazy", "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G. E. Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

5225M5W1864 OUTFIT
5225/6M5W1677 (6 or more)..... Retail $27.95

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES—Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

10Q23-1197 OUTFIT .....Retail $17.95

FREE FILM OFFER

PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES—Durable Construction with Silver-Grey Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-In Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

10Q24-997 OUTFIT .....Retail $14.95

ALL SPARTUS CAMERAS ARE
UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES—Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

10Q25-663 OUTFIT .....Retail $9.95

the all new

SPARTUS 35

SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES New F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings—"Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

10Q21-1997 OUTFIT ..... **Retail $29.95**

11Q112-1263 CAMERA AND GUN ONLY.....**Retail $18.95**

THE SPARTAFOLD 17 piece camera outfit

Feature for feature, dollar for dollar, you cannot beat the design and value of this compact, efficient folding camera. This is the ideal camera for taking all those wonderful close-up album shots you will treasure for years. The Spartafold closes to convenient carrying size and is an incomparable bargain with this complete 17 pc. kit.

SPARTAFOLD HIGH QUALITY FEATURES—Easy-To-Use Exposure Selector, "Bright", "Hazy", "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G. E. Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

10Q22-1864 OUTFIT .....**Retail $27.95**

THE NEW SPARTACORD REFLEX

17 piece camera outfit

The precision-tooled appearance of the Spartacord tells a true story of maximum picture-taking efficiency. Automatic dual-focusing enables you to see the actual picture with absolute clarity before you shoot . . . This takes all the "mystery" out of photography, giving you unlimited versatility for portraits, landscapes or action shots.

SPARTACORD'S HIGH QUALITY FEATURES—Hard-coated F7.7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing—4 ft. to infinity. Easy-To-Use Exposure Selector "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G E Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

10Q18-2331 OUTFIT . . . . . **Retail $34.95**

11Q110-1864 CAMERA AND GUN ONLY . . . . . **Retail $27.95**

SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

NEW SPARTUS FULL-VUE

17 piece camera outfit

Here is a complete camera outfit that gives you everything you could desire for simple picture-taking. Featuring the famous Full-Vue in its handsome, durable mahogany case, this 17 piece kit is truly America's smartest camera buy! The Full-Vue boasts many new improvements to satisfy even the most exacting camera fan. It's loads of fun . . . you see the picture you want in the big, brilliant view-finder before you shoot. You will be thrilled with your sharp pictures in beautiful color or black and white.

FULL-VUE OFFERS YOU THESE FINE FEATURES—Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E Bulbs
- Tan Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

10Q19-1330 OUTFIT . . . . . Retail $19.95

11Q111-900 CAMERA AND GUN ONLY . . . . . Retail $13.50

SPARTUS

CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

SPARTUS

FREE FILM OFFER

Pays, in savings, for your Outfit

SPARTUS SUPER R-1

17 piece camera outfit

This fine camera outfit features the magnificent Super R-1 Reflex, beyond all doubt, the outstanding camera buy. It offers exclusive features no other camera in its price class can begin to match. Imagine, a camera so moderate in cost with F7.7 Achromat lens and a focusing mount that gives you absolute picture clarity-control from 6 ft. to infinity . . . Yes, the Super R-1 is truly a super value . . . a Camera you will be proud to own.

CHECK THESE SUPER R-1 FEATURES—Focusing Mount Adjustable from 6 ft. to Infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens. Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings—F7.7, F.11, F.16, F.22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

10Q20-1663 OUTFIT . . . . . Retail $24.95

NEW SPARTUS FULL-VUE

17 piece camera outfit

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FULL-VUE OFFERS YOU THESE FINE FEATURES Pre-Focused Precision Lens. Big, Brilliant View-Finder. Plug-In Flash Gun. Takes 12 big pictures on 120 Film. Flash Gun takes regular or M-2 Bulbs. Positive Shutter Action.

THE FULL-VUE 17 PIECE CAMERA OUTFIT

- Full-Vue Camera
- Eastman 120 Film
- Two Eveready Batteries
- Two Flash Photo Booklets
- Chrome Ejector-Type Flash Gun
- Eight G. E. Bulbs
- Ten Gadget Bag
- Full Length Shoulder Strap
- Free Film Certificate

5220M5W1330 OUTFIT
5220 6M5W1197 (6 or more). . . . Retail $19.95
5228M3W900 CAMERA AND GUN ONLY
5228 6M3W810 (6 or more) . . . . . Retail $13.50

SPARTUS

CAMERAS AND CAMERA OUTFITS

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

SPARTUS

FREE FILM OFFER

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SPARTUS SUPER R-1

17 piece camera outfit

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CHECK THESE SUPER R-1 FEATURES Focusing Mount Adjustable from 6 ft. to Infinity. Built-In Flash Synchronization. Precision F7.7 Achromat color corrected Lens. Takes 12 big Pictures on 120 Film. Rich Mahogany Finish. Pre-Picture View-Finder. Four variable Lens Settings F7.7, F.11, F.16, F 22.

SPARTUS SUPER R-1 17 PIECE CAMERA OUTFIT

- Super R-1 Camera
- Eight G. E. Bulbs
- Two Eveready Batteries
- Two Flash Photo Books
- Chrome Ejector-Type Flash Gun
- Deluxe Gadget Bag
- Two Rolls Eastman Film
- Free Film Certificate

5226M6W1663 OUTFIT
5226/6M6W1497 (6 or more) . . . . Retail $24.95

the all new

SPARTUS 35

SPARTUS 35MM 16 piece camera outfit

If you have always wanted to take 35MM pictures and color slides . . . here is the camera for you. Ranked by the experts as America's easiest to use 35MM camera . . . The SPARTUS "35" is a superb choice for anyone who wants prize-winning pictures. It is precision built, with a rich mahogany and satin chrome finish. Picked by a leading publication as the top camera in its field.

SPARTUS "35" OUTSTANDING FEATURES New F6.3 Achromat color-corrected lens. Easy-To-Use Exposure Selector with four lens settings—"Bright", "Hazy", "Cloudy" and "Dull". Takes 20 or 36 shots on standard 35MM film. Eye-Level Optical View-Finder. Takes regular or M-2 Bulbs.

SPARTUS "35" 16 PIECE CAMERA OUTFIT

- Spartus "35" Camera
- All-Leather Carrying Case
- Plug-In Flash Gun
- Color Slide Viewer
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Eastman 20 Exposure Film
- Two Burgess Batteries
- Free Film Certificate

5223M5W1997 OUTFIT
5223 6M5W1797 (6 or more) ..... Retail $29.95

5229M4W1263 CAMERA AND GUN ONLY
5229/6M4W1137 (6 or more) ..... Retail $18.95

THE SPARTAFOLD 17 piece camera outfit

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SPARTAFOLD HIGH QUALITY FEATURES Easy-To-Use Exposure Selector, "Bright", "Hazy", "Cloudy", and "Dull". Sturdy All-Metal Construction. Takes 8 Large Album-Size Pictures on 120 Film. Precision Lens. Handsome Chrome and Black Leather Trim.

SPARTAFOLD 17 PIECE CAMERA OUTFIT

- Spartafold Camera
- Eight G. E. Bulbs
- All-Purpose Travel Case
- Two Photography Booklets
- Plug-In Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman Film
- Free Film Certificate

5225M5W1864 OUTFIT
5225/6M5W1677 (6 or more) .....Retail $27.95

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SPARTUS

CAMERAS

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- Your Spartus Camera will be a faithful, lifetime picture-taking companion.
- Spartus Cameras are all-American made . . . by America's finest craftsmen.

THE NEW SPARTACORD REFLEX

17 piece camera outfit

The precision-tooled appearance of the Spartacord tells a true story of maximum picture-taking efficiency. Automatic dual-focusing enables you to see the actual picture with absolute clarity before you shoot . . . This takes all the "mystery" out of photography, giving you unlimited versatility for portraits, landscapes or action shots.

SPARTACORD'S HIGH QUALITY FEATURES Hard-coated F7.7 color-corrected Achromat Lens. Double Exposure Control. Automatic Dual Focusing—4 ft. to infinity. Easy-To-Use Exposure Selector: "Bright", "Hazy", "Cloudy", "Dull". Automatic Flash Synchronization adaptable for regular or M-2 Bulbs. Push-Button Shutter Release. Sturdy All-Metal Construction with Satin Chrome Finish and Leather-Grain Trim. Takes 12 Big Pictures on 620 Film.

THE SPARTACORD 17 PIECE OUTFIT

- Spartacord Camera
- Chrome Ejector Flash Gun
- Deluxe Gadget Bag
- Eight G. E. Bulbs
- Two Rolls Eastman Film
- Two Eveready Batteries
- Two Photo Booklets
- Free Film Certificate

5227M6W2331 OUTFIT
5227 6M6W2097 (6 or more) . . . . . .Retail $34.95

5230M3W1864 CAMERA AND GUN ONLY
5230/6M3W1677 (6 or more). . . . . .Retail $27.95

SPARTUS CAMERA OUTFITS ARE UNSURPASSED IN VALUE AND DEPENDABILITY

SPARTUS CAMERAS ARE ADVERTISED IN LIFE

THE SPARTUS PRESS FLASH

16 piece camera outfit

The Press Flash sets the trend for the future . . . for here is the only camera in the world designed with a built-in flash unit. It makes a perfect gift for anyone in the family. Compact and so simple to use, the Press Flash features a telescopic eye-level viewfinder.

PRESS FLASH TOP-NOTCH FEATURES Built-In Flash Unit. Automatic Flash Bulb Ejector. Takes 8 Album-Size Pictures on 120 Film. Handy Attached Carrying Strap. Telescopic Eye-Level Viewfinder. Pre-Focused Lens.

THE PRESS FLASH 16 PIECE CAMERA OUTFIT

- Press Flash Camera
- All-Purpose Travel Case
- Eight G. E. Bulbs
- Two Rolls of Eastman 120 Film
- Two Photography Booklets
- Two Burgess Batteries
- Free Film Certificate

5221M5W1197 OUTFIT
5221/6M5W1077 (6 or more) .....Retail $17.95

FREE FILM OFFER
PAYS, IN SAVINGS, FOR YOUR OUTFIT.

THE SPARTUS "620" REFLEX

This is the lowest priced, high quality Reflex camera on the market today. Anyone from "8 to 80" can take pictures easily with the "620". No adjustments to make and you see the actual picture in the big, brilliant viewfinder before you shoot.

SPARTUS "620" REFLEX CAMERA FEATURES Durable Construction with Silver-Gray Finish. Takes 12 Big Pictures on 620 Film. Precision Fixed-Focus Lens. Large Brilliant Viewfinder. Plug-In Flash Gun for Regular or M2 Bulbs.

THE SPARTUS "620" 13 PIECE CAMERA OUTFIT

- 620 Camera
- Matching Ejector Flash Gun
- Eastman 620 Film
- Two Books on Photography
- Four G. E. Bulbs
- All Purpose Travel Case
- Two Eveready Batteries
- Shoulder Strap
- Free Film Certificate

5222M5W997 OUTFIT
5222/6M5W897 (6 or more). ..... .Retail $14.95

ALL SPARTUS CAMERAS ARE UNCONDITIONALLY GUARANTEED

THE SPARTUS "120"

12 piece camera outfit

Here is an ideal camera outfit for everyone in the family, brother, sister, or mom. There is absolutely no adjustment necessary to take beautiful color or black-and-white pictures. This 12 piece camera outfit offers so much in value and picture-taking fun . . . the perfect gift!

SPARTUS "120" FEATURES—Takes 8 Big Pictures on 120 Film. Synchronized Flash with Ejector Type Flash Gun. Durable Construction with Beautiful Mahogany Finish. Optical Viewfinder.

THE SPARTUS "120" 12 PIECE CAMERA OUTFIT

- Spartus "120" Camera
- Handy Gadget Bag
- Four G. E. Bulbs
- Eastman 120 Film
- Ejector Flash Gun
- Two Flash Photo Books
- Two Burgess Batteries
- Free Film Certificate

5224M5W663 OUTFIT
5224/6M5W597 (6 or more)..... Retail $9 95

$2 BOOK PACKAGE AS SHOWN ON FRONT COVER OF THIS CATALOG SHEET

$2 RETAIL LIST

ILLUSTRATED AT RIGHT IS INSIDE OF ACTUAL STORY BOOK PACKAGE AS SHOWN ON PAGE ONE OF THIS CATALOG SHEET. PACKAGE CONSISTS OF

3-D RADEX VIEWER

6 FULL COLOR 3-D SLIDES

COMPLETE STORY ON INSIDE COVER OF BOOK PACKAGE.

1

LONG AGO, IN A LITTLE HOUSE IN THE FOREST, LIVED A WOODSMAN, HIS WIFE AND THEIR TWO CHILDREN, HANSEL AND GRETEL. THEY WERE SO POOR THEY DIDN'T HAVE ENOUGH FOOD. HANSEL AND GRETEL RAN AWAY SO THEIR PARENTS COULD EAT. THEY GOT LOST IN THE WOODS. THEN THEY WERE CARRIED ACROSS A BLUE LAKE BY A WHITE SWAN.

HANSEL AND GRETEL

EACH STORY BOOK PACKAGE COMPLETE WITH VIEWER AND SLIDES

PACKED ONE DOZEN BOOK PKGS. TO CARTON. WEIGHT 6¼ POUNDS. ASSORTED OR AS SPECIFIED.

3-D RADEX VIEWER

MORE PICTURE SURFACE AREA THAN ANY OTHER SLIDE OR VIEWER ON THE MARKET TODAY!

COMPA
DISPLA

This me
come pa

BIG LI

Story of Moses & the 10 Commandments

Noah's Ark

Birth of Christ

The Creation

Robinson Crusoe

Heidi

Abe Lincoln

and

De Luxe GIFT UNITS

Beautifully packaged, these delightful Gift Units have answered the question for thousands looking for "more than just the ordinary gift".

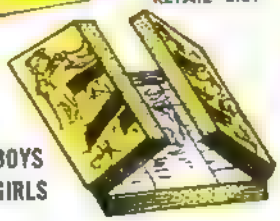
No. 5

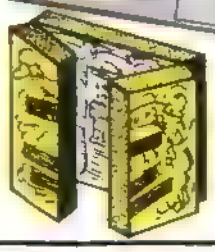
De Luxe

4 STORIES AND 3-D VIEWER IN GIFT UNIT

$5.00

RETAIL LIST





★ **THREE ASSORTMENTS**

No. 5R — RELIGIOUS STORIES
No. 5B — ASSORTMENT FOR BOYS
No. 5G — ASSORTMENT FOR GIRLS

SIZE:
14 x 11 x 2
COMPLETE WEIGHT
16 Lbs. to Dozen

No. 4 *De Luxe*

3 BIBLICAL STORIES AND 3-D VIEWER

$4.00

Retail List

SIZE:
9¼ x 6¾ x 2"
COMPLETE WEIGHT:
10 Lbs. to Dozen

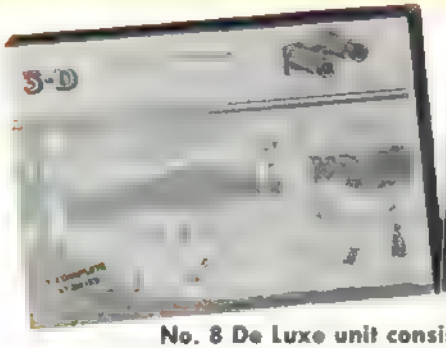
STORY OF MOSES AND THE TEN COMMANDMENTS
•
NOAH'S ARK
•
BIRTH OF CHRIST

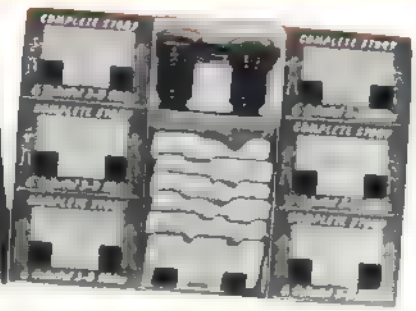
No. 8

De Luxe

7 STORIES AND 3-D VIEWER IN GIFT UNIT

Size 9¼" x 13½" x 2". No. 8 Unit
Complete weight 1½ pounds





No. 8 De Luxe unit consists of 3-D Viewer and Seven Complete Fairy Tales and Stories, individually packaged, 6 Slides to each Packet. Assorted or as Specified. $8.00 Retail List.

REPRESENTATIVES

WEST COAST
JOE GROW SALES CO.
18137 PARTHENIA
NORTHRIDGE, CALIF.

MID-WEST
HEDGER ASSOCIATES
209 SO STATE ST
ROOM 1632 33
CHICAGO, ILLINOIS

NEW ENGLAND
NAT ATTENBERG & SON
39 SHERIDAN AVE
MEDFORD 55, MASS.

NEW YORK
HAROLD EVERTS & CO.
200 FIFTH AVE.
Suite 606 & 608
NEW YORK CITY

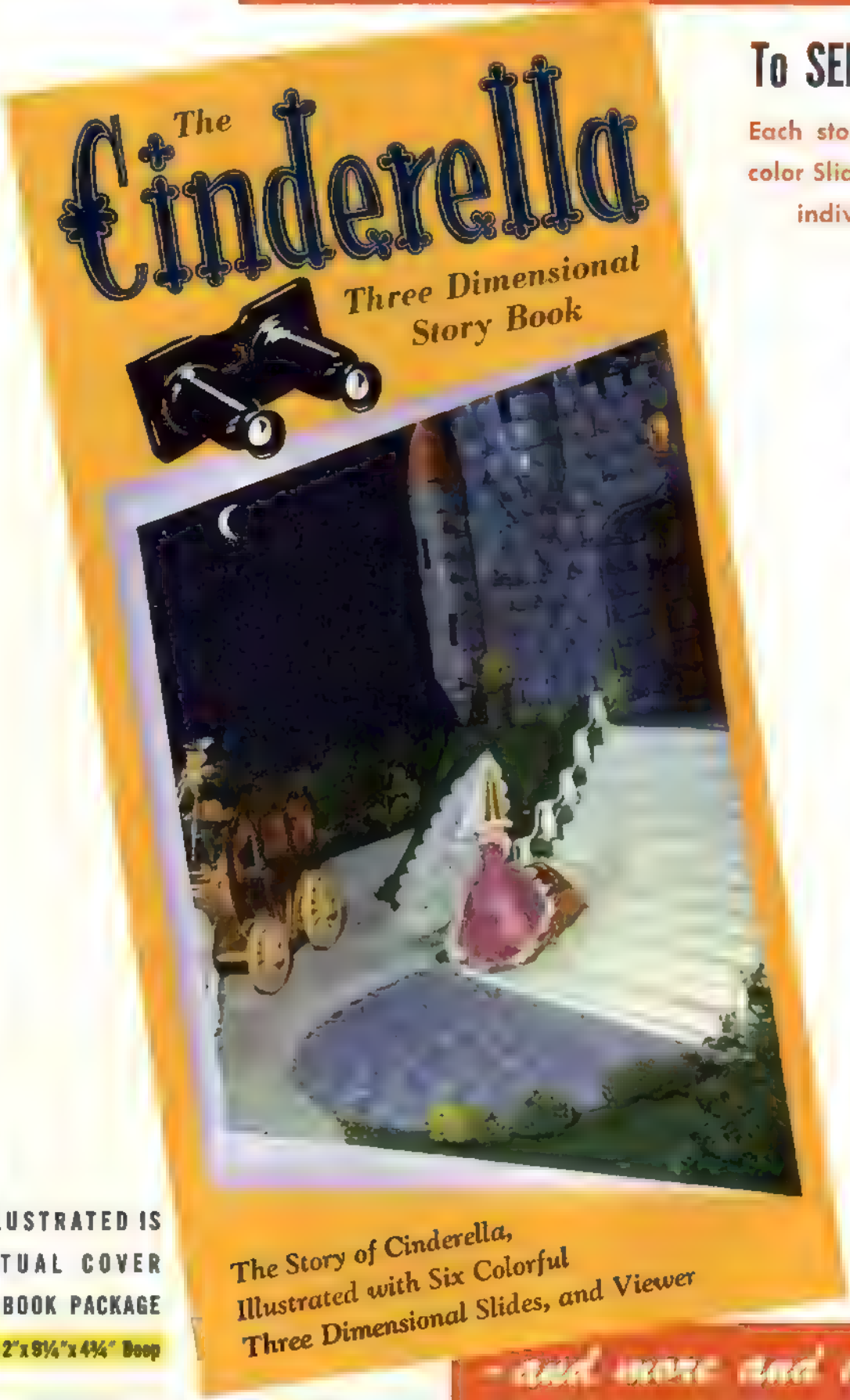
RADEX STEREO CO. • 7456 BEVERLY BLVD. • LOS ANGELES 36, CALIFORNIA

SEE YOU AT THE SHOW

Room 1444

Hotel New Yorker

3-D FAIRY TALES AND STORIES IN FULL COLOR



LLUSTRATED IS
CTUAL COVER
F BOOK PACKAGE
ze 2"x 8¼"x 4¾" Boxp

To SEE as well as READ!

Each story told complete in 6 full color Slides in Book Package and in individual story bookets . . .

- Cinderella
- Story of Moses & the 10 Commandments
- Birth of Christ
- Noah's Ark
- The Creation
- Heidi
- Robinson Crusoe
- Goldilocks & Three Bears
- Three Little Pigs
- Capt. Radex in Space
- Capt. Radex Trip to the Moon
- The Night Before Christmas
- Snow White & the Seven Dwarfs
- Wild Bill Hickok
- Nursery Rhymes
- Pied Piper
- Hansel & Gretel
- Davy Crockett
- Robin Hood
- Little Red Riding Hood
- Abe Lincoln
- Jack & the Beanstalk

- and more and more to come!

OUNTER MERCHANDISER AND SELLS ALL UNITS

$1 RETAIL LIST

No. RL-24
RETAIL LIST $36.00

One Dozen each of the $2 and $1 units are shown in the above display.

cluding the two dozen units along with a free slide and viewer to be placed on counter. Weight 10 pounds.

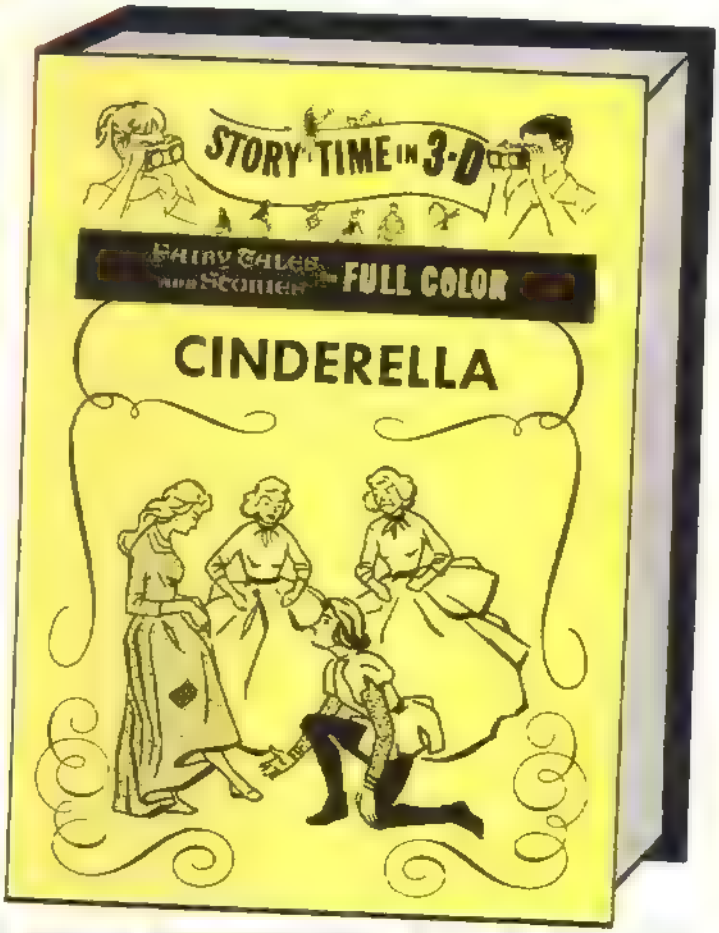
ARY OF STORIES

- erella
- el & Gretel
- locks & Three Bears
- & the Beanstalk
- Red Riding Hood
- Piper
- Crockett
- n Hood
- Three Little Pigs
- Capt. Radex in Space
- Capt. Radex Trip to the Moon
- The Night Before Christmas
- Snow White & the Seven Dwarfs
- Wild Bill Hickok
- Nursery Rhymes

and more to come!

. . . AND IN ADDITION
PLENTY OF REPEAT SALES

WITH THESE INDIVIDUAL SLIDE BOOKETS, EACH A STORY IN ITSELF . . .
. . . 6 SLIDES (No Viewer)

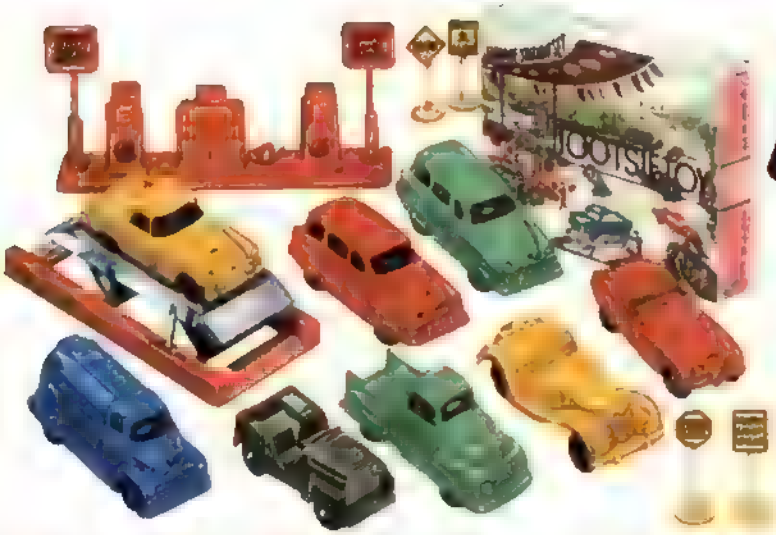


SHOWN ABOVE IS ACTUAL REPRODUCTION IN SIZE OF SLIDE PACKET — 4½" x 3" x ⅝" — CONTAINING 6 SLIDES. EACH PACKET CONTAINS A STORY FOR USE WITH THE 3-D VIEWER.

Extra Sales With These Individual Bookets

Each a story in itself. 6 Slides (No Viewer). Boxed 12 Bookets of Assorted Stories in Merchandising Carton.

Weight 1¾ Lbs. $1.00 Retail List Each Booket.



Tootsietoys
ORIGINAL DIE CAST METAL TOYS

No. 5710
SERVICE STATION SET

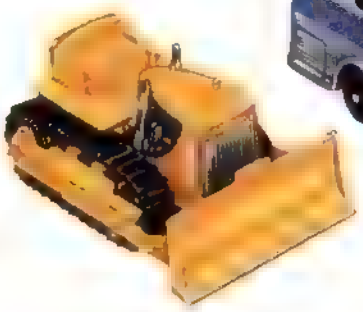
Fill 'er up at Tootsietoys new Service Station Pumps — grease job and oil change on the lift rack. 8 cars and trucks can be kept in tiptop service with this set. Complete with road signs. Packing one dozen — Ship. Wgt. 22 lbs. . **$2.00**

No. 7200 MOTOR SET. Six late model Cars and Trucks that really roll over the highways, plus two of the latest style Jet Planes. Durable Metal finished in high gloss enamels. Packing one dozen — Ship Wgt. 21 lbs. **$2.00**

No. 5700 AIRPLANE SET

Here for the Jet Age, 5 assorted, faster than sound, jet planes, including Starfire, Gruman Panther, Sabre Skyray, also, Beechcraft Bonanza. All toys in durable metal with high gloss finishes. Packed in colorful gift box, 3 dozen sets to carton, Ship Wgt. 24 lbs. **$1.00**

Tootsietoys
AUTHENTIC MINIATURES

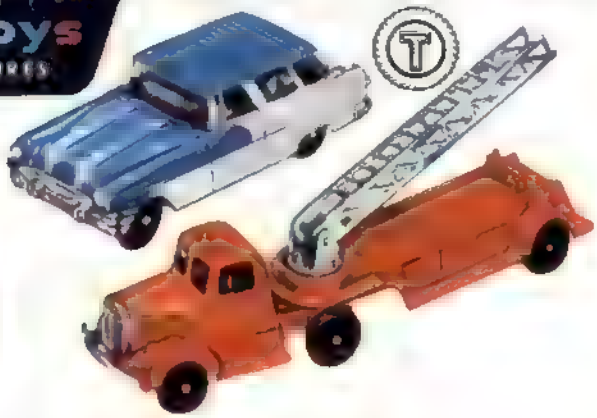


No. 695 BULLDOZER

Scale model of famous caterpillar work horse — movable blade — authentic color Complete in detail down to the last stack. Durable metal, high gloss finishes. Individual display box size 4½" x 2" x 2¾" Packing 3 dozen
Ship. Wgt. 15 lbs. **$1.00**

No. 769 GREYHOUND SCENICRUISER

Greyhound's new ultra modern Scenicruiser Bus in miniature. Realistically finished in bright authentic colors — 7" long. Attractive individual gift box. Packing 3 dozen.
Ship. Wgt. 17 lbs. . . . . **$ .79**



No. 895 PONTIAC SAFARI

Authentic scale model of General Motors leading Station Wagon. Rear door opens and closes for ease in loading Durable metal high gloss finishes, realistic interior. Size 7" x 2" x 3". Packed — 3 dozen to a carton
Ship. Wgt. 32 lbs. **$1.00**

No. 489
HOOK & LADDER

For the young fire chief an authentic aerial truck with extension ladder on revolving tower. Durable metal high gloss finishes. Boxed individually. Size 8¾" x 2" x 2". Packed —3 dozen to a carton
Ship. Wgt. 17 lbs. **$1.00**

No. 5211 FIRE DEPARTMENT SET. A real Fire Fighting Set — Aerial Hook and Ladder, Pumper Truck, Fire Chief's Car and Ambulance. To make this complete you get extra ladders, badge, axe, shovel, two helmets.
Packing one dozen — Ship. Wgt. 20 lbs **$2.50**

No. 6000 ROAD CONSTRUCTION SET. Scale models of Caterpillar Bulldozer, Motor Grader, Rugged Mack Dump Truck, Machinery Hauler and Cab plus Road Signs make complete construction set for the young builder. All finished in high gloss enamels, durable die cast metal.
Packing one dozen — Ship. Wgt. 27 lbs. **$3.00**

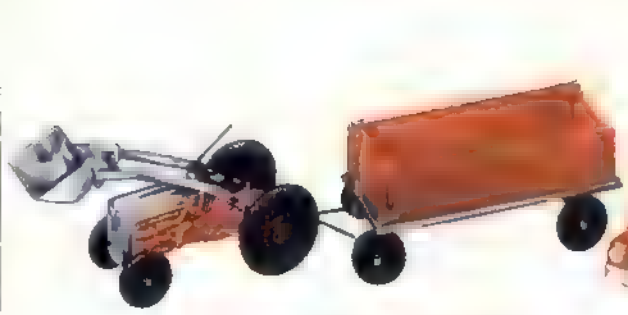
No. 7000 PLAYTIME SET. Tootsietoys DeLuxe Assortment — 8 latest model cars and trucks and two Jet Planes. Dozer Blade for Jeep and removable top for Truck add hours of play value to this set.
Packing one dozen — Ship. Wgt. 35 lbs. **$3.50**

No. 6800 FARM SET. Year 'round play appeal in this all new farm set — complete with exact models of Ford Tractor — Disc Harrow — Manure Spreader — Two Bottomed Plow — Jeep with Dozer Blade — all purpose Truck - Farm Animals
Packing one dozen — Ship. Wgt. 29 lbs. **$3.00**

No. 5610 DIESEL FREIGHT TRAIN SET. This exact reproduction of the latest Union Pacific Train will roll over the tracks. Six colorful items that will occupy the children's play and attention for hours. Packed in an attractive, eye-appealing, gift box.
Packing one dozen — Ship. Wgt. 20 lbs. **$2.00**

Miniature Toys For Girls & Boys

All Prices are Slightly Higher West of the Rocky Mountains.



No. 290 FORD TRACTOR

With a movable scoop and utility wagon with removable sides and ends — overall length 14". Packed — 3 dozen to a shipping carton. Ship. Wgt. — 35 lbs. **$1.59**

No. 207 AUTO TRANSPORT

Tootsietoys famous Auto Carrier in a brand new design. Snub Nose Cab, three cars on modern trailer, with ramp for loading and unloading the cars, mean hours of pleasure. Brand new gift box.
Packing three dozen — Ship. Wgt. 27 lbs. **$1.00**

No. 289 TRACTOR & HARROW

Authorized reproduction of the well-known Ford Tractor and disc harrow. Packed in gift box. Tractor 4¾" x 2¾" x 2⅜". Disc Harrow 2¾" x 3⅜" x 1". 3 dozen to a carton
Ship. Wgt. 21 lbs. . . . . **$ .89**

No. 389 TRACTOR with SCOOP

Ford tractor with movable scoop that operates just like the real thing Size 7". Packed in an attractive gift box—three dozen to a carton
Ship. Wgt. 19 lbs. **$1.00**

No. 995 MERCEDES BENZ

Scale model of Foreign sports car. Doors that open like a bird's wings. Durable metal, high gloss finishes, realistic interior Individually boxed. Size 7" x 3" x 2". Packed 3 dozen to a carton.
Ship. Wgt. 24 lbs. **$1.00**

No. 869 UTILITY TRAILER

This fine trailer and cab will furnish fun for all ages. Removable stakes make this truck a real work horse. Packed in gift box. Size 9". Packed 3 dozen to a carton
Ship. Wgt. 22 lbs. . . . . **$ .89**

No. 569 LOGGER

This big logger comes direct from the North woods. The logger will help make "Junior's" truck fleet complete. Packed individually in colorful box. Size 9". Packed — 3 dozen to a carton.
Ship. Wgt. 17 lbs. . . . . **$ .79**

No. 669 OIL TANKER

This realistically designed trailer and cab will deliver the goods in volume sales. Packed individually in colorful sales minded gift box. Size 9" Packed 3 dozen to a carton.
Ship. Wgt. 20 lbs. . . . . **$ .79**

No. 679 ROAD GRADER

Scale model of diesel construction piece. The Jr. Engineer can build his own super highway. Size 5½" x 2½" x 2" Durable metal high gloss finishes. Colorful box Packing 3 dozen to a carton
Ship. Wgt. 12 lbs. . . . . **$ .79**

No. 589 VAN

Authentic Replica of the Nation's Leading over-the-road haulers. Realistically designed with doors that open and removable top. Packed in gift box Size 9½" Packed 3 dozen to a carton
Ship. Wgt 28 lbs. **$1.00**

No. 249 DUMP TRUCK

Tootsietoys famous dump truck . . . actually dumps — tailgate swings open. Size 5½" x 1¾" x 2". "Rol-Ezy" constructed with dual wheels. Assorted colors. Packing one dozen to the box, 12 boxes in carton.
Ship. Wgt. 54 lbs. . . . . **$ .49**

No. 245 TOW TRUCK

A must to make your Tootsietoy set complete. Size 5½" x 1¾" x 2". This Tootsietoy lasts and lasts and it's "Rol-Ezy" constructed with dual wheels. Packing one dozen to the box, 12 boxes to the carton. Ship. Wgt. 42 lbs. **$ .39**

No. 285 JEEP

Latest model Army Jeep — for children of all ages. All toys in durable metal with high gloss finishes. Size 5½" x 2" x 1½". Packed — 12 in a box of assorted colors, 12 boxes to shipping carton.
Ship. Wgt. 38 lbs. . . . . **$ .39**

No. 469 PUMPER TRUCK

Scale model, 6" x 2" x 2", Mack Truck with extra ladders and fire hose. A must for all Jr. Firemen. Durable metal high gloss finishes Individually boxed. Packing 3 dozen
Ship. Wgt. 13 lbs. . . . **$ .69**

Tootsietoys

DOWST MFG. • CHICAGO 24, ILL.

No. 7210 CAR AND TRUCK ASSORTMENT. This assortment of 10 pocket size miniatures includes two European sport cars, made of durable metal and finished in high gloss enamel. Six dozen assorted models in attractive Counter Display box. Size 3¼" x 1¾". Packed (2 gross toys) to Carton. Ship. Wgt. 28 lbs. ..... **$ .15**

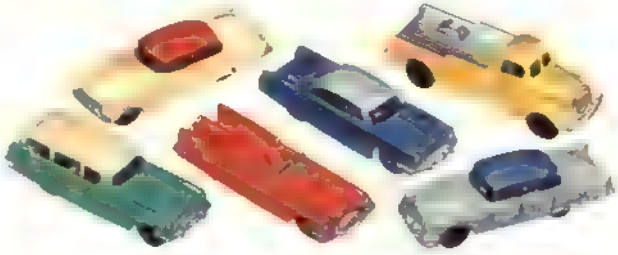
No. 1210 CAR AND TRUCK ASSORTMENT. Same as 7210 except packed 2 dozen to carton. No display box. .....**$ .15**

No. 740 DELUXE ASSORTMENT. Realistic assortment of the finest of all metal toys. 6 cars and trucks consisting of Cadillac, Packard, Hot Rod, Sports Car, Panel Truck and Pick Up Truck with removable top. All toys have base with simulated axles, etc Size 6" long, 1¼" wide and 1½" to 2½" high. Packed singly in printed poly bag, 1 doz to box, 12 boxes to carton
Ship. Wgt. 42 lbs. ..... **$ .39**

No. 7280 AUTO and TRUCK ASSORTMENT. Here's an assortment of medium size trucks and cars. "Rol-Ezy" construction. Rubber wheels. Two-tone colors. Packed in attractive counter display box. 4" long. Packed — 6 asst. to a box of 3 dozen, 8 boxes to carton. Ship. Wgt. 44 lbs. **$ .25**

No. 1180 AUTO AND TRUCK ASSORTMENT. Same as 7280 except packed 12 to box, 2 gross to carton, no display. .....**$ .25**

No. 1319 AIRPLANE ASSORTMENT. All new scale model planes. Gruman Sabre, Panther, Skyray, Vought Cutlass, Beechcraft Bonanza, Starfire. All toys in durable metal with high gloss finishes. Size 3½" x 4½". Packed 12 asst. models and colors to box. Ship. Wgt. 31 lbs.**$ .19 ea.**



No. 5030 JUMBO ASSORTMENT. This deluxe assortment consists of Mack Truck, Cadillac Sedan, Chrysler Regent, Buick Sportster, Packard and Buick Station Wagon. Assorted two tone colors. Size 6" x 1¾" x 1¼". Packed — 2 of each style to box of 1 dozen. 12 boxes to carton. Ship Wgt. 37 lbs. .....**$ .35 ea.**

No. 405 BADGE ASSORTMENT

Makes every child a make-believe official for all sorts of games . . . Deputy Sheriff . . . Fire Chief . . . G-Man . . . Special Police. Flashy, heavy in appearance. Packed — 1 dozen to a card, 3 cards to box, 8 boxes (2 gross badges) to carton. Ship. Wgt. 17 lbs. (2 gross toys) ..**$ .10 ea.**

All Prices are Slightly Higher West of the Rocky Mountains.

Tootsietoys

DOWST MFG. · CHICAGO 24, ILL.

No. 5211 FIRE DEPARTMENT SET. A real Fire Fighting Set — Aerial Hook and Ladder, Pumper Truck, Fire Chief's Car and Ambulance. To make this complete you get extra ladders, badge, axe, shovel, two helmets.
Packing one dozen — Ship. Wgt. 20 lbs. **$2.50**

No. 6000 ROAD CONSTRUCTION SET. Scale models of Caterpillar Bulldozer, Motor Grader, Rugged Mack Dump Truck, Machinery Hauler and Cab plus Road Signs make complete construction set for the young builder. All finished in high gloss enamels, durable die cast metal.
Packing one dozen — Ship. Wgt. 27 lbs. **$3.00**

No. 7000 PLAYTIME SET. Tootsietoys DeLuxe Assortment - 8 latest model cars and trucks and two Jet Planes. Dozer Blade for Jeep and removable top for Truck add hours of play value to this set.
Packing one dozen — Ship. Wgt. 35 lbs. **$3.50**

No. 6800 FARM SET. Year 'round play appeal in this all new farm set — complete with exact models of Ford Tractor — Disc Harrow — Manure Spreader — Two Bottomed Plow — Jeep with Dozer Blade—all purpose Truck—Farm Animals.
Packing one dozen — Ship. Wgt. 29 lbs. **$3.00**

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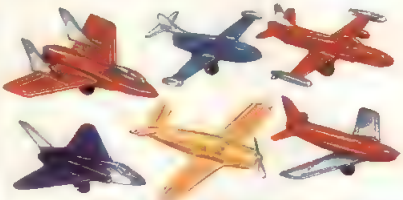
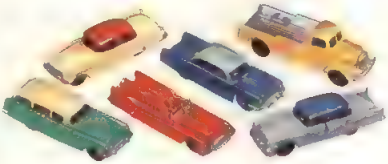
No. 7280 AUTO and TRUCK ASSORTMENT. Here's an assortment of medium size trucks and cars. "Rol-Ezy" construction. Rubber wheels. Two-tone colors. Packed in attractive counter display box. 4" long. Packed — 6 asst. to a box of 3 dozen, 8 boxes to carton. Ship. Wgt. 44 lbs. **$ .25**

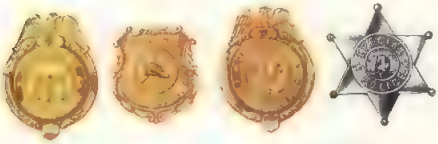
No. 1180 AUTO AND TRUCK ASSORTMENT. Same as 7280 except packed 12 to box, 2 gross to carton, no display. .....**$ .25**



No. 1319 AIRPLANE ASSORTMENT. All new scale model planes. Gruman Sabre, Panther, Skyray, Vought Cutlass, Beechcraft Bonanza, Starfire. All toys in durable metal with high gloss finishes. Size 3½" x 4½". Packed 12 asst. models and colors to box. Ship. Wgt. 31 lbs.**$ .19 ea.**



No. 5030 JUMBO ASSORTMENT. This deluxe assortment consists of Mack Truck, Cadillac Sedan, Chrysler Regent, Buick Sportster, Packard and Buick Station Wagon. Assorted two tone colors. Size 6" x 1¾" x 1¼". Packed — 2 of each style to box of 1 dozen. 12 boxes to carton. Ship. Wgt. 37 lbs. .....**$ .35 ea.**



No. 405 BADGE ASSORTMENT

Makes every child a make-believe official for all sorts of games . . . Deputy Sheriff . . . Fire Chief . . . G-Man . . Special Police. Flashy, heavy in appearance. Packed — 1 dozen to a card, 3 cards to box, 8 boxes (2 gross badges) to carton. Ship. Wgt. 17 lbs. (2 gross toys) . .**$ .10 ea.**

All Prices are Slightly Higher West of the Rocky Mountains.

No. 290 FORD TRACTOR

With a movable scoop and utility wagon with removable sides and ends — overall length 14". Packed — 3 dozen to a shipping carton. Ship. Wgt. — 35 lbs. **$1.59**

No. 207 AUTO TRANSPORT

Tootsietoys famous Auto Carrier in a brand new design. Snub Nose Cab, three cars on modern trailer, with ramp for loading and unloading the cars, mean hours of pleasure. Brand new gift box.
Packing three dozen — Ship. Wgt. 27 lbs. **$1.00**

No. 289
TRACTOR & HARROW

Authorized reproduction of the well-known Ford Tractor and disc harrow. Packed in gift box Tractor 4¾" x 2¾" x 2¾". Disc Harrow 2¾" x 3⅜" x 1". 3 dozen to a carton.
Ship. Wgt. 21 lbs. ....**$ .89**

No. 389 TRACTOR with SCOOP

Ford tractor with movable scoop that operates just like the real thing. Size 7". Packed in an attractive gift box—three dozen to a carton.
Ship. Wgt. 19 lbs. **$1.00**

No. 995 MERCEDES BENZ

Scale model of Foreign sports car. Doors that open like a bird's wings. Durable metal, high gloss finishes, realistic interior. Individually boxed. Size 7" x 3" x 2". Packed 3 dozen to a carton
Ship. Wgt. 24 lbs. **$1.00**

No. 869
UTILITY TRAILER

This fine trailer and cab will furnish fun for all ages. Removable stakes make this truck a real work horse. Packed in gift box. Size 9". Packed 3 dozen to a carton.
Ship. Wgt. 22 lbs. ....**$ .89**

No. 569 LOGGER

This big logger comes direct from the North woods. The logger will help make "Junior's" truck fleet complete. Packed individually in colorful box. Size 9". Packed — 3 dozen to a carton
Ship. Wgt. 17 lbs. ....**$ .79**

No. 669
OIL TANKER

This realistically designed trailer and cab will deliver the goods in volume sales. Packed individually in colorful sales minded gift box Size 9". Packed 3 dozen to a carton.
Ship. Wgt. 20 lbs. ....**$ .79**

No. 679
ROAD GRADER

Scale model of diesel construction piece. The Jr. Engineer can build his own super highway. Size 5½" x 2½" x 2". Durable metal high gloss finishes. Colorful box. Packing 3 dozen to a carton.
Ship. Wgt. 12 lbs. ....**$ .79**

No. 589 VAN

Authentic Replica of the Nation's Leading over-the-road haulers. Realistically designed with doors that open and removable top. Packed in gift box. Size 9½". Packed 3 dozen to a carton.
Ship. Wgt. 28 lbs. **$1.00**

No. 249 DUMP TRUCK

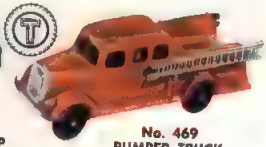
Tootsietoys famous dump truck . . . actually dumps — tailgate swings open. Size 5½" x 1¾" x 2". "Rol-Ezy" constructed with dual wheels. Assorted colors. Packing one dozen to the box, 12 boxes in carton.
Ship. Wgt. 54 lbs. ....**$ .49**

No. 245
TOW TRUCK

A must to make your Tootsietoy set complete Size 5½" x 1¾" x 2". This Tootsietoy lasts and lasts and it's "Rol-Ezy" constructed with dual wheels. Packing one dozen to the box, 12 boxes to the carton. Ship. Wgt. 42 lbs. **$ .39**

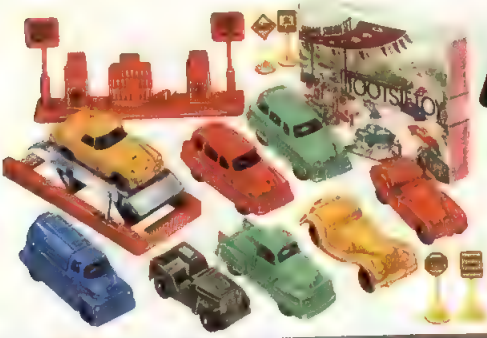
No. 285 JEEP

Latest model Army Jeep — for children of all ages. All toys in durable metal with high gloss finishes. Size 5½" x 2" x 1½". Packed — 12 in a box of assorted colors, 12 boxes to shipping carton.
Ship Wgt. 38 lbs. ....**$ .39**



No. 469
PUMPER TRUCK

Scale model, 6" x 2" x 2", Mack Truck with extra ladders and fire hose. A must for all Jr. Firemen. Durable metal high gloss finishes. Individually boxed. Packing 3 dozen.
Ship. Wgt. 13 lbs. ....**$ .69**



Tootsietoys
ORIGINAL DIE CAST METAL TOYS

No. 5710
SERVICE STATION SET

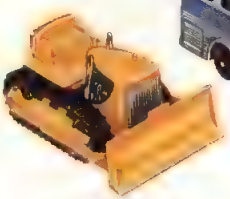
Fill 'er up at Tootsietoys new Service Station Pumps — grease job and oil change on the lift rack. 8 cars and trucks can be kept in tiptop service with this set. Complete with road signs. Packing one dozen — Ship. Wgt. 22 lbs. . **$2.00**

No. 7200 MOTOR SET. Six late model Cars and Trucks that really roll over the highways, plus two of the latest style Jet Planes. Durable Metal finished in high gloss enamels. Packing one dozen — Ship.Wgt. 21 lbs.... **$2.00**

No. 5700 AIRPLANE SET

Here for the Jet Age, 5 assorted, faster than sound, jet planes, including Starfire, Gruman Panther, Sabre Skyray, also, Beechcraft Bonanza. All toys in durable metal with high gloss finishes. Packed in colorful gift box, 3 dozen sets to carton, Ship Wgt. 24 lbs. **$1.00**

Tootsietoys
AUTHENTIC MINIATURES

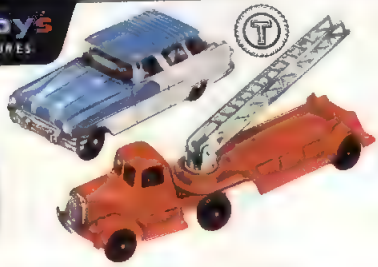


No. 695 BULLDOZER

Scale model of famous caterpillar work horse — movable blade — authentic color. Complete in detail down to the last stack. Durable metal, high gloss finishes. Individual display box size 4½" x 2" x 2¾". Packing 3 dozen. Ship. Wgt. 15 lbs. **$1.00**

No. 769 GREYHOUND SCENICRUISER

Greyhound's new ultra modern Scenicruiser Bus in miniature. Realistically finished in bright authentic colors — 7" long. Attractive individual gift box. Packing 3 dozen. Ship. Wgt. 17 lbs. ....**$ .79**



No. 895 PONTIAC SAFARI

Authentic scale model of General Motors leading Station Wagon. Rear door opens and closes for ease in loading Durable metal high gloss finishes, realistic interior. Size 7" x 2" x 3". Packed — 3 dozen to a carton Ship. Wgt. 32 lbs. **$1.00**

No. 489
HOOK & LADDER

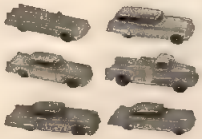
For the young fire chief an authentic aerial truck with extension ladder on revolving tower. Durable metal high gloss finishes Boxed individually. Size 8¾" x 2" x 2". Packed — 3 dozen to a carton. Ship. Wgt. 17 lbs. **$1.00**

Rol-Ezy Die-Cast Metal Toys

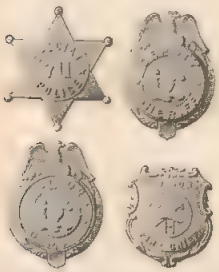
TOOTSIETOYS SUBJECT TO 2% CASH DISCOUNT

Tootsietoy Car and Truck Assortment. 10 pocket size miniature cars and trucks 3¼ inches long and 1-3/16 inches wide including 2 European Sport cars, made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 15c each
37N72 ..... Per dozen **1.12**

Tootsietoy Auto and Truck Assortment. An assortment of medium size trucks and cars measuring 4 inches long. Finished in two-tone effect with high gloss non-toxic enamels and made of durable die cast zinc alloy. Retail 25c each.
37N73 ..... Per dozen **1.90**



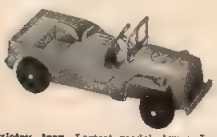
Tootsie Jumbo Assortment. This deluxe assortment consist of 6 of the large size TOOTSIETOYS approximately 6 inches long, 1¾ inches high and 1¼ inches wide. Made of durable die cast zinc alloy and finished in two-tone high gloss non-toxic enamels. Retail 35c each
37N46 ..... Per dozen **2.66**



Badge Assortment. An assortment of 4 badges: Deputy Sheriff, Fire Chief G-Man and Special police. Packed 1 dozen assorted to a card. Finished in non-toxic enamels. Retail 10c each
37N65 ..... Per dozen **.80**

Tootsietoy Airplane Assortment. An assortment of the latest airplanes, approximately 3½ inches long with a 4½-inch wing spread. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 19c each.
37N27 ..... Per dozen **1.45**

Tootsietoys Rack Deal. Set consists of 60 pieces 19c retail, 24 pieces, 29c retail, 24 pieces, 39c retail; 24 pieces, 49c retail. Total of 132 pieces. Each item packed in polyethylene bag, showing each toy very clearly. Has colorful pre-marked headers for faster sales. Packed complete with display rack in corrugated carton. Retail 39.48 per assortment.
37N106 ..... Per assortment **25.80**



Tootsietoy Jeep. Lastest model Army Jeep. 5 inches long, 1¾ inches wide, 1½ inches high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 40c each.
37N63 ..... Per dozen **3.04**

Tootsietoy Tow Truck. Tow truck with swivel-tow hook that can be used from the rear or either side. Overall length 5½ inches, 1¾ inches wide, truck cab 2 inches high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 40c each.
37N67 ..... Per dozen **3.04**

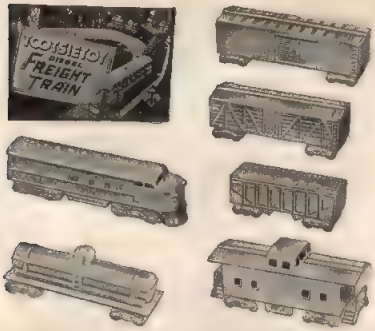
Tootsietoy Dump Truck. TOOTSIETOY's famous dump truck that actually dumps and the tail-gate swings open. Overall length 5½ inches, 1¾ inches wide, truck cab 2 inches high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 49c each.
37N66 ..... Per dozen **3.73**

Cadillac With Base. Reproduction of Cadillac No. 62 Sedan, 6 inches long, 1¾ inches high and 1¼ inches wide with stamped lithographed base. Made of durable die cast zinc alloy and finished in non-toxic two-tone enamel. Retail 49c each.
37N94 ..... Per dozen **3.04**

Packard With Base. Reproduction of Packard Patrician Sedan, 6 inches long, 1¾ inches high and 1¼ inches wide with stamped lithographed base. Made of durable die cast zinc alloy and finished in non-toxic two-tone enamel. Retail 49c each.
37N[illegible] ..... Per dozen **3.04**

Rol-Ezy Die-Cast Metal Toys

TOOTSIETOYS SUBJECT TO 2% CASH DISCOUNT



Tootsietoy Diesel Freight Train Set. Scale model of latest Union Pacific Freight Train Diesel engine 6½ inches in length; freight cars 4½ inches in length All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 2.00 per set

37N80 ..... Per dozen sets **15.20**

Tootsietoy Playtime DeLuxe Set. A complete assortment of large size TOOTSIETOY late model cars, trucks and jet airplanes. Cars are 6 inches in length; jet planes have a wing spread of 4 inches and a fuselage of 3¼ inches All in die cast durable zinc alloy and finished in high gloss non-toxic enamels. Retail 3.50 per set.

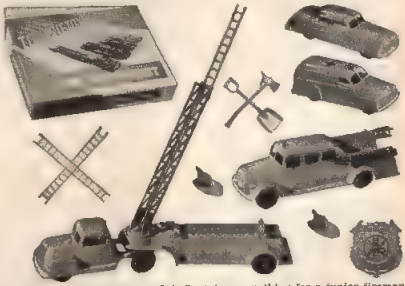
37N58 ..... Per dozen sets **26.60**

Tootsietoy Motor Set. Medium size TOOTSIETOY cars and trucks 4 inches long, grease rack 5 inches long, 2½ inches wide. All toys are made of durable die cast zinc alloy and finished in high gloss non-toxic enamels Retail 2.00 per set.

37N59 ..... Per dozen sets **15.20**

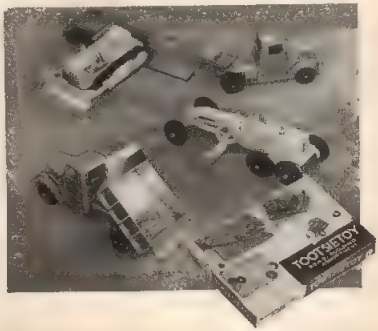
Tootsietoy Road Grader. Scale model of Caterpillar Road Grader, 5¾ inches x 3 inches x 2 inches. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 79c each.

37N103 ..... Per dozen **6.00**



Tootsietoy Fire Department Set. Contains everything for a junior fireman Aerial ladder truck 8½ inches long, 1⅞ inches wide, 2 inches high, ladder tower extends 8½ inches with extension, pumper truck 6 inches long, 2 inches high, fire chief car 4 inches long, fire ambulance 4 inches long, extra ladders 3½ inches long All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 2.50 per set

37N55 ..... Per dozen sets **19.00**



Tootsietoy Road Construction Set. Scale models of Caterpillar Bulldozer 4 inches x 2½ inches x 1¾ inches, Road Grader 5¾ inches x 3 inches x 2 inches, Rugged Mack Dump Truck 5½ inches x 2 inches x 2 inches Machinery Hauler and Cab 11¼ inches x 2-1/16 inches x 2¼ inches, Road signs 1½ inches high. All toys are durable die cast zinc alloy and finished in high gloss non-toxic enamels Retail 3.00 per set

37N104 ..... Per dozen sets **22.80**

Rol-Ezy Die-Cast Metal Toys

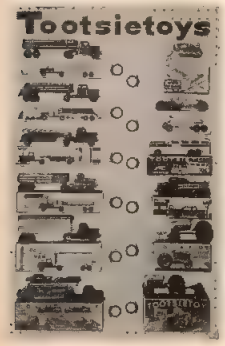
Tootsietoys Subject To 2% Cash Discount

Tootsietoy Bulldozer. Scale of Caterpillar Bulldozer 4 inches x 2½ inches x 1⅞ inches. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1.00 each.

37N96 ..... Per dozen **7.60**

Tootsietoy Hook and Ladder. Aerial ladder truck measures 8¾ inches long, 1⅞ inches wide and 2 inches high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1.00 each.

37N97 ..... Per dozen **7.60**

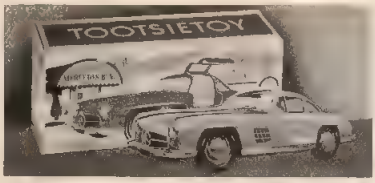


78 Piece Tootsietoy Peg Board Deal. Consists of 6 each of 12 styles easy rolling die cast metal toys: 4 in. bulldozer, 9½ in. auto transport, 7½ in. tractor with scoop, 9¼ in. van, 8¾ in. hook and ladder, 7 in. tractor and disc harrow, 5¾ in. road grader, 8¾ in. utility trailer, 6¾ in. greyhound scenicruiser, 8¾ in. logger, 9 in. oil tanker, and 6¼ in. fire engine pumper and 6 additional toys. Each in display box. Packed complete in carton with 24 x 36 in. masonite peg board. Shipping weight 50 lbs. Retail 69.67 per deal.

37N105 ..... Per deal **46.13**

Tootsietoy Pumper. Scale model pumper truck 6 inches long, 2 inches high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 69c each.

37N86 ..... Per dozen **5.20**



Mercedes Benz. Scale model sport car 7 inches long, 2 inches wide and 3 inches high. Made of durable die cast zinc alloy and finished with high gloss non-toxic enamels. Retail 1.00 each.

37N99 ..... Per dozen **7.60**

Pontiac Safari Station Wagon. Scale model of the Pontiac Safari Station Wagon, 7 inches long 2 inches wide and 3 inches high. Made of durable die cast zinc alloy and finished in two-tone effect with high gloss non-toxic enamels. Retail 1.00 each.

37N100 ..... Per dozen **7.60**

Tootsietoy Airplane Set. 5 airplanes approximately 3½ inches long; 4½-inch wing spread. All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1.00 per set.

37N102 ..... Per dozen sets **8.00**

Rol-Ezy Cast Metal Toys

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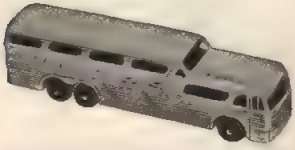
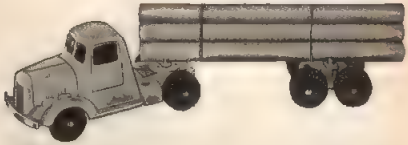


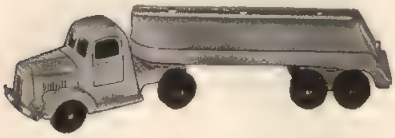
Tootsietoy Greyhound Scenicruiser. Scale model of the new Greyhound Bus, 7 inches long Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 79 each.

37N74 ..... Per dozen **6.00**



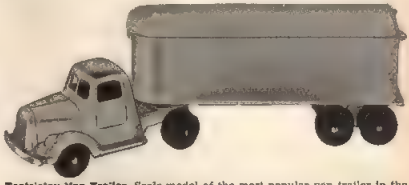
Tootsietoy Log Trailer. Cab and trailer loaded with logs, 9 inches long. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 79c each.

37N75 ..... Per dozen **6.00**



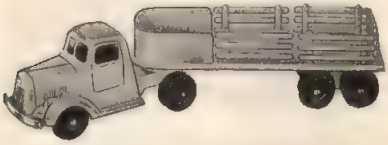
Tootsietoy Oil Trailer. Scale model oil tanker and cab, 9 inches long Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 79c each.

37N76 ..... Per dozen **6.00**



Tootsietoy Van Trailer. Scale model of the most popular van trailer in the toy field; doors that open and top that is removable with cab that is detachable from the van body, 9¼ inches long Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1 00 each

37N79 ..... Per dozen **7.60**

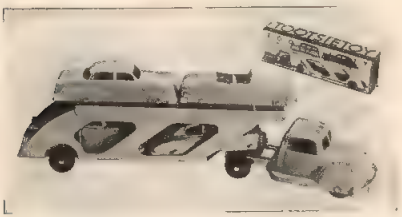


Tootsietoy Utility Trailer. Cab and trailer with removable stakes 9 inches long Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 89c each.

37N77 ..... Per dozen **6.74**

Tootsietoy Tractor and Disc Harrow. Scale model of the well-known Ford tractor and disc harrow. Tractor measures 4¾ inches long, 2⅜ inches wide and 2⅜ inches high. Disc harrow is 2¾ inches long, 3⅜ inches wide and 1 inch high All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels Retail 89c each.

37N83 ..... Per dozen **6.74**

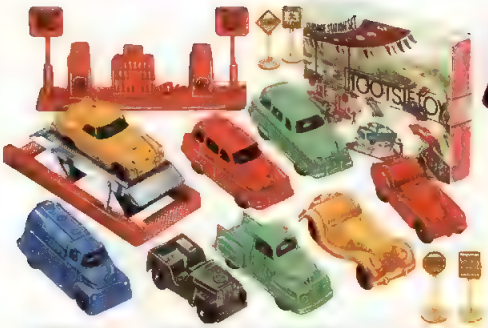


Tootsie Auto Transport. Double deck toy auto carrier loaded with 4 popular TOOTSIETOY cars measuring 3¼ inches; overall length 9¾ inches. All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1.00 each.

37N34 ..... Per dozen **7.60**

Tootsietoy Tractor With Scoop. Ford tractor with movable scoop that operates like the real thing; 7 inches long Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels. Retail 1 00 each.

37N78 ..... Per dozen **7.60**



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Fill 'er up at Tootsietoys new Service Station Pumps — grease job and oil change on the lift rack. 8 cars and trucks can be kept in tiptop service with this set. Complete with road signs. Packing one dozen — Ship. Wgt. 22 lbs. . **$2.00**

No. 7200 MOTOR SET. Six late model Cars and Trucks that really roll over the highways, plus two of the latest style Jet Planes. Durable Metal finished in high gloss enamels. Packing one dozen — Ship. Wgt. 21 lbs. . . . **$2.00**

No. 5700 AIRPLANE SET

Here for the Jet Age, 5 assorted, faster than sound, jet planes, including Starfire, Grumman Panther, Sabre Skyray, also, Beechcraft Bonanza. All toys in durable metal with high gloss finishes. Packed in colorful gift box, 3 dozen sets to carton, Ship Wgt. 24 lbs. **$1.00**

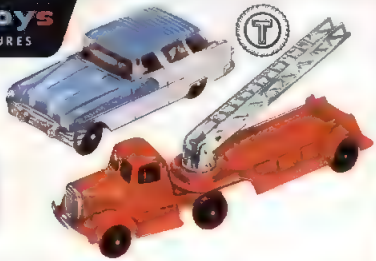
Tootsietoys
AUTHENTIC MINIATURES

No. 695 BULLDOZER

Scale model of famous caterpillar work horse — movable blade — authentic color Complete in detail down to the last stack. Durable metal, high gloss finishes. Individual display box size 4½" x 2" x 2¾". Packing 3 dozen. Ship. Wgt. 15 lbs. **$1.00**

No. 769 GREYHOUND SCENICRUISER

Greyhound's new ultra modern Scenicruiser Bus in miniature. Realistically finished in bright authentic colors — 7" long. Attractive individual gift box. Packing 3 dozen. Ship. Wgt. 17 lbs. . . . . **$ .79**



No. 895 PONTIAC SAFARI

Authentic scale model of General Motors leading Station Wagon. Rear door opens and closes for ease in loading. Durable metal high gloss finishes, realistic interior. Size 7" x 2" x 3". Packed — 3 dozen to a carton. Ship. Wgt. 32 lbs. **$1.00**

No. 489
HOOK & LADDER

For the young fire chief an authentic aerial truck with extension ladder on revolving tower. Durable metal high gloss finishes Boxed individually. Size 8¾" x 2" x 2". Packed — 3 dozen to a carton. Ship Wgt 17 lbs. **$1.00**

Tootsietoys

DOWST MFG. · CHICAGO 24, ILL.

No. 7210 CAR AND TRUCK ASSORTMENT. This assortment of 10 pocket size miniatures includes two European sport cars, made of durable metal and finished in high gloss enamel. Six dozen assorted models in attractive Counter Display box. Size 3¼" x 1⅝". Packed (2 gross toys) to Carton. Ship. Wgt. 28 lbs. ..... **$ .15**

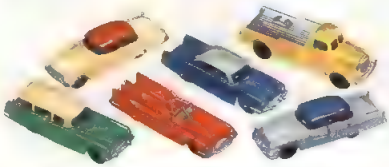
No. 1210 CAR AND TRUCK ASSORTMENT. Same as 7210 except packed 2 dozen to carton. No display box. .....**$ .15**

No. 740 DELUXE ASSORTMENT. Realistic assortment of the finest of all metal toys. 6 cars and trucks consisting of Cadillac, Packard, Hot Rod, Sports Car, Panel Truck and Pick Up Truck with removable top. All toys have base with simulated axles, etc. Size 6" long, 1¼" wide and 1½" to 2½" high. Packed singly in printed poly bag, 1 doz. to box, 12 boxes to carton. Ship. Wgt. 42 lbs. .... **$ .39**

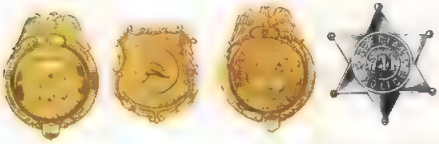
No. 7280 AUTO and TRUCK ASSORTMENT. Here's an assortment of medium size trucks and cars. "Rol-Ezy" construction. Rubber wheels. Two-tone colors. Packed in attractive counter display box. 4" long. Packed — 6 asst. to a box of 3 dozen, 8 boxes to carton. Ship. Wgt. 44 lbs. **$ .25**

No. 1180 AUTO AND TRUCK ASSORTMENT. Same as 7280 except packed 12 to box, 2 gross to carton, no display. .....**$ .25**

No. 1319 AIRPLANE ASSORTMENT. All new scale model planes. Gruman Sabre, Panther, Skyray, Vought Cutlass, Beechcraft Bonanza, Starfire. All toys in durable metal with high gloss finishes. Size 3½" x 4½". Packed 12 asst. models and colors to box. Ship. Wgt. 31 lbs.**$ .19 ea.**



No. 5030 JUMBO ASSORTMENT. This deluxe assortment consists of Mack Truck, Cadillac Sedan, Chrysler Regent, Buick Sportster, Packard and Buick Station Wagon. Assorted two tone colors. Size 6" x 1¾" x 1¼". Packed — 2 of each style to box of 1 dozen. 12 boxes to carton. Ship. Wgt. 37 lbs. .....**$ .35 ea.**



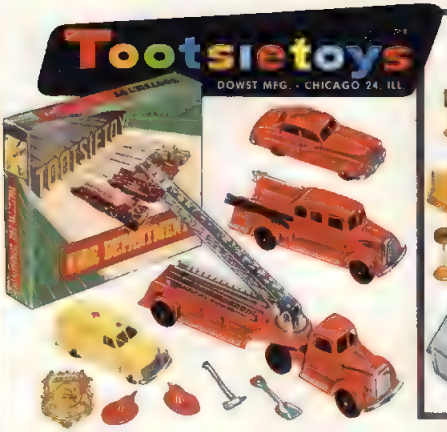
No. 405 BADGE ASSORTMENT

Makes every child a make-believe official for all sorts of games . . . Deputy Sheriff . . . Fire Chief . . . G-Man . . . Special Police. Flashy, heavy in appearance. Packed — 1 dozen to a card, 3 cards to box, 8 boxes (2 gross badges) to carton. Ship. Wgt. 17 lbs. (2 gross toys) ..**$ .10 ea.**

All Prices are Slightly Higher West of the Rocky Mountains.

Tootsietoys

DOWST MFG. · CHICAGO 24, ILL.



No. 5211 FIRE DEPARTMENT SET. A real Fire Fighting Set — Aerial Hook and Ladder, Pumper Truck, Fire Chief's Car and Ambulance. To make this complete you get extra ladders, badge, axe, shovel, two helmets.
Packing one dozen — Ship. Wgt. 20 lbs. **$2.50**

No. 6000 ROAD CONSTRUCTION SET. Scale models of Caterpillar Bulldozer, Motor Grader, Rugged Mack Dump Truck, Machinery Hauler and Cab plus Road Signs make complete construction set for the young builder. All finished in high gloss enamels, durable die cast metal.
Packing one dozen — Ship. Wgt. 27 lbs. **$3.00**

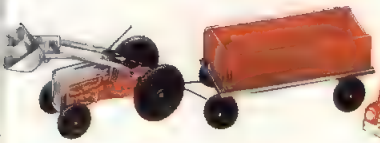
No. 7000 PLAYTIME SET. Tootsietoys DeLuxe Assortment — 8 latest model cars and trucks and two Jet Planes. Dozer Blade for Jeep and removable top for Truck add hours of play value to this set.
Packing one dozen — Ship. Wgt. 35 lbs. **$3.50**

No. 6800 FARM SET. Year 'round play appeal in this all new farm set — complete with exact models of Ford Tractor — Disc Harrow — Manure Spreader — Two Bottomed Plow — Jeep with Dozer Blade—all purpose Truck—Farm Animals.
Packing one dozen — Ship. Wgt. 29 lbs. **$3.00**

No. 5610 DIESEL FREIGHT TRAIN SET. This exact reproduction of the latest Union Pacific Train will roll over the tracks. Six colorful items that will occupy the children's play and attention for hours. Packed in an attractive, eye-appealing, gift box.
Packing one dozen — Ship. Wgt. 20 lbs. **$2.00**

Miniature Toys For Girls & Boys

All Prices are Slightly Higher West of the Rocky Mountains



No. 290 FORD TRACTOR

With a movable scoop and utility wagon with removable sides and ends — overall length 14". Packed — 3 dozen to a shipping carton. Ship. Wgt. — 35 lbs. **$1.59**

No. 207 AUTO TRANSPORT

Tootsietoys famous Auto Carrier in a brand new design. Snub Nose Cab, three cars on modern trailer, with ramp for loading and unloading the cars, mean hours of pleasure. Brand new gift box.
Packing three dozen — Ship. Wgt. 27 lbs. **$1.00**

No. 289 TRACTOR & HARROW

Authorized reproduction of the well-known Ford Tractor and disc harrow. Packed in gift box. Tractor 4¾" x 2¾" x 2⅝". Disc Harrow 2¾" x 3⅜" x 1". 3 dozen to a carton.
Ship. Wgt. 21 lbs. ....**$ .89**

No. 389 TRACTOR with SCOOP

Ford tractor with movable scoop that operates just like the real thing. Size 7". Packed in an attractive gift box—three dozen to a carton.
Ship. Wgt. 19 lbs. **$1.00**

No. 995 MERCEDES BENZ

Scale model of Foreign sports car. Doors that open like a bird's wings. Durable metal, high gloss finishes, realistic interior. Individually boxed. Size 7" x 3" x 2". Packed 3 dozen to a carton
Ship. Wgt. 24 lbs. **$1.00**

No. 869 UTILITY TRAILER

This fine trailer and cab will furnish fun for all ages. Removable stakes make this truck a real work horse. Packed in gift box. Size 9". Packed 3 dozen to a carton.
Ship. Wgt. 22 lbs. ....**$ .89**

No. 569 LOGGER

This big logger comes direct from the North woods. The logger will help make "Junior's" truck fleet complete Packed individually in colorful box. Size 9". Packed — 3 dozen to a carton.
Ship. Wgt. 17 lbs. ....**$ .79**

No. 669 OIL TANKER

This realistically designed trailer and cab will deliver the goods in volume sales. Packed individually in colorful sales minded gift box. Size 9" Packed 3 dozen to a carton.
Ship. Wgt. 20 lbs. ....**$ .79**

No. 679 ROAD GRADER

Scale model of diesel construction piece. The Jr. Engineer can build his own super highway. Size 5½" x 2½" x 2". Durable metal high gloss finishes. Colorful box. Packing 3 dozen to a carton.
Ship Wgt. 12 lbs. ....**$ .79**

No. 589 VAN

Authentic Replica of the Nation's Leading over-the-road haulers. Realistically designed with doors that open and removable top. Packed in gift box. Size 9½". Packed 3 dozen to a carton.
Ship. Wgt. 28 lbs. **$1.00**

No. 249 DUMP TRUCK

Tootsietoys famous dump truck . . . actually dumps — tailgate swings open. Size 5½" x 1¾" x 2". "Rol-Ezy" constructed with dual wheels. Assorted colors. Packing one dozen to the box, 12 boxes in carton.
Ship. Wgt. 54 lbs. ....**$ .49**

No. 245 TOW TRUCK

A must to make your Tootsietoy set complete. Size 5½" x 1¾" x 2". This Tootsietoy lasts and lasts and it's "Rol-Ezy" constructed with dual wheels. Packing one dozen to the box, 12 boxes to the carton. Ship. Wgt. 42 lbs. **$ .39**

No. 285 JEEP

Latest model Army Jeep — for children of all ages. All toys in durable metal with high gloss finishes. Size 5½" x 2" x 1½". Packed — 12 in a box of assorted colors, 12 boxes to shipping carton.
Ship Wgt. 38 lbs. ....**$ .39**

No. 469 PUMPER TRUCK

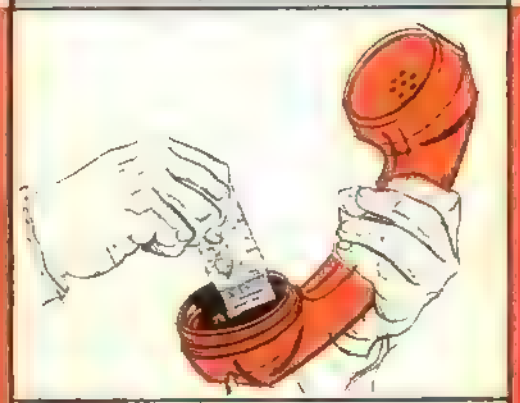
Scale model, 6" x 2" x 2", Mack Truck with extra ladders and fire hose. A must for all Jr. Firemen. Durable metal high gloss finishes. Individually boxed. Packing 3 dozen.
Ship. Wgt. 13 lbs. ....**$ .69**

PERFECT FOR PRE-SCHOOL CHILDREN

BRUMBERGER

. . THE FAMOUS B LINE

TERRIFIC CAPACITY! Holds over $100.00 in coins and dollar bills!



SECRET COMPARTMENTS! Both mouth and earpieces unscrew...messages and money can be hidden in the handle.

DIAL TURNS—BELL RINGS!

#305

FULL 8½" x 7" x 4½" SIZE

Telephone AND Bank!

Combines the PLAY value of a phone ... the money saving value of a BANK!

Sells on Sight!

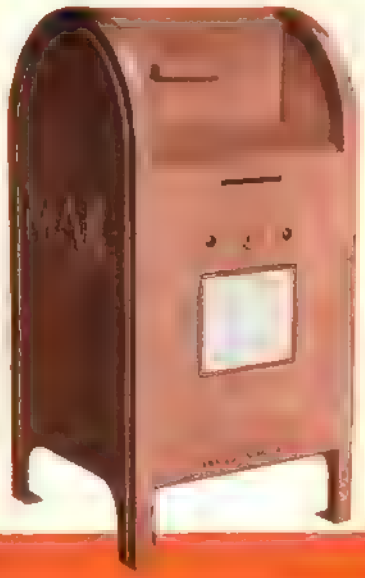
$2.00 LIST

Packed 12 to the master carton. Shipping wt. 14 lbs.

#305 Phone Bank. Latest, official desk style. Molded of practically unbreakable Hi Impact Styrene. Base contains a steel plate with a strong steel door with sturdy lock and key.

Individually and colorfully packaged in a self-mailing, corrugated carton.

COLORS: Black, Red and Yellow



#300

King Size Mail Box Bank

— Looks and Operates like the Original

TEACHES THE VALUE OF THRIFT

$2.00 LIST

CONSTRUCTED OF HEAVY GAUGE STEEL

COLORS: Red, Blue, Post Office Green. Packed 12 to the master carton. Shipping wt. 23 lbs.

SIZE: 4½" x 4½" x 9"

Handsome and unusual toy bank with an immense appetite for coins and bills. Package drop handles bills . . . letter slot, all coins! The removable front panel, just like the real thing, is fitted with a strong lock and key. Front is also decorated with a gold-bordered mail pickup notice . . .

Individually packaged in colorful, sales stimulating display carton which also can be used as a self mailer.

BRUMBERGER

GENERAL OFFICES AND SHOWROOM
34 — 34th Street • Brooklyn 32, N. Y.

OFFICIAL *Full* SIZE! *Battery Operated!*

#212 DIAL PHONE SYSTEM

—Fun for the entire family! **TERRIFIC SALES APPEAL!**

#212-B-BLACK $8.00 LIST

#212-R-RED $9.00

#212-Y-YELLOW $9.00

Packed 12 to master carton
Shipping wt. 43 lbs

Nothing-but-nothing fascinates and delights small-fry more than a phone . . . And Nobody-but-Nobody builds them like BRUMBERGER! We've been at it for 23 years

#212 our Newest, is incomparable as a quality product. It's the loudest, clearest, battery-operated voice transmitter available . . . and by far the handsomest!

Just pick up the receiver, dial-your-call . . . phone at far-end rings and conversation takes over . . . clear-as-a-bell!

A large, adult market also exists for these phones. They're particularly useful in the home for communications between kitchen to bedroom, darkroom, den or garage.

BATTERY OPERATED

HAND PHONE SETS *by* BRUMBERGER

TALK! . . . HEAR! . . . *Loud and Clear!*

Popularly Priced for Volume Sales!

In addition to their convenience as auxiliary home phones . . . parents love them for their practical advantages in helping their youngsters to improve their speech while keeping them happy and occupied.

BRUMBERGER Hand Phones are power-packed with electronic features. They buzz for attention . . . and transmit voices clearly! The housings are molded of abuse resistant high impact styrene. Sets are powered by two "C" batteries. Fully guaranteed!

#250—CHATTER BOX HAND PHONE SET

$5.00 LIST

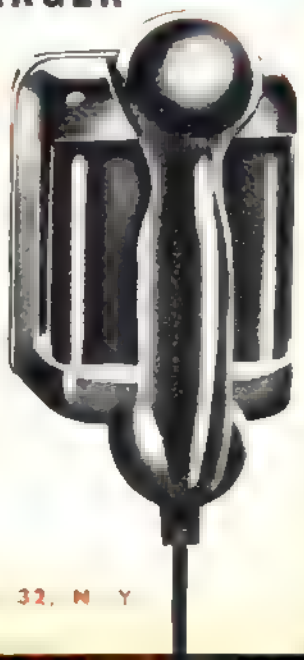
2 PHONES • 2 BUZZERS
TWO "C" BATTERIES
50 Ft. Plug-in Wire

#260—MERCURY HAND PHONE SET

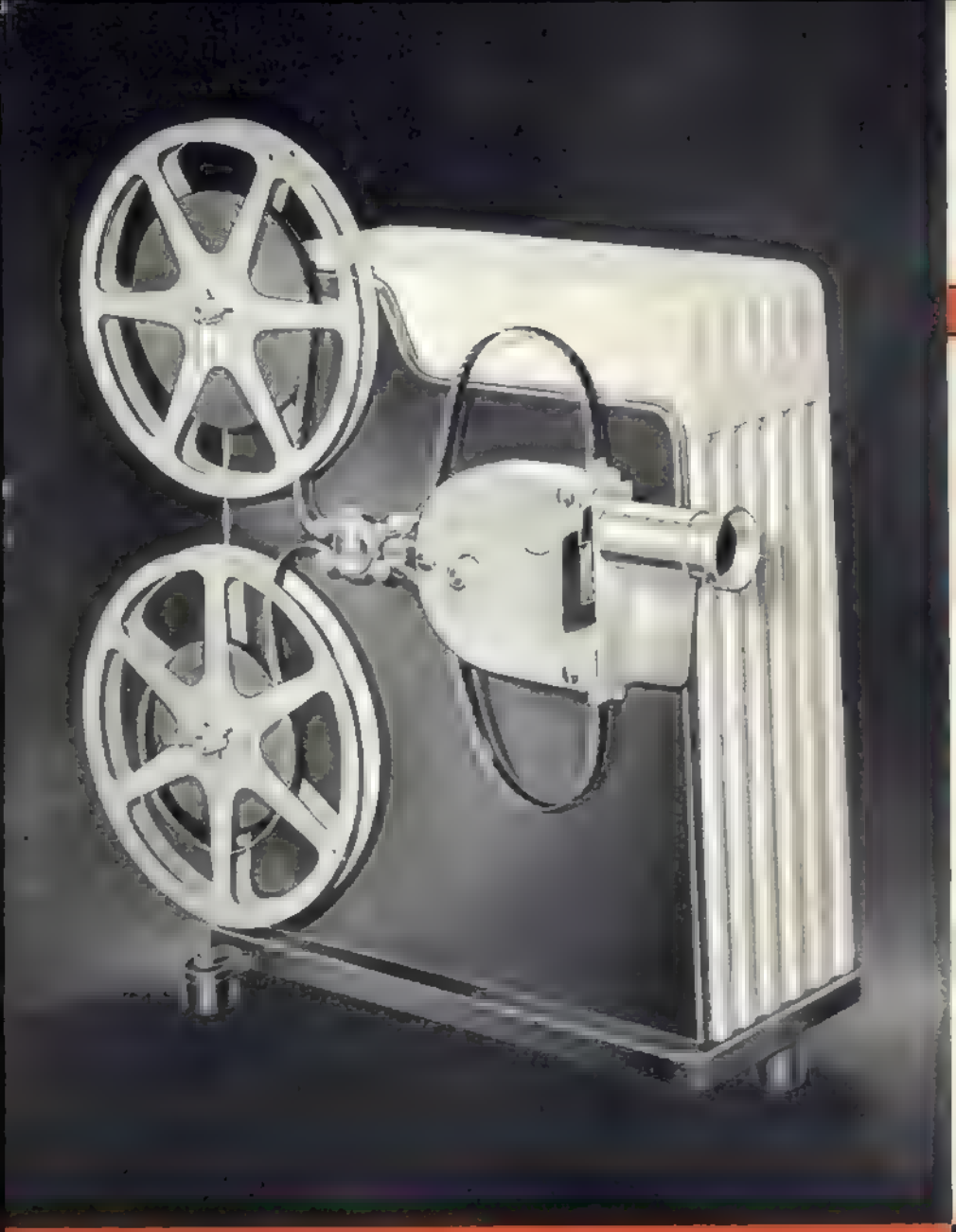
$6.00 LIST

WITH CRADLE
2 PHONES • 2 BUZZERS
2 CRADLES • 2 BATTERIES
50 Ft. Plug-in Wire

Packaged in attractive, Self-Selling Cartons



BRUMBERGER • 34 Thirty-Fourth Street Brooklyn 32, N Y



BRUMBERGER

proudly presents

THE NEW

THUNDERBIRD

8mm MOVIE PROJECTOR

150 Watt — Blower Cooled

Projects brilliantly clear pictures!

RUGGEDLY BUILT TO LAST!

— There's Nothing Like It!

PRICED TO SELL!

MODEL 1500

A-C only
110 Volts
60 Cycles

$29.95 LIST

Attractively packaged in a corrugated carrying case!

"THUNDERBIRD" Home Movie Projectors

— are New in Concept . . . New in Design

Here for the first time in the toy field is a full size, ruggedly built, modernly designed movie projector with features found only in expensive movie projectors sold by the photographic dealer.

Only BRUMBERGER with its engineering know-how and vast metal-working facilities for the production of world famous slide projectors and photographic equipment, could venture to develop and construct a Movie Projector of such high quality — at so low a price. Sell them with confidence . . . your customers will appreciate their efficiency.

Sales of the "Thunderbird" will create a chain-reaction of additional sales and profits. Hundreds of movie films are available at low-cost . . . Comedies, Westerns, etc.

BRUMBERGER

GENERAL OFFICES AND SHOWROOM
34 — 34th St. • Brooklyn 32, N.Y.

FEATURES OF MODEL #1500 MOVIE PROJECTOR

- Blower cooled. Safe for the projection of valuable and cherished, personal home movies.
- Handles 200 feet of 8mm film.
- ¾" Achromatic Projection Lens.
- Easy threading mechanism.
- Rapid motor rewind.
- Vertical tilt device.
- Manual framer.
- 200 ft. take-up reel.
- On-off switch.
- 150 watt projection lamp.
- Rugged, precise, all-metal construction.
- Easy to keep clean.
- U/L approved for safety.

PRINTED IN U.S.A.

BRUMBERGER
Western Union RADIO-TELEGRAPH SIGNAL SET

—Year 'round FUN for Active Youngsters!

Action Packed! 3 types of apparatus in 1!

It BUZZES . . . for wireless!
It FLASHES . . . for night signalling!
It CLICKS . . . for telegraphic transmission!

#200 Deluxe

International Code permanently lithographed on transmitter-receiver. Set consists of 2 signal sets, 4 standard Size D flashlight batteries, 50 ft. of wire, instruction sheet, operator's manual and miniature Western Union blanks. Attractively packaged in a multi-colored, corrugated, display carton.

$3.50 LIST

Packed 12 to the master carton.
Shipping wt. 20 lbs.

TOY DEALERS

To help your selection we recommend our #200 Deluxe Sets complete with wire, batteries and self-selling display carton. Our sales records prove they outsell our #164 and #165 models more than 4 to 1.

#165—DOUBLE UNIT: For Variety and Hardware stores where batteries and wire are handled as separate items.

Packed 2 doz.
to the master carton.
Shipping wt. 20 lbs.

$2.00 LIST

Battery Operated
TWO STATION INTERCOM

They're Louder, Clearer and Better Built!

Full size! Self contained battery-power. No plug-in to live electric line necessary. Safe! Can be heard anywhere in an average room. Both stations are equipped with a specially designed, BIG 4" Alnico Speaker-Amplifier. Built to last! Attractive, practically unbreakable, Hi-Impact Styrene cabinets. Easily installed! Guarantee and installation instructions included. COLOR. Red.

$10.00

Complete with 2 stations, 50 ft. of wire and 4 standard Size D flashlight batteries. Colorfully packaged in self-selling display carton.

Packed 12 to master carton
Shipping wt. 33 lbs.

#164—SINGLE UNIT

Excellent for premiums, 5 & 10's with $1.00 limit. As a self-liquidating premium it can be mailed to anywhere in the U.S.A. for 8c.

Packed 4 doz.
to the master carton.
Shipping wt. 20 lbs.

$1.00 LIST

PAYTON as usual . . . gives you

. . . the newest design ideas to capture impulse sales

. . . a complete price range to meet all demands

. . . quality, with attention to the minutest detail

. . . sell packaging, with eye-appeal and buy-appeal

and now . . . a toy industry first

Germ fighting toys . . . not just "clean" but hospital clean for the life of the toy. With Carabex, Payton toys actively fight against bacterial contamination. Payton toys protect health . . . a sales point that can't be beat.

molds the first . . . germ-fighting . . . hospital clean unbreakable polyethylene toys

Carabex licensed by Bex Industries Inc., 210 Fifth Ave., New York, N. Y.

For a sales advantage that can't be matched . . .

payton

now with

PERMANENTLY

OROBEX

STERILIZED

EXCITINGLY NEW!!!
Payton
the complete
line of...
unbreakable toys
now protects
health with
PERMANENTLY
CROBEX
STERILIZED

PAYTON toys are SOLD toys here's why...

newest designs . . . For instance . . . polyethylene dolls and for great tie-in sales a complete line of exquisitely molded, richly colored miniature doll furniture.

- Unbreakable—Indestructible

newest ideas . . . Payton protects the health of the "real" customer—the children, with the germ fighter Corobex. Not just "new" talk but a new idea no parent will turn down

and more . . .

- Packaged for sight sales
- Priced to $5 00
- Designed for tie-in sales

PAYTON toys with COROBEX PROTECT HEALTH

PAYTON PRODUCTS INC.

200 FIFTH AVE. · NEW YORK 10, N. Y.

T-308 FLAT CAR. Can be loaded with miniature freight. Very realistic with stake pockets on sides. Die-cast metal floor. Free-swinging Talgo Trucks. **3.25**

Available in Three Road Names:

A) PRR red	(B) U.S. Navy—gray
(C) Santa Fe—Black	

T-311 BOX CAR. Operating doors. Die-cast metal floor. Free-swinging Talgo Trucks. **3.95**

Available in Six Road Names

(A) Western Md. —red	(D) Main Central—green
(B) GM & O—red	(E) Gt. Northern yellow
(C) General Am. —green	(F) MKT—yellow

TYCO LITTLE TRAINS

T-309 4-WHEEL CABOOSE. Has many interesting details including market lights (dummy), ladders and stove pipe. **3.50**

T-312 STOCK CAR. Operating side doors. Molded body. Die-cast metal floor. Free-swinging Talgo Trucks. **3.95**

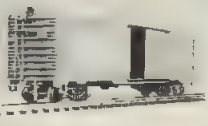
Available in Three Road Names.

(A) Mo Pacific -yellow	(B) MKT—red
B) Atlantic Coast Line—red	

T-310 GONDOLA Rivet detail and realistic inside bracing. Die-cast metal floor. **3.50**

Available in Four Road Names.

(A) B & O	(C) Texas & Pacific
(B) PRR	(D) Rock Island

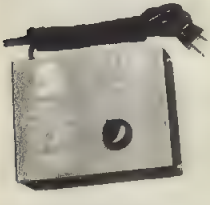


T-313 REFRIGERATOR CAR. Has beautifully lithographed metal sides. Molded ends and roof. Die-cast metal floor. Free-swinging Talgo Trucks. **3.95**

Available in Three Road Names.

(A) Burlington—yellow	(B) Crazy Crystals—yellow
(C) Borden's—blue & white	

ACCESSORIES



T-788 TYCO-PAK POWER UNIT. It converts A.C. house current to D.C. and reduces it to 8-16 volts. Knob controls engine speed. A flip of the lever makes train go forward or backward. Tyco-Pak is guaranteed and has Underwriters' Seal of Approval. **9.95**

T-791 MASTER TYCO-PAK POWER UNIT. This high capacity unit furnishes the power necessary for large layouts and multi-train operation. Runs three trains plus operating accessories. Has on-off reversing switch and speed control. **19.95**

T-782-3 ELECTRIC SWITCHES. Precision made, remote control switches complete with controller. **Pair 9.00**

T-784-5 MANUAL SWITCHES. Similar in appearance to electric switches but hand-operated. **Pair 6.00**

T-787 BUMPER POST. Gives sidings and terminals a genuine railroad look. Excellent scale model of the real thing. **.50**

T-5667 RERAILER. Easy method of putting cars on track. Just roll them on—the rerailer does the rest. **.35**

T-713 UNCOUPLING RAMP. This device is the heart of Tyco' trouble-free automatic coupling system. **.50**

T-504 STREAMLINE COMBINATION BAGGAGE & COACH. Heavy extruded aluminum bodies pressure-molded ends — formed aluminum floors. 'Combine' has operating baggage doors. Authentic, raised name panel in royal blue with silver lettering. **7.95**

T-505 STREAMLINE RECLINING CHAIR CAR. Heavy extruded aluminum body. Pressure-molded ends. Formed aluminum floor. Authentic, raised name panel in royal blue with silver lettering. Comes with high-speed, free-swinging Talgo Passenger Trucks. **7.95**

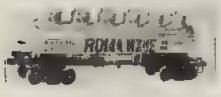
T-506 STREAMLINE OBSERVATION CAR. Has simulated Mars light on roof, blue and silver emblem on fantail, authentic raised name panel in royal blue with silver lettering on sides. Heavy extruded aluminum body. Pressure-molded ends. Formed aluminum floor. Comes with high-speed, free-swinging Talgo Trucks. **8.95**

L2000 CONSOLIDATION LOCO. O gauge scale model with sheet brass boiler, cast brass frame and cylinders and die cast domes. Pittman motor complete with tender. **[illegible]**

L2Z TENDER. O gauge tender for use with Consolidation loco. Cast aluminum floor sheet brass tank with trucks. **8.95**

FREIGHT CARS. O gauge scale freight car kits. Tank Cars, Gondolas, Hoppers and Caboose are all metal. Other cars are wood construction with die cast metal fittings and frame. All kits include couplers. All except tank car include trucks.

No.	Description	Price
TC101	Tank Car, one dome	5.95
TC103	Tank Car, three dome	6.75
TC106	Tank Car, six dome	7.75
C4	Caboose, four-wheel	5.95
OF111	Work Car	6.95
OF107	Refrigerator Car	7.95
OF135	Stock Car	7.95
OF104	Box Car	6.50
OF134	Hopper, plain side	7.95
OF135	Hopper, offset side	7.95
OF136	Gondola	7.95
OF112	Express Refrigerator	10.75
OF113	Milk Tank Car	10.75



R-706 WINE TANK CAR. HO gauge Roma Wine Tank Car, with a 7000 gal. capacity is divided into 6 equal compartments. These cars are used for bulk shipment of wine to various bottling plants, and are never used for any other purpose. **3.25**

MINIATURE FIGURES. HO scale figures, molded in metal and hand painted, costumed for 1860 1890 period.

No.	Description	Price
15	Pioneer Lady	.65
16	Honest Abe	.65
17	Indian	.65
18	Infantryman, Union	.65
18A	Infantryman, Confederate	.65
19	Officer, Union	.65
19A	Officer, Confederate	.65
20	Telegrapher	.65
21	Frontiersman	.65
22	Pioneer Man	.65
23	Union Officer, Mounted	.65
23A	Confederate Officer Mtd.	.65
24	Horse	.65
25	Cannon	.65
50	Man, seated	.65
51	Woman, seated	.65
52	Modern Man, seated	.65
53	Modern Lady, seated	.65

THOMAS

L1000 SWITCHER LOCO. O gauge 0-4-0 switcher with slope back tender. Sheet brass boiler with die-cast front. **[illegible]**

TP1000 Switcher Loco. Tinplate **[illegible]**

TP3000 SHAWNEE EXPRESS. O gauge 3-rail tinplate locomotive of 1870 period. Sheet steel and die castings. Fully assembled and painted in red, green and black. Complete with tender **[illegible]**

TRUCKS. O gauge scale trucks, die cast frames, steel wheels and axles.

No.	Description	Price
L2108	Fox, insulated 1 side, pr.	1.70
L2108A	Fox, insulated 2 sides, pr.	1.80
L308	Arch Bar insulated 1 side, pr.	1.70
L308A	Arch Bar, insulated 2 sides, pr.	1.80
TP139	Bettendorf Tinplate with coupler to match Lionel, pr.	1.75

TINPLATE CARS. Completely finished, all metal cars for use on O gauge tinplate track. Complete with trucks and coupler that mate with Lionel couplers

No.	Description	Price
TP1001	Pulpwood Car	4.75
CT4	Four-Wheel Caboose, (Kit)	3.95
TP1002	1869 Coach, red, green, or yellow	5.50
TP1003	1869 Combine, red, green or yellow	5.50
TP1004	1869 Baggage Car, red, green or yellow	5.50
TP1005	Crane Car	5.50
TP1006	Flat Car	4.50
TP1007	Gondola (wood sides)	5.50

WOODRUFF & STOKES

BRASS SCREWS. Priced per package of 12

Type	Size	Length	Price
Round	00-90	1/8 x 1/4 x 1/2	.25
Round	0-80	1/8 x 3/8 x 1/2	.25
Round	1-72	1/8 x 3/8 x 1/2	.25
Flat	00-90	1/8 x 3/8 x 1/2	.25
Flat	0-80	1/8 x 3/8 x 1/2	.25
Flat	1-72	1/8 x 3/8 x 1/2	.25
Fil	00-90	1/8 x 1/4 x 3/8 x 1/2	.25
Fil	0-80	1/8 x 3/8 x 1/2	.25
Fil	1-72	3/16 x 3/8 x 1/2	.25
Hex	00-90	3/16 x 3/8 x 1/2	.25
Hex	0-80	3/16 x 3/8 x 1/2	.25
Hex	1-72	3/16 x 3/8 x 1/2	.25
Hex	2-56	3/16 x 3/8 x 1/2	.25

SELF-TAPPING SCREWS. 15 to package. (0 x 1/4) **.20**

OPTICAL SCREWS. Gross. (00-90 x 5/16") **.60**

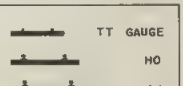
THREADING TOOLS

Tap & Die Set. Includes 4 Taps and handle, 4 Dies and handle, screw driver blade & setscrews wrench in fitted mahogany case. **14.25**

Description	Price
Tap Set. 4 different Taps	1.20
Tap Holder	1.20
Die Holder	.70
Screw Driver Blade	.25
Tru-Ream (1/64 to 1/16)	.40

Taps, Dies and Accessories. All available in 00-90 0-80, 1-72 and 2-56

Description	Price
Taps (Right Hand)	Each .30
Taps (Left Hand)	Each .75
Dies (Right Hand)	Each 2.40
Dies (Left Hand)	Each 3.50
Tap & Die Set (Left Hand) Includes 1 Die & 2 Taps	Set Each 4.75
Socket Wrench	Each .60
Counterbore	Each .75

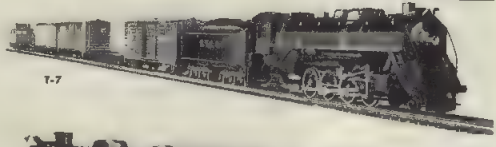


HO gauge scale model trains and cars for "toy train" use. All cars and locos are completely finished and painted, ready to run. Track is furnished in snap-together sections, with ties properly spaced for realistic appearance. All cars are equipped with Mantua automatic couplers

TYCO

T-1

T-2



T-7

T-6

T-5

T-1 3-CAR FREIGHT SET. Side tank locomotive is exact scale model of prototypes operated by railroad and industrial plants throughout the U S. **24.95**

Set Includes

- 1 Tank Type Switcher Loco
- 2 Freight Cars
- 1 4-Wheel Caboose
- 14 Sections Track
- 2 Clip-on Connectors
- Rerailer & Uncoupling Ramp

T-1001 3-CAR FREIGHT SET. T-1 set with Tyco-Pak. **33.95**

T-2 3-CAR DIESEL FREIGHT SET. Locomotive is miniature replica of powerful Baldwin 'Shark Nose' Diesel 'A' Unit. **27.95**

Set Includes:

- 1 Diesel Locomotive
- 2 Freight Cars
- 1 4-wheel Caboose
- 16 Sections Track
- 2 Clip-on Connectors
- Rerailer and Uncoupling Ramp

T-1002 3-CAR DIESEL FREIGHT SET. T-2 set with Tyco Pak. **36.95**

T-3 4-CAR SHIFTER FREIGHT SET. Workhorse of the roundhouse. Used by the railroad for shunting freight cars, making up passenger trains and for hauling way freights. This scale-perfect little switcher heads a train of four cars, likewise scale-perfect. **36.95**

Set Includes:

- 1 Switcher Loco & Tender
- 3 Freight Cars
- 1 4-Wheel Caboose
- 18 Sections Track
- 2 Clip-on Connectors
- Rerailer & Uncoupling Ramp

T-1003 4-CAR SHIFTER FREIGHT SET. T-3 set with Tyco-Pak. **44.95**

T-5 3-CAR DIESEL STREAMLINE PASSENGER SET. The Baldwin 'Shark Nose' Diesel heading this train is a dual purpose locomotive and is as famous for fast passenger hauling as it is for freight. **44.95**

Set Includes

- 1 Diesel 'A' Unit Locomotive
- 1 Combination Baggage & Coach
- 1 Reclining Chair Car
- 1 Observation Car
- 12 Sections 18" radius curve track
- 4 Sections Straight Track
- 2 Clip-on Connectors
- Rerailer, Uncoupling Ramp

T-1005 3-CAR DIESEL STREAMLINE PASSENGER SET. T-5 set with Tyco-Pak. **53.95**

T-6 3-CAR PACIFIC STREAMLINE PASSENGER SET. Three sleek, super-detailed, streamline passenger cars of heavy extruded aluminum headed by superb replica of a Pacific passenger locomotive — super-detailed even to 80" scale drivers and working valve gear. Master Tyco Pak T-791 is recommended for operating this set. **62.50**

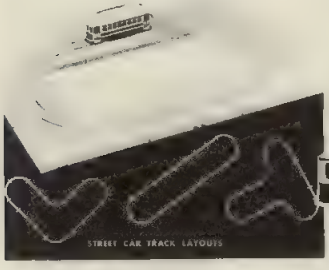
Set Includes

- 1 Locomotive & Tender
- 1 Combination Baggage & Coach
- 1 Reclining Chair Car
- 1 Observation Car
- 12 Sections 18" Radius Curve Track
- 4 Sections Straight Track
- 2 Clip-On Connectors
- Rerailer and Uncoupling Ramp

T-7 6-CAR MIKADO FREIGHT SET. Superb scale replica— exactly 1/87th life size—of giant Mikado freight locomotive hauls this long string of colorful real-as-life freight cars. This fabulous locomotive—capable of pulling 50 freight cars -is lavishly detailed, even to working valve gear. Master Tyco-Pak T-791 is recommended for operating this set. **62.50**

Set Includes:

- 1 Locomotive & Tender
- 1 Stock Car
- 1 Flat Car
- 1 Box Car
- 1 Refrigerator Car
- 1 Gondola Car
- 1 Caboose
- 12 Sections 18" Radius Curve Track
- 4 Sections Straight Track
- 2 Clip-On Connectors
- Rerailer and Uncoupling Ramp



TYCO

T-4 STREET CAR SET. Authentic scale model HO Street Car runs on oval of track imbedded in realistic street-like sections. Can be expanded by the addition of individual track sections to any size in a variety of interesting track layouts. **14.95**

Set Includes

1	Plastic body Street Car
6	Sections Track (traction type)
1	Power Tube (for 6 batteries)
1	Lock-on Connector

T-214 STREET CAR. T-4 set without track and battery container. **10.95**

STREET CAR TRACK. For use with T-214 Street Car Track and roadway are all in one. Connects with standard HO track sections.

No.	Description	Price
T-15692	Street Car Track Straight	.60
T-15694	Street Car Track Curved	.75
T-15693	Terminal Section	.75

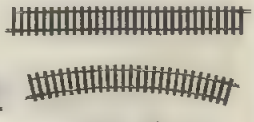
T-215 DIESEL LOCOMOTIVE 'A' UNIT. Versatile, modern power in miniature. A fine model of Baldwin's 'Shark Nose' dual service diesel. Durable, all die-cast construction finished in gleaming silver with blue striping. **18.95**

T-216 DIESEL LOCOMOTIVE 'B' UNIT POWERED. Can be run independently or coupled with A Unit for dual powered locomotion. **18.95**

T-219 DIESEL 'B' UNIT NON-POWERED. Dummy companion unit to the 'Shark Nose' 'A' Couples to form long powerful looking locomotive. **9.95**

T-208 MIKADO LOCOMOTIVE. A superb model of big, massive freight power. Has fabulous detail—even working valve gear to scale. Will haul 50 freight cars. Husky all die-cast construction. **39.95**

T-212 PACIFIC LOCOMOTIVE. Here's fast passenger power in miniature. Big 80" scale drivers. Working valve gear. Authentic detail with all die-cast construction. **36.95**



TYCO TRACK. Most realistic track made. Wood-grained, authentically spaced ties. Sturdy construction. Snap-together rail joiners.

No	Description	Price
T-15663	9" Straight Track	.25
T-15686	3" Straight Track	.25
T-15664	15" Radius Curve Track	.25
T-15687	½ 15" Radius Curve Track	.25
T-15685	18" Radius Curve Track	.25
T-15691	½ 18" Radius Curve Track	.25
T-15692	Street Car Straight Track	.60
T-15693	Street Car Straight Track w Lock-On Connector	.75
T-15694	Street Car Curve Track	.75
T-15688	Terminal Track	.75
T-789	90° Crossing Track	2.25

T-209 SWITCHER LOCOMOTIVE. Every rail road needs switch engines. This beautiful little model has a wealth of prototype detail. Rugged, all die-cast construction. **23.95**

T-217 SIDE TANK LOCOMOTIVE. Beautifully detailed. Husky all die-cast construction. **18.95**

In playthings it's VINYL!

Children go for its—

- **Lifelike detail and coloring,**
- **Pleasant, soft, non-sticky feel,**
- **Ability to endure rough treatment and outdoor exposure.**

Parents and grown-ups appreciate its

- **Easy washability with soap and water,**
- **Built-in coloring that doesn't wash off or chew off,**
- **Toughness and practical indestructibility.**

The full-figured Revlon "big sister" doll with "Magic Touch" skin is Made of MARVINOL by Ideal Toy Co., New York, N.Y.

and in Vinyl it's MARVINOL!

Naugatuck's pure virgin MARVINOL* vinyl resins are of uniformly high quality . . choice of toy manufacturers and molders. Some of the many "Made-of-MARVINOL" products for young children are shown on this and the next three pages.

MARVINOL vinyls are completely harmless and non-toxic, as evidenced by the fact that one of them is used in making famous Band-Aid* Adhesive Bandages.

MARVINOL vinyls do not react chemically in a child's mouth, and it is almost impossible for a child to bite off a part of a toy made of them. So, for more sales with fewer complaints, be sure that the toys you make, buy or sell are "Made of MARVINOL".

*TRADE MARK of Johnson & Johnson

"Pet Shop" squeeze toys Made of MARVINOL by Kaysam Corporation of America, Paterson, N. J

United States Rubber

Naugatuck Chemical Division

Naugatuck, Connecticut

BRANCHES: Akron • Boston • Gastonia, N.C. • Chicago • Los Angeles • Memphis • New York • Phila.
IN CANADA: Naugatuck Chemicals, Elmira, Ontario • Rubber Chemicals • Synthetic Rubber • Plastics • Agricultural Chemicals • Reclaimed Rubber • Latices • Cable Address: Rubexport, N. Y.

they're made better of VINYL . . .

Naugatuck Chemical makes only the MARVINOL resins from which these vinyl products are molded. . not the products themselves! For information on the items shown, please communicate directly with their manufacturers, viz.: (a) Doll head and (b) Inflatable playball by Kaysam Corporation of America, Paterson, N. J.; (c, h, i, l, m and n) Painted and "confetti" balls by Bayshore Industries Inc., Elkton, Md.; (d, g, j and k) Soft, hollow blocks and (e) "Softees" booties by Sanitoy, 59 W. 19th St., New York, N. Y.; (f) Doll body and parts molded by Hungerford Plastics, Rockaway, N. J.

..made best of MARVINOL vinyl
B
N
M
I
K
E
H

Betsy Wetsy drinks from a bottle, wets and cries real tears Made of MARVINOL, she's a product of Ideal Toy Co., New York, N.Y

Linda Baby, said to be the first articulated vinyl doll on the American market, is Made of MARVINOL by Terri Lee Sales Corp., Apple Valley, Calif.

Naugatuck Chemical manufactures a complete line of top-quality MARVINOL vinyl resins for slush molding, rotational molding, cloth-coating, film casting, spraying, dipping, calendering and extruding. A Naugatuck Technical Representative will gladly assist any toy manufacturer or plastics molder to select the best MARVINOL resin and formulation for any type of toy illustrated in this advertisement...or for such other vinyl products as:

- **Wading and swimming pools,**
- **Home skating rinks,**
- **Doll bathinettes and furniture,**
- **Skins for bouncing horses,**
- **Doll carriages and tops,**
- **Foam plastic items.**

Please bear in mind that Naugatuck Chemical does not itself mold or produce any of these items. Correspondence regarding the items illustrated should be addressed to their respective manufacturers.

A few of the whistling "Playpen Pets" Made of MARVINOL by Eastern Molded Products Co., South Norwalk, Conn.

United States Rubber

Naugatuck Chemical Division

Naugatuck, Connecticut

BRANCHES: Akron • Boston • Gastonia, N.C. • Chicago • Los Angeles • Memphis • New York • Phila
IN CANADA Naugatuck Chemicals, Elmira, Ontario • Rubber Chemicals • Synthetic Rubber • Plastics • Agricultural Chemicals • Reclaimed Rubber • Latices • Cable Address: Rubexport, N.Y.

DOLL BODIES Inc. - Presents for '57

7" to 18"

UNDRESSED DOLLS
for use in the 2nd ANNUAL DOLL DRESSING CONTEST

SPONSORED BY
National Doll Dressing Institute, Inc.
NEW YORK 17, N. Y.

STORES BUILD EXCITING DISPLAYS TO TAP OFF-SEASON DOLL MARKET

Enthusiastic dealers supported the contest with window and counter displays—Result: hundreds of thousands of dolls sold—more than ten thousand contest entries! Don't be left out in the 2nd contest starting *now*—order your stock promptly. Start selling immediately.

HOW MANY DOLLS DID YOU SELL?

Because women love to dress dolls, the first exciting dress-a-doll contest sponsored by Doll Bodies, Inc. established new sales records last year in stores from coast to coast.

BIG PROFITS FOR YOU— FROM JANUARY TO OCTOBER

When You Need Sales MOST!

Why wait for Christmas?—Start selling dolls now. This dress-it-yourself trend among women and girls is a powerful stimulant to undressed doll sales "Lingerie Lou" undressed dolls range in retail from 39¢ to $1.35 in the 7½" to 11½" sizes. Each doll has a colorful contest circular and entry blank attached to it—to activate impulse sales.

DOLL BODIES, Inc.

Contest Creates BIG VOLUME MARKET... FAST TURNOVER!

Doll Dressing Contest ....127 PRIZES

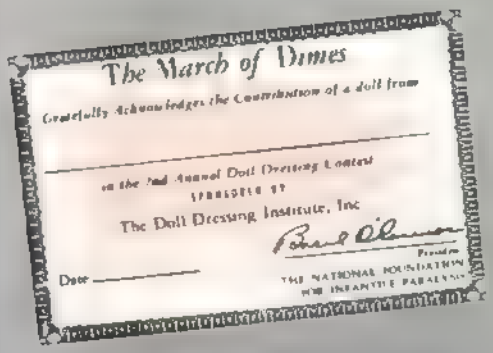
THESE DOLLS MAY WIN PART OF

$15,000.00

IN CASH AND GOVERNMENT BONDS

IN THE 2nd ANNUAL DOLL DRESSING CONTEST

ENTRY BLANKS ARE ATTACHED TO ALL CONTEST DOLLS —


The March of Dimes

Gratefully Acknowledges the Contribution of a doll from

_____

in the 2nd Annual Doll Dressing Contest

SPONSORED BY

The Doll Dressing Institute, Inc

President

Date _____

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

Every contestant will receive this beautiful certificate ready for framing from the "March of Dimes," with your name imprinted, acknowledging receipt of your doll. All non-winning dolls are donated to "THE MARCH OF DIMES."

SPONSORED BY

National Doll Dressing Institute, Inc.

NEW YORK 17, N.Y.

NO. 200

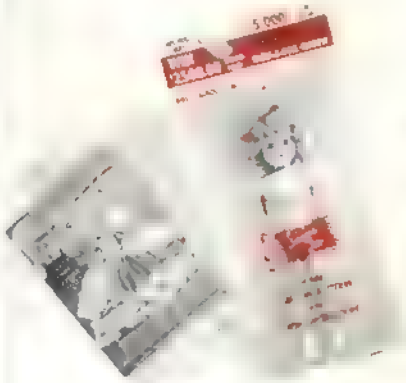
7½" moving eye acetate doll, genuine Mohair wig with removable plastic bra and panties packed in individual cellophane bag.

NO. 75B

7½" moving eye acetate Boy doll with painted wig.

NO. 75

7½" moving eye acetate doll, genuine Mohair wig, perfect for a child to dress, packed in a heat sealed cellophane envelope.



NO. 05

7½" moving eye acetate doll, genuine Mohair wig, with 2 easy to sew patterns and a complete 16 page booklet with all the necessary sewing instructions.

NO. LL22

11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses, doll stand and a complete 16 page booklet with all necessary sewing instructions. Packed in a heat sealed printed, heavy cellophane envelope.

NO. 500

Our sparkling petite 7½" beauty whose arms, legs and head move, is unbreakable and has washable brushable combable curlable Dynel hair. She comes clad in gay colored panties in a heat-sealed cellophane envelope.

NO. LL21

11½" moving eye acetate doll, genuine Mohair wig, with removable shoes and stockings, ideal for a child to make their own dresses, with doll stand packed in a heat sealed printed, heavy cellophane envelope.

NO. LL20

Same as above without shoes and stockings.

NO. [illegible]

Patented Adjustable doll stands, carded or in a 2 dozen display box.

UNDRESSED DOLLS *the largest line of its kind!*

NEW—2nd Annual—1957

Dress-A-Doll Contest

Sponsored by National Doll Dressing Institute, Inc. *STARTS NOW*

$15,000.00 in PRIZES

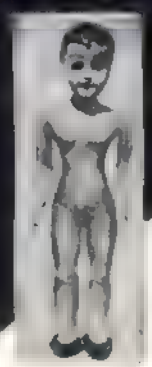
(CASH AND GOV'T "E" BONDS)

127 VALUABLE PRIZES

Order your dolls and display them prominently—and start realizing sales results immediately.

These contests this year have never before—because every doll entry, and most prize winners, pose to help "The March of Dimes."

SALES SIZZLE... Wherever these "Lingerie Lou" Contest Dolls are Sold!



No. 758

7½" moving eye acetate Boy doll with painted wig

No. 200

7½" moving eye acetate doll, genuine Mohair wig with removable plastic bra and panties packed in individual cellophane bag

No. 75

7½" moving eye acetate doll genuine Mohair wig perfect for a child to dress, packed in a heat-sealed cellophane envelope

No. LL21

11½" moving eye acetate doll genuine Mohair wig with removable shoes and stockings, ideal for a child to make their own dresses, packed in a heat-sealed, printed heavy cellophane envelope

No. LL20

Same as above without shoes and stockings

No. LL22

11½" moving eye acetate doll genuine Mohair wig with removable shoes and stockings, ideal for a child to make their own dresses, doll stand and a complete 16-page booklet with all necessary sewing instructions. Packed in a heat sealed printed, heavy cellophane envelope

No. 85

7½" moving eye acetate doll genuine Mohair wig with 2 easy-to-sew patterns and a complete 16 page booklet with all the necessary sewing instructions

No. 600

Out sparkling, petite 7¼" beauty whose arms, legs and head move, unbreakable and has washable, brushable, combable, curlable Dynel hair. She comes clad in gay colored panties in a heat-sealed cellophane envelope

No. 25

Patented Adjustable doll stands, carded or in a 2 dozen display box

ON DISPLAY During Toy Fair ROOM 628 Mc Alpin Hotel

1957 CONTEST DOLLS ARE DONATED TO THE "MARCH OF DIMES"

DOLL BODIES, Inc.

Factory: 53-55 Prince Street, New York 12, N. Y.

Undressed Dolls—The Largest Line of its Kind

this grandmother won the

Grand Prize $2,500.00 Cash

in the $15,000.00 "Lingerie Lou" 1956

Dress-A-Doll Contest

HOW MANY DOLLS DID YOU SELL?

Because women love to dress dolls, the first exciting dress-a-doll contest sponsored by Doll Bodies, Inc. established new sales records last year in stores from coast to coast.

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FROM JANUARY TO OCTOBER**

When You Need Sales MOST!

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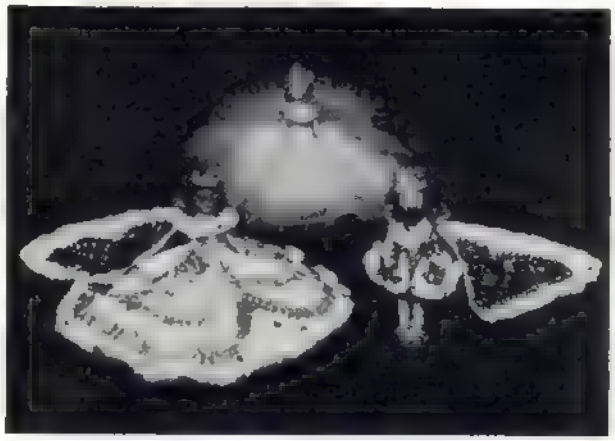
**STORES BUILD EXCITING DISPLAYS
TO TAP OFF-SEASON DOLL MARKET**

Enthusiastic dealers supported the contest with window and counter displays. Result: hundreds of thousands of dolls sold – more than ten thousand contest entries!

Don't be left out in the 2nd contest starting *now*. order your stock promptly. Start selling immediately.

Mrs. Ola Bourgeois of New Orleans, whose "Mardi Gras" tableau won first prize, was one of the thousands of contestants from all over the country. She is a grandmother and delights in dressing dolls for the pleasure of her two daughters and two granddaughters. She was flown to New York to receive her prize at the special press party held at the Belmont Plaza Hotel.



GRAND PRIZE WINNER

"Siamese Temple Dancer"

Winner of the 2nd Grand Prize—

Some of the 122 Prize Winners

**1957 CONTEST DOLLS ARE DONATED TO
THE "MARCH OF DIMES"**

DOLL BODIES, Inc.

Factory: 53-55 Prince Street, New York 12, N. Y.

Contest Creates BIG VOLUME MARKET . . . FAST TURNOVER.

they're made better of VINYL . . .

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Betsy Wetsy drinks from a bottle, wets and cries real tears Made of MARVINOL, she s a product of Ideal Toy Co., New York, N.Y

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- **Home skating rinks,**
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- **Skins for bouncing horses,**
- **Doll carriages and tops,**
- **Foam plastic items.**

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A few of the whistling "Playpen Pets" Made of MARVINOL by Eastern Molded Products Co., South Norwalk, Conn.

United States Rubber

Naugatuck Chemical Division

Naugatuck, Connecticut

BRANCHES. Akron • Boston • Gastonia, N.C. • Chicago • Los Angeles • Memphis • New York • Phila.
IN CANADA: Naugatuck Chemicals, Elmira, Ontario • Rubber Chemicals • Synthetic Rubber • Plastics • Agricultural Chemicals • Reclaimed Rubber • Latices • Cable Address: Rubexport, N.Y

..made best of MARVINOL vinyl
B
N
M
I
K
E
H

In playthings it's VINYL!

Children go for its—

- **Lifelike detail and coloring,**
- **Pleasant, soft, non-sticky feel,**
- **Ability to endure rough treatment and outdoor exposure.**

Parents and grown-ups appreciate its

- **Easy washability with soap and water,**
- **Built-in coloring that doesn't wash off or chew off,**
- **Toughness and practical indestructibility.**

The full-figured Revlon "big sister" doll with "Magic Touch" skin is Made of MARVINOL by Ideal Toy Co., New York, N.Y

and in Vinyl it's MARVINOL!

Naugatuck's pure virgin MARVINOL® vinyl resins are of uniformly high quality... choice of toy manufacturers and molders. Some of the many "Made-of-MARVINOL" products for young children are shown on this and the next three pages.

MARVINOL vinyls are completely harmless and non-toxic, as evidenced by the fact that one of them is used in making famous Band-Aid*Adhesive Bandages.

MARVINOL vinyls do not react chemically in a child's mouth, and it is almost impossible for a child to bite off a part of a toy made of them. So, for more sales with fewer complaints, be sure that the toys you make, buy or sell are "Made of MARVINOL".

*TRADE MARK of Johnson & Johnson

"Pet Shop" squeeze toys Made of MARVINOL by Kaysam Corporation of America, Paterson, N. J.

United States Rubber

Naugatuck Chemical Division

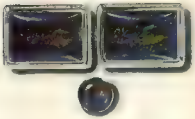
Naugatuck, Connecticut

BRANCHES Akron • Boston • Gastonia, N.C. • Chicago • Los Angeles • Memphis • New York • Phila.
IN CANADA Naugatuck Chemicals, Elmira, Ontario • Rubber Chemicals • Synthetic Rubber • Plastics • Agricultural Chemicals • Reclaimed Rubber • Latices • Cable Address Rubexport, N.Y.

STERLING SILVER GENUINE STONE

30-98001-800	Set	16.00
30-98019-600	Links Only	12.00
30-98027-200	Tie tac only	4.00

Genuine Lapis Lazuli found in Chile, framed in brilliantly polished concave settings.



ALL MERCHANDISE SHOWN ACTUAL SIZE
* ALL STERLING SILVER PROTECTED BY RHODIUM FINISH * ALL ENGRAVING AND ENGINE TURNING IS DONE BY HAND

SUBJECT TO FEDERAL EXCISE TAX

STERLING SILVER GENUINE STONE

30-98183-800	Set	16.00
30-98191-450	Links Only	9.00
30-98209-350	Tie slide only	7.00

Genuine black onyx found in India, highly polished buff top stones in gleaming sterling silver settings.

STERLING SILVER

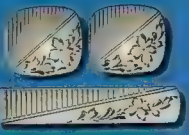
30-98035-775	Set	15.50
30-98043-500	Links Only	10.00
30-98050-275	Tie slide only	5.50

Treasured sterling silver extra heavy links, beautiful hand engraving enhancing a soft satin background with a highly polished signet.

STERLING SILVER

30-98068-725	Set	14.50
30-98076-450	Links Only	9.00
30-98084-275	Tie slide only	5.50

Treasured sterling silver, combining expert hand engraving and engine turning on a richly satined background.



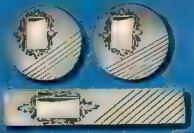
30-98092-825	Set	16.50
30-98100-550	Links Only	11.00
30-98118-275	Tie slide only	5.50

Bold extra weight sterling silver in a pattern of rich simplicity, combining satin finished background with deeply hand engine-turned border.

STERLING SILVER

30-98126-725	Set	14.50
30-98134-450	Links Only	9.00
30-98142-275	Tie slide only	5.50

Deep hand engine turning on a soft satin background, contrasting a mirror finish signet with hand engraving.



STERLING SILVER

30-98159-850	Set	17.00
30-98167-550	Links Only	11.00
30-98175-300	Tie sl. only	6.00

A brilliant rhinestone is accentuated by bright star-cutting against a satin background, with recessed black enamel border.

VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION

STERLING SILVER

30-98217-775	Set	15.50
30-98225-500	Links Only	10.00
30-98233-275	Tie slide only	5.50

Extra heavy sterling silver links and tie slide, expertly hand engine turned design, combining a gleaming polished signet against a satin background.

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.
7637W3719 . . . . . Retail **$85.00**

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.
7636W3327 . . . . . Retail **$75.00**

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust-protected.
7643W2249 . . . . Retail **$49.50**

As above. 7 Jewels. Black cord bracelet
7644W1749 . . Retail **$34.95**

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock resistant.
7645W2190 . . . Retail **$47.50**

As above. 7 Jewels. Black cord bracelet.
7646W1651 Retail **$32.50**

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Radium figure dial and hands.
7647W1935 . Retail **$39.95**

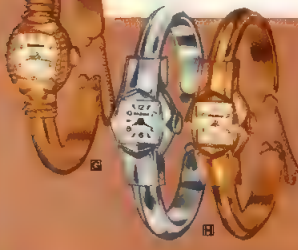
As above. 7 Jewels. Gray leather strap.
7648W1499 . . Retail **$29.95**

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock resistant.
7649W2136 . . Retail **$45.00**

As above. 7 Jewels. Brown leather strap.
7650W1597 . Retail **$32.50**

For Women at Work

Designed for nurses, laboratory technicians, career women in radio & TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy to read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock resistant 17 Jewel movement.
7638W2685 Retail **$65.00**



Waltham's Famous Bracelet-Watches

G Jenny Lind . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain, Domed crystal.
7639W2685 . . . . . Retail **$65.00**

As above. White case and gold-filled bangle.
7640W2685 . . Retail **$65.00**

H Sarah Siddons . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case.
7641W2915 . Retail **$71.50**

As above. Yellow case, gold filled bangle
7642W2915 . . . Retail **$71.50**

Each watch gift boxed *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

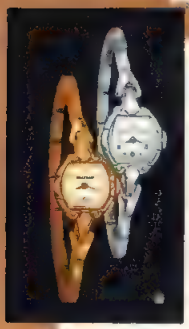
Guarantee

All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to-read dial. Shock-protected with famous Incabloc.
7601W3719 . . . . . Retail **$85.00**

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected
7600W3327 . . . . . Retail **$75.00**



C Barbara Fritchie . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.
7604W3033 Retail **$71.50**

As above, in 14K white gold.
7605W3033 . . . . Retail **$71.50**

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.
7602W2445 Retail **$55.00**

E Priscilla Alden . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
7603W2607 . . . Retail **$62.50**

F Cumberland . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal
7606W2298 . . Retail **$52.50**

G Jean LaFitte . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate
7607W2597 . . . Retail **$62.50**

As above, with white dial.
7608W2597 Retail **$62.50**

Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band
7609W2519 . . . Retail **$59.50**

*INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed

New York BENNETT BROTHERS, Inc. Chicago

WALTHAM ...WALTHAM.

Executive Presentation Series

Wafer Thin

A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

7610W3474 . . . . . Retail **$79.50**

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

7611W3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold.

7612W5189 . . . . . Retail **$115.00**

Transportation and Railroad Watches

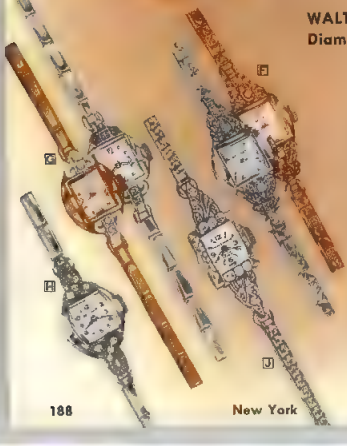
Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case

7616W2675 . . . . . Retail **$65.00**

Traveler . . . As above, chrome steel case.

7617W2391 . . . . . Retail **$55.00**

WALTHAM "OPERA" SERIES Diamond Watches



F Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels

7618W2935 Retail **$71.50**

As above, with yellow rolled gold plate case. 2 diamonds

7619W2935 . . . Retail **$71.50**

G Tosca . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels

7620W4895 . . . Retail **$115.00**

As above, with white 14K gold and 4 fiery diamonds.

7621W4895 Retail **$115.00**

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold 17 Jewel shock-resistant movement. Expansion bracelet

7622W6125 Retail **$150.00**

J Marguerite . . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet. 17 Jewels. Shock-resist

7623W9751 . . Retail **$225.00**

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant.

7613W3391 . . . . Retail **$79.50**

As above, in solid 14K yellow gold.

7614W4738 . . . . . Retail **$100.00**

D Lord Oglethorpe . . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant

7615W3704 . . . . . Retail **$85.00**

21 Jewel Movement

Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.

7624W4601 . . . . . Retail **$97.50**

As above, with solid 14K white gold case.

7625W4601 . . . Retail **$97.50**

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

. . WALTHAM . . . . . WALTHAM . . . .

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Dennitely modern dial with sweep second hand. Dust-protected.
7629W3523 . . . Reta.. **$85.00**

Farragut . . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
7628W3915 . . . . . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy.
7627W3317 . . . Retail **$79.50**

Yorktown . Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
7626W4954 . . Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement.
7630W4483 Retail **$95.00**

Molly Pitcher . . . Amazingly dainty watch with a sturdy self winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
7631W3817 Retail **$90.00**
Asabove. Yellow gold-filled.
7632W3817 Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
7634W2621 Retail **$62.50**

Admiral Dewey . . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
7635W2327 Retail **$55.00**

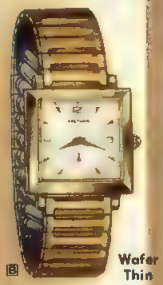
Capt Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark.
7633W3601 Retail **$85.00**

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact Each watch gift boxed

WALTHAM

WALTHAM

Executive Presentation Series



A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

0500AW3545T . . . Retail $79.50

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

0501AW3460T . . . Retail $79.50

As above, in solid 14K yellow gold.

0502AW5295T . . . Retail $115.00

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case

0506AW2730T . . . Retail $65.00

Traveler . . . As above, chrome steel case.

0507AW2440T . . . Retail $55.00

WALTHAM "OPERA" SERIES
Diamond Watches

E Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels.

0508AW2995T Retail $71.50

As above, with yellow rolled gold plate case. 2 diamonds

0509AW2995T Retail $71.50

G Tosca . . . Solid 14K yellow gold set with 4 diamonds 17 Jewels

0510AW4995T Retail $115.00

As above, with white 14K gold and 4 fiery diamonds.

0511AW4995T Retail $115.00

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold 17 Jewel shock-resistant movement Expansion bracelet.

0512AW6250T Retail $150.00

J Marguerite Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold Expansion bracelet. 17 Jewels. Shock-resist

0513AW9950T Retail $225.00

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant

0503AW3460T . . . Retail $79.50

As above, in solid 14K yellow gold.

0504AW4835T Retail $100.00

D Lord Ogilethorpe . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected 17 Jewels Shock-resistant

0505AW3780T . . . Retail $85.00

21 Jewel Movement
Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.

0514AW4695T . . . Retail $97.50

As above, with solid 14K white gold case.

0515AW4695T Retail $97.50

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

. . . WALTHAM . . . . . WALTHAM . . . .

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
0519AW3595T . . Retail **$85.00**

Farragut . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
0518AW3995T . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy.
0517AW3385T Retail **$79.50**

Yorktown... Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
0516AW3055T. Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement.
0520AW457ST Retail **$95.00**

Molly Pitcher . . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
0521AW3895T Retail **$90.00**

As above, Yellow gold-filled.
0522AW3895T Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
0524AW2675T Retail **$62.50**

Admiral Dewey . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
0525AW2375T Retail **$55.00**

Capt. Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark.
0523AW3675T Retail **$85.00**

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed.

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

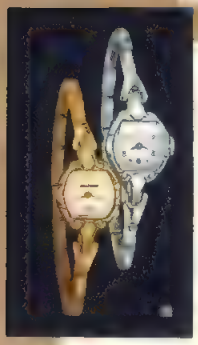
American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy to read dial. Shock-protected with famous Incabloc.

0491AW3795T Retail $85.00

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected

0490AW3395T Retail $75.00



C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.

0494AW3095T Retail $71.50

As above, in 14K white gold.

0495AW3095T Retail $71.50

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.

0492AW2495T Retail $55.00

E Priscilla Alden Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.

0493AW2660T Retail $62.50

F Cumberland . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal.

0496AW2345T Retail $52.50

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate

0497AW2650T Retail $62.50

As above, with white dial.

0498AW2650T Retail $62.50

Princeton (Genuine Ivy League" setting for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band

0499AW2570T Retail $59.50

INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact. Each watch gift boxed

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet

0527AW3795T . . Retail $85.00

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.

0526AW3395T . . . . Retail $75.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust protected

0533AW2295T . . . . . Retail $49.50

As above. 7 Jewels. Black cord bracelet

0534AW1785T . . . . Retail $34.95

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock resistant.

0535AW2235T . . . . Retail $47.50

As above. 7 Jewels. Black cord bracelet.

0536AW1685T . Retail $32.50

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Raised figure dial and hands.

0537AW1975T . Retail $39.95

As above. 7 Jewels. Gray leather strap.

0538AW1530T . . . . Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant.

0539AW2180T . . Retail $45.00

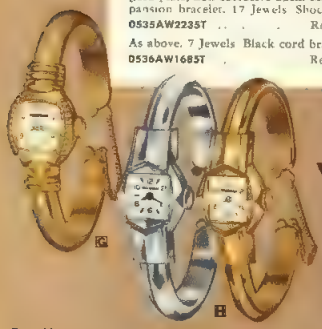
As above. 7 Jewels. Brown leather strap.

0540AW1630T . Retail $32.50

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement

0528AW2740T Ret $65.00



Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.

0529AW2740T. Retail $65.00

As above. White case and gold-filled bangle.

0530AW2740T . Retail $65.00

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case

0531AW2975T . . . Retail $71.50

As above. Yellow case, gold filled bangle.

0532AW2975T Retail $71.50

Each watch gift boxed. *As long as case, crown and crystal remain intact. Retail prices include federal Excise Tax

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

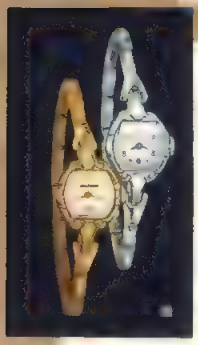
American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy to read dial. Shock-protected with famous Incabloc.

0491AW3795T Retail $85.00

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected

0490AW3395T Retail $75.00



C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.

0494AW3095T Retail $71.50

As above, in 14K white gold.

0495AW3095T Retail $71.50

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.

0492AW2495T Retail $55.00

E Priscilla Alden Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.

0493AW2660T Retail $62.50

F Cumberland . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal.

0496AW2345T Retail $52.50

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate

0497AW2650T Retail $62.50

As above, with white dial.

0498AW2650T Retail $62.50

Princeton (Genuine Ivy League" setting for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band

0499AW2570T Retail $59.50

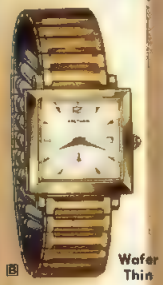
INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact. Each watch gift boxed

WALTHAM

WALTHAM

Executive Presentation Series



A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

0500AW3545T . . . Retail $79.50

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

0501AW3460T . . . Retail $79.50

As above, in solid 14K yellow gold.

0502AW5295T . . . Retail $115.00

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case

0506AW2730T . . . Retail $65.00

Traveler . . . As above, chrome steel case.

0507AW2440T . . . Retail $55.00

WALTHAM "OPERA" SERIES
Diamond Watches

E Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels.

0508AW2995T Retail $71.50

As above, with yellow rolled gold plate case. 2 diamonds

0509AW2995T Retail $71.50

G Tosca . . . Solid 14K yellow gold set with 4 diamonds 17 Jewels

0510AW4995T Retail $115.00

As above, with white 14K gold and 4 fiery diamonds.

0511AW4995T Retail $115.00

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold 17 Jewel shock-resistant movement Expansion bracelet.

0512AW6250T Retail $150.00

J Marguerite Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold Expansion bracelet. 17 Jewels. Shock-resist

0513AW9950T Retail $225.00

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant

0503AW3460T . . . Retail $79.50

As above, in solid 14K yellow gold.

0504AW4835T Retail $100.00

D Lord Ogilethorpe . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected 17 Jewels Shock-resistant

0505AW3780T . . . Retail $85.00

21 Jewel Movement
Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.

0514AW4695T . . . Retail $97.50

As above, with solid 14K white gold case.

0515AW4695T Retail $97.50

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

. . . WALTHAM . . . . . WALTHAM . . . .

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
0519AW3595T . . Retail **$85.00**

Farragut . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
0518AW3995T . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy.
0517AW3385T Retail **$79.50**

Yorktown... Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
0516AW3055T. Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement.
0520AW457ST Retail **$95.00**

Molly Pitcher . . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
0521AW3895T Retail **$90.00**

As above, Yellow gold-filled.
0522AW3895T Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
0524AW2675T Retail **$62.50**

Admiral Dewey . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
0525AW2375T Retail **$55.00**

Capt. Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark.
0523AW3675T Retail **$85.00**

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet

0527AW3795T . . Retail $85.00

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.

0526AW3395T . . . . Retail $75.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust protected

0533AW2295T . . . . . Retail $49.50

As above. 7 Jewels. Black cord bracelet

0534AW1785T . . . . Retail $34.95

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock resistant.

0535AW2235T . . . . Retail $47.50

As above. 7 Jewels. Black cord bracelet.

0536AW1685T . Retail $32.50

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Raised figure dial and hands.

0537AW1975T . Retail $39.95

As above. 7 Jewels. Gray leather strap.

0538AW1530T . . . . Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant.

0539AW2180T . . Retail $45.00

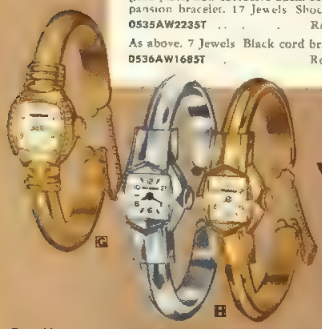
As above. 7 Jewels. Brown leather strap.

0540AW1630T . Retail $32.50

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement

0528AW2740T Ret $65.00



Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.

0529AW2740T. Retail $65.00

As above. White case and gold-filled bangle.

0530AW2740T . Retail $65.00

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case

0531AW2975T . . . Retail $71.50

As above. Yellow case, gold filled bangle.

0532AW2975T Retail $71.50

Each watch gift boxed. *As long as case, crown and crystal remain intact. Retail prices include federal Excise Tax

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

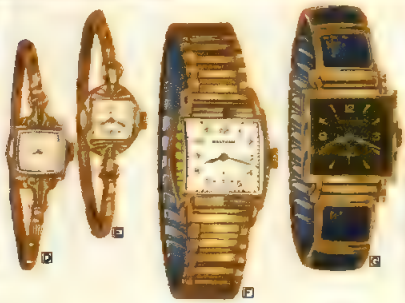
Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory

American Premier Series

B Bunker Hill . . . 21 Jewels . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to-read dial. Shock-protected with famous Incabloc.
101W3719 . . . . . Retail $85.00

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
100W3327 . . . . . Retail $75.00



C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.
104W3033 Retail $71.50

As above, in 14K white gold
105W3033 . . . . Retail $71.50

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.
102W2445 . . . . . Retail $55.00

E Priscilla Alden . . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
103W2607 Retail $62.50

F Cumberland . . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal.
106W2298 Retail $52.50

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate.
107W2597 . . Retail $62.50

As above, with white dial.
108W2597 . . . . . Retail $62.50

Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band.
109W2519 Retail $59.50

*INCABLOC prevents breakage of the balance staff of the watch. They resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

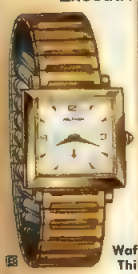
Retail prices include Federal Excise Tax. *As long as case, crowns and crystal remain intact. Each watch gift boxed.

WALTHAM

WALTHAM

A

Executive Presentation Series



B

Wafer Thin

C

D

A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

11DW3474 . . . . . Retail **$79.50**

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

111W3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold.

112W5189 . . . . . Retail **$115.00**

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case

116W2675. . . . . . Retail **$65.00**

Traveler . . . As above, chrome steel case

117W2391 . . . . . Retail **$55.00**

WALTHAM "OPERA" SERIES Diamond Watches

F Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels

118W2935 . . Retail **$71.50**

As above, with yellow rolled gold plate case. 2 diamonds.

119W2935. . Retail **$71.50**

G Tosca . . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels

120W4895 . Retail **$115.00**

As above, with white 14K gold and 4 fiery diamonds

121W4895 . Retail **$115.00**

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold. 17 Jewel shock-resistant movement. Expansion bracelet.

122W6125 Retail **$150.00**

J Marguerite . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet. 17 Jewels. Shock-resist.

123W9751 . . Retail **$225.00**

Each watch gift boxed *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant

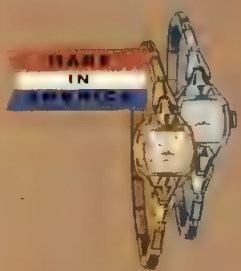
113W3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold

114W4738 . . . . . Retail **$100.00**

D Lord Ogilthorpe . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant.

115W3704 . . . . . Retail **$85.00**



21 Jewel Movement

Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.

124W4601 . . . . . Retail **$97.50**

As above, with solid 14K white gold case.

125W4601 . . . . . Retail **$97.50**

ROHDE SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2 tone textured dial is easy-to-read Sturdy American-made movement is shock-resistant to give long, trouble-free service Dust-protected case is yellow rolled gold plate Matching expansion bracelet.
137W3719 . . . . . Retail $85.00

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band Ultra-legible dial, high domed crystal.
136W3327 . . . . . Retail $75.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back Matching expansion bracelet Dust protected
143W2249 . . . . . Retail $49.50

As above. 7 Jewels. Black cord bracelet.
144W1749 . . . . . Retail $34.95

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back Matching expansion bracelet. 17 Jewels Shock-resistant
145W2190 Retail $47.50

As above. 7 Jewels. Black cord bracelet.
146W1651 . Retail $32.50

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant Chrome steel case, steel expansion band Radium figure dial and hands
147W1935 . . . . Retail $39.95

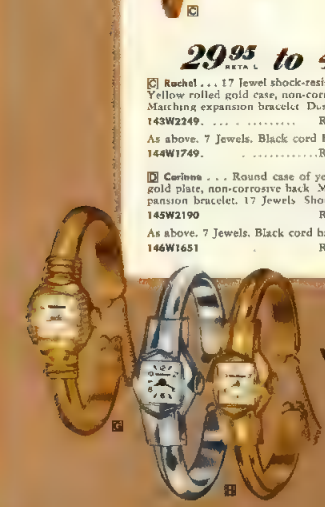
As above. 7 Jewels. Gray leather strap.
148W1499 . . . . . Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band Shock-resistant.
149W2136 Retail $45.00

As above. 7 Jewels Brown leather strap.
150W1597 . . . . . Retail $32.50

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for homemakers. A watch with simple elegant styling that has all the features working women want Exceptionally easy-to-read dial with raised figures and a high dome crystal Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet Shock-resistant 17 Jewel movement
138W2685 Retail $65.00



Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.
139W2685 . . . . . Retail $65.00

As above White case and gold-filled bangle.
140W2685 . . . . . Retail $65.00

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock resistant movement. Domed crystal, raised figure dial. Dust-protected case.
141W2915 . . . . . Retail $71.50

As above. Yellow case, gold filled bangle.
142W2915 . . . . . Retail $71.50

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.

...WALTHAM.....WALTHAM...

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust protected.
129W3523 . . . . Retail **$85.00**

Ferragut . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
128W3915 . . . . . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy.
127W3317 . . . . Retail **$79.50**

Yorktown... Crowning achievement in the watchmaker's craft. Self winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
126W4954 . . Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement.
130W4483 Retail **$95.00**

Molly Pitcher . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
131W3817 Retail **$90.00**
As above. Yellow gold-filled.
132W3817 Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
134W2621 Retail **$62.50**

Admiral Dewey . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
135W2327 Retail **$55.00**

Capt. Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark.
133W3601 Retail **$85.00**

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact Each watch gift boxed

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

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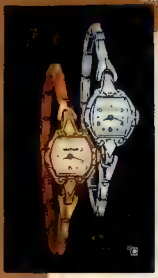
Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

American Premier Series

[B] **Bunker Hill . . . 21 Jewels . . .** Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to-read dial. Shock-protected with famous Incabloc
33W101-3719 Retail **$85.00**

[A] **Betsy Ross . . . 21 Jewels . . .** Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
33W100-3327 Retail **$75 00**



[C] **Barbara Fritchie . . .** Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.
33W104-3033 Retail **$71 50**

As above, in 14K white gold.
33W105-3033 Retail **$71.50**

[D] **Martha Washington . . .** Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock protected movement.
33W102-2445 Retail **$55.00**

[E] **Priscilla Alden . . .** Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement
33W103-2607 Retail **$62 50**

[F] **Cumberland . . .** Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal.
33W106-2298 Retail **$52.50**

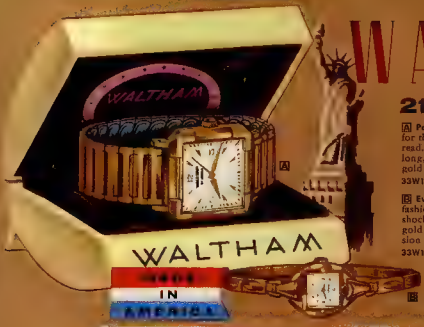
[G] **Jean LaFitte . . .** Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate
33W107-2597 Retail **$62.50**

As above, with white dial
33W108-2597 Retail **$62.50**

Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band.
33W109-2519 Retail **$59.50**

*INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed.



WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.
33W137-3719 Retail $85.00

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal
33W136-3327 Retail $75.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch Yellow rolled gold case, non-corrosive back. Matching expansion bracelet Dust-protected
33W143-2249 Retail $49.50

As above. 7 Jewels. Black cord bracelet
33W144-1749 Retail $34.95

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels Shock-resistant
33W145-2190 Retail $47.50

As above. 7 Jewels Black cord bracelet
33W146-1651 Retail $32.50

E Clay . Waterproof* watch 17 Jewels shock-resistant. Chrome steel case, steel expansion band Radium figure dial and hands
33W147-1935 Retail $39.95

As above 7 Jewels Gray leather strap
33W148-1499 Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant
33W149-2136 Retail $45.00

As above 7 Jewels. Brown leather strap
33W150-1597 Retail $32.50

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back Matching expansion bracelet Shock-resistant 17 Jewel movement
33W138-2685R Retail $65.00

Waltham's Famous Bracelet-Watches

G Jenny Lind . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain Domed crystal
33W139-2685 . . . Retail $65.00

As above. White case and gold-filled bangle.
33W140-2685 . Retail $65.00

H Sarah Siddons . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled Bracelet. 17 Jewel shock-resistant movement. Domed crystal. raised figure dial. Dust-protected case.
. . . . . Retail $71 50
As above. Yellow case, gold filled bangle
33W142-2915 Retail $71 50

Each watch gift boxed *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax

WALTHAM ...WALTHAM...

Executive Presentation Series

Wafer Thin

A Stephen Decatur . . . 21 Jewels . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

33W110-3474 . . . . . Retail **$79.50**

B John Hancock . . . Stately masculine styling Yellow gold-filled case, matching expansion band, 17 Jewels. Shock and dust protected

33W111-3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold.

33W112-5189 . . . . Retail **$115.00**

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant.

33W113-3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold.

32W114-4738 . . . . . Retail **$100.00**

D Lord Ogletharpe . . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels Shock-resistant

32W115-3704 . . . . . Retail **$85.00**

Transportation and Railroad Watches

Transit . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant Yellow rolled gold plate case

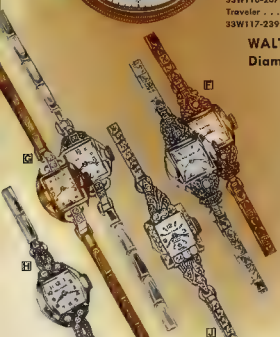
33W116-2675 . . . . Retail **$65.00**

Traveler . . . As above, chrome steel case

33W117-2391 . . . . . Retail **$55.00**

WALTHAM "OPERA" SERIES

Diamond Watches



F Aida . . 2 diamonds White rolled gold plate case. 17 Jewels

33W118-2935 . . Retail **$71 50**

As above, with yellow rolled gold plate case 2 diamonds

33W119-2935 . . Retail **$71 50**

G Tosca . . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels.

33W120-4895 . . Retail **$115.00**

As above, with white 14K gold and 4 fiery diamonds

33W121-4895 Retail **$115.00**

H La Boheme . . . Opulently set with 8 brilliant diamonds Dust-protected case is 14K white gold. 17 Jewel shock-resistant movement. Expansion bracelet

33W122-6125 Retail **$150.00**

J Marguerite . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet. 17 Jewels. Shock-resist.

33W123-9751 Retail **$225.00**

21 Jewel Movement

Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal

33W124-4601 . . . . . Retail **$97.50**

As above, with solid 14K white gold case.

33W125-4601 . . . . . Retail **$97.50**

Each watch g/ft boxed *As long as case, crown and crystal remain intact. Below prices include Federal Excise Tax

. . . WALTHAM . . . . . WALTHAM . . . .

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected
33W129-3523 Retail **$85.00**

Farragut . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
33W128-3915 Retail **$90.00**

John Paul Jones . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy
33W127-3317 Retail **$79.50**

Yorktown Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
33W126-4954 Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement
33W130-4483 Retail **$95.00**

Molly Pitcher Amazingly dainty watch with a sturdy self-winding, shock resistant 17 Jewel movement. White gold-filled case, matching expansion band
33W131-3817 Retail **$90.00**

As above Yellow gold-filled
33W132-3817 Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
33W134-2621 Retail **$62.50**

Admiral Dewey . . Waterproof* shock resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
33W135-2327 Retail **$55.00**

Capt. Kidd . Swashbuckling self winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark
33W133-3601 Retail **$85.00**

Retail prices include Federal Excise Tax

*As long as case, crown and crystal remain intact

Each watch gift boxed

WALTHAM

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Executive Presentation Series

A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band

0500AW3545T Retail $79 50

B John Hancock . . . Stately masculine styling Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

0501AW3460T . . . . . Retail $79.50

As above, in solid 14K yellow gold.

0502AW5295T . . . . Retail $115.00

Transportation and Railroad Watches

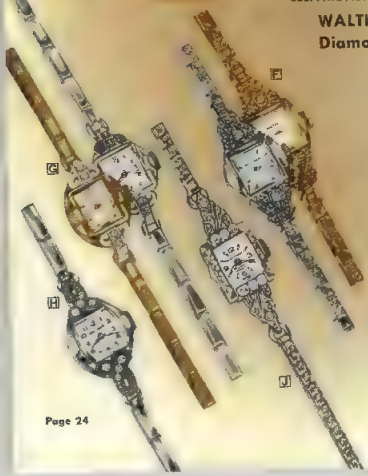
Transit . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case.

0506AW2730T . . . . . Retail $65.00

Traveler . . . As above, chrome steel case

0507AW2440T . . . Retail $55.00

WALTHAM "OPERA" SERIES
Diamond Watches



F Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels

0508AW2995T Retail $71.50

As above, with yellow rolled gold plate case. 2 diamonds

0509AW2995T Retail $71.50

G Tosca . . . Solid 14K yellow gold set with 4 diamonds 17 Jewels

0510AW4995T Retail $115.00

As above, with white 14K gold and 4 fiery diamonds.

0511AW4995T Retail $115.00

H La Boheme . . . Opulently set with 8 brilliant diamonds Dust-protected case is 14K white gold 17 Jewel shock-resistant movement. Expansion bracelet

0512AW6250T Retail $150.00

J Marguerite . . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold Expansion bracelet 17 Jewels. Shock-resistant.

0513AW9950T Retail $225.00

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant.

0503AW3460T . . . . Retail $79.50

As above, in solid 14K yellow gold.

0504AW4835T . . . . Retail $100.00

D Lord Oglethorpe . . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant.

0505AW3780T . . . . Retail $85.00

21 Jewel Movement

Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.

0514AW4695T . . . . . Retail $97.50

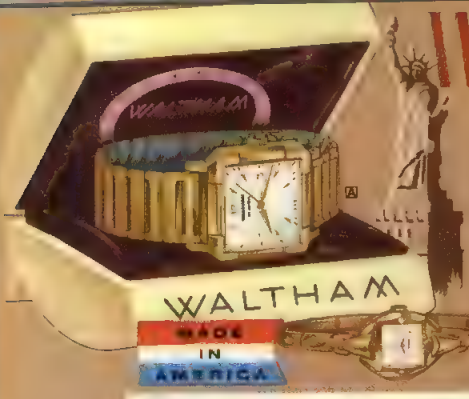
As above, with solid 14K white gold case

0515AW4695T . . . Retail $97.50

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

WALTHAM

21 JEWEL WATCHES



A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.
0527AW3795T . . . . Retail **$85.00**

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.
0526AW3395T Retail **$75.00**

29.95 METAL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non corrosive back. Matching expansion bracelet. Dust protected.
0533AW2295T . . . . . Retail **$49.50**

As above. 7 Jewels. Black cord bracelet.
0534AW1785T . . Retail **$34.95**

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock-resistant.
0535AW2235T . . . . . Retail **$47.50**

As above. 7 Jewels. Black cord bracelet.
0536AW1685T Retail **$32.50**

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Radium figure dial and hands.
0537AW1975T Retail **$39.95**

As above. 7 Jewels. Gray leather strap.
0538AW1530T . Retail **$29.95**

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock resistant.
0539AW2180T . Retail **$45.00**

As above. 7 Jewels. Brown leather strap.
0540AW1630T . . Retail **$32.50**

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust protected case, steel, or rolled gold plate with non corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement.
9528AW2740T Ret **$65.00**

Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.
0529AW2740T . Retail **$65.00**

As above. White case and gold-filled bangle.
0530AW2740T Retail **$65.00**

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case.
0531AW2975T . Retail **$71.50**

As above. Yellow case, gold filled bangle.
0532AW2975T Retail **$71.50**

Each watch gift boxed. *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax.

...WALTHAM.....WALTHAM...

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
0519AW3595T . . Retail **$85.00**

Ferragut . . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
0518AW3995T . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy
0517AW3385T . . Retail **$79.50**

Yorktown... Crowning achievement in the watchmaker's craft Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust protected. Masculine styled combination expansion band for comfort.
0516AW5055T Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather 17 Jewel shock-resistant movement.
0520AW457.5T Retail **$95.00**

Molly Pitcher . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band
0521AW3895T Retail **$90.00**

As above. Yellow gold-filled
0522AW3895T Retail **$90.00**

Oliver Perry The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
0524AW2675T Retail **$62.50**

Admiral Dewey . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
0525AW2375T Retail **$55.00**

Capt. Kidd . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark
0523AW3675T Retail **$85.00**

Retail prices include Federal Excise Tax

*As long as case, crown and crystal remain intact.

Each watch gift boxed

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

Guarantee

All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory

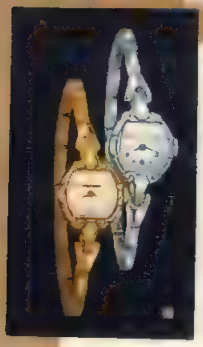
American Premier Series

B Bunker Hill . . . 21 Jewels . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to-read dial. Shock-protected with famous Incabloc.

0491AW3795T Retail **$85.00**

A Betsy Ross . . . 21 Jewels Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected

0490AW3395T Retail **$75.00**



C Barbara Fritchie . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock protected

0494AW3095T Retail **$71.50**

As above, in 14K white gold

0495AW3095T Retail **$71.50**

D Martha Washington . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal, 17 Jewel shock protected movement

0492AW2495T Retail **$55.00**

E Priscilla Alden . . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial, 17 Jewel shock-protected movement

0493AW2660T Retail **$62.50**

F Cumberland Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy to read dial, domed crystal

0496AW2345T Retail **$52.50**

G Jean LaFitte . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate

0497AW2650T Retail **$62.50**

As above, with white dial

0498AW2650T Retail **$62.50**

Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band

0499AW2570T Retail **$59.50**

***INCABLOC** prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the force and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact. Each watch gift boxed

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.
2J159X3719 . . . . . Retail **$85.00**

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.
2J158X3327 . . . . . Retail **$75.00**

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust-protected.
2J165X2249 . . . . Retail **$49.50**

As above. 7 Jewels. Black cord bracelet.
2J166X1749 . . . Retail **$34.95**

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock-resistant.
2J167X2190 . . . . . Retail **$47.50**

As above. 7 Jewels. Black cord bracelet.
2J168X1651 Retail **$32.50**

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Radium figure dial and hands.
2J169X1935 . Retail **$39.95**

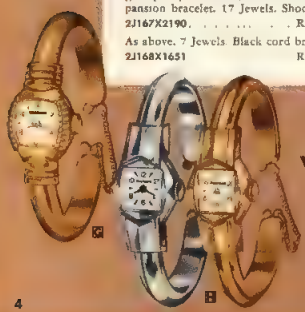
As above. 7 Jewels. Gray leather strap.
2J170X1499 . Retail **$29.95**

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant.
2J171X2136 . . . . . Retail **$45.00**

As above. 7 Jewels. Brown leather strap.
2J172X1597 . . Retail **$32.50**

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement.
2J160X2685 Retail **$65.00**



Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.
2J161X2685 Retail **$65.00**

As above. White case and gold-filled bangle.
2J162X2685 Retail **$65.00**

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case.
2J163X2915 Retail **$71.50**

As above. Yellow case, gold filled bangle.
2J164X2915 Retail **$71.50**

Each watch gift boxed. *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax

...WALTHAM.....WALTHAM....

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
2J151X2523 . . . Retail $85.00

Farragut . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
2J150X3915. . Retail $90.00

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style Semi-recessed crown in the steel dust-protected case. Steel expansion band Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy.
2J149X3317 . . . .Retail $79.50

Yorktown .. Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
2J148X4954 Retail $110.00

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch Self-winding and waterproof* Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather. 17 Jewel shock-resistant movement
2J152X4483 Retail $95.00

Molly Pitcher . . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
2J153X3817 Retail $90.00
Assabove. Yellow gold-filled.
2J154X3817 Retail $90.00

Oliver Perry . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
2J156X2621 Retail $62.50

Admiral Dewey . . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
2J157X2327 Retail $55.00

Capt. Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather. 17 Jewels. Shock-resistant. Jet black dial with radium hands can be read in the dark
2J155X3601 Retail $85.00

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact. Each watch gift boxed

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to-read dial. Shock-protected with famous Incabloc.
2J123X3719 Retail **$85.00**

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
2J122X3327 . . . Retail **$75.00**

C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.
2J126X3033 . . . . . Retail **$71.50**

As above, in 14K white gold
2J127X3033 . Retail **$71.50**

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.
2J124X2445 . . . Retail **$55.00**

E Priscilla Alden . . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
2J125X2607 Retail **$62.50**

F Cumberland . . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to read dial, domed crystal.
2J128X2298 . Retail **$52.50**

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate.
2J129X2597 . Retail **$62.50**

As above, with white dial
2J130X2597 . . Retail **$62.50**

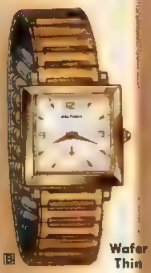
Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock resistant movement. Dust protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band.
2J131X2519 Retail **$59.50**

*INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM ...WALTHAM.

Executive Presentation Series



Wafer Thin

A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band.
2J132X3474 Retail $79.50

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.
2J133X3391 . . . . . Retail $79.50

As above, in solid 14K yellow gold
2J134X5189 . . . . . Retail $115.00

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case
2J138X2675 . . Retail $65.00

Traveler . . . As above, chrome steel case
2J139X2391 . . . . Retail $55.00

WALTHAM "OPERA" SERIES
Diamond Watches

F Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels.
2J140X2935 Retail $71.50

As above, with yellow rolled gold plate case. 2 diamonds
2J141X2935 . Retail $71.50

G Tosca . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels
2J142X4895 . . Retail $115.00

As above, with white 14K gold and 4 fiery diamonds
2J143X4895 Retail $115.00

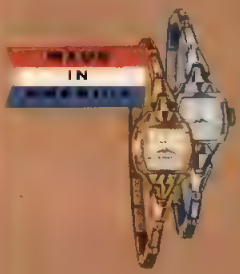
H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold. 17 Jewel shock-resistant movement. Expansion bracelet.
2J144X6125 . Retail $150.00

J Marguerite . . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet. 17 Jewels. Shock-resist
2J145X9751 Retail $225.00

C Patrick Henry . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels Shock-resistant.
2J135X3391 . . . . . Retail $79.50

As above, in solid 14K yellow gold
2J136X4738 . . . . . Retail $100.00

D Lord Oglethorpe . . . Styled for the man headed upward! Smoothly designed case in yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant
2J137X3704 . . . . . Retail $85.00



21 Jewel Movement
Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American made 21 Jewel movement is shock resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.
2J146X4601 . . . . . Retail $97.50

As above, with solid 14K white gold case
2J147X4601 . . Retail $97.50

Each watch gift boxed *As long as case, crown and crystal remains intact. Retail prices include Federal Excise Tax

America's *First* Watchmaker

Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

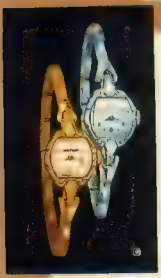
Shock-Protected by INCABLOC*

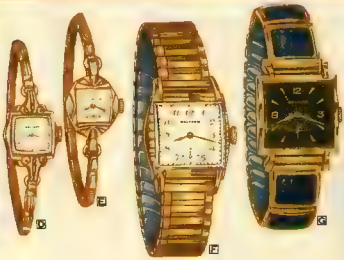
Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

American Premier Series

[B] **Bunker Hill . . . 21 Jewels . . .** Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band Easy-to-read dial Shock-protected with famous Incabloc.
36-22008-3719 . . . . . **Retail 85.00**

[A] **Betsy Ross . . . 21 Jewels . . .** Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
36-20507-3327 . . . . . **Retail 75.00**





[C] **Barbara Fritchie . . .** Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected
36-20531-3033 . . . . . **Retail 71.50**

As above, in 14K white gold.
36-20549-3033 . . . . . **Retail 71.50**

[D] **Martha Washington . . .** Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.
36-20515-2445 **Retail 55.00**

[E] **Priscilla Alden . . .** Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
36-20523-2607 **Retail 62.50**

[F] **Cumberland . . .** Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band Easy-to-read dial, domed crystal
36-22016-2298 **Retail 52.50**

[G] **Jean LaFitte . . .** Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate.
36-22024-2597 . . . **Retail 62.50**

As above, with white dial.
36-22032-2597 . . . . . **Retail 62.50**

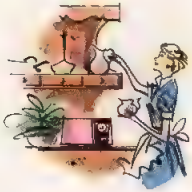
Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back Matching expansion band.
36-22040-2519 **Retail 59.50**

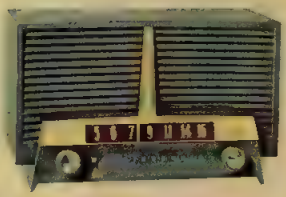
INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax *As long as case, crown and crystal remain intact. Each watch gift boxed

Exclusive Magna-Power Speakers
Automatic Volume Control
Built-In Antennas
Acoustic-Design Cabinets

For 1957
smartest, sturdiest
Table Radios





Sleek Sonoramic with Two Speakers . . . doubles your listening fun! Advanced two-speaker audio system radiates Full-Range, room-filling sound. Special audio circuits and acoustic designed cabinet. 5 Tubes . AC/DC operation. Dimensions, 7" high, 11¼" wide, 6¼" deep. Shipping weight: 6 lbs.

5959E2250 Sonoramic Radio ..... Retail $29.95

Specify Color: Green, Ivory, Maroon.

Westinghouse
THE FIRST NAME IN RADIO

- FIRST in modern design
- FIRST in colorful beauty
- FIRST in PRECISIONEERED performance

Westinghouse Radios carry a Free 90 day parts and labor Warranty

Automatic Wake-Up Music
Precision-Built IF Transformers
Long-Life Ceramicled Circuits
Noiseless Electric Clocks

For 1957
most-useful Clock-Radios

Superlative Calendar Clock-Radio . . . with luminous dial and hands. Tells day, date and time. Sings you to sleep . . . wakes you to music calls you with delayed action alarm. Handy appliance outlet. 5 Tubes. AC only. Dimensions: 7¼" high, 9½" wide, 5⅛" deep. Shipping weight. 7 lbs.

5960E3995 Calendar Clock Radio (Ivory-Gold) Retail $54.95

5961E3495 Suburbanite Radio (Ivory-Gold, or Black-Gold) .....Retail $49.95

(Same as 5960E3995 but without calendar)

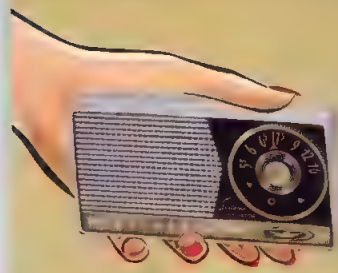
Westinghouse

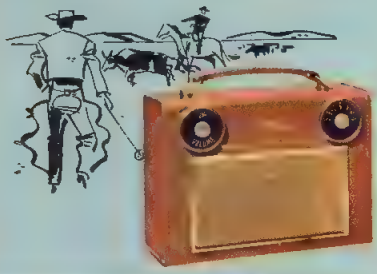
. . . THE FIRST NAME IN RADIO

Only Westinghouse Radios are PRECISIONEERED with exclusive "Silver Safeguard Chassis"

Triumph of advanced electronics . . . to assure longer-lasting, more trouble-free performance finer tone and greater sensitivity at less cost! Circuits and components are Precision-Bonded in a network of gleaming, lasting metal . . . immune to moisture vibration, heat . . . can't wear out, burn out

For 1957—All-Transistor Portable Radios





New! Seven Transistor Personal Portable . . mightiest performer of its type Tiny, miracle transistors can't break or fail . . . require so little power that the single low-cost battery lasts 75 playing hours Unbreakable Case . . . Silver Safeguard Chassis . . Earphone jack. Earphone unit for private listening, optional.
Dimensions 3½" high, 6" wide, 1¾" deep
Shipping Weight: 1½ lbs.
(Prices include Battery and Genuine Leather carrying case)

5950E4995 Miniature Portable with Batteries . .Retail $69.95

Specify Colors. Grey-Black, or Red-Black.

New! "Long-Life" Seven Transistor Portable Radio with Genuine Top-Grain Cowhide Leather Case Extra power . . . extra sensitivity . . . extra style Plays 500 hours on just one Long Life Battery . . . and an amazing 1,500 hours on only two Long-Life Batteries Silver Safeguard Chassis . . . Automatic Volume Control . . . 6" Oval Alnico V Speaker
Dimensions: 7⅞" high, 9⅝" wide, 4¼" deep
Shipping Weight: Approx. 5 lbs.

5951E5411 Long life Portable with Batteries . .Retail $76.65

BATTERIES ARE INCLUDED IN THE PRICES OF ALL PORTABLE RADIOS

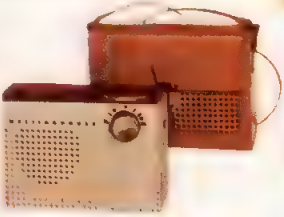
NEW YORK—BENNETT BROTHERS, INC.—CHICAGO

For 1957, newest, neatest Portable Radios

Smaller, smarter "Rambler" Personal-Portable . . with Unbreakable Case . . . Two-Tone Color Styling . . . Battery Saver Switch. 4 Tubes Battery operation only Dimensions: 5⅝" high, 7 7/16" wide, 2 7/16" deep. Shipping weight: 3½ lbs. Prices include shoulder strap carrying case and batteries

5967E2195 White-Sand Portable
Retail $27.95

5968E1995 Tan-Brown Portable
Retail $24.95



"Play-Pal" 3-way Portable for "on the-go" listening pleasure Rich, clear room filling Precisioneered tone Unbreakable Case Same quality features as Holiday Dimensions. 6 11/16" high, 8 11/16" wide, 3 1/16" deep Shipping weight 4 2 lbs Price is less batteries

5970E2575 Leader Portable with Batteries **Retail $33.15**

Specify Colors: Beige-Scarlet, or Yellow-Blue Grey

Ready-to-go-"Holiday" 3-Way Portable . . . plays on AC, DC or low-cost, long-life batteries. Unbreakable Case Stay Fast Colors Exclusive two-position Battery-Clip *permits use of low-cost flashlight batteries.* extra-powerful speaker and antenna 4 Tubes Dimensions 6 11/16" high, 8 11/16" wide, 3 1/16" deep Shipping weight: 4½ lbs. Price is less batteries

5969E2720 Deluxe Portable with Batteries **Retail $38.15**

Specify Colors: Grey-Black, or Light Green-Spruce Green.

BATTERIES ARE INCLUDED IN THE PRICES OF ALL PORTABLE RADIOS

Custom-Styled Radio-Phonographs

Luggage-Design and Portable, too . . . with powerful 5-Tube AM radio, 3-speed record player shuts off automatically after last record. Dual needles Full Range Alnico "V" Speaker Wide-Range Tone Control Dimensions: 9¾" high, 15" wide, 19¼" deep. Shipping weight: 28 lbs.

5971E7450 Portable Radio Phonograph
Retail $99.95

"Life-of-the-Party" Table Radio-Phonograph with Precisioneered 6-Tube AM radio . . . 3-speed record changer with dual jewelled needles Wide Range Tone Control, 45 rpm spindle, 8-inch Speaker. Dimensions: 10¼" high, 16" wide, 19¾" deep Shipping weight. 34 lbs.

5972E9200 Mahogany Table Radio Phonograph
Retail $119.95

WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

BENNETT BROTHERS, INC. — TRADITIONAL QUALITY

Litho in U. S. A

Special "Tone-on-Tone" Design . special "more-for-the money" value The perfect "extra" set for kitchen, den, playroom the perfect gift, too Exclusive Silver Safeguard Chassis . Magna-Power Speaker . 4 Tube, AC, DC operation Dimensions: 5½" high, 9" wide, 5¾" deep. Shipping weight: 3¾ lbs.

5955E1450 Pink-Bronze Economy Radio .... Retail $17.95

5956E1325 Black Economy Radio .... Retail $15.95

5957E1450 Ivory-Gold Economy Radio .... Retail $17.95

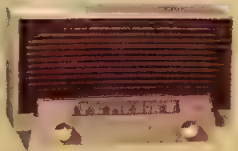
'Round the Clock—'Round the House . . . this most-versatile performer plays music; announces weather and news with full, rich "big set" tone Silver Safeguard Chassis . 5-Tube, AC/DC operation Dimensions: 7" high, 10¼" wide, 5¼" deep Shipping weight: 5 lbs.

5954E1725 Green Leader Radio . Retail $21.95

5953E1595 Black Leader Radio . . Retail $19.95

Sparkling Showpiece . and so thrifty! Smart, gay Scotch Plaid for a lift to the spirit in every room 5 Tube, AC/DC operation . Silver Safeguard Chassis for longer, service-free life. Dimensions 7" high, 10¼" wide, 5¼" deep Shipping weight. 5 lbs.

5952E1795 Plaid Leader Radio .. .... Retail $22.95



Powerful Trans-Horizon Long-Distance Radio . . . surprisingly low cost. Pulls in far-off stations loud and clear . . . with its super-sensitive 6-tube AC/DC performance plus extra stage of amplification. Dimensions: 7" high, 11¾" wide, 6¼" deep Shipping weight: 6 lbs.

5958E2695 Trans-Horizon Radio .. Retail $36.95

Decorator-Design—Budget Beauty wakes-you-to-music . plays with full, rich tone . keeps accurate time for years . 4-Tubes, Silver Safeguard Chassis At only Dimensions: 5⅛" high, 11¼" wide, 5¼" deep Shipping weight 6 lbs

5962E2150 Coral Clock Radio Retail $26.95

5963E1995 Black Clock Radio Retail $24.95

Distinctive Early-Bird . . . with large, easy-to-read Clock face. 5-Tube, AC operation . . . silent, permanently lubricated clock Precisioneered performance with Silver Safeguard Chassis Dimensions: 6" high, 11⅜" wide, 5" deep Shipping weight: 6 lbs.

5964E2250 Leader Clock Radio .....Retail $29.95

Specify Color: Grey, Ivory.

DeLuxe Clock Radio . . . lulls you to sleep, wakes you to music automatically Delayed buzzer alarm. Silver Safeguard Chassis. 5 Tubes AC only. Dimensions: 6" high, 11⅜" wide, 5" deep. Shipping weight: 6 lbs.

5965E2650 Deluxe Clock Radio Retail $34.95

Specify Color: Black, Ivory.

Custom Clock-Radio . . . with Precisioneered Silver Safeguard Chassis. 5-Tube Clock-Radio lulls you to sleep . . . shuts off automatically . . . then wakes you to music Delayed action buzzer alarm . . . luminous clock hands. AC only. Dimensions: 6½" high, 10¾" wide, 5¼" deep. Shipping weight: 6 lbs.

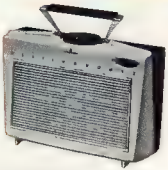
5966E2995 Custom Clock Radio ..... Retail $39.95

Specify Colors: Maroon-Grey, or Ivory.

For 1957, newest, neatest Portable Radios

Smaller, smarter "Rambler" Personal-Portable . . . with Unbreakable Case . . . Two-Tone Color Styling . . . Battery-Saver Switch on Models 563P4 and 564P4. 4 Tubes Battery operation only. Dimensions: 5¾" high, 7 7/16" wide, 2 7/16" deep. Shipping weight. 3½ lbs. Prices include shoulder strap carrying case and batteries.

33A260-1C2195 White and Sand $27.95
33A261-9C1995 Tan and Brown 24.95
33A262-7C2195 Gray and Black 27.95



New! "Play-Pal" 3-way Portable . . . for "on-the-go" listening pleasure. Rich, clear, room-filling Precisioneered tone. Unbreakable Case Same quality features as Holiday. Dimensions: 6 11/16" high, 8 11/16" wide, 3 1/16" deep. Shipping weight: 4⅛ lbs Price is less batteries

33A266-8W2350 Beige and Scarlet $29.95
33A267-6W2350 Yellow and Blue/Gray 29.95

Ready-to-go-"Holiday" 3-Way Portable . . . plays on AC, DC or low-cost, long-life batteries Unbreakable Case . . . Stay-Fast Colors. Exclusive two-position Battery-Clip *permits use of low-cost flashlight batteries.* . . . extra-powerful, speaker and antenna. 4 Tubes. Dimensions: 6 11/16" high, 8 11/16" wide, 3 1/16" deep Shipping weight: 4½ lbs Price is less batteries.

33A264-3W2495 Light Green and Spruce Green $34.95
33A265-0W2495 White and Sand 34.95
33A263-5W2495 Gray and Black 34.95

Custom-Styled Radio-Phonographs

Luggage-Design and Portable, too . . . with powerful 5-Tube AM radio. 3-speed record player shuts off automatically after last record. Dual needles. Full-Range Alnico "V" Speaker. Wide-Range Tone Control. Dimensions: 9¼" high, 15" wide, 19¼" deep. Shipping weight: 28 lbs.

33A268-4W7450 Tan Leatherette.. .....$99.95

"Life-of-the-Party" Table Radio-Phonograph with Precisioneered 6-Tube AM radio . 3-speed record changer with dual-jewelled needles. Wide-Range Tone Control, 45 rpm spindle; 8-inch Speaker. Dimensions: 10¼" high, 16" wide, 19¼" deep. Shipping weight: 34 lbs.

33A269-2W9200 Mahogany Veneer..... $119.95

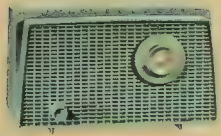
WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

Litho in U.S.A.

Special "Tone-on-Tone" Design . . . special "more-for-the-money" value. The perfect "extra" set for kitchen, den, playroom . . . the perfect gift, too. Exclusive Silver Safeguard Chassis . . . Magna-Power Speaker . . . 4-Tube, AC/DC operation. Dimensions: 5⅝" high, 9" wide, 5¾" deep. Shipping weight: 3¾ lbs.

33A243-7W1325 Black **$15.95**
33A242-9W1450 Pink and Bronze **17.95**

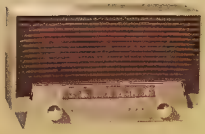


'Round the Clock—'Round the House . . . this most-versatile performer plays music; announces weather and news with full, rich "big set" tone. Silver Safeguard Chassis . . . 5-Tube, AC/DC operation. Dimensions: 7" high, 10¼" wide, 5¼" deep. Shipping weight: 5 lbs.

33A239-5W1725 Green **$21 95**
33A240-3W1995 Black **19.95**
33A241-1W1795 Red and Gold **22.95**

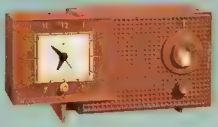
Sparkling Showpiece . . . and so thrifty! Smart, gay Scotch Plaid for a lift to the spirit . . . in every room. 3-Tube, AC/DC operation . . . Silver Safeguard Chassis for longer, service-free life. Dimensions: 7" high, 10¼" wide, 5¼" deep. Shipping weight: 5 lbs.

33A238-7W1795 Gray and Plaid **$22.95**



Powerful Trans-Horizon Long-Distance Radio . . . surprisingly low cost. Pulls in far-off stations loud and clear . . . with its super-sensitive 6-tube AC/DC performance plus extra stage of amplification. Dimensions: 7" high, 11¼" wide, 6¼" deep. Shipping weight: 6 lbs.

33A244-5W2695 Tan and Brown **$36.95**



Decorator-Design—Budget Beauty . . . wakes-you-to-music . . . plays with full, rich tone . . . keeps accurate time for years . . . 4-Tubes, Silver Safeguard Chassis . . . AC only. Dimensions: 5⅞" high, 11⅛" wide, 5¾" deep. Shipping weight: 6 lbs.

33A252-8W2150 Coral **$26.95**
33A253-6W2150 Ivory **26.95**

Distinctive Early-Bird . . . with large, easy-to-read Clock face. 5-Tube, AC operation . . . silent, permanently lubricated clock . . . Precisioneered performance with Silver Safeguard Chassis. Dimensions: 6" high, 11⅛" wide, 5" deep. Shipping weight: 6 lbs.

33A254-4W2250 Gray **$29.95**
33A255-1W2250 Ivory **29.95**

DeLuxe Clock Radio . . . lulls you to sleep, wakes you to music . . . automatically. Delayed buzzer alarm. Silver Safeguard Chassis. 5 Tubes. AC only. Dimensions: 6" high, 11⅛" wide, 5" deep. Shipping weight: 6 lbs.

33A256-9W2650 Black **$34.95**
33A257-7W2650 Ivory **34.95**

Custom Clock-Radio . . . with Precisioneered Silver Safeguard Chassis. 5-Tube Clock-Radio lulls you to sleep . . . shuts off automatically . . . then wakes you to music. Delayed-action buzzer-alarm . . . luminous clock hands. AC only. Dimensions: 6½" high, 10⅛" wide, 5¼" deep. Shipping weight: 6 lbs.

33A258-5W2995 Maroon and Dove Gray ....**Retail $39.95**
33A259-3W2995 Light Green ..... **Retail 39.95**

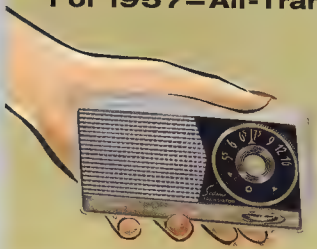
Westinghouse

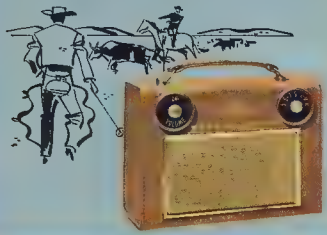
. . . THE FIRST NAME IN RADIO

Only Westinghouse Radios are PRECISIONEERED with exclusive "Silver Safeguard Chassis"

Triumph of advanced electronics . . . to assure longer-lasting, more trouble-free performance, finer tone and greater sensitivity at less cost. Circuits and components are Precision-Bonded in a network of gleaming, lasting metal . . . immune to moisture, vibration, heat . . . can't wear out, burn out.

For 1957—All-Transistor Portable Radios





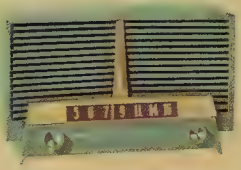
New! Seven Transistor Personal Portable . . . mightiest performer of its type. Tiny, miracle transistors can't break or fail . . . require so little power that the single low-cost battery lasts 75 playing hours. Unbreakable Case . . . Silver Safeguard Chassis . . . Earphone jack. Earphone unit for private listening, optional.
Dimensions: 3½" high, 6" wide, 1⅝" deep.
Shipping Weight: 1½ lbs.
(Prices include Battery and Genuine Leather carrying case)

33A234-6C4995 Gray and Black $69.95
33A235-3C4995 Black and Pearlescent Grey 69.95
33A236-1C4995 Red and Black 69.95

New! "Long-Life" Seven Transistor Portable Radio with Genuine Top-Grain Cowhide Leather Case. Extra power . . . extra sensitivity . . . extra style. Plays 500 hours on just one Long-Life Battery . . . and an amazing 1,500 hours on only two Long-Life Batteries. Silver Safeguard Chassis . . . Automatic Volume Control . . . 6" Oval Alnico V Speaker.
Dimensions: 7⅛" high, 9⅝" wide, 4½" deep.
Shipping Weight: Approx. 5 lbs.
33A237-9C5295 Tan Cowhide $75.00

Exclusive Magna-Power Speakers
Automatic Volume Control
Built-In Antennas
Acoustic-Design Cabinets

For 1957
smartest, sturdiest
Table Radios



Sleek Sonoramic with Two Speakers . . . doubles your listening fun! Advanced two-speaker audio system radiates Full-Range, room-filling sound. Special audio circuits and acoustic designed cabinet. 5 Tubes . . . AC/DC operation. Dimensions: 7" high, 11¼" wide, 6¼" deep. Shipping weight: 6 lbs.

33A246-0W2250 Black **$29.95**
33A247-0W2250 Ivory **29.95**
33A245-2W2250 Green **29.95**

Westinghouse
THE FIRST NAME IN RADIO

- FIRST in modern design
- FIRST in colorful beauty
- FIRST in PRECISIONEERED performance

Westinghouse Radios carry a Free 90 day parts and labor Warranty.

Automatic Wake-Up Music
Precision-Built IF Transformers
Long-Life Ceramicsad Circuits
Noiseless Electric Clocks

For 1957
most-useful Clock-Radios

Superlative Calendar Clock-Radio . . with luminous dial and hands. Tells day, date and time. Sings you to sleep . . . wakes you to music . . . calls you with delayed action alarm. Handy appliance outlet. 5 Tubes. AC only. Dimensions. 7¼" high, 9½" wide, 5¼" deep. Shipping weight: 7 lbs

33A248-6W3995 Ivory and Gold **$54.95**
33A249-4W3995 Maroon and Gold **54.95**

Available without calendar.

33A250-2W3495 Ivory and Gold **$49.95**
33A251-0W3495 Maroon and Gold **49.95**

T-7169 6.98

T-7170 6.98
T-7173 7.98
T-7180 14.98

T-7171 7.98
T-7177 9.98

T-7174 7.98

T-7175 7.98

T-7178 11.98

T-7178 11.98

DOLLS (cont'd)

MARY ANN DOLL - A 17" doll with so much rooted Saran hair, she actually has a double pony tail. Vinyl body with flexiwire, squeeze voice, vinyl head and sleeping eyes. Smartly designed taffeta dress with party apron of flocked ninon, panties, vinyl shoes and socks. Very new and different.
T7169E2466..... $ 6.98
Pur- chases..... Less On Hand..... Equals Sales.....

MARGO DOLL - Height 19". Washable, unbreakable, softly stuffed flexee-vinyl body. Soft vinyl swivel head with rooted Saran hair and sleeping eyes. Coo voice. Dressed in dainty dress of iridescent taffeta trimmed with fine needlepoint and lace. She wears a heart-shaped pole braid straw hat trimmed with a cluster of flowers. Her outfit is complete with button-up vinyl shoes and silk socks.
T7170E1466..... $ 6.98
Pur- chases..... Less On Hand..... Equals Sales.....

MARGO DOLL - Height 21". Same description as T7170E1466.
T7173E9533..... $ 7.98
Pur- chases..... Less On Hand..... Equals Sales.....

BABY MARGO DOLL - Height 27". Body description same as T7170E1466. "Baby Margo" has an elaborate dress of sheer nylon and taffeta, trimmed with fancy netting, imported lace, nylon embroidery, satin ribbon and buttons up the back. Her matching bonnet has a cluster of flowers on each side. Complete with taffeta panties, vinyl shoes and silk socks. An added feature is her movable arms.
T7180E31000..... $ 14.98
Pur- chases..... Less On Hand..... Equals Sales.....

BABY DARLING DOLL - Height 20". A baby doll that looks like a real baby. Pretty vinyl head with rich Saran rooted hair. Eyes open and close. Squeeze crying voice. Dress is of delicately flocked and printed ninon with insert imported lace panel. Stylish straw bonnet, taffeta petticoat, panties, vinyl shoes and socks.
T7171E5533..... $ 7.98
Pur- chases..... Less On Hand..... Equals Sales.....

BABY DARLING DOLL - Height 24". Same description as T7171 E5533.
T7177E7666..... $ 9.98
Pur- chases..... Less On Hand..... Equals Sales.....

NINA BRIDE DOLL - A 21" doll with elaborate bridal gown of white taffeta, imported Swiss net, fancy ruffles, imported lace, satin ribbon and metallic braid. Sweeping net veil flows down from her hair and is trimmed with Lily-of-the-Valley. Complete outfit includes crinoline, taffeta panties, button-up vinyl shoes, silk socks, ribbon trimmed nosegay and a pearl necklace. Soft vinyl body and swivel head with sleeping eyes, rooted hair and coo voice.
T7174E8533..... $ 7.98
Pur- chases..... Less On Hand..... Equals Sales.....

NANETTE BRIDESMAID DOLL - Height 21". Body of washable unbreakable vinyl with swivel head and rooted Saran hair. Plastic sleeping eyes. Coo voice. Her beautiful bridesmaid's dress is made of pastel shades of satin and imported all-over lace, trimmed with fancy lace and satin ribbon. She wears a matching bridesmaid's hat. Complete outfit includes underwear, crinoline, button-up vinyl shoes and silk socks.
T7175E6533..... $ 7.98
Pur- chases..... Less On Hand..... Equals Sales.....

20" TEENAGE DOLL IN COCKTAIL DRESS - A real girl's figure! Constructed of a brand new material as smooth as real skin. Lovely saran hair that can be brushed, curled and set. Her lovely cocktail dress is made of sheer gold-striped nylon with inlays of black velvet trimmed with metallic braid and cluster of flowers. Has matching stole, slip and panties of satin, nylon stockings, modern high heeled shoes and elegant jewellery. Eyes open and close. Moveable arms, legs, head and "turning waist". A truly amazing realistic doll.
T7178E9800..... $ 11.98
Pur- chases..... Less On Hand..... Equals Sales.....

20" TEENAGE DOLL - AFTERNOON DRESS & HAT - Body description as above but with afternoon dress of candy striped satin-finished taffeta daintily trimmed with black velvet ribbon. She has a frilly crinoline and lace trimmed panties. A pole braid cloche trimmed with netting and flowers, tops the outfit.
T7178E9800..... $ 11.98
Pur- chases..... Less On Hand..... Equals Sales.....

T-7162 4.98

T-7163 5.98

T-7176 9.98

T-7165 5.98

T-7166 5.98

T-7168 6.98

T-7167 6.98
T-7172 7.98

DOLLS (cont'd)

LANA LEE DOLL - A 15" doll with soft realistic body of vinyl with flexiwire so that she will bend, sit, cross her legs, etc. Long Saran rooted hair in ponytail styling that can be washed, waved, curled and combed. Squeeze voice. Dressed in the newest patterns of printed taffeta with ninon trim. Lace ribbon and flower detail. Panties, vinyl shoes and socks.
T7162E5333 ..... $ 4.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

PAM DOLL - Height 18". Pam is all ready for play in her coat and hat of bright shades of corduroy, trimmed with braid, buttons, ribbon and pom-poms. Outfit complete with leggings and soft vinyl shoes. Body and legs of washable, unbreakable flexie-vinyl. Coo voice. Soft swivel vinyl head with sleeping eyes. Rooted saran hair.
T7163E3400 ..... $ 5.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

PAM DOLL WITH DRESS - Height 23". Description as T7163 but in addition to the coat, hat and leggings, this doll also comes with a beautiful ninon dress trimmed with ribbon and braid and attached slip.
T7176E2666 ..... $ 9.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

5 PCE. 14" VINYL DOLL - A wettums doll complete with bottle and teething ring. Air filled body with moving eyes. Dressed in playsuit has rooted hair. Voice. Packed in smart plastic 4 sided window carton.
T7165E3400 ..... $ 5.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

16" VINYL DOLL - A real modern day miss in a nylon lace-trimmed dress with smart fur trimmed coat. Complete with shoes and socks, panties and hat with a pert feather. Rooted hair in poodle cut styling, moving eyes, voice and stuffed body.
T7166E9400 ..... $ 5.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

BABY TEARS DOLL - A 14" realistic doll that will cry real tears, sleep, sit, stand, drink or wet. Can be bathed, powdered and oiled with baby oil. Moulded vinyl body, fully jointed arms, legs and head, moving eyes. Comes complete with a full layette of clothing and nursery requirements.
T7167E8466 ..... $ 6.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

BABY TEARS DOLL - Height 14". Same description as T7167 but has rooted saran hair.
T7172E7533 ..... $ 7.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

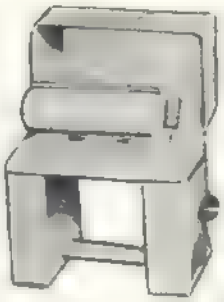
5 PCE. 14" VINYL BODY DOLL - A walking doll with rooted hair in pony tail styling. Outfitted in an organdy and lace dress and taffeta jumper with flared skirt. Panties, shoes and socks and moving eyes.
T7168E6466 ..... $ 6.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

T-7179 12.98

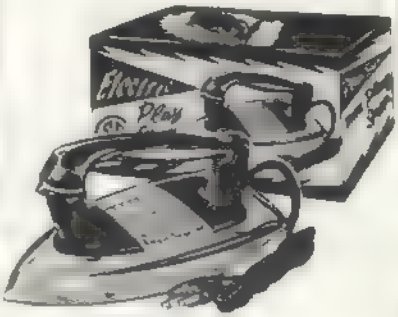
T-7179 12.98

T-7182 8.98

T-7200 .95

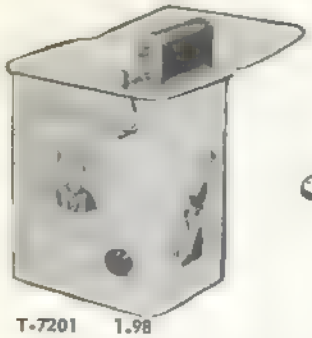


T-7202 .98

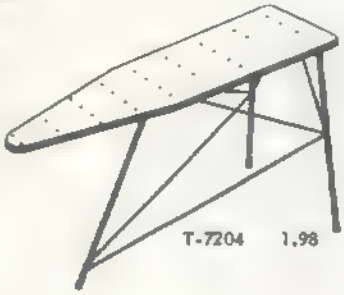


T-7203 1.59

T-7205 3.98



T-7201 1.98



T-7204 1.98

DOLLS (cont'd)

20" TEENAGE DOLL IN FORMAL DRESS - Same body description as T7178 but dressed in a lovely formal that has tiers of metallic all-over lace over a skirt of satin. Bodice of fancy lace-trimmed black velvet with a black velvet choker. She also has matching lace trimmed taffeta panties and a full crinoline.
T7179E3866 ..... $ 12.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

20" TEENAGE DOLL-BRIDE - A picture of fashion. An elaborate bridal gown of shirred satin with an overlay of fancy imported lace lavishly trimmed with dainty lace and satin ribbon. A full crinoline hoops out the gown. A fine net lace trimmed veil flows down from her hair and she carries a spray of Lily-of-the-Valley. Body description same as above.
T7179E3866 ..... $ 12.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

22" POUTING BABY - Newest version of a cuddly infant baby. Her lower lip pouts just like a real baby about to cry. Dressed in a fleece jacket and a flannel robe and diaper, she sleeps in a pure white fleece bunting bag. Soft vinyl head with sleeping eyes and hair. Doll is complete with a cute plastisol squeeze toy attached.
T7182E7600 ..... $ 8.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

WASHING MACHINE - STOVES - HOUSEKEEPING SETS

AUTOMATIC MECHANICAL WASHER — An all metal, brightly lithographed washing machine with plastic agitator, rubber drain hose and two long metal feet, stands 5" high. Mechanically operated. In display box.
T7200E164 ..... $ .95
Pur- chases ..... Less On Hand ..... Equals Sales .....

ELECTRIC WASHER — Comes complete with rubber drain hose, "on-off" switch, four plastic feet and a plastic agitator. All metal, brightly lithographed. Has hand wringer with metal frame and handle and hard rubber rollers. Stands 5½" high. In display box. Battery extra.
T7201E4133 ..... $ 1.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

MECHANICAL IRONER — Mechanically operated ironer with all metal cover. Vanity table design, brightly lithographed, all metal table with foot rest. Stands 4½" high. In display box.
T7202E666 ..... $ .98
Pur- chases ..... Less On Hand ..... Equals Sales .....

ELECTRIC IRON — A real hot item! Modern electrical element that heats to a safe degree. Complete with electrical cord and plug. Approved by C.S.A. 10 Watts. Approx. 5½". In display box.
T7203E8106 ..... $ 1.59
Pur- chases ..... Less On Hand ..... Equals Sales .....

IRONING BOARD — A perfect toy for Mothers' "Little Helper". Heavy gauge perforated metal top. Sturdy folding legs with non-slide rubber tips. Baked enamel finish. Length 27¼", width 7-5/8", height 21".
T7204E3133 ..... $ 1.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

DELUXE ADJ. IRONING BOARD — Folds just like Mothers! Adjustable to children's sizes. Reinforced heavy gauge steel top, tubular steel legs that are rubber tipped for safety. Baked enamel finish. Approximately 26½" long, 8½" wide.
T7205E9266 ..... $ 3.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

T-7153
.98

T-7154 .98

T-7155
1.98

T-7158
3.98

T-7157 3.45

T-7156
2.98

T-7159
3.98
T-7164
5.95

T-7160 3.98

T-7161 4.98

DOLLS (cont'd)

HUG-A-BYE DOLL - 9" doll of washable, non-toxic scented vinyl. Air filled body with squeaker, doll holds Teddy Bear. Packed in plastic bag.
T7153E366..... $ .98
Pur- chases..... Less On Hand..... Equals Sales.....

RAG DOLL - Height 14". Brightly printed cotton outfit with ribbon bow around neck. Unbreakable plastic face. Packed in polyethylene bag.
T7154E266..... $ .98
Pur- chases..... Less On Hand..... Equals Sales.....

JILL DOLL - Height 13". Vinyl swivel head with moulded hair, plastic eyes and coo voice. Bright print dress and panties, shoes and socks. Washable body, legs and arms. Each in a polyethylene bag.
T7155E4133..... $ 1.98
Pur- chases..... Less On Hand..... Equals Sales.....

HIGH CHAIR DOLL - 10" fully jointed, all vinyl doll with plastic eyes and rooted hair. Comes complete with diaper, booties, bib, feeding bottle, nipple and high chair. She drinks and wets.
T7156E5200..... $ 2.98
Pur- chases..... Less On Hand..... Equals Sales.....

KATIE STAND UP DOLL - Stands a full 30" high. Unbreakable face and softly stuffed body. Dressed in assorted brightly coloured cotton and crisque in modernistic design. Complete with satin ribbon bow and stiffened brim bonnet.
T7157E7230..... $ 3.45
Pur- chases..... Less On Hand..... Equals Sales.....

CINDY COLOURED BABY - A real Southern belle, this coloured doll is 15" high with jet black rooted Saran hair. Dressed in a combination taffeta and kriskey dress, panties, shoes and socks. Chocolate shaded vinyl and flexiwire body, vinyl head with dark sleeping eyes. Squeeze voice and hair bow.
T7158E6265..... $ 3.98
Pur- chases..... Less On Hand..... Equals Sales.....

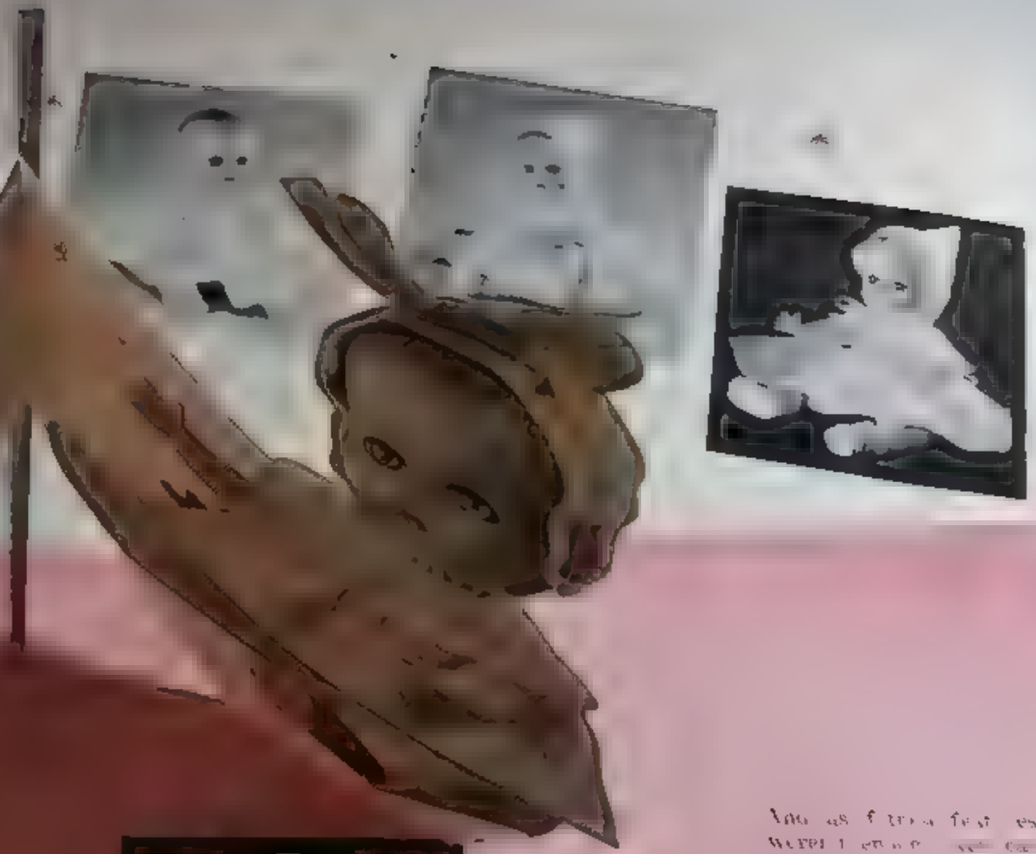
DREAM BABY DOLL - A 16" softly stuffed flexie-vinyl doll. Completely unbreakable and washable, she will stay in almost any position. Lovely rooted Saran hair, coo voice and sleeping eyes. She wears a printed taffeta skirt with a white ninon lace trimmed blouse and satin bow. Broadcloth underwear, button-up vinyl shoes and silk socks.
T7159E8266..... $ 3.98
Pur- chases..... Less On Hand..... Equals Sales.....

DREAM BABY DOLL - Height 18". Same description as T7159E8266.
T7164E9400..... $ 5.95
Pur- chases..... Less On Hand..... Equals Sales.....

BUTTERCUP DOLL - An unbreakable, coo voice 16" doll with soft vinyl life-like head and plastic sleeping eyes. Rooted Saran hair. Softly stuffed flexie-vinyl body. She is dressed in pastel shades of blanket cloth snowsuit trimmed with ribbon, braid and pom-pom.
T7160E8266..... $ 3.98
Pur- chases..... Less On Hand..... Equals Sales.....

BRIDE DOLL - Height 15". A lovely bride doll to delight any little girl. Attractive vinyl head, eyes that open and close, rooted Saran hair. Wedding gown of embossed satin and embroidered lace, imported Swiss net veil and bouquet of flowers. Ribbon and lace trimmings, panties, vinyl shoes and socks.
T7161E7333..... $ 4.98
Pur- chases..... Less On Hand..... Equals Sales.....

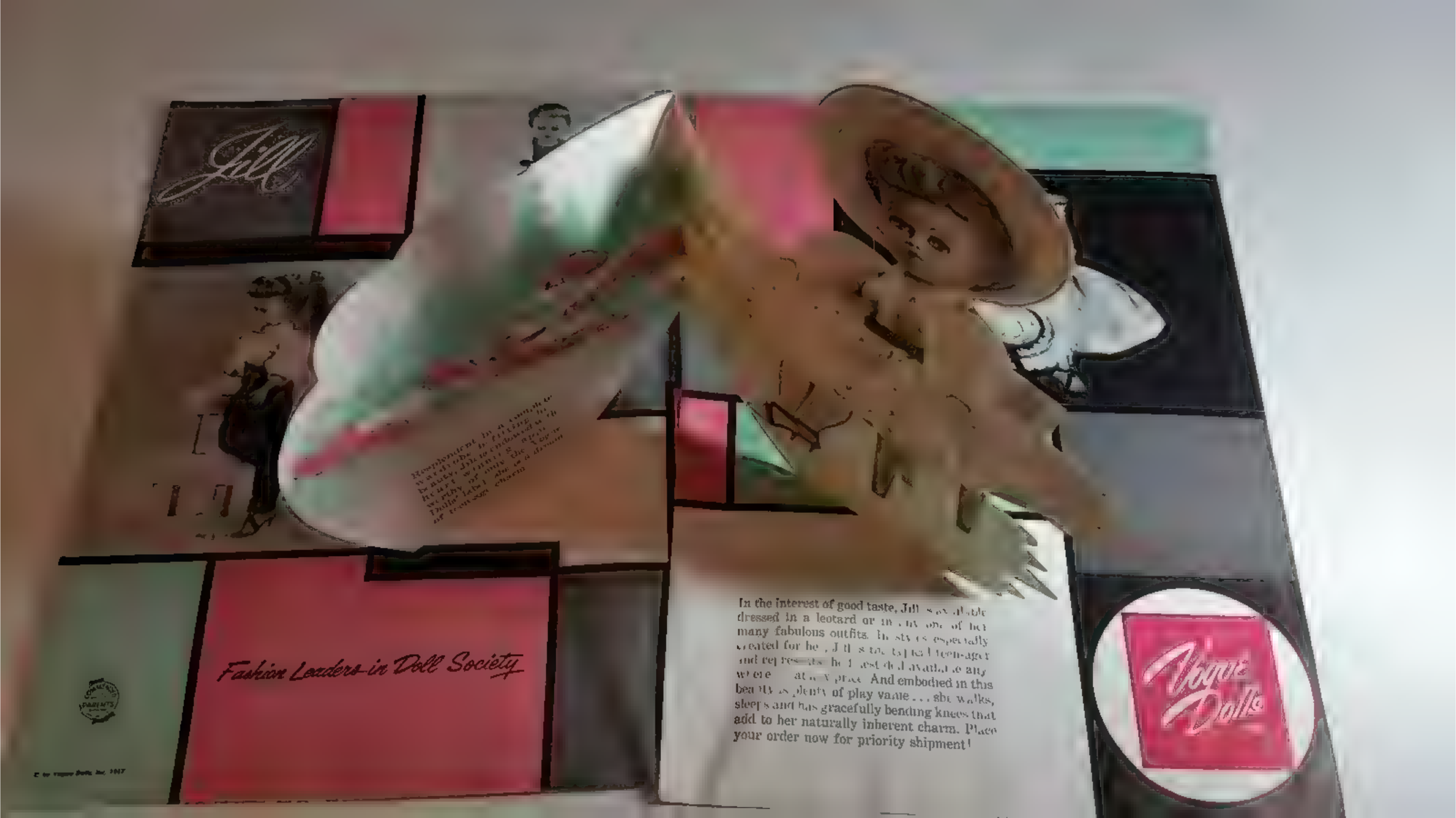
Ginnette



Baby Sister of Famous Ginny

Sales figures prove it! Ginnette is following in Ginny's footsteps of popularity. The sales history of Ginnette has been phenomenal . . . 1957 will be even more so. Why? One reason is that she will be available in three price ranges—one with the popular painted eyes, another with the life-like moving eyes and still a third with moving eyes that cry real tears! All three with the same natural softness and flexibility of all washable vinyl.

[illegible] into style trends and preferences, Vogue Dolls, Inc has created a line of outfits that will hold you spellbound.


Jill
Fashion Leaders in Doll Society
In the interest of good taste, Jill is available dressed in a leotard or in any one of her many fabulous outfits. In styles especially created for her, Jill is the typical teen-ager and represents the finest doll available anywhere at any price. And embodied in this beauty is plenty of play value . . . she walks, sleeps and has gracefully bending knees that add to her naturally inherent charm. Place your order now for priority shipment!
Vogue Dolls

All America has learned to recognize the quality of all Vogue Dolls products and we at Vogue Dolls are proud to have three such beautiful dolls represent us. Ginny, the original Fashion Leader in Doll Society and the most popular doll in the country. Ginnette, Ginny's baby sister, who is acclaimed as the most life-like baby doll ever created and now Jill, Ginny's teenage sister. This is the Vogue Doll family — the family of High Fashion — the key to High Profit

Jill IS THE ORIGINAL CREATION OF

VOGUE DOLLS, INC.

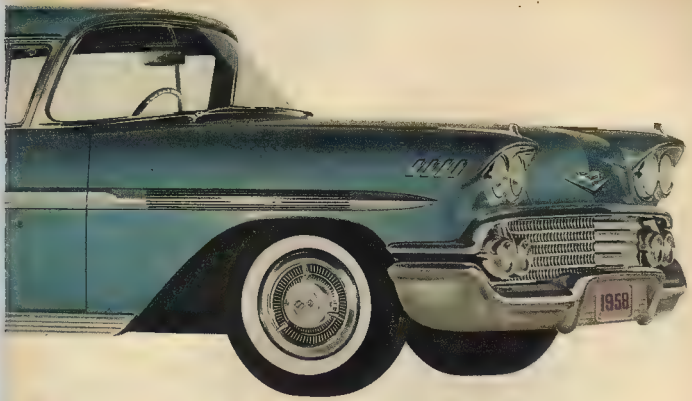
33 Ship Avenue, Medford, Mass

Fashion Leaders in Doll Society

VOGUE DOLL REPRESENTATIVES:

MUNRO A. MACDONNALD	JOHN J. DI CARLO	ERLACH LEE CO.
General Sales Manager	621 Valley Green Drive, N.E	355 Market Street
Room 656, 200 Fifth Avenue	Atlanta, Georgia	San Francisco, California
New York 10, N.Y		

Complete Display at 200 Fifth Ave Room 656



'58 CHEVROLET

Never, never has a car been so wonderfully new in so many different ways! Here are radical departures in style, power and ride... all wrapped up in the longest, lowest, widest Chevrolet that ever said, "C'mon, let's get going!"

Here are just *some* of the real surprises that await you in Chevrolet's three new series, its new line of station wagons, its eye-brightening array of 17 all-new models:

A revolutionary new V8! So new it even looks different on the outside—that's Chevy's Turbo-Thrust V8*! Combustion chambers are *in the block*—a radical design development that results in super-smooth performance and high efficiency. Horsepower ranges up to 280. There are three new versions of the famous Turbo-Fire V8, too, including Ramjet Fuel Injection*, and more power for the super-thrifty Blue-Flame Six.

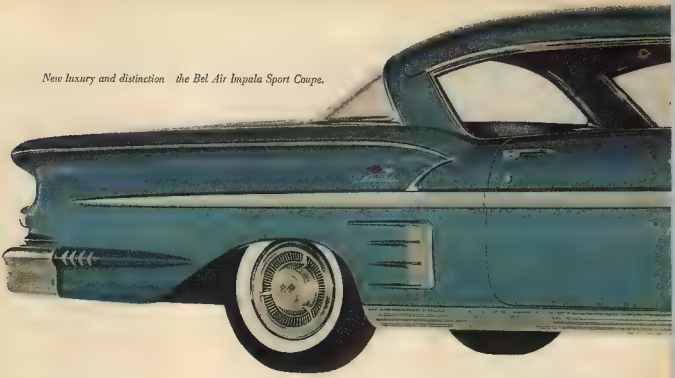
New body-frame construction! The secret of Chevy's road-hugging lowness is the new X-design Safety-Girder frame. There's extra safety in the lower center of gravity . . . and new locked-together strength in the way this new frame is wedded to Chevrolet's new Body by Fisher.

All-new 4-coil suspension! Here's a fabulous combination of super-soft coil springs *and* the super stability of Chevy's exclusive four-link rear suspension. Unquestionably, the finest standard suspension in Chevrolet's field!

You can even ride on air! Level Air suspension* puts air springs at *every* wheel for the ultimate in thistledown comfort. It changes every concept of motoring smoothness—and the car stays level, regardless of load changes front or rear! . . . See the year's newest car at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

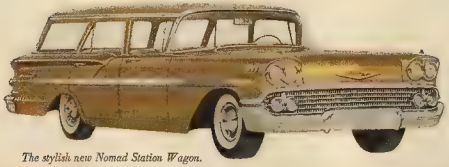
**Extra-cost option*

New luxury and distinction the Bel Air Impala Sport Coupe.



Almost too new to be true!

The bold new Bel Air 4-Door Sedan.



The stylish new Nomad Station Wagon.

Here's styling that sets a new style! The beautiful '58 Chevrolet is nine inches longer, four inches wider and up to 2½ inches lower.

CHEVROLET

FORWARD FROM FIFTY

From dual headlights to gull-wing rear fenders, these are truly impressive cars. Interiors, wheelbases, grilles, styling accents and fabrics — everything is new, luxurious, exciting!

FORD TRUCKS

that's new...costs less, too!

wheel . . . double-grip door latches –all of them standard on Ford Trucks!

***NEW* power!** Powerful, more rugged V-8's, and Short Stroke economy in *both* Six and V-8!

***NEW* "fine car" conveniences!** Ranchero offers all power assists . . . even power windows and air conditioning, factory-installed, at Ford's low prices.

***NEW* comfort!** Non-sag seat springing, suspended pedals, weather-protected inboard steps, Hi-Dri ventilation.

The big fleets buy more Ford Trucks than any other make!

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

Step in NEW '58

NEW FORD 12-FT. STAKES . . . with strongest frames and widest choice of Short Stroke power in the 1½-ton field. More comfortable cabs, too!

(Background) NEW 58 FORD RANCHERO—America's first work or play truck.

NEW STYLESIDE PICKUP . . . modern, extra-wide body with up to 41% more load space than other pickups, standard at no extra cost. New suspension gives you a ride that's mighty close to that of a passenger car.

Step ahead....with all

Here they are, the most modern farm trucks in America! There's more load space, more ruggedness, more comfort and improved power! Best of all, Ford's modern design means greater economy!

Compare suggested list prices. Fords are priced below other makes in model after model. Only Ford offers a Short Stroke Six for fuel savings. Comparisons show Ford parts usually are priced lower, and they are available everywhere. Ford trade-in value is traditionally high. And independent surveys of over 10 million trucks prove Ford Trucks last longer! Call your Ford Dealer.

***NEW* capacity!** Extra-wide Styleside Pickup bodies have up to 41% more load space than competitive pickups . . . standard at no extra cost from Ford!

***NEW* easy ride!** Scientific Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over competitive pickups . . . a ride that's mighty close to that of a car!

***NEW* safety!** "Safety Vision" dual headlights . . . Lifeguard steering

'58 FORD TRUCKS – FIRST WITH THE FEATURES THAT COUNT!

Brush Sets by Mohawk

(M) WOMEN'S MOHAWK BRUSH SET . . . for shining healthy hair Mohawk has designed a special bristle—each crimped to polish each hair as you do your daily 100 strokes. Half-round design for rotary brushing action and deep-down scalp massage. Comb has fine and coarse teeth. Set is of heavy Lucite. Specify Clear, Rose or Blue.
365-635 A200 Gift boxed. Set.....$3.00

(N) MOHAWK SET FOR MEN . . . rugged Lucite and sturdy crimped nylon bristles make a manly brush built for years of use. Nine rows of bristles, just the right length and with just enough flexibility to shine your hair, massage your scalp. Brush is 6½" long. Matching comb has fine and coarse teeth.
365-650 A200 Clear Lucite $3.00
365-668 A168 Amber Lucite 2.50

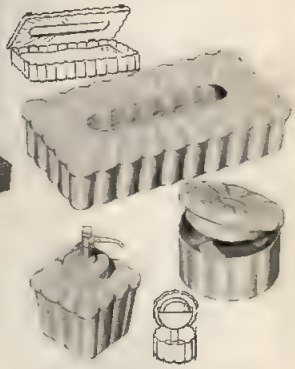
(P) WOMEN'S PROFESSIONAL BRUSH SET . . . Mohawk gives you an exquisitely tapered brush of sparkling Lucite, designed to keep your hair sparkling and healthy. 8" brush has 5 rows of firmly anchored crimped bristles, extra strong yet flexible to give your scalp a gentle massage. Fine-and-coarse tooth comb. Specify, Clear, Rose or Blue.
365-643 A255 Professional Set.....$3.75

(R) MOHAWK 3-PC. SET FOR MEN . . . tops in grooming aids . . . club hair brush, clothes brush and comb of heavy, durable Lucite. Club brush is 8¼" long with 9 rows of tough, flexible, crimped nylon bristles. Matching clothes brush has 6 rows. Coarse-and-fine tooth comb. Attractively gift boxed.
365-700 A440 Clear Lucite. Set.....$6.50
365-718 A405 Amber Lucite. Set..... 6.00

HAND and MAGNIFYING MIRRORS . . . imported French brocade backs of pink and blue blossoms, golden leaves on a silvery background; protected by clear acetate covering. Golden jeweler's bronze frames and handles. Bevelled hand mirror 14" long; magnifying mirror 11¼" long.
364-984 A250 Hand Mirror 7" dia.... $3.75
364-992 A183 Mag. Mirror 5¾" dia.... 2.75

JEWEL BOX . . . of simulated leather, richly embossed with golden floral design on padded lid. Self-lifting tray has 9 partitions to hold earrings, 1 to hold rings. Large bottom section has 2 compartments for necklaces and bracelets. Lovely velvet lined interiors. Brass lock and key. 11x8x3½" high.
364-337 A400 Ivory Jewel Box.....$5.95
364-349 A400 Rose Jewel Box..... 5.95

GRANDIOSE JEWEL BOX . . . file all your jewels in this big (14x8¼x4¼") tri-level, simulated calfskin jewel box. Lift the lid and two self-elevating trays rise, showing 3 partitions in each. Beneath them is a large 3-compartment section and pull-out drawer, all velvet lined. Gold edged.
365-569 A738 Ivory $10.50
365-577 A738 Rose 10.50



MATCHED 3-PC. VANITEE SET . . . by Menda. Smartly fashioned of durable plastic in pastel colors. Tissue box, 10¾x5½x2½" high, with spring hinged lid is easy to fill and use. Puff 'n' powder box, 4¼x2½" high, has shelf under hinged lid for puff. Lotion dispenser, 3½x3½x5" high, has screw cap, push button top. Specify: Pink, Blue or Yellow.
364-455 A268 Vanitee Set.....$3.95

CORDAY

Alluring, exotic, glorious fragrances created for you by the great French perfumer

World-famed fragrances that import the very breath of Paris! In rich perfumes, lasting colognes . . . and in gift sets that tell a lady she's loved and lovely!

P Eau de Toilette Set . . . a foursome of fragrances for every mood! ½ oz. Toilet Water in Zigane, Fame, Toujours Moi and Jet.
203-703 A245 Set of 4 Fragrances.....**$3.50**

R Corday Fame . . . a heady mixture of romance, adventure—flattering as a fanfare for you!
203-349 A385 ¼ oz. Perfume.....**$ 5.50**
203-356 A700 ½ oz. Perfume..... **10.00**

S Toujours Moi Perfum . . . a Corday classic, long-hailed for excitement, enduring elegance!
203-372 A385 ¼ oz. Perfume.....**$ 5.50**
203-380 A700 ½ oz. Perfume..... **10.00**

T Possession Parfum . . . another Corday classic, combines pure sorcery, lighthearted charm!
203-430 A455 ¼ oz. Perfume.....**$ 6.50**
203-422 A840 ½ oz. Perfume..... **12.00**

V Jet Perfume . . . Corday's imaginative mixture, exotic as the Orient, and romantic as you!
203-315 A245 2 dram Perfume **$3.50**
203-307 A525 5-dram Perfume **7.50**

W Dusting Powder . . . a beautiful gift box of after-bath glamour by Corday. Petal-soft, skin-smoothing, lastingly scented! With luxurious puff.
203-489 A245 8-oz. Toujours Moi.....**$3.50**
203-497 A245 8-oz. Fame **3.50**

X Toujours Toi . . . "always you." A winsome, worldly, wonderful fragrance by Corday.
203-752 A700 ¼ oz. Perfume.....**$10.00**
203-760 A1300 ½ oz. Perfume..... **18.50**

Y Perfume Spraygrance . . . golden atomizer with new metered valve that sprays right amount and no more, until pressed again! Leakproof. ¼ oz.
203-711 A385 Toujours Moi Perfume.....**$5.50**
203-745 A455 Toujours Toi Perfume..... **6.50**
203-737 A245 Jet Perfume **3.50**
203-729 A385 Fame Perfume **5.50**

Z Cologne Spraygrance . . . new push-button, leakproof atomisers in 2 or 4 oz. size.
203-521 A195 2-oz. Toujours Moi Cologne...**$2.75**
203-539 A195 2-oz. Fame Cologne..... **2.75**
203-547 A195 2-oz. Jet Cologne..... **2.75**
203-554 A210 2-oz. Toujours Toi Cologne.... **3.00**
203-653 A315 4-oz. Toujours Moi Cologne... **4.50**
203-661 A315 4-oz. Fame Cologne..... **4.50**
203-679 A315 4-oz. Jet Cologne..... **4.50**
203-687 A350 4-oz. Toujours Toi Cologne... **5.00**

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LANVIN

Captures the very essence of Paris in fragrances of irresistible enchantment

Made, packaged and sealed in France, these long-loved fragrances are available in luxurious perfumes, colognes, talcum too. All, gifts of great glamour!

E **My Sin by Lanvin** . . . a provocative perfume, as sophisticated as she is! Famed for its flirtatiousness, loved for its long-lasting effect.
203-174 A350 Perfume, ¼ ounce..... $ 5.00
203-182 A630 Perfume, ½ ounce..... 9.00
203-190 A1120 Perfume, 1 ounce..... 16.00

F **Scandal by Lanvin** . . . slightly daring, very delightful! A favorite fashion in fragrances for important occasions . . . just a little goes a long, long way toward making you lovely.
203-158 A350 Perfume, ¼ ounce.....$5.00
203-166 A630 Perfume, ½ ounce..... 9.00

G **Pretexte by Lanvin** . . . born to be worn for romance! A precious perfume with great potency, yet gentle charm. Literally lifts your feet off the ground, transforms the world about you!
203-208 A420 Perfume, ¼ ounce.....$ 6.00
203-216 A700 Perfume, ½ ounce..... 10.00

H **Eau de Lanvin** . . . a trio of Lanvin triumphs to use lavishly, to linger on and on. 2-ounce bottles of cologne in your favorite fragrance.
203-075 A210 My Sin Cologne. $3.00
203-083 A210 Scandal Cologne..... 3.00
203-091 A228 Pretexte Cologne 3.25

K **Golden Purse Flacons** . . . so the perfume that starts with you, stays with you! Gleaming, glamorous purse-size touch-ups, spillproof caps.
203-257 A158 My Sin Perfume, ⅛ oz. $2.25
203-265 A158 Scandal Perfume, ⅛ oz..... 2.25
203-273 A175 Pretexte Perfume, ⅛ oz..... 2.50

L **My Sin 2-Pc. Set** . . . the two-ounce bottle of toilet water stays home, the purse-size perfume travels! A terrific gift twosome in a lovely Lanvin fragrance. She'll be smitten with the smart sophistication of My Sin!
203-000 A350 My Sin Gift Set.....$5.00

M **Talc de Lanvin** . . . an after-bath luxury that lingers with you, a soothing shower of silken-smooth talc. In the festive fragrance of My Sin, it surrounds you with provocative charm. Lovely black plastic shaker with golden cap.
203-125 A145 3½ oz. Talc de Lanvin.....$2.00

N **Eau de Lanvin for Men** . . . this time the fragrance is on *him*, in a skin-bracing after-shave lotion with a fresh, clean zip! Lightly scented as he likes it, cool and crisp as a sea spray.
203-109 A210 3-oz. Men's Lanvin.....$3.00
203-117 A350 6-oz. Men's Lanvin..... 5.00

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Evening in Paris

by Bourjois

(E) **Cologne Stick** . . . a solid 2¾ oz. cologne stick by Bourjois. In Evening in Paris fragrance . . . so cool and refreshing, you'll carry it with you wherever you go.
204-008 A88 Cologne Stick **$1.25***

(F) **3-Pc. Gift Set** . . . a cherished "little gift" by Bourjois. Includes ½ oz. bottles of cologne, toilet water, ½ oz. sachet perfume. In lighthearted Evening in Paris fragrance.
204-016 A140 Gift Set **$2.00***

(G) **Dusting Powder** . . . by Bourjois. For dainty after-bath luxury . . . subtly scented, petal-soft Evening in Paris dusting powder. 4 oz. size; with velvety velour puff.
204-024 A70 Dusting Powder **$1.00***

(H) **5-Pc. Gift Set** . . . by Bourjois. The pulsating scent of Evening in Paris from her fragrant lips to her handkerchief! Contains purse flacon, 2 oz. bottle cologne, ½ oz. toilet water, ½ oz. sachet perfume and lipstick. All in a beautiful satin lined gift box.
204-032 A350 Gift Set **$5.00***

(K) **3 Pc. Gift Set** . . . in the bewitching, excitingly lovely Evening in Paris fragrance by Bourjois. Contains 1 oz. cologne, 3¼ oz. talcum powder, tasselled purse flacon.
204-081 A175 Gift Boxed Set.....**$2.50***

(L) **4-Pc. Gift Set** . . . by Bourjois. Evening in Paris fragrance . . . as romantic and exciting as its name! Includes purse flacon, 1 oz. bottle cologne, 3¼ oz. bottle talcum powder plus purse size solid cologne stick. Gift packaged in lovely satin lined box.
204-115 A245 Gift Set.....**$3.50***

Roger & Gallet

(M) ***Guest* Cake Soap** . . . by Roger & Gallet, world famous French parfumeur. Guest size, compounded of finest ingredients, hard milled to last and last! Each of the 6 bars is individually wrapped and presented in a clear acetate gift package, embossed with golden fleur-de-lis.
366-369 A140 Blue Carnation. Pkg.... ....**$2.00**
366-377 A140 Fleurs d'Amour. Pkg... . ... **2.00**
366-385 A140 Sandalwood. Pkg..... **2.00**

(N) **Dusting Powder** . . . by Roger & Gallet. 6 oz. of after-bath femininity in the subtle, spicy Blue Carnation fragrance! With puff.
366-286 A140 Dusting Powder **$2.00***

(P) **3-Pc. Gift Set** . . . sensationally priced for Roger & Gallet's 150 year anniversary. 2 bars of toilet size soap, each individually wrapped, plus deliciously scented cologne.
366-393 A105 Blue Carnation **$1.50***
366-401 A105 Fleurs d'Amour **1.50***
366-419 A105 Sandalwood **1.50***

(R) **Luxury Toilet Soap** . . . by Roger & Gallet. Delightfully fragrant soaps, hard-milled to last a long, long time. 3 toilet size bars, individually wrapped and gift boxed.
366-195 A140 Blue Carnation **$2.00**
366-203 A140 Fleurs d'Amour **2.00**
366-211 A140 Sandalwood **2.00**

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BULOVA

WORLD'S MOST WANTED WATCH

E **Goddess of Time** . . . to worship forever. Two diamonds enhance the delicacy of its rolled gold plate case. Cord band. 17 jewels.
190-066 A2995 10K White RGP **$49.50**
190-074 A2995 10K Yellow RGP. **49.50**

F **La Petite** . . . tiny enchantress. Twin diamonds, rolled gold plate case. Unbreakable mainspring, 23 jewels. Band expands.
190-082 A3950 10K White RGP. **$65.00**
190-090 A3950 10K Yellow RGP. **65.00**

G **Miss America** . . . takes the title for value. Rolled gold plate case, sturdy steel back. Expansion bracelet. 17 jewels.
190-009 A2375 10K Yellow RGP. **$35.75**
190-017 A2375 10K White RGP. **35.75**

H **Anita** . . . pretty picture in 10K rolled gold plate (steel back). Matching expansion bracelet. Artistry plus accuracy . . . 17 jewels.
190-025 A2875 10K Yellow RGP. **$49.50**
190-033 A2875 10K White RGP. **49.50**

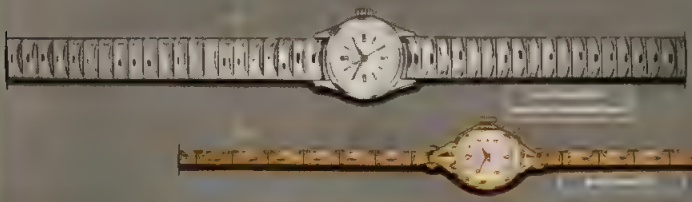
K **Dolly Madison** . . . a "great lady" like its namesake. Dainty rolled gold plate case. 21 jewel movement. Expansion bracelet.
190-041 A3450 10K Yellow RGP. **$57.50**
190-058 A3450 10K White RGP. **57.50**

L **Debutante "A"** . . . modern, charming. Time slips by through 21 jewels. Case of 14K gold rounds out its grandeur. Cord band.
190-108 A3950 14K Yellow Gold. **$65.00**
190-116 A3950 14K White Gold. **65.00**

M **Debutante "L"** . . . yours for exquisite wear. 21-jewel movement keeps abreast of the time . . . while case with matching expansion bracelet is aglitter in 14K gold.
190-124 A4975 14K Yellow Gold. **$85.00**

GRUEN

THE NEWEST LOOK IN TIME



E **Autowind Sea Breeze** . . . beauty for the busy. Self-winding; sweep second hand. Resists water and shock. Polished stainless steel case. Band matches, expands. 17 jewels.
186-296 A4250 All Stainless Steel....$65.00

F **Autowind Hostess** . . . dress watch that winds itself! Rolled gold plate case; steel back. Expansion band. 17 jewels.
186-304 A4450 10K Yellow RGP.....$71.50
186-312 A4450 10K White RGP..... 71.50

G **Sonnet** . . . its loveliness belies its low price. Rolled gold plate case, stainless steel back. Expansion band. 17 jewels.
186-320 A2375 10K White RGP.....$35.75
186-338 A2375 10K Yellow RGP..... 35.75

H **Enchantment** . . . curved case, square-faced. 10K rolled gold plate; stainless steel back. Expansion bracelet 17 jewels.
186-346 A2495 10K Yellow RGP.....$39.75
186-353 A2495 10K White RGP..... 39.75

K **Seville** . . . irresistible beauty! Lovely 10K yellow or white rolled gold plate case. Has 17 jewels. Expansion bracelet.
186-361 A2950 10K Yellow RGP.....$49.75
186-379 A2950 10K White RGP..... 49.75

L **Sierra** . . . to pass the time in shapely fashion. Hexagonal 10K RGP case; stainless steel back. Band expands. 17 jewels.
186-387 A2950 10K White RGP. $49.75
186-395 A2950 10K Yellow RGP..... 49.75

M **Albrook** . . . nurses' watch that's a dress watch too Sweep second hand, 17 jewels. Gold case; steel back. Band expands.
186-403 A3750 10K Yellow RGP.....$59.50
186-411 A3750 10K White RGP... ... 59.50

Certified Waterproof on a Bulova watch means guaranteed water-resistant when case, crystal and crown are intact. "Shock-resistant" tells you a Bulova watch withstands rugged duty. That's Bulova . . . symbol of watch precision since 1875.

(E) **Senator "J"** . . . rest your eyes on a wrist of time-telling gold. Simple lines of its 10K rolled gold plate case create a clean, uncluttered look . . . outline an easily read, full-numerated dial. Steel back is rugged. Shock-resistant . . . for any activity. Unbreakable mainspring, winds at fingertip touch. Matching band expands. 17 jewels.
189-001 A2375 10K Yellow RGP.....$35.75

(F) **Lexington** . . . your partner for a lifetime of dependable timekeeping. Case of manly pride and 10K rolled gold plate . . . wide sides taper at the center. Steel back . . . shining armor. Magnificent Bulova 21-jewel movement powers the watch to absolute accuracy . . . gets you to class or conference on time. Matching link expansion band.
189-019 A3450 10K Yellow RGP.....$37.50

(G) **Senator "W"** . . . long on features yet low in price! 10K white rolled gold plate, backed by stainless steel. Certified Waterproof and shock-resistant. Sweep second hand, luminous hands and dial (white or black). Anti-magnetic. Unbreakable mainspring. Band has leather inserts, expands. 17 jewels.
180-027 A2975 White dial $49.50
180-035 A2975 Black dial 49.50

(H) **Royal Clipper** . . . the debonair in watch wear. Steel-backed case of 10K rolled gold plate. Winds itself as you wear it. Certified Waterproof, even if completely submerged in water. Shock-resistant, even during strenuous action. Plus: sweep second hand, luminous hands and dial, unbreakable mainspring. 17 jewels. Expansion band.
189-043 A3750 10K Yellow RGP.....$59.50

(K) **Bulova 23 "B"** . . . for the man who values his time and good taste. Precision 23-jewel movement, timed to six adjustments for accuracy. Anti-magnetic. Certified Waterproof and shock-resistant. Self-winding with unbreakable mainspring. Black suede strap attaches to case of 10K white rolled gold plate.
189-050 A3750 White dial $59.50
189-068 A3750 Black Luminous Dial.. 59.50

(L) **Bulova 23 "G"** . . . a leader among men. Anti-magnetic 23 jewels, precision-adjusted six ways, pinpoint the time. Certified Waterproof, in a downpour or when washing up. Resists shock, athletic or accidental. Self-winds unbreakable mainspring to the right degree of tension. 10K rolled gold plate case . . . stainless steel back. Expansion band.
189-076 A4950 10K Yellow RGP.....$95.00

(M) **Regency** . . . achievement in fine watchmanship. Simplicity of its 14K gold case sweeps into an enriching alligator leather strap. Self-winding by the very slightest wrist motion . . . keeps wound overnight. It's Certified Waterproof and shock-resistant . . . important to sportsman and businessman. Faithful, anti-magnetic 17-jewel movement.
189-084 A7950 14K Yellow Gold.....$165.00

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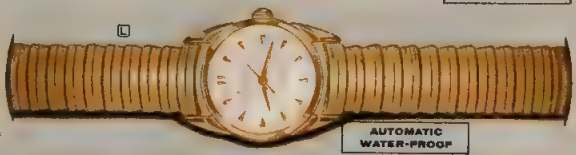

BULOVA 23 "G" . . . Automatic, water resistant. 10K RGP.
189-076 A4950 . . . 23 jewels $95.00

BULOVA LA PETITE . . . 2 diamonds. 10K white RGP case.
190-082 A3950 . . . 23 jewels $65.00

GRUEN AUTOWIND POWER MASTER . . . 10K gold-filled case.
185-066 A5950 . . . 17 jewels $110.00

GRUEN SAFARI . . . 14K yellow gold case; comfortable cord.
186-460 A4250 . . . 17 jewels $71.50

BENRUS SUTHERLAND . . . 10K gold filled case, expansion band
187-070 A3685 . . . 17 jewels $71.50

BENRUS GOLDEN SIREN "21" . . . 14K gold case, expansion bracelet.
187-666 A4290 . . . 21 jewels $79.50

CHALLFONT . . . self winding, water resistant Chrome case.
183-004 A2795 . . . 17 jewels $79.50

CHALLFONT . . . 10K yellow gold filled case; expansion bracelet.
184-208 A2970 . . . 17 jewels $79.50

WADSWORTH CODY . . . water proof. Chrome case, gray strap.
191-007 A1395 . . . 7 jewels $19.95

WADSWORTH LAURA . . . 10K yellow rolled gold plate case.
191-254 A1395 . . . 7 jewels $19.95

TIMEX AUTOMATIC . . . gleaming chrome case; leather strap.
193-003 A998 Automatic $14.95

COSTUME WATCH . . . the dial clover-framed in jet black.
193-508 A698. Suede Band $10.98

The Gruen name on a watch is like the famous designer's label on a dress. Both identify the smartly designed product of a leader. For every graduate or grandmother there's a Gruen watch . . . beautifully gift boxed and fully guaranteed!

E **Mode** . . . a watch on the wrist you'll hold dear to your heart. Convex and contour lines form its face . . . striking, strictly individual. Highlights glitter on the gold filled case. Black nylon cord. 17 jewels.
186-429 A3750 10K Yellow GF.....$59.50
186-437 A3750 10K White GF..... 59.50

F **Devonshire** . . . dynamic style to catch a watchful eye. Distinctive 10K rolled gold plate case has straight sides and a face with symmetrically contoured corners. Stainless steel back. Expansion bracelet for overall delicacy. 17 jewel movement.
186-445 A3950 10K Yellow RGP.....$71.50
186-452 A3950 10K White RGP..... 71.50

G **Safari** . . . a slender, splendid case of classic design in 14K gold (your choice of yellow or white). Comfortable cord band attaches to arrowhead-shaped end pieces. 17 jewels . . . always accurate.
186-460 A4250 14K Yellow Gold.....$71.50
186-478 A4250 14K White Gold..... 71.50

H **Capri** . . . festivity in watch wear. Leaf-like end pieces grace its hexagonal gold-filled case. Exciting bracelet . . . designed to accentuate the case. 17 jewel. Gruen Precision® gives you the time exactly.
186-486 A4500 10K Yellow GF.....$79.50
186-494 A4500 10K White GF..... 79.50

K **Mosella** . . . now time becomes more precious than ever. Within the regal 10K gold-filled case are markers of gold in diamond shapes. Expansion bracelet matches the elegance of the watch. 17-jewel movement.
186-528 A4750 10K Yellow GF.....$89.50
186-536 A4750 10K White GF..... 89.50

L **Parisiana** . . . breathlessly contemporary. Triangles of gold circle the tiny round face, serve as numerals. Case glistens of 14K gold, either in yellow or white. Double strand bracelet of black cord meets in a gold link. Accurate 17 jewel movement.
186-544 A5500 14K Yellow Gold $89.50
186-551 A5500 14K White Gold..... 89.50

M **Catalina** . . . delightful departure from the ordinary. Wide, unusual border on the 14K gold case glistens around the oval face. Simplicity extends to unique end pieces that link watch to matching expansion bracelet. Inside . . . Precision® 17-jewel movement.
186-569 A4950 14K Yellow Gold.....$97.50
186-577 A4950 14K White Gold..... 97.50

N **Nassau** . . . an aristocratic watch for the very particular, like yourself. Its 10K gold filled case is a circle of daintiness . . . and such a pretty facel A diamond sparkles from each crown-shaped end piece . . . while the black cord bracelet adds a touch of glamorous contrast. 17-jewel movement.
186-098 A7500 10K White GF.....$135.00
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GRUEN

THE NEWEST LOOK IN TIME

E **Diver** . . . well-advised choice for student or businessman. Husky, handsome stainless steel case and matching expansion band promise a lifetime of proud ownership. Give it a jolt, get it wet . . . this watch is water-and-shock resistant. Luminous dial, sweep second hand. 17 jewels.
185-082 A2950 All Stainless Steel....$49.75

F **Jefferson** . . . magnificence in a watch for you and that busy schedule. Case of 14K gold with manly, modern end pieces. Surface of gold-filled expansion band is alternately raised and recessed. Handsome Roman numerals. Accurate 17 jewel movement.
185-090 A4950 14K Yellow Gold.....$85.00

G **Berkshire** . . . high style and low price team up for your best buy. Perfectly squared case is 10K yellow rolled gold plate . . . back is enduring stainless steel. Band of artfully tooled links expands to fit the wrist of youth or elder. Easy-to-read, full numeral dial. Dust-resistant. 17 jewels.
185-108 A2375 10K Yellow RGP.....$35.75

H **Trieste** . . . a Gruen Precision watch with a luxury look at a low price. 10K rolled gold plate case, backed by stainless steel as durable as time itself. Triangular shapes on end pieces and hollowed, rectangular links in expansion band. Dust-resistant. 17 jewels.
185-116 A2950 10K Yellow RGP.....$49.75

K **Hollywood** . . . glamorous and ornamental on the male wrist. Fancily but manfully sculptured case in good taste. 10K rolled gold plate; stainless steel back. Links in expansion band seem to ripple around in double waves. Dust-resistant. 17 jewels.
185-124 A3350 10K Yellow RGP.....$59.50

GRUEN

THE NEWEST LOOK IN TIME

(E) **Moritz** . . . head-turning radiance—the 24 dazzling diamonds that form the end pieces and surround the face of this fabulous instrument. White gold case. 17 jewels.
185-785 A16500 14K White Gold....**$275.00**

(F) **Caliente Sublime** . . . you'll treasure this elegant way to measure time. 4 diamonds accent the delicacy of the end pieces. White gold-filled hexagonal case. 17 jewels.
186-064 A5950 10K White GF.....**$89.50**

(G) **Caliente Gem** . . . 4 diamonds! Yet so low-priced. Two diamonds accent each end of the 10K gold-filled case. 17 jewel movement.
186-031 A4950 10K Yellow GF **$75.00**
186-049 A4950 10K White GF..... **75.00**

(H) **Caliente Superb** . . . 6 diamonds—for the best-dressed wrist! Ultra-fashionable . . . from 10K gold-filled case to the trio of diamonds on each end piece. 17 jewels.
186-072 A6500 10K White GF.....**$100.00**

(K) **Royal Esteem** . . . artistry in design for Her Majesty, you! Diamonds above and below the white gold case . . . 10 in all. Hand-applied numerals. 21 jewels.
185-751 A8950 14K White Gold.....**$150.00**

(L) **Royal Star** . . . a heavenly gem, twinkling with elegance. Case is strikingly plain; 14K gold. Six teardrop links, each with a diamond, attach to cord. 17 jewels.
185-777 A15750 14K White Gold....**$250.00**

(M) **Royal Ballet** . . . regal loveliness in a superb diamond-set watch. An intricate pattern of 18 diamonds sets off the 14K white gold case. 21 jewels.
185-901 A22500 14K White Gold.....**$350.00**

Each Gruen Autowind® watch winds itself as you wear it. Shock-resistant, dust resistant, non-magnetic . . . has an unbreakable mainspring. Water-resistant Gruens assure top performance under all conditions. Gruen . . . the precision watch.

(E) Autowind Rendezvous . . . wraps up all the Gruen genius for quality in one watch. Water-resistant case of 18K yellow gold contains a handsome face with gold dial and gold hand-applied numerals. Sweep second hand. Unbreakable mainspring. Non-magnetic, shock-resistant, 23-jewel movement. Truly the ultimate in man's wrist wear.
185-140 A13950 18K Yellow Gold....$250.00

(F) Ascot . . . detailed to masculine simplicity for well-deserved praise. Glistening 14K gold case is artistically plain. Gold time-markers positioned and applied by hands of craftsmen. Unbreakable mainspring saves costly repair bills. Above all . . . a 17 jewel movement for a lifetime of accuracy.
185-173 A6950 14K Yellow Gold....$125.00
185-181 A6950 14K White Gold..... 125.00

(G) Autowind Lisbon . . . a dramatic step forward in watch design. Here's the modern watch look . . . beautifully expressed in the 10K gold filled case and matching expansion band. Shock-resistant 17-jewel movement with unbreakable mainspring won't ever let you down . . . even in the most strenuous activities. Tells the time accurately, always.
185-157 A6950 10K Yellow GF.....$125.00

(H) Autowind Fathom . . . winds itself with every motion of your wrist—can't overwind! It is water-resistant, shock-resistant and has a luminous dial for easy, nighttime reading. Stainless steel case, beautiful and enduring. Sweep second hand. 17 jewels; unbreakable mainspring. A handsome, practical watch in the Gruen tradition.
185-199 A3975 All Stainless Steel....$71.50

(K) Brisbane . . . an instrument of delicate precision, yet remarkably rugged. Handsome case is 10K yellow rolled gold plate with a sturdy stainless steel back. Famous 17-jewel Gruen Precision® movement . . . unexcelled for accuracy! Leather inserts outlined in gold, dramatize the expansion band and accentuate the masculine beauty of the case.
185-132 A3975 10K Yellow RGP.....$71.50

(L) Jamaica . . . traveling companion for men on the go. Its case is 10K rolled gold plate with stainless steel back. Wear it in any weather . . . it's water-resistant. Sweep second hand lets you time the fractions of a minute when you wish. Time-markers are raised, faceted. Expansion band with genuine leather inserts adds another note of elegance. 17 jewel movement.
185-207 A4500 10K Yellow RGP.....$79.50

(M) Autowind Chateau . . . suggest your success with sleek, square wrist wear. Quality written on the watch face . . . in the gold, hand-applied numerals and markers. Gently concave sides enrich 10K Gold Filled case. Built to withstand the hazards of everyday wear . . . it's shock-resistant. Alligator leather band. 17 jewel movement.
185-165 A5500 10K Yellow GF.....$89.50

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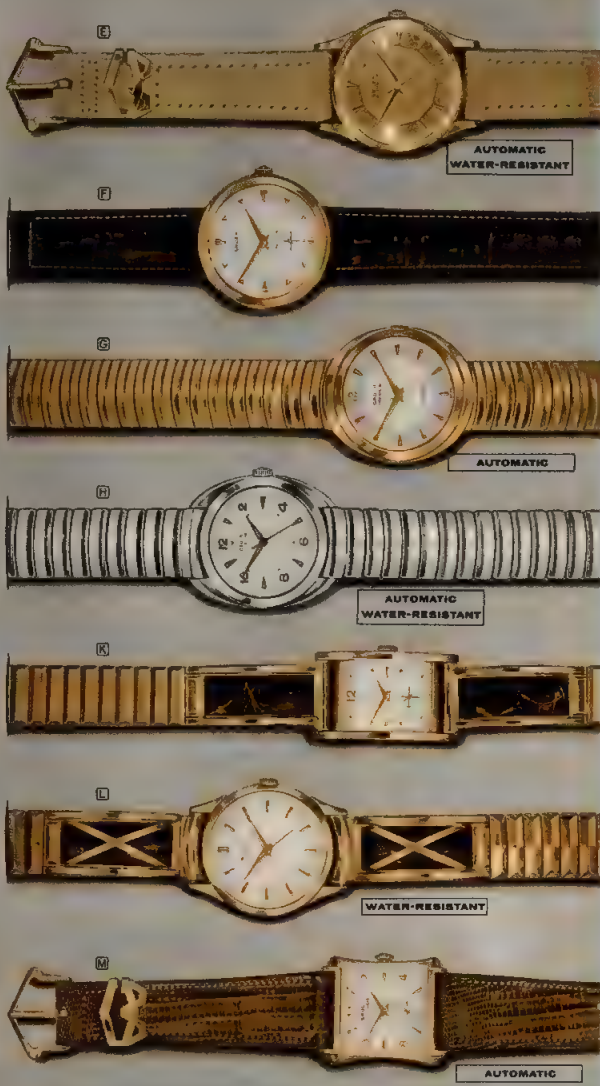

NEW MODELS WITH NEW FEATURES
new advanced engineering . . .
new styling . . . new "Crown
Control" for Choke-Speed Stop.

(Illustrated is the Crown Model 88-H—2¼ hp with Crown Control)

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YEAR after year, more equipment for home, farm and industry is powered by Briggs & Stratton 4-CYCLE engines (to 9 hp) than by any other make.

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Milwaukee 1, Wisconsin

WORLD LEADER, TOO, IN AUTOMOTIVE LOCKS, KEYS AND RELATED EQUIPMENT

AMERICAN FLYER TRAINS . . .

35 WATT TRANSFORMER INCLUDED

BALDWIN DIESEL No. 5605T "Yard Goat" FREIGHTER SET COMPLETE WITH TRANSFORMER—Big and powerful . . . this authentically detailed locomotive is an ideal starter set for the "young engineer" . . . the equipment is interchangeable with that of other American Flyer trains. Featuring the remote control PULL-MOR POWER Transformer. Set includes NEW Baldwin Diesel Locomotive, NEW Norfolk & Western Gondola, Illinois Central Reefer, Caboose, Uncoupler, 35 watt Transformer, 120" of Track and Track Terminal. Sh. wt. 10 lbs.
5T10X1500 . . . . . **List $22.50**

50 WATT TRANSFORMER INCLUDED

BLACK DIAMOND No. 5615T FREIGHT COMPLETE WITH TRANSFORMER—*Featuring the NEW Walking Brakeman Car* . . . Husky Atlantic 4-4-2 Locomotive and Tender with PULL-MOR POWER that gives amazing pulling power for long hauls, power, speed, and puffs real Smoke plus Choo-Choo sound effects as it rolls along. Set also includes: B. & O Hopper, Norfolk & Western Gondola, Caboose, Uncoupler, 50-watt Transformer with Circuit Breaker, 140" Curved and Straight Track, Track Terminal. Train measures 47" long.
5T11X1997 (Sh wt. 11 lbs.) . . . . . **List $29.95**

50 WATT TRANSFORMER INCLUDED

METEOR FREIGHT COMPLETE WITH TRANSFORMER—Giant 4-6-2 Loco puffs real Smoke, sounds off with Choo-Choo as it runs, has PULL-MOR POWER for grade climbs, long hauls; clever Billboard Whistle blows realistic steam blasts and toots at touch of button. Includes: Locomotive and Tender, Box Car, Chemical Car Container, Gondola Car, Caboose, Billboard Whistle, 3-pc Smoke Set, 50-watt Transformer, 12 sections Curved Track, 4 sections Straight Track, Track Terminal. Train measures 4-ft., 1-in. long. Sh. wt. 10 lbs.
5T12X2665 . . . . . **List $39.95**

50 WATT TRANSFORMER INCLUDED

SILVER COMET DIESEL PASSENGER COMPLETE WITH TRANSFORMER—With PULL-MOR POWER to deliver passengers on schedule, finished in striking blue-and-silver with yellow lettering, as on its prototype. Realistic deep-throated Billboard Diesel Horn blows by remote control. Includes: Diesel "A" Unit, Baggage Car, Vista Dome Pullman, Observation Car, Billboard Horn, Remote Control Uncoupler, 50-watt Transformer, 12 sections Curved and 4 sections of Straight Track, 16 Track Locks, Terminal. Train is 4-ft., 4¾-in.
5T13X2995 (Sh. wt. 12 lbs.) . . . . . **List $44.95**

SUNSHINE SPECIAL DIESEL FREIGHT—This is it . . . the newest idea in real-life railroading, two-unit General Motors GP-7 Diesel switcher locomotives . . . with authentic Texas & Pacific R.R. orange-and-black colors and accurate tone built-in Diesel Horn. Set includes: Two Diesel Switchers, Stock Car, Box Car, 3-Dome Tank Car, Coal Car, Gondola Car, Action Caboose, Diesel Horn Control, Remote Control Uncoupler, 160" Track (12 sections Curved, 4 sections Straight), Locks, Terminal. Train is 5-ft., 9½-in.
5T14X3330 (Sh. wt. 16 lbs.) . . . . . **List $49.95**

ADDITIONAL ORDER BLANKS AVAILABLE ON REQUEST

THEY'RE ALL 3/16 OF AN INCH SCALE MODELS

50-WATT TRANSFORMER INCLUDED

SILVER FLASH No. 5645RH DIESEL FREIGHT COMPLETE W/TRANSFORMER—Sleek, rail giant featuring built-in Electronic Horn and authentic deep-throated Diesel Roar . . . with PULL-MOR POWER to pull its cargo at amazing speeds. Includes: Silver Flash Diesel Locomotive, C.B.&Q. Coal Car, Southern Gondola Car, Northern Pacific Reefer Car, Gulf Tank Car, C.&O. Pipe Car, Caboose, Remote Control Uncoupler, 50-watt Transformer with Circuit Breaker, Curved, Straight Track, Locks, Terminal. Track is 160", train is 62" long
5T15X3330 (Sh. wt. 12 lbs.) **List $49.95**

PACEMAKER ACTION-FILLED FREIGHT—Real-life, giant New York Central 4-6-4 "Hudson" steam Locomotive hauls Log Car that unloads sturdy timbers by remote control plus exciting Action Caboose with Brakeman . . . also puffs Smoke, gives off Choo-Choo sound and blows built-in Whistle. Set includes: Locomotive and Tender, Box Car, Coal Car, Chemical Car, Log Unloading Car, Action Caboose, Steam Whistle Control, Remote Control Uncoupler, Smoke Set, Locks, Terminal Track is 180". Freight measures 5-ft., 5½-in. long
5T16X3660 (Sh. wt. 15 lbs.) **List $54.95**

CHALLENGER No. 5665W FREIGHT—Powerful worm drive motor and 8 driving wheels on this Union Pacific Locomotive pull over 7-feet of authentic, action-packed train! Set includes: Locomotive and Tender, with Smoke, Choo-Choo sounds, built-in Electronic Whistle, Jersey Central Cement Car, D. & H. Container, State of Maine Box Car Gulf 3-Dome Tank Car, Missouri Pacific Stock Car, Hopper Car, Reefer Car, Action Caboose, Remote Control Uncoupler, Track Locks, Terminal. 180" of Curved and Straight Track. Picture Train Book, too. Sh. wt. 18 lbs.
5T17X4500 **List $67.50**

NORTHERN PACIFIC No. 5685RH PASSENGER—*The Famous Vista Dome Limited* . . . featuring TWO powerful worm drive motors to provide enormous hauling capacity and colorful 2-tone green cars with full interior illumination. Set includes: 3-unit Diesel with Diesel Roar and Electronic Horn, Baggage Car, Northern Pacific Coach, 2 Vista Dome Cars, Observation Car, Electric Uncoupler, 12 sections Curved Track, 8 sections Straight Track, Locks, Track Terminal Train measures 8', 8½" long, track measures 200-inches
5T18X5300 (Sh. wt. 16 lbs.) **List $79.50**

BIG, NEW No. 5680RH SANTA FE CHIEF FREIGHT—This mighty scale model is headed by THREE Diesel Locomotives with powerful twin worm drive motors . . . and it sounds like the real thing with deep-throated Diesel Roar and built-in Electronic Horn. Set includes: 3-unit Diesel, NEW Piggy Back Car, Box Car, NEW Lumber Car, Container Car, State of Maine Box Car, Reefer Car, Dump Car, Action Caboose, Electric Uncoupler, 200" Curved and Straight Track, Track Locks, Terminal, Train measures 8-ft., 9½-in. long.
5T19X5300 (Sh. wt. 23 lbs.) **List $79.50**

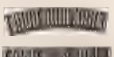
American Flyer Accessories to Complete Your Railroad

REMOTE CONTROL SWITCHES — All the thrills of a real-life railroad, these switches are "musts" for a complete model road. A touch of control levers switches freights into sidings, re-routes speeding streamliners, dispatches work trains. Positive action prevents cars from leaving track, remote control box has 2 control levers; red and green position lights remain illuminated even when train is not running. Set includes both right and left hand switches.
5T20X1197 (Sh. wt. 3½ lbs.) **List $17.95**

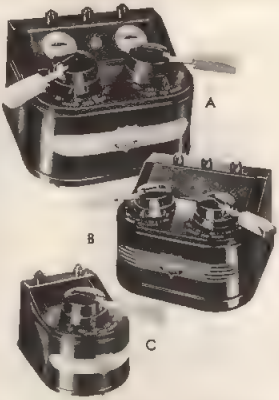
TRACK-"T"-TYPE RUNNING RAILS — For true-to-life operation. Made of heavy gauge steel and measure 10" in length.

5T21X240	**Straight (Set of 12).**	**$3.60**
5T23X120	**½ Straight (Set of 6) 5"**	**1.80**
5T22X120	**Curved (Set of 6)**	**1.80**
5T24X120	**½ Curved (Set of 6) 5"**	**1.80**
5T25X263	**Railroad Crossing**	**3.95**

KNUCKLE COUPLER KIT — Converts link coupler cars and tenders to new knuckle-type couplers. Instruction included.
5T26X63 (Set of 2) **List $0.95**



RUBBER ROADBED — Cushions sound of running train to realistic clatter, track slips easily into recessed slots prevents track from slipping. 10" lengths.
5T27X240 (Set of 12). **List $3.60**
5T28X120 Curved. (Set of 6) **List $1.80**

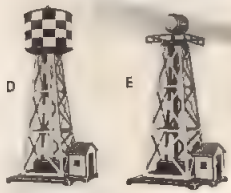


(A) DUAL TRAIN POWER CONTROLLER WITH DOUBLE CIRCUIT BREAKER — *Output: 300 Watts, 115 Volts, 60 Cycles, A.C.* Giant capacity . . . runs FOUR trains (2 at same speed) on 4 separate layouts! Two panel meters indicate voltage, one for each control; real RR type "Dead Man's Control," when throttle is let go train halts! Two built-in circuit breakers shut off power if overload or short occurs. High impact case. Sh. wt. 14 lbs.
5T30X2500 . . . . . **List $37.50**

(B) DUAL TRAIN POWER CONTROLLER WITH DOUBLE CIRCUIT BREAKER—*Output: 175 Watts, 115 Volts, 60 Cycles, A.C.* Includes same outstanding features as above but has no panel voltmeters. Two circuit breakers guard transformer against short circuit damage or overload. Has "Dead Man's Control" and permits full directional operation. Runs TWO trains on separate track loops at different speeds. Sh. wt. 12 lbs.
5T31X1997 . . . . . **List $29.95**

(C) TRAIN POWER CONTROLLER WITH CIRCUIT BREAKER—*Output: 110 Watts, 115 Volts, 60 Cycles, A.C.* Here's a transformer with ample power to operate a train set plus remote control and automatic accessories. Features provide full directional control, power-on green light, short circuit red light and "Dead Man's Control." Sh. wt. 7 lbs.
5T32X1330 **List $19.95**

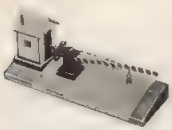
AUTOMATIC TALKING STATION—Loud and clear . . . authentic station sounds to add more realism! Train stops by remote control in front of beautifully detailed station, then hissing steam, piston chugs, trainmaster's voice, etc., come from interior of station, when sounds cease, train automatically resumes trip. Size: 16"x8¾"x9".
5T34X1330 (Sh. wt. 7 lbs.) **List $19.95**



(D) AUTOMATIC WATER TOWER—Lean the right 'touch' . . . red/white checker pattern, all-steel structure. Ht. 12¾".
5T35X330 (Sh. wt. 1 lb.) **List $4.95**

(E) REVOLVING AIRCRAFT BEACON — Revolves automatically, slowly swinging red and green rays; all-steel. 12" high.
5T36X330 (Sh. wt. 1¼ lbs.) **List $4.95**

WHISTLING BILLBOARD — If your steam locomotive doesn't have a built-in whistle, then any up-to-date 'railroader' will want this ingenious accessory. Cleverly concealed Whistle sounds long blasts or short toots by remote control. Size: 4"x7½"x4". Sh. wt. 2 lbs.
5T37X330 . . . . . **List $7.95**



CROSSING GATE WITH BELL—When train approaches, gate lowers, red light goes on and bell rings . . . after last car passes, gate rises, red light goes out, bell stops. Track trip, too. 8⅞" long.
5T29X397 (Sh. wt. 1 lb.) . . . **List $8.95**

TRESTLE BRIDGE WITH LIGHTED HOUSE—For the complete railroad layout . . . this heavy-rolled-steel bridge designed to carry the model train over swift-moving rivers, vast gorges . . . and its realistic Bridge Tender's House is fully illuminated. Size 17¾"x8¼"x4¼".
5T33X397 (Sh. wt. 1 lb.) **List $5.95**

DEAD-END BUMPER — Absorbs shocks by car or lomomotives preventing spills and hard bumps. Snaps on to track quickly and easily. Equipped with authentic recoil spring and red warning light. Comes complete with 10" track section. You'll need several for dead-ends.
5T38X130 . . . **List $1.95**

AMERICAN FLYER—REALISTIC TRAIN ACCESSORIES

(A) RAILROAD TRESTLE SET—New fun and meaning to model railroading with this exciting addition! Trains climb the grade, continue on the high elevated section and then descend. Molded trestles resemble girder construction and finished in realistic red-lead color. American Flyer "S" Gauge track sections recess into slots, lock with clips. Arrange in figure 8, ovals, etc. Consists of 24 trestles and 26 Track Locks. Rises to 4½" at highest point. Sh. wt. 2 lbs.
5T57X530 . . . . . **List $7.95**

(B) REMOTE CONTROL ELECTRIC UNCOUPLER—For remote control uncoupling of American Flyer cars. Clamps to any 10" straight or curved track section. Includes track section and remote control button. Sh. wt. ½ lb.
5T58X263 **List $3.95**

(C) COAL LOADER—Fill up coal cars just like the big roads do with this realistic railroad yard accessory. Operation is 100% remote controlled: depress 1st button control, it closes jaws of clam-shell scoop, scoop then carries load of "anthracite" up to tipple and deposits coal into elevated hopper. Pressure on 2nd button releases coal, which cascades into car, while 3rd remote control button returns clam-shell bucket to coal pile for another load. 14¼" high, base is 5" square. (Cars not included.) Sh. wt. 5 lbs.
5T59X1263 . . . . . **List $18.95**

(D) DIETZ COMET ELECTRIC RED LANTERN—It's 8½" of the brightest fun any kid ever had! He can be Engineer on the fastest train in the world, or Fire Chief with latest equipment in the country. It's creative, decorative . . . made to American Standards of quality and safety. A twist of the wrist lights the bulb. Set it down, hang it up or carry it. In bright red with silver fittings. Uses 2 standard American flashlight batteries (not included).
5T75X197 (Sh. wt. 2 lbs.) . . . . . **List $2.95**
2R34X10 BATTERIES . . . . . **List 0.15**

(E) BELL DANGER SIGNAL—Fascinating sound and action . . . approaching train causes bell to set up a warning clang while red lights on Crossing stanchion flash on and off. Base and lamp housing are die-cast, house is pressed steel. Track trips included 5" long, 2⅞" wide and 5" high. Perfect for placing at key grade crossings on an up-to-date railroad layout. Sh. wt. 1 lb.
5T60X397 . . . . . **List $5.95**

(F) 101-PIECE PLASTICVILLE MASTER VILLAGE — Add exciting realism, color and "life" to any model RR layout with this amazing detailed set. Scaled to use with all gauges and makes. Consists of one barn, one super market, one Church, one fire house, one diner, one gas station, one ranch house, 29 pieces of street signs and accessories, two fire engines, two autos, 18 assorted farm animals, 12-pcs. of white fence, one billboard, one flag pole and 16 people. All in full color, all durable plastic. Sh. wt. 3 lbs.
5T63X663 . . . . . **List $9.98**

(G) AUDIO-ENGINEER—Now "TELL" electric trains when to Go! Stop! Back-Up! Here's a precision electronic instrument for controlling electric trains by the SPOKEN command. Simple and easy to connect to the train transformer. Red and green lights flash alternately when in use to show commands are being transmitted. Consists of Plastic Control Box, and cradle with bulbs, circuit breaker and full-size Microphone. Complete with instructions. Sh. wt. 1½ lbs.
5T61X385 . . . . . **List $5.95**

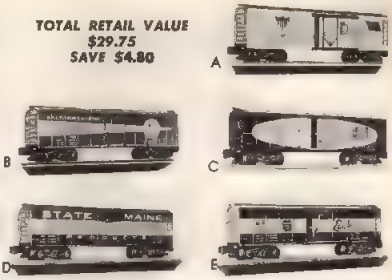
(H) REMCO LOUDSPEAKER TOWER AND MICROPHONE — Announce railroad instructions as real "trainmen" do! Powerful loudspeaker volume transmits booming voice loud and clear, dramatic high impact plastic tower holds 4" Alnico speaker. Includes railroad type microphone, communication wire cable, and 4 batteries, ready to operate. In realistic railroad colors of red, yellow and black. Sh. wt. 2 lbs.
5T62X395 . . . . . **List $5.95**

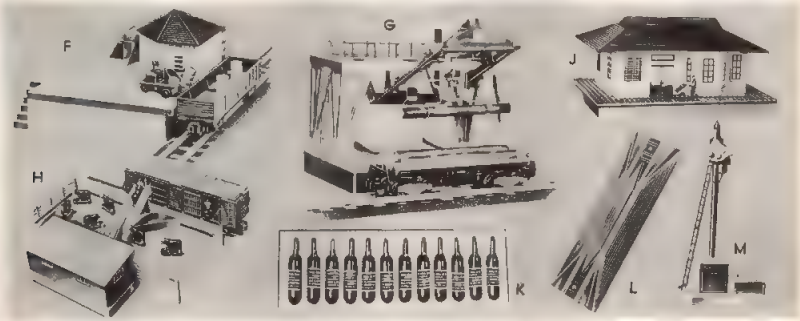
American Flyer Accessories

SET OF 5 FREIGHT CARS—Bright and colorful, exact replicas of those used on the big roads, packaged together . . . at a big savings! Flashy light orange with red roof American Reefer Car; striking blue and orange Baltimore and Ohio RR Car with accurate lettering and insignia; handsome Green and Silver Central of Georgia RR Car with real-like markings; authentically colored Missouri Pacific RR Car; and the State of Maine Car with red, white and blue markings. All cars have easy sliding doors for loading merchandise and are 7-13/16" in length. They're fully detailed and they make an exciting addition to any 'young railroader's' freight division. Sh. wt. 4 lbs.

5T39X1663 Set of 5 Freight Cars . . . . . List $24.95
(A) 5T40X397 No. 988 American Reefer Car only List 5.95
(B) 5T41X397 No. 980 B. & O. Box Car only . List 5.95
(C) 5T42X397 No. 981 Central of Georgia Box Car only . . . List 5.95
(D) 5T43X397 No. 982 State of Maine Box Car only List 5.95
(E) 5T44X397 No. 983 Missouri Pacific Box Car only List 5.95

TOTAL RETAIL VALUE $29.75 SAVE $4.80





(F) OIL DRUM LOADER—An intriguing accessory . . . fascinating to see! Just press remote control button and 'man' operating 3-wheel lift truck, picks up barrel, motors over to car and dumps barrel . . . then returns to ramp for more Size 8¾"x8½"x5½". (Car not included.) Sh. wt. 3 lbs.
5T45X097 List $14.95

(G) OPERATING LOG LOADER — Action-packed! Touch of remote control button, and hand-painted lumberman goes into action, big hooks pick up timber, lift it up ramp, and release it into car. Size: 9⅞"x6⅛"x8½". (Car not included.) Sh. wt. 5 lbs.
5T46X1130 . . . . . List $16.95

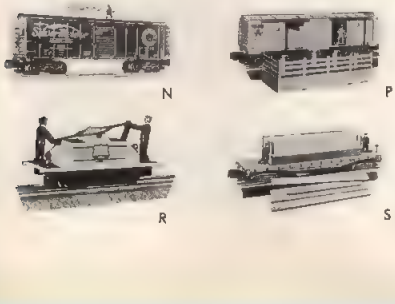
(H) OPERATING STOCKYARD AND CAR — Amazingly lifelike . . steers in pens mill about, when exit gate is opened, cattle file up ramp into car Car unloads when exit door lines up corral ramp Can be operated many ways. Car is 7-13/16", all-steel stockyard is 11"x10½"x2⅜". Sh. wt. 5 lbs.
5T48X1130 List $16.95

(J) STATION AND BAGGAGE SMASHER — Realistic action for your wayside station stops . . . Billy the Baggage Smasher trundles his load of freight back and forth across the station platform. In white, green, gray; size: 10"x7¼"x4¾". **5T49X664** (Sh. wt. 3 lbs.) **List $9.95**

(K) 12 SMOKE CARTRIDGES — For ALL smoke-puffing American Flyer locomotives. Produces thick, clean, realistic smoke
5T50X67 Package of 12 **List $1.00**

(L) "S" GAUGE AUTOMATIC RE-RAILER — Now, it's possible to put car on track without lining up wheel flanges on rail! Place car on track, push it thru re-railer; wheels automatically railed
5T51X130 (Sh. wt. 4 lbs.) . . **List $1.95**

(M) AUTOMATIC SEMAPHORE — Blade raises, green light shines as train nears; train passes, blade drops, red light shines Height 7⅜".
5T52X530 . . . . . List $7.95



(N) NEW! AUTOMATIC WALKING BRAKEMAN CAR—Presenting Smitty, the Walking Brakeman, patrols catwalk atop car, striding back and forth continuously. Operates as long as current is on. Sh. wt. 1 lb.
5T53X530 . . . . . List $7.95

(P) OPERATING MILK CAR AND PLATFORM—This hard-working little milkman deposits a 25 gallon milk can on the platform, cans load into left hand sliding door—by roller conveyor.
5T54X730 (Sh. wt. 2 lbs.) **. . . . . List $10.95**

(R) REVERSING HAND CAR—Newly designed with automatic reversing action, when car strikes object it goes in reverse Powerful worm drive motor. Sh. wt. 1 lb.
5T55X530 . . . . . List $7.95

(S) NEW! LUMBER UNLOADING CAR—Watch Moe and Joe pick up a length of lumber and pitch it off pile! Touch of remote control button does it. 8¾". Sh. wt. 1 lb.
5T56X597 . . . . . List $8.95

R. Kleeman, Denver Dry Goods Company—"Our prices range from $19.95 to $100."

Robert Binney, Burdine's—"Trains now rank 8th out of 10 toy classifications."

Alvin Hinsley and Bob Hayne, Goldsmith & Sons—"HO's popularity is climbing."

Report Covering 5 Dep't Stores

HO's detailing. Whether it impresses the 5-9-year-olds is something else; these younger train customers obviously still find the color, size and "romance" of the standard gauge sets fairly compelling.

Buyers like the lesser amount of display space required to demonstrate the HO's. And they say the hobby characteristics of HO help keep the sales up during the non-holiday months.

Now for the reports:

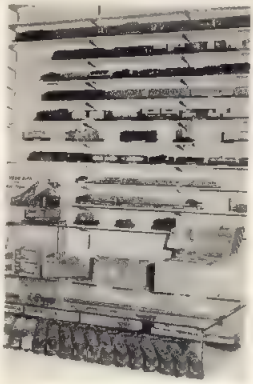
——Year 'round toy train merchandising has resulted in sales figures that amaze even the store manager of Calhoun's of St. Paul—Vice-President Stafford Calvin.

At Calhoun's, Eighth and Cedar, toy trains and model (HO) trains are merchandised in the same area: toy trains are mounted on a pegboard display board, and model trains are in glass showcases. But the unified display, Mr. Calvin emphasizes, is kept at a peak level all 12 months of the year, in recognition of the fact that in miniature trains the toy merchandiser has a product that interests youngsters and adults alike. By setting up the department as a hobbycraft section, too, adults are more directly attracted to the store and its train exhibits

Mr. Calvin staffs the department carefully, selecting only those who have had previous training and experience in the train field.

Layaway is an important feature in train merchandising, Mr. Calvin feels, particularly in view of the fact that the miniature train hobbyist usually makes his hobby a fairly large investment. No set policy is in force regarding down payment or monthly payments—only stipulation is that the customer pay something each month.

An example of how pegboard and adjustable shelving is useful for train display.



Wide, complete stocks of toy and model trains are essential, too. Mr. Calvin says that his store includes virtually every line on the market.

——Replacement of O gauge electric trains with HO has resulted in a sixfold increase in business for I. Magnin & Company, large San Francisco specialty store.

"It used to be that people would buy an electric train set for a child's Christmas," buyer Joan Voorhees says, "and we'd never see them again. But with HO gauge, railroading becomes more of a year-round family project. The first sale is only the beginning. HO equipment is like a disease—customers keep coming back again and again for more cars, switches and special equipment."

I. Magnin's runs a half-page newspaper ad in April promoting electric trains. "Other buyers said we were mad when we started that three years ago," Mrs. Voorhees observes, "but we've succeeded in making electric trains a year-round item."

A salesman in the department, specially trained by the local representative of the HO line, spends full time on trains from September to

(*Continued on page* 120)

"AND, SANTA, BRING ME A CARRIAGE THAT WILL LAST 'TIL DOLLY GROWS UP"

This is a request that you can fill for Santa easily Just make sure that you carry the Hartman line of Doll Carriages and Strollers.

For the Hartman line was built to be "hard play stubborn"... not thrown together to beat a price But that doesn't mean that the Hartman line is out-of-reach.

Feature for feature, the Hartman line gives your customers more value than any line on the market. Gives you a chance to "sell-up" with ease... and please as you never could do before.

If toys are your business... the Hartman line should be, too!

Hartman MFG. CO. 2717 SIDNEY ST. ST. LOUIS 4, MO.

Pastimer toys

fastest growing line in America!

Blackboards • Wallboards
Peg & Slate Chests
Desk & Chair Sets
Toy Chests • Peg Tables
Natural Slate • Duro Slate

MIDWEST MANUFACTURING CO., EATON, OHIO

YANKIBOY PLAY CLOTHES
Make the Children Happy

Exclusive!

- Roy Rogers Cowboy Suits
- Dale Evans Cowgirl Suits
- Western Hats
- Foreign Legion Suits
- Robin Hood Outfits
- Western and Indian Suits
- Tom Corbett Space Cadet Suits
- Wyatt Earp and Cisco Kid Outfits
- Dan Tempest Buccaneer Suits
- Baseball, Football Policeman, Mountie, Fireman and Novelty Uniforms

SACKMAN BROTHERS COMPANY, INC. YANKIBOY PLAYCLOTHES 50th Anniversary 1907-1957

Yankiboy Play Clothes—Making Children Happy Since 1907

SACKMAN BROTHERS COMPANY, INC.
200 Fifth Avenue, New York, N. Y.

these special salespersons are on hand to demonstrate and sell the trains.

——Electric train sales, despite being confined almost entirely to the Christmas shopping season, rank eighth out of 18 different toy classifications during a years period, according to Robert Binney, buyer for toys and luggage for Burdine's, well-known Miami department store.

Demonstrations or prominent central action displays, concentration on a single line (Gilbert American Flyer), and a close check on the trends in customers' tastes help to keep electric trains in this prominent sales position, Mr. Binney indicated.

In addition, he has seen definite signs, with the growth in volume of hobby sales, that trains, "which have been much more Christmas-y than anything else in the department," will build up in importance during other seasons of the year.

At Burdine's downtown Miami parent store, demonstrators are considered essential. It is customary to have two demonstrators on duty during the holiday season in the Miami store. "And this year, for the first time, we will have two separate track layouts, one for standard gauge and one for HO, because HO is getting stronger." The toy department at the downtown store is being redecorated for the holiday season and a new train display will be in use.

At the other Burdine's stores, which are smaller, the toy departments do not use demonstrators, but have centrally-located factory displays—"and you have to have the trains running—there is no question about that." Burdine's stores are located in Miami, Miami Beach, North Miami Beach, Fort Lauderdale and West Palm Beach.

By concentrating on one line, "we feel we can do a better selling job," Mr. Binney said. The top range in stock is on sets of around $65, and most of the stock money is placed in sets priced under $35, he reported.

Some trends noted by Mr Binney include:

Steam locomotives outsell diesels "about 8 to 1," probably because of the romantic association of the steam locomotives with the Old West in

COMMENDED BY THE CONSUMER SERVICE DIRECTOR OF PARENTS' MAGAZINE

Light Up XMAS PROFITS!
. . . with

DIETZ Comet ELECTRIC LANTERNS

- **Kids Love These Authentic Replicas!**

Comet Electric Lanterns are kid-size reproductions of the lanterns used by firemen, railroad men, construction workers.

- **Mothers Love 'em Too!**

The women rave over these sturdily built, brightly colored lanterns . . . and with good reason! *They're safe* . . . use standard flashlight batteries; just turn wick handle to light. *They're creative* . . . help stimulate children's imaginative play.

- **Best of All, Dealers Love 'em!**

Why? Because they MOVE! They're easy to stock, display, sell. And they'll move related items like magic! *Comet* Electrics offer a firm 40% discount, and there's a big promotional package that's yours for the asking!

- **Order Now, in Three Dazzling Colors:**

★ Bulldozer Yellow
★ Fire-Engine Red
★ Locomotive Black

Each packed in colorful display box.

For retail at **$2.98**

(Slightly higher in the West)

DIETZ

See your Dietz Distributor, or write direct for complete details

R. E. DIETZ CO.
106 Leavenworth Ave.
Syracuse 1, N. Y.

Sell MORE Trikes In LESS Space!
With This New, Inexpensive Display Stand

Save 75% floor space and make more sales! Well constructed of aluminum and steel with rubber floor caps. An attractive mar-resistant stand that puts tricycles on a "buying level." Tip-proof, light in weight and built to give added years of service. Easily assembled, loaded or taken down in five minutes. Takes less floor space than two trikes. Will pay for itself in ADDED SALES and SAVED SPACE! Satisfaction guaranteed.

$19.95

Order today for prompt delivery. Shipments made by PARCEL POST, F.O.B., FRANKFORT, KENTUCKY same day order is received. Send us your sample order NOW.

A. D. BUTLER FIXTURE CO.
P. O. Box 123 Frankfort, Kentucky

movies and television.

There is a definite trend toward lower-priced steam locomotives.

There is increasing favor toward HO. Standard gauge sets are losing ground — "probably because the homes in this area tend to be small and don't have space for standard gauge sets."

"Trains definitely are a drawing attraction to a toy deprtment, and to us they represent a sizable amount of business," he said.

. . . West Coast

(*Continued from page* 83)

headway in a land unacquainted with the colorful range riders, but the introduction of TV—and the accompanying commercials featuring cowboys and Indians — are slowly bringing a different outlook here too.

Indoor games are slow because of the year-round popularity of outdoor play. Playground equipment and educational toys are good sellers, reports Mrs. Young.

The toy department has been recently expanded in the store.

✧

THE Kirkish Department Store, 198 South Murphy Street, Sunnyvale, Calif., is adding a toy department in October after 35 years without one. The new department is located on the main floor. Henry Kirkish, partner with his brother Robert, is toy buyer.

✧

RAYMOND WILLIAMS expects to open the Toy Fair at 18th and A Streets, in Antioch, Calif, about November 1 in a new shopping center. Mr. Williams is new to the industry, having been in other retailing fields

✧

ANIMATED circus animals and clowns mark the Toy Circus, 701 San Anselmo Avenue, San Anselmo, Calif. A 1/7th horse power motor moves five figurines at the front and on one side of the store, as well as the letters of the store name.

Inside, the shopper finds she can

main devoted to the conservative method of selling with clerks. This store, with its famous year 'round toy department, handles the Christmas rush by multiplying its toy selling staff seven fold. Clerks almost bump into each other, but the customers get prompt attention.

✧

THE TREND, however, seems definitely in the direction of self-service. Wieboldt's, which pioneered this method in Chicago in 1943, is going into its 14th year with it and feels it has been a boon. Not a few of the toy stores in the uptown neighborhoods are also using serve-yourself set-ups. Kiddie Korner, on the northwest side, has had it in operation for about three years. Harold Levin, of Kiddie Korner, says it has proved its value.

"There's no question about it; people buy more when they can browse," said Levin. "They like to look about, feeling there is no pressure upon them, and they are likely to come away with more than they expected to buy. There are some problems, of course. There's a little pilfering, and there's wear on the merchandise. We have to supervise children so they don't damage the boxes. But on the whole, this is more than compensated by increased sales."

Kiddie Korner is set up with two turnstyles, one an entrance and the other an exit.

Blaine's Toys and Juvenile Furniture, 4836 N. Lincoln, is another uptown shop which has converted to self-service and has found it satisfactory. They are about 90 per cent self-service. The remaining 10 per cent includes such show-case items as dolls.

On the other hand, Lou of Lou's Toys and Hobbies, 4342 W. Diversey, says that with his wife Adele he can handle the trade satisfactorily. He sees no need at present for open shelves. Same with Edgebrook Juvenile Shop, 5424 West Devon. They manage with their regular staff until about two weeks before Christmas. Then they take on special help. All, however, are giving thought to the problem of adequate service in the face of labor limitations.

. . . Trains

(*Continued from page 75*)

March, and part of his time during the rest of the year. Mrs. Voorhees found, however, that the color tab and wiring system used to set up her department's HO layout was so simple that anyone in the department could sell the basic set.

I. Magnin's promotes electric train sales with newspaper advertising and window displays, and stages a "train show" on the first Monday of each month, except during the Summer, to display new types of equipment. Invitations are mailed to more than 5,600 persons who have purchased beginning sets.

"We don't try to oversell the customer the first time," Mrs. Voorhees says. "Practically all of them keep coming back."

Mrs. Voorhees believes it's best to concentrate on one good line, rather than to stock several, since repeat business becomes even more certain as the customer wants more equipment of the same brand.

——Christmas of 1956 Alvin Hinsley installed a narrow-shelved, floor-to-ceiling wall display 12 feet wide in Memphis' J. Goldsmith & Sons Company toy department.

This display was the greatest factor in doubling the store's sales of electric trains over the previous Christmas season, he feels

That sales pace has continued throughout the current year so far, according to Mr. Hinsley, who has been manager of the toy department for three years. Bob Hayne is head of stock and the hobby department director, and he devotes full time to promoting and marketing electric trains, which run from around $10 to $70 in price range.

They feature Lionel Trains from $19.98 to $70 and promote Louis Marx Trains which sell for around $10. They also handle Gilbert's American Flyer and HO Trains.

Mr. Hayne reports the HO is growing more and more popular in this vicinity "because the buyer gets more train play value in a smaller area as well as more detail than in other sets."

Mr. Hinsley states it is essential to place a man in charge of trains and let him give his undivided attention to promoting and handling sales. This, he says, will greatly increase volume on electric trains. "We have found it highly effective," Mr. Hinsley said, "to have the running display of trains some distance removed from the purchase point." He pointed out this enables the buyer to purchase the train in private while the children enjoy watching the trains run.

The toy department of Goldsmith's is being remodeled, the size of the train department is being increased considerably and the narrow-shelved, floor to-ceiling wall display area will be doubled in anticipation of the largest Christmas season the store has experienced in merchandising electric trains.

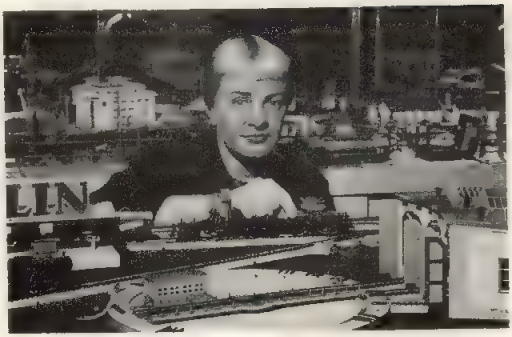
——R. Kleeman, toy buyer for the Denver Dry Goods Company, Denver, says his department carries a full line of Lionel and Gilbert offerings, with prices ranging from $19.95 up to $100. The department also carries the Gilbert and Lionel HO lines, and will add a third HO line this year.

Two early-season train promotions last year helped train sales considerably, Mr. Kleeman reports. In August the department promoted one train set representing one of the two major lines offered at the store The set was made up according to Denver Dry Goods specifications. The following month, September, another set, featuring the other major line, was offered. Both deals suggested layaway until Christmas, and both were "very successful," Mr. Kleeman says.

In the official Christmas toy opening last year, a train ad was tied in with the big toy-promoting ad, and this also brought good results. During the Christmas season, trains are displayed on a large board in the main store downtown, with a smaller bord tiered above the main board for the HO offering. Two or three sets are kept in the toy windows throughout the Christmas season.

The train board in the store is operated by full-time personnel specifically assigned this job, and during the peak of the season three of

Stafford Calvin, Calhoun's—"We stock virtually every line on the market."



Mrs. Joan Voorhees, I. Magnin's—"We run a half-page ad in April promoting trains. Other buyers said we were mad . . . but we (made) electric trains a year-round item."

Trends in Train Sales—a Special

Better than two-thirds of the year's volume in electric trains, both standard and HO gauge, is represented by Christmas figures. To get a line on what's been happening in trains, how they're being priced, displayed and sold, this magazine instructed five correspondents to call on major retail outlets in their territories. Here's a fact-loaded account describing in detail what they found out

THOUGH the steadily rising amount of business being done with HO trains (and kits) is business that tends to spread out over the year, Christmas remains the big season for electric trains generally.

With total annual train sales at retail estimated as not far short of $100 million, the Yule portion can be fairly put at about $65-70 million. Standard gauge sets represent the lion's share of this holiday figure, but Christmas '57 promises to see HO cut into it, sharply.

To get some notion of the current train merchandising picture, especially as it looks to be shaping up in terms of the coming 10-12 weeks, PLAYTHINGS asked five of its correspondents, each of whom covers a particular city for this magazine, to check with a leading department store in his locality and find out (1) what the trends are in train sales; (2) what plans the store has for cueing and capitalizing on train demand this Christmas; and (3) what selling methods were tried and found true last Christmas and thereafter.

Stores visited and individuals interviewed were as follows: Calhoun's, St. Paul, Vice-President Stafford Calvin; I. Magnin's, San Francisco, toy buyer Joan Voorhees; J. Goldsmith, Memphis, toy department manager Alvin Hinsley; Denver Dry Goods Company, Denver, toy buyer R. Kleeman; and Burdine's, Miami, toy buyer Robert Binney.

Of the number of interesting points brought out and developed, one stands out as deserving prime mention

It is that HO, which has been climbing comet-fashion for the past five years, shows no sign of levelling off; in fact, some trade observers have predicted that in another five years HO will own up to half the train market.

Reasons for HO's ascendant popularity are various. Customers like its compactness, the fact that a typical set fits "just right" in the article-crowded playroom or basement of today's smaller home. Adults like

TH472 14 1/2" BABY DOLL

- 14 1/2 inch all vinyl, unbreakable doll
- Moving eyes, rooted bobbed hair style
- Cotton stuffed body, crying voice
- Wire in legs for bending leg action
- In printed taffeta dress, lace trimmed
- Vinyl shoes & socks. Individual box
- Fact. #577 $3.95

TH477 16" GIRL DOLL

- 16" all vinyl doll with molded head
- Realistic moving eyes, cotton stuffed
- Appealing crying voice when squeezed
- Wire in legs for bending leg action
- In satin dress with nylon bib effect
- Panties, vinyl shoes and rayon socks
- Fact. #658 $3.95

TH496 17" BABY DOLL

- 17" all vinyl, unbreakable baby doll
- Has glassene, moving, eyes and lashes
- Rooted hair is styled in a pony tail
- Dressed in white nylon gold trim skirt
- Red bodice with gold polka dots, dress
- Panties, rayon socks and vinyl shoes
- Fact. #831/17 $4.89

TH506 16" BABY DOLL

- 16 inch all vinyl, unbreakable doll
- Realistic moving eyes. Rooted hair
- Cotton stuffed. Cries when squeezed
- Wire in legs for bending leg action
- In ninon dress with flocked nylon bib
- Matching bonnet, vinyl shoes & socks
- Fact. #680 $4.95

TH512 15" BABY PRECIOUS

- 15" all vinyl doll with rooted hair
- Cooing voice, sleeping eyes & lashes
- Turning head & bending action legs
- In a pleated skirt and matching tam
- Knit panties, rayon socks, vinyl shoes
- Individually packed in colorful box
- Fact. #2V37 $4.95

TH670 18" GIRL DOLL

- 18 inch all vinyl, unbreakable doll
- With painted finger-nails & toe-nails
- Long rooted hair. Moving eyes & lashes
- Dressed in a taffeta skirt with a sash
- Organdy blouse, rayon slip and panties
- Nylon hose, high heels and straw hat
- Fact. #1619 $6.98

TH670

TH674 18" GIRL DOLL

- 18 inch all hard vinyl, girl doll
- With realistic moving eyes and lashes
- Painted finger, toe nails. Rooted Hair
- Dressed in dainty, printed ninon dress
- Trimmed with lace. Earrings & bracelet
- Plastic high heel shoes & straw bonnet
- Fact. #1622 $6.98

TH674

TH678 18" GIRL DOLL

- 18" unbreakable all vinyl girl doll
- With glassene moving eyes and lashes
- Painted finger, toe nails. Rooted hair
- Dressed in jumper style corduroy skirt
- White blouse, panties, slip & nylons
- Toy wrist watch, earrings & straw hat
- Fact. #1623 $6.98

TH678

TH705 21" GIRL DOLL

- 21 inch all vinyl, unbreakable doll
- With realistic moving eyes and lashes
- Rooted hair. Painted finger & toe nails
- In sleeveless ninon embossed dress
- Long sleeve bolero jacket with flower
- Shoulder bag, straw hat, hose & heels
- Fact. #1600/21 $8.95

TH705

TH710 21" GIRL DOLL

- 21 inch all vinyl body, girl doll
- Glassene moving eyes and eye lashes
- Rooted hair. Painted finger & toe nails
- Dressed in flare quilted cotton skirt
- Knitted sweater, beads, panties, hose
- Matching straw hat & bag. Wrist watch
- Fact. #1603/21 $8.95

TH730 20" BRIDE DOLL

- Lavish dressed, hard vinyl bride doll
- Moving eyes, rooted long bobbed hair
- Moveable jointed waist, legs & arms
- Net and lace trimmed over satin gown
- Bridal cap, veil and wrist bouquet
- Nylon hose, heels, earrings and ring
- Fact. #2012 $9.95

TH730

TH552 25" SNOWSUIT DOLL

- A 25 inch all latex snowsuit doll
- Vinyl head realistic glassene eyes
- Dressed in one piece flannel snowsuit
- Matching flannel pixie hood with bow
- With a solid color loop braid trim
- A loveable companion for any child
- Fact. #200/24 $5.95

TH560 26" BABY GIRL DOLL

- A 26 inch latex, baby girl doll
- Vinyl head with sleeping eyes
- With rooted hair of washable saran
- She has an appealing "coo" voice
- Dressed in a "party-pretty" dress
- Complete with shoes and socks; in box
- Fact. #421/26 $5.98

TH565 21" BABY DOLL

- 21" all vinyl doll with moving eyes
- Rooted pony tail hair. Cotton stuffed
- Doll has a crying voice when squeezed
- Wire in legs for bending leg action
- In polka dot flocked taffeta dress
- Vinyl shoes & socks. Is ind. boxed
- Fact. #8466S $6.95

TH570 23" BABY DOLL

- 21" all vinyl doll with "coo" voice
- With realistic moving eyes and lashes
- Rooted hair is arranged in bob-style
- Candy stripe dress with organdy apron
- Matching panties, socks, vinyl shoes
- Oval shaped straw hat tied in front
- Fact. #819/23 $6.98

TH590 17" TWINKLE EYES

- Rolling, flirting, sleeping eyes doll
- All washable lifelike vinyl body
- Molded head with rooted pony tail wig
- Can be washed & set in various styles
- Dressed in matching pinafore & bonne
- With undies, socks and vinyl shoes
- Fact. #1459 $7.95

TH517 16 1/2" SNOWSUIT DOLL

- 16 1/2" all vinyl doll, moving eyes
- Cotton stuffed body, crying voice
- Wire in legs for bending leg action
- Dressed in flannel snowsuit and hat
- Trimmed with white fleece and braid
- Vinyl shoes & socks. Is ind. boxed
- Fact. #622 $4.95

TH517

TH532

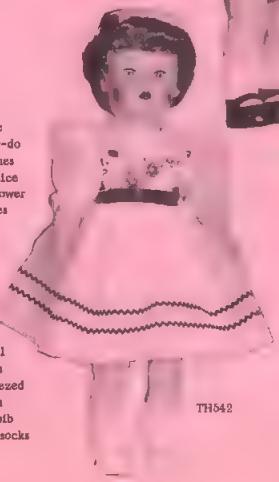
TH532 17" BABY PRECIOUS

- 17" all vinyl, unbreakable baby doll
- Attractive rooted curly bob-style hair
- Wire in legs & arms for bending action
- Coo voice, turning head, sleeping eyes
- Nylon over waffle pique dress & bonnet
- Knit panties, rayon socks & vinyl shoes
- Fact. #332 $5.95

TH537

TH537 21" BABY DOLL

- 21 inch all vinyl doll with "coo" voice
- Glassene moving eyes and eye lashes
- Rooted hair is styled in a pony tail
- Dressed in an embossed cotton dress
- Trimmed in lace, black plastic belt
- Slip, panties, socks & leather shoes
- Fact. #828/21 $5.95



TH542

TH547

TH542 21" BABY DOLL

- 21" all vinyl doll with "coo" voice
- Washable, rooted, bob-styled hair-do
- Glassene moving eyes and eye lashes
- White nylon dress with printed bodice
- With lace trim & straw hat with flower
- Slip, panties, socks and vinyl shoes
- Fact. #802/21 $5.95

TH547 20" BABY DOLL

- 20 inch all vinyl, unbreakable doll
- Rooted hair. Realistic moving eyes
- Appealing crying voice when squeezed
- Has wire in legs for bending action
- Dressed in ninon dress with nylon bib
- Matching bonnet, vinyl shoes and socks
- Fact. #8480 $5.95

TH431 12 3/4" GIRL DOLL

- 12 3/4 inch unbreakable, all vinyl doll
- Moving eyes. Rooted bobbed style hair
- Body is entirely stuffed with cotton
- Appealing crying voice when squeezed
- Dressed in a striped taffeta dress
- Belt, panties, vinyl shoes and socks
- Fact. #325 $2.95

TH436 14" BABY DOLL

- A 14 inch latex doll with "coo" voice
- Vinyl head with moving eyes and lashes
- Rooted, poodle style hair is washable
- Dressed in a rayon material check dress
- Waffle pique at bodice & ric-rac trim
- Panties, socks and leatherette shoes
- Fact. #412/14 $2.98

TH431

TH436

TH445 15" BABY DOLL

- 15" all vinyl baby doll with coo voice
- Washable, rooted poodle style hair
- With realistic moving eyes and lashes
- White organdy dress with embossed dots
- Plain organdy apron and poke bonnet
- Panties, rayon socks and vinyl shoes
- Fact. #809/15 $3.69

TH450 16" SNOWSUIT DOLL

- 16 inch latex doll with "coo" voice
- Vinyl head, poodle style rooted hair
- Glassine moving eyes and eye lashes
- Dressed in flannel zipper snow suit
- With matching flannel pixie hood
- Trimmed in multi-colored wool braid
- Fact. #401/16 $3.69

TH445

TH450

TH462 13" LOVE-ME BABY

- 13" all vinyl doll with "coo" voice
- Rooted pony tail hair-do with a bow
- Turning head, sleeping eyes & lashes
- Has wire in legs for bending action
- Beautiful styled lace trimmed dress
- Knit panties, rayon socks, vinyl shoes
- Fact. #1V52 $3.95

TH467 13" DRAFT DOGER

- 13" vinyl, miracle rooted hair doll
- Turning head, sleeping eyes and lashes
- Wire in legs & arms for bending action
- Coo voice. Dressed in knitted panties
- Striped, 4 piece "Draft Doger" garment
- Zipper front, matching booties & hat
- Fact. #V15 $3.95

TH462

TH467

• COMPLETE TRAIN SETS IN HO—READY TO RUN

• HO FREIGHT CARS FOR SCALE OR TOY TRAIN

VARNEY

MIGHTY MIDGET SET. B&O Dockside 0-4-0 switcher locomotive, flat car, gondola and caboose and 16 pieces of snap-together track. Complete with power pack. Just plug it in and watch it go. **29.95**

2550 DIESEL FREIGHT SET. Ready-to-run HO freight train with streamlined diesel "A" unit locomotive. Set includes hopper, gondola and caboose. 30' x 39" track oval, re-railer and powerpack. Nothing else needed . . . just hook it up and let it run. **29.95**

Streamliners!

STREAMLINERS—READY TO RUN. *See how these beauty's will look behind a diesel.*

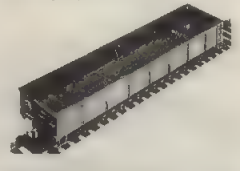
2470 BAGGAGE & PASSENGER COMBINATION. Baked enamel on steel. True to type and built to follow the diesel. **4.50**

2471 PASSENGER CAR. This is a luxury car for luxury travel. The latest, and all-steel construction. **4.50**

2472 OBSERVATION CAR. A real beauty to grace the Century or the Super Chief. **4.95**

Cars of all kinds!

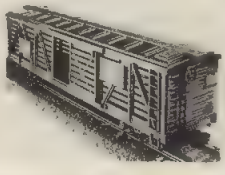
2462 FLAT CAR. Latest type. Indented stake pockets. Spring trucks. **1.95**



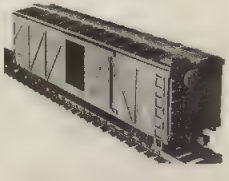
2463 GONDOLA. Rides like a lady, and will carry the loads of an Amazon. 4000 rivits. **1.95**

2466 TANK CAR. Sleek, lettered an authentic beauty. **2.50**

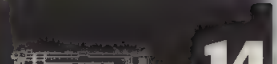
READY TO RUN CARS OF ALL KINDS. *Varney's variety of scale HO cars is equalled only by the real railroads.*



2464 CATTLE CAR. Sliding doors, amazing details. **2.25**



2465 BOX CAR. Best box car in the business. Comes in various colors and roads. **2.25**



VARNEY

HO R.R. CAR KITS

BOX CARS (Steel). True color baked enamel in hard, scratch proof finish with lithographed lettering. All metal body weighing about 4 oz. Scale body height under 10 feet. 3.50

No.	Description	No.	Description
B67	B&O Timesaver	B74	Santa Fe Super
B68	Penn Mdse. Servi	B75	MKT 'Katy'
B70	Frisco Fast Freigh	B76	Union Pacific
B71	Western Pacific	B77	State of Maine
B72	NYC Pacemaker	B78	Buffalo Creek
B73	NC&StL Dixieland	B79	W India Fruit

BOX CARS (Plastic). Outside brace wood type box car. Made of high impact styrene plastic. 2.25

No	Description	No.	Description
BW1	Santa Fe	BW7	B&O
BW6	MKT 'Katy'	BW8	M. & St. Louis

GONDOLA (Plastic). Handy for any load this gondola comes in various roads, in red and black. 1.90

No.	Description	No.	Description
G1	Pennsylvania	G4	Michigan Central
G2	Southern Pacific	G5	Elgin, Joliet & Ea
G3	D&R G.W		

FLAT CARS (Steel). All metal with floor scored to scale with stake pockets and scratch-proof lettering. Sprung trucks and draft gears. 2.45

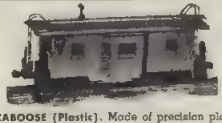
No.	Description	No.	Description
F6	Union Pacific	F18	Northern Pacific
F9	Pennsylvania	F19	E.J.&E.
F14	Santa Fe		

40' FLAT CARS (Plastic). Plastic construction with printed sides and sprung trucks. 1.90

No.	Description	No.	Description
F101	Pennsylvania	F104	New York Cent
F102	Southern Pacific	F105	Northwestern
F103	Santa Fe		

TANK CARS (Plastic). Tank and dome are made of glass with super-detail underframe and sturdy sprung trucks. Easy construction with well illustrated directions. 2.25

No.	Description	No.	Description
T1	Sinclair	T5	Carbride & Carbon
T2	Texaco	T6	Santa Fe
T3	U.T.L.X.	T7	Koppers
T4	G.A.T.X.		



CABOOSE (Plastic). Made of precision plastic and complete with illustrated, easy-to-follow directions.

No.	Description	
C3	Cupola Type	3.25
C4	Bay Window Type	3.50

ORE CAR TRAIN. Plastic construction, not lettered Comes in sets of 3 (an ore train) 2.90

No.	Description
O-1	Ore Car Train (Red)
O-2	Ore Car Train (Gray)
O-3	Ore Car Train (Black)

REFRIGERATOR CARS (Steel). Stamped steel all lettered and painted. The finish is scratch-proof even grab irons are made of finest piano wire Sliding doors and hatches that open Plastic floor and sprung trucks. 3.35

No.	Description	No.	Description
R35	Maine Potato	R40	Northern Pacific
R36	Canadian Nat'l.	R41	St. Louis
R37	Burlington	R42	Wabash Flag ART
R38	N.Y.C.	R43	AT&SF EL Capitan
R39	Gerber's	R44	Pacific Fruit Exp

REFRIGERATOR CARS (Plastic). Wood type with fine detail and lettering. Complete with sprung trucks and complete instructions 1.95

No.	Description	No.	Description
RP1	Santa Fe	RP3	Fruit Growers
RP2	Pacific Fruit Grow	RP4	Swift

REFRIGERATOR CARS PRIVATE OWNER. Billboard type with stamped steel simulated wood construction. Lithographed sides and roof, plastic floor and sprung trucks. 3.35

No.	Description	No.	Description
RW1	Old Dutch Clean	RW4	Fairmont Cream
RW2	Blatz Beer	RW5	Pabst Beer
RW3	Carnation Milk	RW6	Schlitz Beer

Varney

2553K AUXILIARY WATER CAR. Used with wreck train, steam shovel, pile driver, fire fighting and work train. **2.25**

CATTLE CARS (Plastic). Working doors let you load at wayside pens. Removable roof lets you arrange and bed down animals **2.25**

No.	Description
CC1	Pennsylvania
CC2	New York Central
CC3	Santa Fe
CC4	Union Pacific
CC5	Illinois Central
CC6	Atlantic Coast Line
CC7	Texas & New Orleans

2560 PULPWOOD CAR. **2.25**

HOPPER CARS (Coal). One-piece plastic casing banishes all tough assembly. Metal underframe Bodies in red or black with standard road names. **2.35**

No.	Description
H-14	Pennsylvania (red)
H-15	Burlington (red)
H-16	Southern Pacific (black)
H-17	Chicago & Eastern Illinois (black)
H-18	Central of Georgia (black)

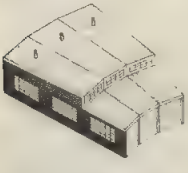
STREAMLINE CARS. New, all steel, lithographed baked enamel in sleek, shiny, scratch-proof colors. Molded plastic ends snap into the steel stampings. Two screws complete the body assembly. Molded plastic bolsters screw to the heavy steel floor to insulate the sprung and equalized trucks from the body.

HOPPER CARS. Covered, cement or bulk commodity type hopper with eight hatches. **2.35**

No.	Description
H-19	Monon (gray and red)
H-20	New York Central (gray)
H-21	Nickel Plate (black)
H-22	Delaware & Hudson (black)
H-23	Pennsylvania (red)

No.	Description		
53	B&O Coach	512	SP Observation
54	UP Coach	513	IC Combination
57	Penn Combination	514	IC Coach
58	Penn Coach	515	IC Observation
59	Penn Observation	516	GN Combination
510	SP Combination	517	GN Coach
511	SP Coach	518	GN Observation

HO LIFT BRIDGE. For double track. Center span lifts to allow ships to pass beneath. All wood parts cut to size and full size plans. Requires two small electric motors **No. 103** **7.95**

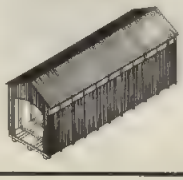


HO ROUNDHOUSE. All wood with brick paper siding and asphalt roof. Die cut windows and all parts cut to size Three stall unit **No. 105** **4.95**
Extra Roundhouse Stalls. No. 105A **1.25**

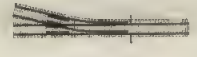
HO COVERED WOOD BRIDGE. Single track bridge of type used in snowy regions. All parts cut to size. **No. 104** **3.95**

UMPCO

HO COALING STATION. Skip hoist takes coal from the track hopper and dumps it into the top of the coaling station. When chute is lowered, coal drops into tender. All wood construction with all parts cut to size. Full size plans. Requires one small electric motor to operate. **No. 102** **4.95**



HO ROTARY DUMPER. Loaded cars are pushed up the incline by a car barney. Cars are turned over on the rotary dumper, depositing coal on the conveyor Empty cars roll through kick-back trestle to empty track. All wood construction, parts cut to size, full size plans. Requires small electric motor to operate **No. 101** **9.95**



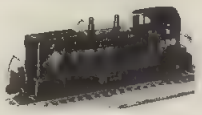
HO trackage and accessories. Switches are made of brass rail, fastened to die cut fibre tie strip.

Description	Price
Gauntlet Turnout, #6, right or left	2.25
Curved Turnout, #6, right or left	2.50
Stub Turnout, #6, right or left	2.75
HO Spikes, ⅛ lb box	.50
HO Tracklayer Spikes, ⅛ lb. box	.50
O Spikes, ⅛ lb. box	.50
Metal Ladder Stock, 12 inches	.20
Fibre Washers, ¼" O D. (24)	.15
Brass Washers, ¼' O.D (24)	.15
D P.D.T. Center off switch	1.45

BRUTE DIESEL F-3. Body is made of super detail impact Polystyrene, available in three colors, Chrome Yellow, Silver and Gray—easy to paint. Twin drive and weighted for pulling power 30 cars New gear box with all new nylon gears. Worms and gears have been redesigned and engineered.

No.	Description	Price
2515	F 3 "A" Unit Powered	15.00
2516	F-3 "B" Unit Powered	15.00
2523	F-3 "A" Unit Dummy	1.25
2524	F-3 "B" Unit Dummy	1.25

VARNEY



2230-K DIESEL SWITCHER. Just like GM's famous 1000 h.p. switcher. Easy to assemble easy to look at—easy to operate. 19.75

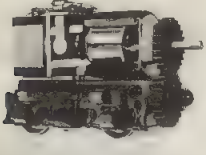
2531-K 32' TENDER. Die-cast main frame, with plastic body. Gets just the right weight down low where it is needed. 3.50

2091-K EMBOSSED TENDER. An all metal tender loaded with details. Easy method of assembly with some soldering required Complete with commonwealth 6-wheel tender trucks. 8.00

1932-K VANDERBILT TENDER. Massive cast aluminum body, heavy die-cast frame blend to make one of the most authentic tanks to follow a loco. Simple, screwdriver assembly. 9.00

2450-K CASEY JONES. 10-wheeler with tender. A rugged old-timer loco that would have delighted the heart of Casey Jones himself. All the detail is cast on, just file it and fit it together. 22.00

ACCESSORIES



2033-K TWIN DRIVE KIT. For use with F-3 Passenger Diesel. 3.50

2337-K VARNEY POWER TRUCK. One-piece nylon worm shaft and nylon spur gears insure long life, quiet operation and smooth-running power. (With DC-60 Motor). 8.50

2526-K BRUTE POWER TRUCK. Same as 2337-K with DC-70 motor. 9.75

2220-K PASSENGER TRUCK. Standard Sprung, 4-wheel roller bearing, inside brake cylinder. Nylon wheels, fully insulated, sprung equalizer bars for smooth, easy rolling. 1.50

2221-K PASSENGER TRUCK. Streamline sprung Same specifications as 2220. 1.50

2290 FREIGHT TRUCK. Sprung and equalized action . . all nylon easy rolling wheels fully insulated. Die-cast frames and bolster. .50

2534 BRUTE DIESEL CONVERSION KIT. For converting Brute F-3 Diesel dummy. Includes DC-70 motor, heavy lead weight, twin drive, gear boxes, all necessary parts and instruction sheet. Pulls 25 cars. 14.50

2536 ECONOMY CONVERSION KIT. For converting F-3 Passenger Diesel dummy. Includes DC-60 motor, lead weight, gear box all necessary parts and instruction sheet Pulls 10 cars. 9.50

No.	Description	Price
2494	Casey Jones Lead Weight	1.00
2525	DC 70 Motor for Locomotives	5.95

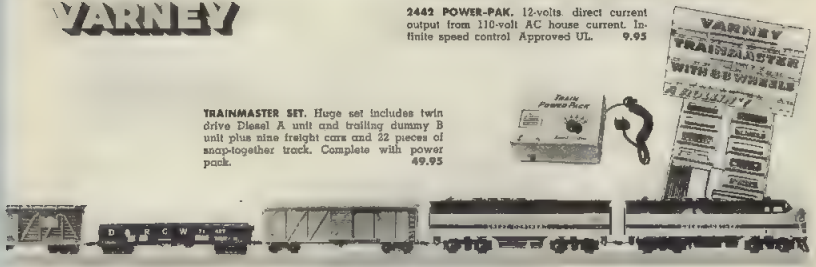
MISCELLANEOUS ACCESSORIES. Various item to complete any model railroad.

No.	Description	Price
630	Track Gauge	.25
632	6 Pcs. Stairs—17 Steps High x 6" wide, Milled Pine	
2245-A	H. O. Autos, Assorted, Colored Plastic	.10
2278	H. O. Spikes ¼-lb. Box	.50
2368	Rerailer (Doz. on Display Card) each	.25
2407	Doz. Telephone Poles (in box), 6 Boxes in Pkg.	.49
2415-K	Cattle Guards (Doz. sets on Display Card)	.39
2220-K	Passenger Truck—Standard Sprung—Nylon Wheels. Pair	1.50
2221	Passenger Truck—Streamline Sprung—Nylon Wheels. Pair	1.50
2290	Freight Trucks—Die Cast Sprung—Nylon Wheels. Pr.	.50
2436	Track—Straight 8"	.25
2437	Track—Curved—18" Radius	.25
2439	90° Crossings	2.25
2440	Switches—Manual Right Hand	2.25
2441	Switches—Manual Left Hand	2.25
2451	Uncoupling Ramp	.15
2454	Switches—Automatic Right Hand	4.50
2455	Switches—Automatic Left Hand	4.50
2479	Bumpers. Set	.39
2481	Track Section—Terminal	.75
2482	Rerailer and Highway Crossing	.69
2483B	Automatic Couplers. Brass	.30
2483S	Automatic Couplers Steel	.20

VARNEY

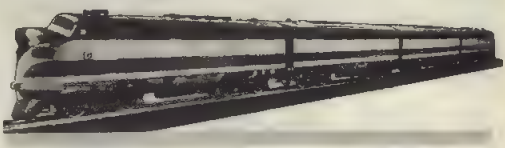
2442 POWER-PAK. 12-volts direct current output from 110-volt AC house current. Infinite speed control Approved UL. 9.95

TRAINMASTER SET. Huge set includes twin drive Diesel A unit and trailing dummy B unit plus nine freight cars and 22 pieces of snap-together track. Complete with power pack. 49.95



READY TO RUN DIESEL LOCOMOTIVES. Varney's famous diesel locomotives are the standard of HO. Your choice of A or B units with or without power. You can now pull dummy units as easily as cars.

No.	Description	Price
2437	A unit Diesel with power	19.50
2438	B unit Diesel with power	19.50
2439	B unit Diesel dummy	7.50
2461	A unit Diesel dummy	7.50



Ready to run!

2467 HOPPER CAR. Road names are faithful in color and size on Varney scale cars. 1.95

2468 CUPOLA CABOOSE Popular traditional type just like the real thing. 2.95

MISCELLANEOUS ACCESSORIES. All ready to set down on any layout.

No.	Description	Price
2445-A	10c HO Autos, assorted colored plastic. Cart of 36	3.60
2445-C	10c HO Autos, assorted clear plastic. Carton of 36	3.60
2415-K	Cattle Guards (Doz. sets on display card) 39c set	4.68
2368	Rerailer (Doz. on display card). 25c each	3.00
2407	Telephone Poles (Doz. in box)	.49
2436	Track—Straight 9"	.25
2437	Track—Curved 18" radius	.28
2440	Switches—Manual RH	2.95
2441	Switches—Manual LH	2.95
2442	Power Pak—12 v.	9.95
2454	Switches—Automatic RH	4.50
2455	Switches—Automatic LH	4.50
2476	90° Crossings	2.25
2479	Bumpers	.49
2481	Track Section—Terminal	.75
2482	Rerailer & Highway Crossing	.69

2456 LITTLE JOE DOCKSIDE. Little Joe is now sporting that new look This Dockside now is black plastic, comes complete with extra weight, handrails, Varney automatic couplers, track tested at the factory, and ready to run. 15.00

2551 CASEY JONES. A splendid, smooth-running steam-type loco with tender. Ready-to-run. Die-cast metal, chock full of detail. This is the famous "ten-wheeler" used for both freight and passenger cars. 32.50

2552 DIESEL SWITCHER. A miniature Diesel loco used in yards for switching and on short runs Completely assembled, ready-to-run 29.75

Auto show

(Continued from page 39)

looks. You get greater "seeing" distance on low beam with less glare to oncoming cars. And you have much better driving or high beam lighting. Both are contributions to safer driving.

This year manufacturers are shifting their sales emphasis away from horsepower to fuel economy. But this doesn't mean that 1958 cars will lack pep—they'll still average between 5% and 10% greater horsepower. And, in any of the "low-priced three," you can buy engines this year with more horse power than was available in any of the luxury cars as recently as 1955.

There are several reasons why the new cars should be more economical. One is higher compression ratios. The average on the new models is close to 10 to 1. Three or four years ago, an engine with an 8 to 1 was rated unusually "hot." This drawback: While higher compression usually means more gas mileage, more of the new engines require the premium fuels

Changes in carburetion and choke design also promise real gas savings. One engineer told me: "We've driven cars equipped with our '58 power plant more than 250,000 miles with an average fuel saving of 12% over '57's driven the same routes."

Automatic transmissions, now ordered on nearly 85% of all cars, have practically no slippage. You can order some '58 transmissions with special gas-saving gear ratios.

Several manufacturers are offering fuel injection for the first time On engines so equipped, there is no carburetor. Fuel is supplied at constant pressure and metered directly into the cylinders. Engineers say it makes starting easier, particularly in cold weather. Warm-up is quicker. You have no adjustments to worry about when driving in various altitudes

All manufacturers say they've improved the riding qualities of their 58's. I drove some of the new cars over "torture roads" far rougher than any dirt or gravel I've seen. The engineers have done a remarkable job.

Most interesting innovation this year is the new air suspension, in which air substitutes for steel as the springing medium. It gives a soft ride and it keeps a car "trim" regardless of the distribution of the load in the car.

You'll find prices a bit higher this year. But you'll also find many items that have been extra-cost options now listed as standard equipment. Several manufacturers have new models within their lines, and in addition, Ford's Edsel—the first entirely new car by a major manufacturer in a generation—has made its bow. All in all, it should be an exciting car-shopping year. **End**

Another Plan From The 4-Square Farm Building Service

One-Story Laying House
Design No. 1438

Double your flock size
Decrease your chore time
WITH THIS NEW, MODERN LAYING HOUSE

Modern laying houses are so much more efficient than the old-fashioned "hen houses" that you can actually keep twice as many birds—yet spend *fewer* hours doing chores.

Look, for example, at this one-story, 1000 bird laying house from the 4-Square Farm Service. This building has all of the latest improvements to help cut poultry handling time. The dropping pit is recessed 16 inches for easy cleaning. The design specifies automatic waterers and feeders, and installation of an egg carrier and track.

This carefully engineered structure has double wall construction. The ceiling is insulated with Balsam Wool. Ridge vent provides good ventilation. Protective roof overhang cools in the summer, adds warmth in the winter. There is a separate feed room and an insulated egg cooling room.

For full details, and blueprints, see your Weyerhaeuser 4-Square Lumber Dealer. He will also show you his complete 4-Square Farm Service with its wide variety of designs for farm buildings, lumber-built equipment, and modern farm homes.

Design No. 3218

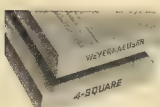
Machinery Shelter and Shop

Here is a modern, low-cost machine shed with a well-lighted balcony at one end for use as shop or storage.

Design No. FH-5181

Five-Room Farm Home

This modern farm home features many step-saving, farm-living ideas. It is one of 22 homes in the 4-Square Farm Service.



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4-SQUARE
LUMBER AND BUILDING SERVICES

***Free* BOOKS**

Plan your entire farm building program with these helpful books—they illustrate scores of buildings and equipment items, and many beautiful farm homes.

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☐ Lumber Built Farm Equipment

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ANNOUNCING THE GLAMOROUS ALL-NEW CHRYSLER WINDSOR!

You'll thrill to its Bold New Look of Success and to its dramatic all-new concept of quality construction, performance and prestige . . . never before available at its price!

ADVANCED! New Flight-Sweep styling!
GLAMOROUS! New "Luxury Look" interiors!
LIVELY! New 10 to 1 compression ratio!
WONDERFUL! New Torsion-Aire Ride! No extra cost!
SAFEST! New Total-Contact brakes!
MODERN! New Pushbutton TorqueFlite!*
EASIEST! New Constant-Control power steering!*
SCENIC! New Compound-Curved windshields!
EXCLUSIVE! New Auto-Pilot!*
THRIFTY! New dual carburetion!

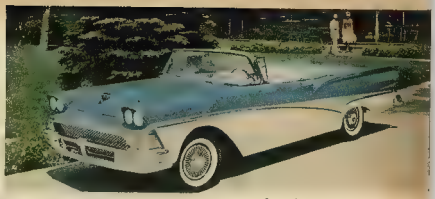
*OPTIONAL AT EXTRA COST

Today there's a glamorous new "luxury star" in the medium priced field . . . the all-new 1958 Chrysler Windsor. Never before has it been possible to own so much glamour and prestige for so little . . . and only Chrysler offers it to you today in a car that's *all-new* outside and in!

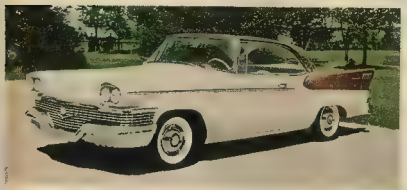
Imagine! Chrysler quality . . . Chrysler luxury . . . Chrysler performance! So much more to enjoy! So much less to pay! See the all-new Chrysler Windsor at your Chrysler Dealer's . . . also the Chrysler New Yorker and Saratoga.

THREE GREAT SERIES IN THREE PRICE CLASSES
NEW YORKER • SARATOGA • WINDSOR

FORD. New styling theme, new series of V-8 engines, improved riding comfort and handling ease mark Ford's '58 bid. Strong economy note: regular-grade fuel for most models; gas-saving transmission. Air suspension ride is optional.



Fairlane 500 Sunliner



President 2-door Hardtop

STUDEBAKER. A wider look, combined with a lower and flared silhouette, mark these entries. One-piece drive shaft permits lower roof line with no loss of head room. Three models of the economical Scotsman series are being offered again.

PLYMOUTH. Styling further accents dart-shaped lines. New choke saves on fuel, particularly during warm-up. Also these options: power steering with greater road feel, a differential that keeps the wheels from spinning on ice and snow.

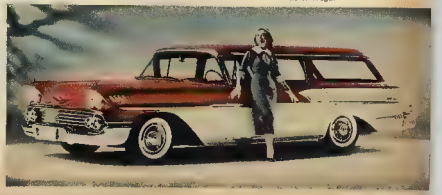
Suburban

Rambler Cross Country Station Wagon

RAMBLER. New this year are push-button shifting, larger brakes, beefed-up frame, increased horsepower with even greater fuel economy. New grill, tail fins are key style changes. Rambler offers 11 models, all on compact 108" wheelbase.

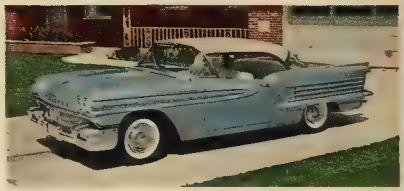
Nomad Station Wagon

CHEVROLET. This completely restyled entry is 9" longer and up to 2½" lower than '57's. New all-welded X-frame increases leg and trunk room. Air suspension is optional, and buyer has a choice of 17 engine-transmission combinations.



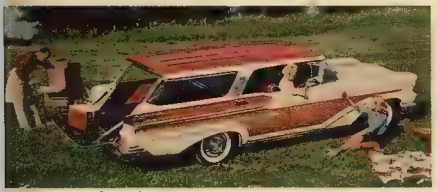
Star Chief Custom 4-door Catalina

PONTIAC. For its 50th anniversary, these new advances: an all new body, air-ride suspension, improved fuel injection, bigger engines. Models will be as much as 4½" lower, 2.2" wider and as much as 8.7" longer. Luggage space is larger.



88" Holiday Coupe

OLDSMOBILE. A new engine with up to 20% fuel saving, major styling changes and an air suspension system are major sales points on this '58. Innovations: radio that can be removed and used as a portable; a pre-set speed warning device.



Colonial Park Station Wagon

MERCURY. Four new engines, combined with a new transmission and a high economy rear axle, promise gas-saving plus performance. New luxury model, Park Lane, is 9" longer than the '57's. Full air suspension ride is optional equipment.

Firedrake Convertible

DE SOTO. New body styling, including a striking grill-bumper unit, and new V-8 engines for all models highlight '58 changes. Dual head lamps are standard equipment. Front seat headroom is increased and the interiors are restyled.

Windsor 4-door Hardtop

CHRYSLER. Big news is an "all new" Windsor line offered in five body styles. Other features: a device that automatically holds a car at a pre-set speed; higher-compression, fuel-saving engines.

Century 4-door 8-vent

BUICK. Dual headlights, dazzling new grill are among extensive style changes. New air-ride suspension includes a lift valve which raises the car 5½" when extra clearance is needed. Brakes are bigger and new transmission more responsive.

Custom Royal Convertible

DODGE. Improved economy in a completely new line of engines. Electronic fuel injection is available. Also new: a "picture" windshield with more than 11 sq. ft. of glass area.

FARM JOURNAL'S OWN

automobile show

BY JOHN A. ROHLF

TIME was when the auto industry's annual model change amounted to little more than shifting the chrome around and re-designing the hub caps. But not any more.

In the red-hot competition for customers, manufacturers are now making major changes *every year*—improvements in power plants and passenger comfort as well as in exterior design.

Last summer when I made the rounds of the auto manufacturers to pre-view and test-drive the '58 models, I talked with an engineer for a company that had made extensive '57 changes.

"We took our 1957 models," he said, "and not only face-lifted them, but also tail- and side-lifted them until there wasn't a single exterior surface the same. Then, just to be sure, we went back and face-lifted the finished products."

Several of the new models are lower even than last year, and a few are longer. But the most conspicuous appearance change is the use of dual headlights. They're available on all models; standard equipment on most.

These new lamps aren't just for

(Continued on page 43)

More new cars on next page

Citation 4-door Hardtop

EDSEL. High-performing newcomer features self-adjusting brakes, automatic-transmission buttons in steering-wheel hub, single-dial control for heater-defroster. Available in 18 models; 4 series.

AMERICAN FLYER Gilbert Train Sets

- A world of realism in miniature
- Authentic 3/16-in. scale models
- Run on 2-rail "T" flat-top track
- Locomotives with Pull-Mor Power
- Sound effects for greater realism
- Remote-control start, stop, reverse
- Novel fun-to-operate accessories
- Complete sets—all ready to run

BUY THE SET
Save $21.75 Retail
Separately Pieces would Total $44.25

NORTHWESTERN 4-UNIT DIESEL TRAIN SET

Ideal starter set. A rugged Diesel with action aplenty. Features remote control starting, stopping, and reversing. Equipped with Pull-Mor Power. 4-unit 33-in. train includes Baldwin Diesel locomotive with headlight, new Norfolk & Western gondola, Illinois Central reefer, caboose. Includes uncoupler, 12 sections of curved track to form 120-in. circle, and track terminal. At exact scale and color. 35-watt transformer has 3 binding posts for easy hook-up with accessories. Use set as starter or addition to your layout; add equipment as needed—equipment is interchangeable with American Flyer train sets in all price ranges. Set includes instruction booklet. Ready to run the minute you get it. Shpg. wt. 9 lbs.
84-2583 A 1500—Set with transformer..... Retail **$22.50**

BUY THE SET
Save $25.90 Retail
Separately Pieces Would Total $50.85

POPULAR 8-UNIT "CRUSADER" FREIGHT MODEL TRAIN SET

Ideal choice for any model-train enthusiast—young or old. It's so powerful it will do in miniature almost everything its real-life counterpart will do. Equipped with many expensive features—remote control and Pull-Mor Power. 8-unit 47-in. train has Atlantic locomotive with 4-4-2 wheel design, tender with Choo-Choo sound, Santa Fe box car, B&O hopper car, Pennsylvania gondola, caboose. Includes uncoupler, track terminal, 12 curved and 2 straight track sections to make 140-in. oval. Includes its own 35-watt transformer equipped with 3 binding posts for hook-up with accessories, and instruction booklet. It's complete! Shpg. wt. 10 lbs.
84-2591 A 1664—Set with transformer..... Retail **$24.95**

BUY THE SET
Save $22.85 Retail
Separately Pieces Would Total $50.35

HIGH POWERED 5-UNIT "ATLANTIC" FREIGHT TRAIN SET

All the thrills of railroading are yours with authentic miniature freight train. Has built-in features—Atlantic-type 4-4-2 locomotive puffs real smoke and has real-sounding Choo-Choo, remote-control operation, and Pull-Mor Power that enables engine to pull a large number of cars up steep hauls. 5-unit 47-in. train includes locomotive, tender, Rio Grande box car, B&O hopper, and caboose. Includes 12 sections of curved and 2 sections of straight track to form a 140-in. oval, track terminal, automatic uncoupler, and 40-watt transformer providing fixed voltage for accessories and variable voltage for train. Instruction booklet. Shpg. wt. 10 lbs.
84-0157 A 1834—Set with transformer..... Retail **$27.50**

Box car with brakeman who walks back and forth across top.

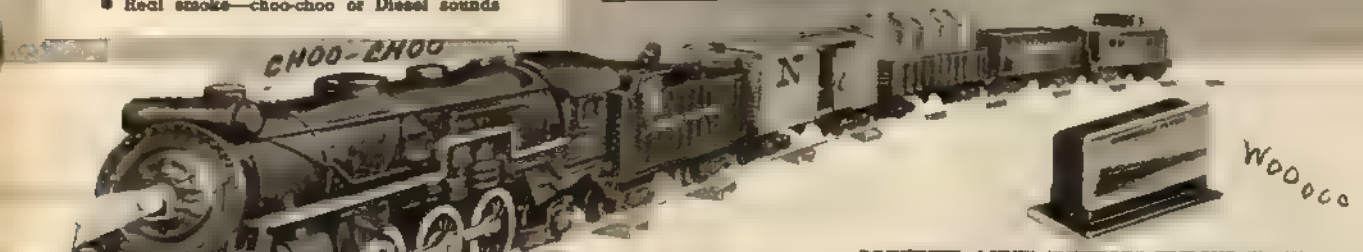
BUY THE SET
Save $32.75 Retail
Separately Pieces Would Total $72.70

FINE 8-UNIT UNION PACIFIC DIESEL FREIGHT TRAIN

A train set to make every young engineer, every seasoned hobbyist sit up and take notice! Features remote-control starting, stopping, reversing, uncoupling, and famous Pull-Mor Power for added power on the grades, on the flat, on long car hauls. 8-unit 51-in. train includes Union Pacific Diesel with two headlights, Silver Meteor box car with walking brakeman patrolling the top, Frisco gondola, Jersey Central cement car, C&O pipe car, caboose. Includes remote control uncoupler, 12 curved and 2 straight sections (140 in.) of track, track terminal, 50-watt transformer with built-in circuit breaker. And train book. Shpg. wt. 10 lbs.
84-2609 A 2664—Set with transformer..... Retail **$39.95**

- Realistic life-like model trains in miniature
- Detailed and authentic 3/16-in. scale models
- Pull-Mor power on flat-top 2-rail "T" track
- Real smoke—choo-choo or Diesel sounds

AMERICAN FLYER Gilbert Trains



BUY THE SET
Save $32.75 Retail
Separately, Pieces Would Total $77.70

POWERFUL 6-UNIT "METEOR" FREIGHT TRAIN SET

Authentically scaled, carefully detailed for complete realism 4-6-2 wheel design die-cast locomotive has real puffing smoke, choo-choo sounds, and Pul-Mor power. Complete remote control for starting, stopping, reversing, and automatic uncoupling. Includes billboard that sounds true-to-life locomotive signals by remote-control. 6-unit 48-in. train includes Pacific locomotive, tender, New Haven box car, Wabash hopper car, D&H container car, caboose. Includes 12 curved and 4 straight sections (160 in.) of track, remote-control uncoupler, track terminal, and 50-watt transformer with built-in circuit breaker.

84-2817 A 2997—Set with transformer. 14 lbs. Retail **$44.95**

BUY THE SET
Save $36.05 Retail
Separately, Pieces Would Total $88.55

NEW 7-UNIT NEW HAVEN "MAINLINE" ELECTRIC FREIGHT

As new as tomorrow's sunrise and one of the finest freight outfits you'll ever see. Sleek all-new electric locomotive duplicates in miniature the power and performance found in its real-life counterpart—has Pull-Mor Power for extra climb and pull, worm-drive motor, new electronic whistle, and two pantographs that raise and lower. 7-unit 60½-in. train includes locomotive, B&M box car with sliding doors, Mobilgas tank car, C&O pipe car, Southern gondola, CB&Q coal car, illuminated caboose. Includes 12 curved and 4 straight sections (160 in.) of track, locks, terminal remote control uncoupler and whistle, 50-watt transformer

84-0074 A 3500—Set with transformer. 13 lbs. Retail **$52.50**

Milk car with platform—milkman tosses containers by remote control

BUY THE SET
Save $37.00 Retail
Separately, Pieces Would Total $94.50

NEW 7-UNIT "TRAIL BLAZER" FREIGHT TRAIN

Trail Blazer has so many top performance features—mighty Pull-Mor Power, remote-control billboard whistle and new remote-control milk car, real Choo-Choo sound, and puffing smoke—all for realism. 7-unit 39½-in. train includes exact-scale 4-6-2 Pennsylvania locomotive, tender, B&O box car, New Haven lumber car, D&H container car, milk car (milkman tosses containers onto platform each time button is pressed), and illuminated caboose. Also billboard whistle that operates by remote-control, electric uncoupler, 12 curved and 4 straight track sections (160 in. oval) track terminal, and 50-watt transformer with circuit breaker

84-2841 A 3834—Set with transformer. 13 lbs. Retail **$57.50**

Automatic-action caboose—brakeman leans out when train stops

BUY THE SET
Save $31.05 Retail
Separately, Pieces Would Total $88.55

8-UNIT "SUNSHINE SPECIAL" DIESEL FREIGHT TRAIN

It's a realistic scale-model Texas & Pacific locomotive with built-in electronic horn and Diesel Roar. Worm-drive motor is equipped with Pull-Mor Power for long car hauls and steep grade climbs. 8-unit 69-in. train includes two Diesel locomotives, three-dome Gulf tank car, CB&Q coal car, Southern gondola car, Northwestern reefer car, Jersey Central cement car, and caboose with brakeman that leans out automatically to check cars when train stops. Includes 12 curved and 4 straight sections (160-in. oval) of track, track terminal, locks, remote-control uncoupler, horn

84-2716 A 3834—Set. Order transf. separately. 16 lbs. **$57.50**

See Pages 752 to 755 for realistic train accessories.

Authentic Gilbert Model Train Sets and Accessories

Remote-control coal car dumps coal

Automatic-action caboose and brakeman

BUY THE SET
Save $36.65 Retail
Separately, Pieces Would Total $121.15

NEW 11-UNIT "SANTA FE CHIEF" FREIGHT TRAIN SET

It's packed with quality features the railroader loves! Has two worm drive motors with Pull Mor Power—can pull 40 cars or more. Includes electronic horn and Diesel Roar. Has two remote-control action cars. 11-unit 105½-in. train includes 3-unit two motor locomotive, piggy back car, Central of Georgia box car, New Haven lumber car, State of Maine box car, remote-control coal car (dumps coal at the touch of a button), container gondola, reefer car, caboose with brakeman who leans out to check cars as train halts. 12 curved and 8 straight sections (200 in.) of track, locks, track terminal, remote control uncoupler, train manual.

84-0082 A 5634—Set. Order transformer below. 22 lbs. **$84.50**

BUY THE SET
Save $35.15 Retail
Separately Pieces Would Total $80.10

4-UNIT "DIESEL" PASSENGER TRAIN SET

Just like the big "growlers" that roll at high speed along America's mainline tracks, this scale-model passenger train will deliver your passengers right on schedule. Quality features throughout—famous Pull-Mor Power for extra climb and pull, realistic deep-throated Diesel horn is contained in separate billboard housing and it blows by remote control. 4 unit 52¾-in. train includes Diesel, A unit, baggage car, new Vista Dome Pullman, and coach. Set also includes 12 sections of curved track and 4 sections of straight track in form of 160-in. oval, track terminal, locks, remote-control uncoupler, billboard horn, 50-watt transformer, and illustrated instruction booklet on how to lay out set and operate.

84-1080 A 3000—Set with transformer. Wt. 12 lbs. Retail **$44.95**

100-WATT TRANSFORMER

Smooth, reliable operation at a low price! Fine quality, made by Gilbert—controls one train set at all speeds plus accessories. Automatic thermostatic circuit breaker is built-in—protects against burnouts. Transformer has three binding posts for simplified wiring, operates on 110-120 volts, 60 cycles, AC.

84-1171 A 797 Wt. 4 lbs. ... **$11.95**

175-WATT TRANSFORMER

More than a transformer—it's a power controller. Gives full control of direction. When train stops, it can be started again in same direction without first going into reverse. Equipped with dead-man's control—train halts if throttle is released. Built-in circuit breaker on off switch. 110-120 volts, 60 cycles, AC.

84-2740 A 1567 Wt. 8 lbs. **$23.50**

175-WATT TRANSFORMER

Dual train power controller with double circuit breaker to guard against short circuit damage or overload. It has so many uses! Equipped with dead-man's control. Permits full directional operation. Can run two trains on separate track loops at different speeds. 110-120 volts, 60 cycles, AC.

84-2757 A 1997—12 lbs. ... **$29.95**

300-WATT TRANSFORMER

Runs two trains at different speeds on separate loops of track—or four trains (two running at same speed, on four separate layouts. Full directional control—train can stop and start again in same direction. Two panel meters show voltage. Dead-man's control, two circuit breakers, 110-120 volts, 60 cycles, AC.

84-1213 A 2664—Wt. 14 lbs. **$39.95**

Built-in Diesel Roar and horn

"SUNSHINE SPECIAL" TWO-UNIT DIESEL FREIGHT ENGINE

Diesel switcher with authentic orange and black Texas & Pacific markings. Offers many of the same features in miniature as its real-life counterpart. Pull-Mor Power gives it the strength necessary for long car hauls and steep grade climbs. First unit has worm-drive motor; second unit houses remote control horn—roar. Has heavyweight trucks and knuckle couplers front and rear. Carefully sized to fit all American Flyer models. An accurate scale model any railroader—young or old—will be proud to own. Complete unit is 21¾ in. long.

84-2682 A 2834—Set. Shipping weight 5 lbs. ..... Retail **$42.50**

NEW AMERICAN FLYER'S "NEW HAVEN" ELECTRIC LOCOMOTIVE

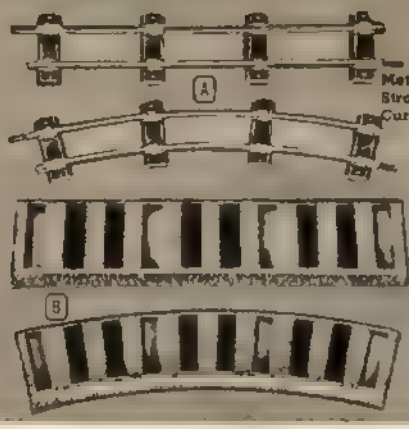
Sleek scale model of G-E's famous electric locomotive—the real-life model is the most powerful electric locomotive made. This scale model matches its performance and beauty in miniature. Finished with bright New Haven color scheme that excites comment wherever seen. Features American Flyer famous Pull-Mor Power for more climb and pull power, worm-driven motor, and a new electronic whistle. Two pantographs raise and lower for added realism. Carefully sized to fit all American Flyer units. 12½ in. long. As streamlined and new as tomorrow!

84-0108 A 2334—Shipping weight 2 lbs. ..... Retail **$35.00**

AMERICAN FLYER

Railroad Accessories

Authentic 2-Rail Tracks and Scale-Model Layout Equipment



[A] Two-Rail Tracks—T-shaped track with flat top. Insulated. Strong steel construction. Each 10 in. long

84-1254 A 20—Curved Track. Wt. ¼ lb.... Retail **30c**
84-1239 A 20—Straight Track. Wt. ¼ lb.....Retail **30c**

Half-Track Sections—As above, but 5 in. long each.

84-1262 A 20—Curved Track. Wt. ¼ lb. Retail **30c**
84-1247 A 20—Straight Track. Wt. ¼ lb.....Retail **30c**

[B] Rubber Roadbed—Quiet and non-slip. Tracks fit into recessed slots—order tracks above. Each piece 10 in.

84-1320 A 20—Curved Roadbed. Wt. ¼ lb....Retail **30c**
84-1312 A 20—Straight Roadbed. Wt. ¼ lbs. Retail **30c**

[C] Railroad Crossing—Just like real railroad crossings! For intersecting lines—figure eights—lets one track cross another. Sturdy metal. 10 x 10 inches.

84-1304 A 284—Shipping weight 1 lb.....Retail **$3.95**

[D] Remote Control Uncoupler. Adds realism to your model railroad! An important accessory for every hobbyist. Uncouples cars by remote control. Clamps easily and quickly onto any 10-in. straight or curved track section. Simple mechanism works neatly. Electric uncoupler includes track section and remote-control button.

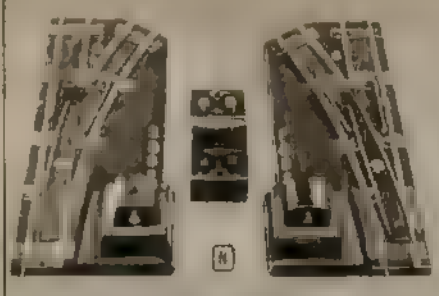
84-1270 A 284—Shipping weight ½ lb. Retail **$3.95**

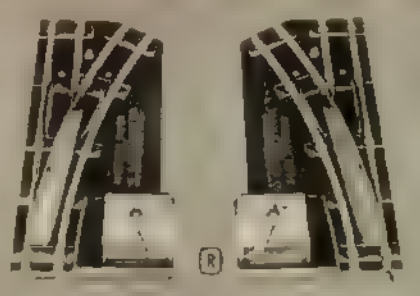
[E] Railroad Bumper—Designed especially for dead-end sidings—they snap right onto track, add realistic touch to "switch track." Authentic recoil spring and warning light. 10-in. track included with each bumper.

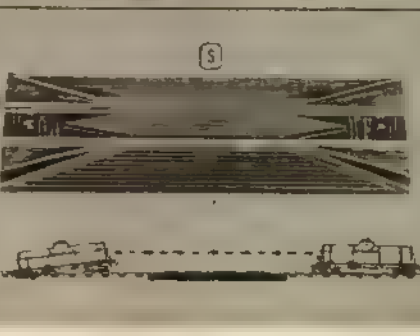
84-1338 A 130—Shipping weight ½ lb. .Retail **$1.95**

[G] Track Terminal. Authentically designed. Easy to attach—just snap it on. Well-made and long-lasting. Provides connection from transformer to accessories.

84-1221 A 17—Shipping weight ¼ lb.....Retail **25c**







[H] Knuckle Coupler Kit—Modernize your train cars. Kit converts American Flyer link-coupler cars and tenders to knuckle-type couplers. Built-in spring opens knuckle when manual or remote control uncoupler is operated. Kit contains all parts and instructions for one car.

84-2310 A 64—Kit. Shpg. wt. ¼ lb. Retail **95c**

[J] Imitation Coal. Supply of imitation anthracite coal for model coal cars. Looks like the real thing but it's clean and dustless.

84-1387 A 34—Bag. Shpg. wt. ½ lb. Retail **50c**

[K] Imitation Grass—Adds color to landscape surrounding railroad tracks. Bag holds ½ lb.

84-1361 A 50—Bag. Shpg. wt. ½ lb. Retail **75c**

[L] Scenery Gravel—For roads and driveways on your model pike. Bag holds about 1 lb.

84-1379 A 27—Bag. Shpg. wt. 1 lb. Retail **40c**

[M] Smoke Cartridges—Makes harmless white smoke—use with any smoke-puffing locomotive. Adds so much realistic interest!

84-1395 A 87—Box of 12. Wt. ¼ lb. Retail **$1.00**

[N] Remote Control Switches—Well-designed switches—one right—one left, that add realism and live-action fun to your model railroad. They operate smoothly and accurately. Positive action electric switches have red and green position lights—they're just like switches on real railroads. Remote control box is equipped with two switch control levers. Lights remain illuminated even when train is not running. Switches are easy to attach—sturdily made for lasting wear. Here are added thrills and entertainment for the model railroad enthusiast.

84-1268 A 1197—Pair. Wt. 3 lbs.....**$17.95**

[P] Railroad Service Kit. A must for every model railroader. Convenient service kit includes can of track-cleaner fluid, bottle of train motor oil, tube of gear-and-stud grease, cleaning brush, sanding sticks, commutator stick, tube cleaners, cloth, and complete instructions. All the equipment you need to keep your model railroad in fine working condition, trackage clean and smooth. A really important accessory—one that's fun to use because it's "the real thing" on a small scale! Boxed. Shipping weight 1 lb.

84-1403 A 130—Kit . . . . .Retail **$1.95**

[R] Manual Switches—So realistic every railroad engineer—young or old—will be delighted. Similar in design to the Remote Control Switches (item N), but made for manual operation. Control levers alter position of swivel track to provide loads of railroad reality and entertainment. Well-made to stand up under constant use. Manual switches are easy to attach—easy to use. Reasonably priced. Pair consists of one right and one left hand switch. Non-illuminated. Shipping weight 3 lbs.

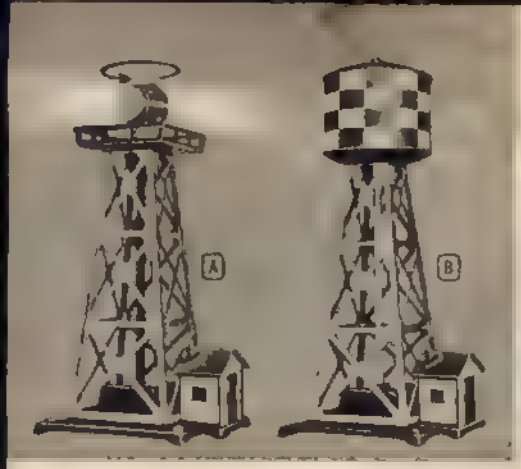
84-1296 A 684—Pair... .. .. ..Retail **$9.95**

[S] Automatic Re-Railer—An invention that makes it possible to put any car in your model train set on the track instantly without lining up wheels, hanging on the rails. Just place car on the track (wheels can even be resting on the ties!) and push it through re-railer. Wheels are railed automatically. If car becomes de-railed while train is running, dragging trucks are automatically put back on the rails as car passes through re-railer. Every model railroader will want at least one of these for his American Flyer track layout! Shipping weight ½ lb.

84-1478 A 130 . .. . Retail **$1.95**

Famous-name merchandise means dependable quality . . buy it from GMC.

GENERAL MERCHANDISE COMPANY



(A) Light Beacon—An authentically designed light beacon that works just like real ones! Revolves automatically, swings alternate red and green lights to warn low-flying aircraft. Adds interest and fun to your model railroad. Girder structure, base, and watchman's shanty of steel, colorfully finished. Stands 12 in. high. Base 5 x 6 in.

84-1452 A 330—Shipping wt. 1½ lbs. Retail **$4.95**

(B) Water Tower—Ideal for industrial setting—adds a realistic note. Transparent center pipe actually bubbles with water. Tank, with red and white checker pattern, sits atop all-steel girder structure. Colorful workman's shack at base. Fine all-steel construction throughout to assure lasting wear. An important model railroad accessory. Stands about 13¾ in. high. Base 5 x 6 in.

84-2328 A 330—Shipping weight 1 lb. Retail **$4.95**

(C) Whistling Billboard For Steam Locomotives—Sounds long blasts or short toots—both by remote control. Mechanism is concealed in attractive housing. Gives your model railroad that extra touch of realism and it's so good-looking—adds to the surrounding landscape. Measures 4 x 7½ x 4 in. high. Complete with remote control box and connections.

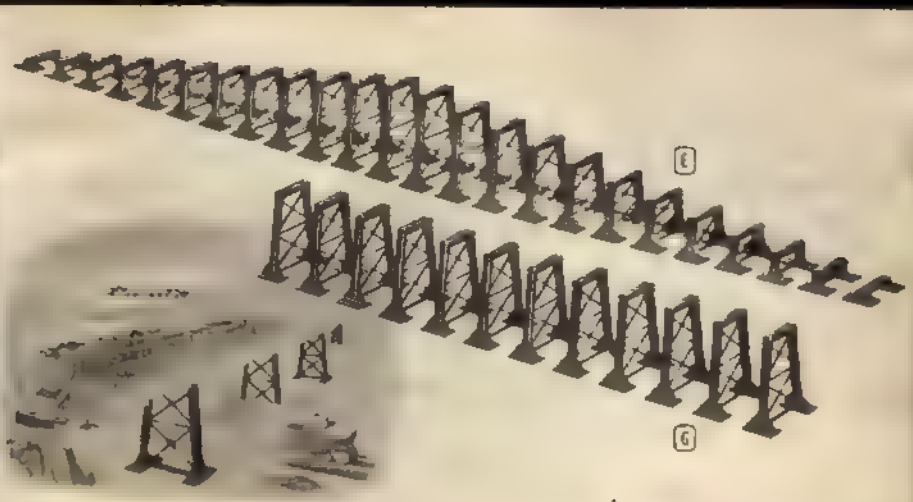
84-1460 A 530—Set. Wt. 1½ lbs. . . . . Retail **$7.95**

Billboard Horn For Diesel Locomotives—A realistic deep-throated diesel horn. Sounds just like the kind you hear on the real-life "growlers" that travel the rails. Remote control—adds a touch of authenticity to model railroad. 4 x 7½ x 4 in. high. Complete with remote control box and connections.

84-2435 A 530—Set. Wt. 1½ lbs. . . . . Retail **$7.95**

(D) New Cow-on-Track—For added railroading thrills. What happens to the curious cow? Nothing, because when Bossy wanders from her trackside pasture to the middle of the mainline, the oncoming train grinds to a halt, (a remote control button does it). The train remains at a stop until the cow ambles off the track—the train can now proceed down a clear track. It's loads of fun!

84-0068 A 330—Shpg. wt. ½ lb. . . . . Retail **$4.95**



(E) American Flyer Trestle Set—Increases the fun of building scale-model sets. Trains climb the grade, run on elevated trestle, then descend to regular tracks again. Molded girder-like construction—red lead finish. Track sections fit into slots and lock. Trestle is 4½ in. high at highest point—it stands tall enough so another train can pass beneath it. Can be arranged in figure 8's, ovals and others. Set of 24 trestles and 26 track locks. Use with [G] for more intricate layouts.

84-1353 A 530—Set. Wt. 2½ lbs. Retail **$7.95**

(G) Hi-Trestle Section Set—Enlarge your pike and make its operation more interesting with trestles. Use set alone or combine with [E] above to extend highest elevated part. Set includes 12 trestles, each 4½ in. high, and 12 secure track-locks. Makes model railroading twice the fun!

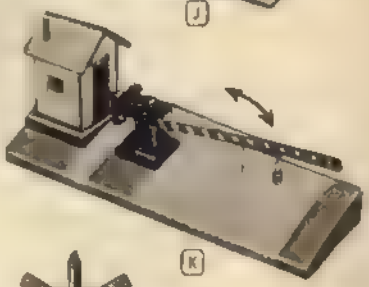
84-2302 A 330—Set. Wt. 1 lb. . . . . Retail **$4.95**

(H) Trestle Bridge—A model railroad accessory designed to span rivers and gorges on your layout. A really effective piece that will add authenticity to your set. It has a realistic bridge tender's house with a light inside. Made of sturdy rolled steel for rugged wearability you can count on. 8¼ x 4¼ x 17¾ in. long.

84-1801 A 397—Shpg. wt. 3½ lbs. Retail **$5.95**

(J) Railroad Tunnel—Bright, colorful, and so realistic-looking. A popular feature on any model railroad! Railroad tunnel is carefully designed with many details—it shows a winding road, house, and boulder background. Interior of tunnel is ribbed to give maximum strength. Adds real excitement and fun to your set. Railroad tunnel is 11½ in. long.

84-1437 A 264—Shpg. wt. 4 lbs. . . Retail **$3.95**



(K) Crossing Gate with Bell—It's automatic and realistic. When your model train approaches grade crossing, the gate lowers, a red light glows, and warning bell clangs. After the train has passed, gate rises, red light is extinguished, and bell stops ringing. Operation is automatic—a railroad accessory any hobbyist will be proud to own. Durable metal construction to assure long use. Includes track trip. 6⅞ x 2⅞ in.

84-1619 A 584—Shpg. wt. 1 lb. . . . Retail **$8.95**

(L) Bell Danger Signal—A popular item with model railroaders. Designed to give extra realism to every train set. It looks real—and it sounds real. Approaching train causes bell on crossing stanchion to clang while the red lights flash on and off. Exact scale design—modeled after the Bell Danger Signals you see every day. Strong metal construction throughout. Includes track trips. 2⅞ x 5 x 5 in. long.

84-1635 A 387—Shpg. wt. 1 lb. . . . Retail **$5.95**

(M) Semaphore—A semaphore that's just like the ones used on real railroads. When trains approach blade rises, light burns green—after train passes, blade drops and bull's-eye becomes red. Semaphore automatically halts following trains for complete safety. So much fun to watch. Completely automatic operation. All steel construction stands up under long use. 7⅜ in. high.

84-1650 A 664—Shpg. wt. 1½ lbs. Retail **$9.95**

(N) Sam the Semaphore Man—Here's something every railroad fan will enjoy. All you do is press the remote-control button and "Sam" dashes out of his shack to halt the oncoming train—press a second button and he returns to shack as the train passes. Designed for smooth operation, long wear. All metal construction. About 7½ in. high.

84-1627 A 664—Shpg. wt. 2 lbs. . . . Retail **$9.95**

AMERICAN FLYER

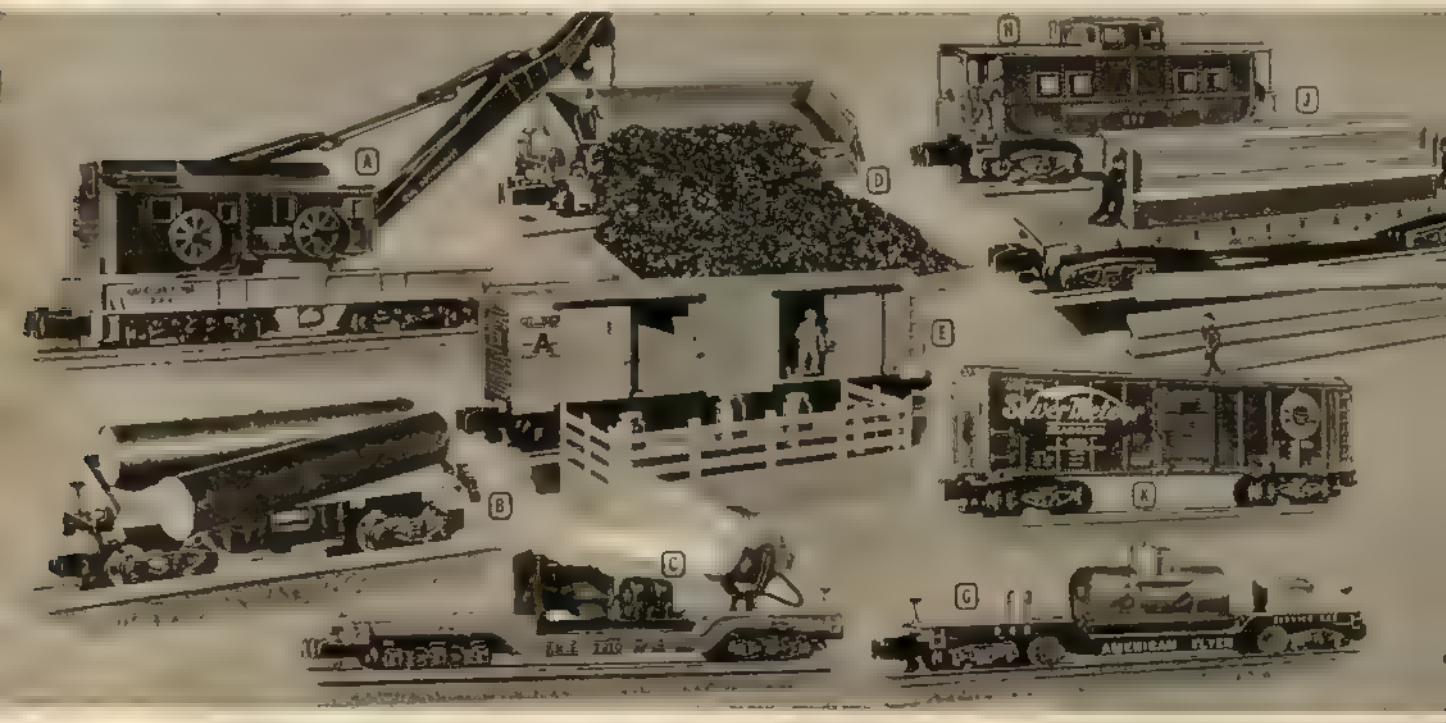
Gilbert Train Accessories Add Realism

REMOTE-CONTROL LOG LOADER
Push-button action! At the touch of a button, lumberman picks up giant log and carries it on hooks to top of ramp where it releases automatically. Lumberman quickly returns for another load. Loader measures 9⅞ x 8¼ x 8½ in. high. Includes 3 logs. Car not included.
84-2484 A 1130—Set. 5 lbs.. [illegible]

OPERATING COAL LOADER
Fill up your coal cars the way big railroads do! Remote-control operation. Clam shell scoop carries load of imitation coal from pile and deposits it in hopper. Push button, coal is released and cascades into car—scoop returns for next load. 14 in. high. Cars not included.
84-2476 A 1330—Set, 5 lbs. **$19.95**

STOCKYARD AND CAR
Remote-control operation. Turn switch and cattle mill about their respective corrals. Open one of the exit gates and cattle file up ramp and into waiting car. Unload themselves into corral again. Car included—7⅞ in. long Stockyard 11 x 10½ x 2½ in.
84-1692 A 1187—Set. 5 lbs. **$17.50**

OPERATING OIL DRUM LOADER
Remote-control switch starts Louie the Loader on his day's work: maneuvers lift-truck to barrel ramp to pick up oil drum, then back to the car to dump it in. Continual action. Railroad car not included. 8¾ x 8½ x 5½ in. high. An ideal accessory for terminal or yards!
84-2468 A 987—Set. 3 lbs... **$14.95**



(A) OPERATING WRECKING CRANE AND CAR
An action car that will thrill any railroader! Authentic scale model for realism. Heavyweight construction throughout. Hook raises and lowers manually; another wheel lifts and drops the boom. Expert detailing—sized to fit all other American Flyer pieces. 13½ in. long
84-1940 A 530—Shpg. wt. 2 lbs.... Retail **$7.95**

(B) POPULAR LOG UNLOADING CAR
You'll want this for logging operations in the big timber country. Remote-control operation. Press the button and bottom tilts up, sides lower, and logs tumble out. An action-packed operation that's fun to watch. Three large timbers included with car. 7¾ in. long
84-1742 A 530—Set. Wt. 2 lbs..... Retail **$7.95**

(C) REALISTIC POWER FLOODLIGHT CAR
During an "emergency" on the pike send out the power floodlight car for proper lighting to make "repairs." Fun to use—giant floodlight swivels in circle and tilts up and down. Massive die-cast construction with simulated generator on car. Detailed scale-model. 10½ in. long
84-1985 A 530—Shpg. wt. 1½ lbs. Retail **$7.95**

(D) REMOTE CONTROL DUMP CAR
Every freight box at least one coal car—you'll want this coal dump car to add realism to your pike. It operates by remote control! Press button and body tilts, side lowers, contents slide out. Die-cast chassis. Includes car, bin, and plenty of "coal." Measures 6¾ in. long.
84-0025 A 597—Set. Wt. 2 lbs.... Retail **$8.95**

(E) MODEL MILK CAR AND PLATFORM
A model railroad accessory to add realism to your layout—expert detailing and sturdy construction. Set comes complete with railroad car, loading platform, and milk cans. Cans load into left door, conveyor carries them to milk man—press remote control button and milkman deposits can on platform. Car measures 7¾ in. long
84-2708 A 730—Set. Wt. 2 lbs.... Retail **$10.95**

(G) TRACK-CLEANING CAR
A model railroad "extra" that's as useful as it is entertaining. Two leading wipers that clean the rails with track cleaning fluid as car runs. Revolving trailing wipers dry the track after fluid has been applied. 10½ in. long
84-2005 A 464—Shpg. wt. 1 lb.... Retail **$6.95**

(H) AUTOMATIC ACTION CABOOSE
Newly designed illuminated caboose with bay windows on both sides and latest type cupola. Trainman on rear platform leans out to check cars ahead each time train comes to a halt. When locomotive starts, trainman returns to his post. Fully automatic action. 8 in. long
84-2500 A 530—Shpg. wt. ½ lb... Retail **$7.95**

(J) LUMBER UNLOADING CAR
Fascinating remote-control action—just press a button and watch Moe and Joe pitch a length of lumber off the pile. Colorful Southern Pacific railroad car with die-cast chassis. Carefully sized to fit all other American Flyer pieces. Measures 8¾ in. long.
84-0033 A 597—Set. Wt. 1 lb. Retail **$8.95**

(K) AUTOMATIC WALKING BRAKEMAN CAR
An important accessory! Smitty, the walking brakeman, patrols the catwalk atop the freight car, striding back and forth continuously. Operates as long as current is on—whether train is running or not. Brings life-like realism to model freight operation. 7⅞ in. long
84-2690 A 530—Shpg. wt. 1 lb..... Retail **$7.95**

When you order from GMC, you get the best.

FIRE CHIEF

Model #16A

Remote control fire chief. Brilliant red dome light and sounding siren. Forward and reverse, steers left and right. Powerful battery powered electric motor.

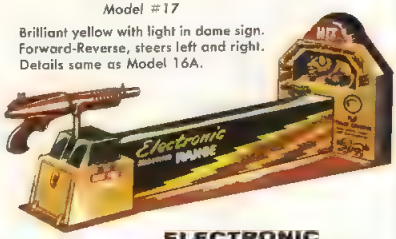
Size 9½ x 3¾ x 2½

Std Pack. 1 doz. Approx Wt. 14 lbs

TAXI CAB

Model #17

Brilliant yellow with light in dome sign. Forward-Reverse, steers left and right. Details same as Model 16A.



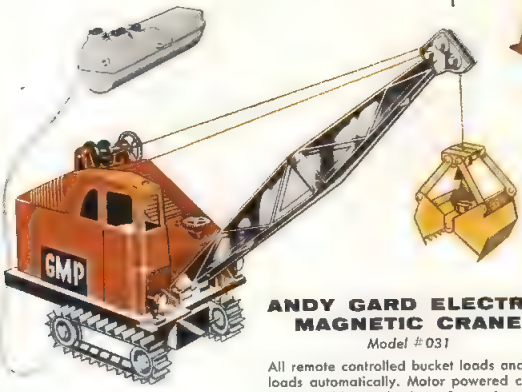
ELECTRONIC SHOOTING GALLERY

Model #161

Motor driven revolving target registers "Hits" with flashing light and sounding buzzer. New visual counter tallies fast and slow speed revolutions. Battery powered, uses electric eye principle. Sturdy litho metal with futuristic plastic gun. Real action game, teaches coordination and competitive skill.

Size 22¾ x 9 x 11¾

Std Pack: 1 each Approx. Wt. 4½ lbs.



ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse. Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

Size 7¼ x 4¼ x 17

Std Pack ½ doz. Approx Wt. 23 lbs

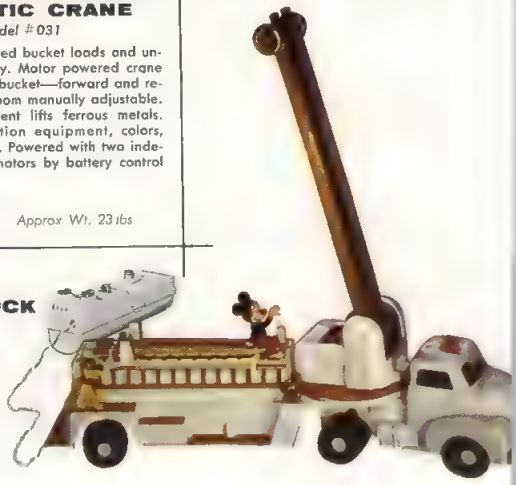
ELECTRIC LADDER FIRE TRUCK

Model #421

A Disneyland remote control fire truck. Flashing red dome light and siren. Striking white body with gold ladders and trim. Mickey Mouse and Pluto figures mounted on trailer. Goes forward and reverse. Separate motor raises and lowers electric aerial extension ladders.

Size: 16 x 3¾ x 3¾

Std. Pack. ½ doz. Approx Wt. 12½ lbs

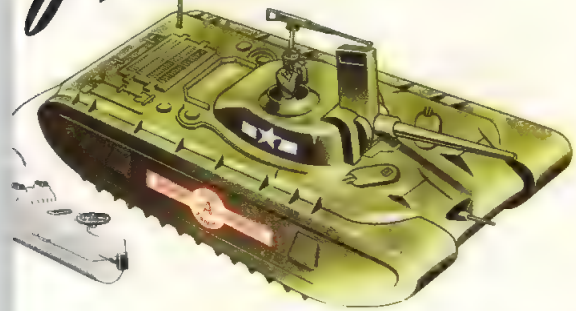


Andy Gard

FIRST WITH THE FINEST IN REMOTE CONTROL AND ELECTRONIC

TOYS

Presents for '57



ANDY GARD SHOOT-A-MATIC TANK

Model #032

Triple action, remote control, shooting tank in realistic battle array. Forward-reverse, steers left and right. Magazine loaded gun shoots pellets with battery case control. Tank commander sweeps left and right to observe action through field glasses. Powerful motor drives rubber cleated tracks over obstacles. Rugged plastic construction with metal base.

Size 8½ x 4¾ x 4¾
Std Pack 1 doz. Approx Wt. 28 lbs.

ANDY GARD Remote Control TOURNAMENT KNIGHTS

Model #142

All the color, dramatic competition, and sportsmanship of these noble Knights of the Middle Ages. This rugged pair of jousting opponents pits the skill of two youngsters against each other dodging, parring, thrusting left, right, forward, and reverse all by remote control. The victor's spear striking opponent's shield lights winner's plume. Used singly Knight competes in a tourney by picking off suspended plastic rings or bowling over a small shield on a target stanchion. Rugged high impact plastic with metal base, rubber wheels. Powered by two flashlight batteries and tiny electric motor from remote control battery case.

Size (ea.) 9 x 9 x 4
Std Pack: ½ doz
Approx Wt. 34 lbs

GENERAL MOLDS AND PLASTICS CORPORATION

The *Fast-Selling* Andy Gard Remote Control Toys in Combination Sets

• IN BRILLIANT NEW PACKAGING!

Andy Gard FIRE DEPARTMENT SET

The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep, Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. (Described separately in color catalog.) Manufactured to take the rugged play of the imaginative youngster. Set packed in attractive display carton 17 5/8 x 17 5/8 x 4 5/8.

Standard Pack: 6 *Approx. Weight. 28 lbs.*

Andy Gard EXCAVATION EQUIPMENT

Watch the youngsters' creative imagination swing into unlimited play with this versatile all Remote Control earthmoving set. Includes the action packed Big Jim Crane, full steering Dump Truck and the nimble Foreman's Jeep. (All described separately in color catalog.) Powered with electric motors built to take both indoor and outdoor action in stride. Beautifully packaged in separate display carton 17 5/8 x 17 5/8 x 4 7/8.

Standard Pack: 6 *Approx. Weight. 35 lbs.*

Created and Manufactured by GENERAL MOLDS & PLASTICS CORPORATION

IT'S NEW!

IT'S REVOLUTIONARY!

IT'S ELECTRONIC!

THE ANDY GARD HOME VOICE RECORDER

A NEW FASCINATING RECORDING HOBBY

- Attaches to your Fono turntable
- Immediate playback
- Simple-safe operation
- Record at 33⅓, 45 or 78 RPM
- Records entirely independent of Fono circuit

Complete Recording Equipment *Includes* . . .

Recording Arm and Head

Microphone

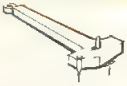
Tracking Disc

Supply of:

Cutting Needles

Blank Records

Pedestal



Recording arm and head

Tracking Disc

Microphone

• ***DON'T MISS A FREE DEMONSTRATION AT THE TOY FAIR!***

COLONIAL ROOM HOTEL SHERATON McALPIN

Created and Manufactured by **GENERAL MOLDS & PLASTICS CORPORATION**

ANDY GARD TRACTOR

Model #411

Now—a remote control tractor. Forward and reverse. Controlled from battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer.

Size 11 x 4½ x 3¼
Std Pack. 1 doz. Approx. Wt., 18 lbs.

ANDY GARD STEERING JEEP

Model #81-20

Jeep that actually steers! Remote controlled from steering wheel battery case.

Size 6¼ x 2½ x 3
Std Pack 1 doz
Approx Wt. 12 lbs.

ANDY GARD BELL TRUCK

Model #119-20

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse, steers left and right.

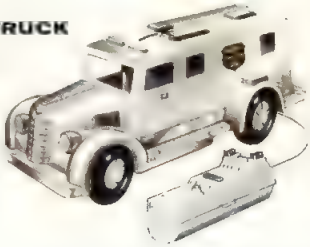
Size 7 x 3 x 3
Std. Pack. 1 doz
Approx. Wt., 13 lbs

BRINKS TRUCK

Model #82

Authentic grey remote control Brinks truck. Forward and reverse at the touch of a button. Official Brinks emblem.

Size 6¾ x 3 x 3⅜
Std Pack 2 doz
Approx. Wt.: 20 lbs



DINKIE TRAIN

Model #83

A delightful toy with remote control at the touch of a button. Forward and reverse. Rugged plastic with metal base.

Size. 7½ x 3 x 3⅜
Std. Pack 2 doz
Approx. Wt , 20 lbs

Nationally Advertised and Promoted

REPRESENTATION FROM COAST TO COAST

★ Colman & Hirschman
200 Fifth Avenue
New York 10, New York

★ Jack Pearlstein
1206 S. Maple Avenue
Los Angeles, California

★ Sheldon Company
1004 W. Lee Street, P. O. Box 3111
Greensboro, N. C.

★ Krenzien, Krenzien & Dunlap
209 S. State Street
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★ Mountain States Sales
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★ Lou Frank Sales Co.
510 McGill Street, Room #5
Montreal, Quebec, Canada

GENERAL MOLDS AND PLASTICS CORPORATION

LEETSDALE (Greater Pittsburgh Area) PENNSYLVANIA

Litho in U. S. A.

FIRE ENGINE

Model #051

Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jack-knife action in reverse. Dual rubber wheels.

Size 16 x 3¾ x 3¾

Std Pack 1 doz. Approx Wt 23 lbs

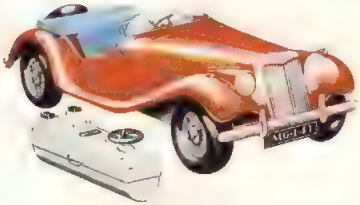
NEW LIGHTNING BRAINY BUG

Model #160

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right, or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size 9½ x 14 x 5

Std Pack 1 doz. Approx Wt 14 lbs



M G SPORTS CAR

Model #141

A model of the popular MG Sports Car steers left, right, forward, or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors.

Size. 8¾ x 3½ x 2¾

Std Pack 1 doz Approx Wt 13 lbs

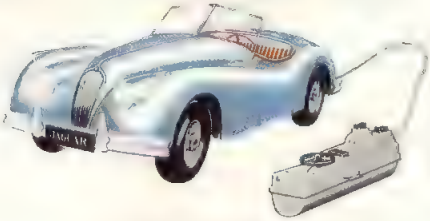
JAGUAR SPORTS CAR

Model #140

Remote controlled Jaguar—realistic model. Steers left, right, goes forward, and reverse All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size 8¾ x 3 x 2¾

Std Pack 1 doz. Approx Wt 12 lbs



POWER DUMP TRUCK

Model #128

Remote control true-to-life steering. Powered by flashlight batteries and tiny electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break resistant plastic construction. Metal base.

Size 8 x 3½ x 3½

Std. Pack- 1 doz. Approx. Wt.. 16 lbs.

FIRE CHIEF

Model #16A

Remote control fire chief. Brilliant red dome light and sounding siren. Forward and reverse, steers left and right. Powerful battery powered electric motor.

Size: 9½ x 3¾ x 2½

Std. Pack. 1 doz. *Approx. Wt 14 lbs.*

TAXI CAB

Model #17

Brilliant yellow with light in dome sign Forward-Reverse, steers left and right. Details same as Model 16A.

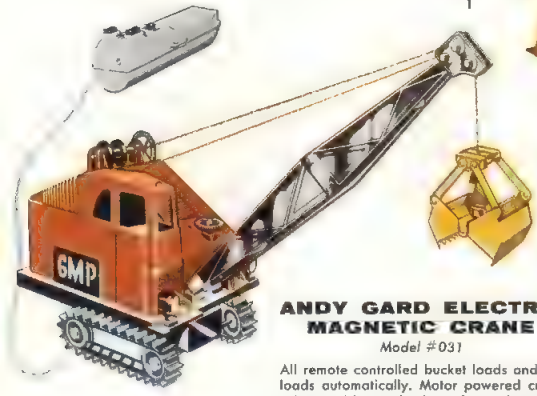
ELECTRONIC SHOOTING GALLERY

Model #161

Motor driven revolving target registers "Hits" with flashing light and sounding buzzer. New visual counter tallies fast and slow speed revolutions. Battery powered, uses electric eye principle. Sturdy litho metal with futuristic plastic gun. Real action game, teaches coordination and competitive skill.

Size 22¾ x 9 x 11¾

Std. Pack 1 each *Approx Wt 4½ lbs*



ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse. Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

Size. 7¼ x 4¼ x 17

Std. Pack ½ doz. *Approx. Wt.. 23 lbs*

ELECTRIC LADDER FIRE TRUCK

Model #421

A Disneyland remote control fire truck. Flashing red dome light and siren. Striking white body with gold ladders and trim. Mickey Mouse and Pluto figures mounted on trailer. Goes forward and reverse. Separate motor raises and lowers electric aerial extension ladders.

Size. 16 x 3¾ x 3¾

Std Pack ½ doz. *Approx Wt.. 12½ lbs*

ANDY GARD TRACTOR

Model #411

Now—a remote control tractor. Forward and reverse. Controlled from battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer.

Size 11 x 4½ x 3¼

Std Pack- 1 doz. Approx Wt.- 18 lbs

ANDY GARD STEERING JEEP

Model #81-20

Jeep that actually steers! Remote controlled from steering wheel battery case.

Size 6¼ x 2½ x 3

Std Pack 1 doz

Approx. Wt - 12 lbs.

ANDY GARD BELL TRUCK

Model #119-20

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse, steers left and right.

Size 7 x 3 x 3

Std. Pack- 1 doz.

Approx Wt - 13 lbs.

BRINKS TRUCK

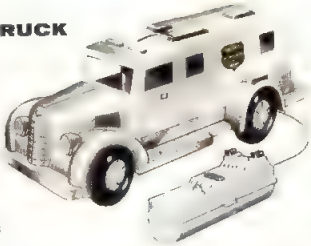
Model #82

Authentic grey remote control Brinks truck. Forward and reverse at the touch of a button. Official Brinks emblem.

Size 6¾ x 3 x 3⅜

Std Pack. 2 doz

Approx. Wt : 20 lbs



DINKIE TRAIN

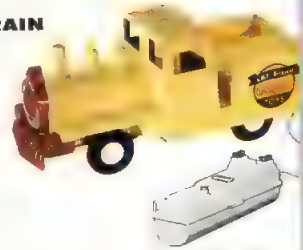
Model #83

A delightful toy with remote control at the touch of a button. Forward and reverse. Rugged plastic with metal base.

Size 7½ x 3 x 3⅜

Std Pack 2 doz

Approx. Wt 20 lbs



Nationally Advertised and Promoted

REPRESENTATION FROM COAST TO COAST

★ Colman & Hirschman
200 Fifth Avenue
New York 10, New York

★ Jack Pearlstein
1206 S. Maple Avenue
Los Angeles, California

★ Sheldon Company
1004 W. Lee Street, P. O. Box 3111
Greensboro, N. C.

★ Krenzien, Krenzien & Dunlop
209 S. State Street
Chicago, Illinois

★ Mountain States Sales
210 Mining Exchange Bldg.
Denver, Colorado

★ Lou Frank Sales Co.
510 McGill Street, Room #5
Montreal, Quebec, Canada

GENERAL MOLDS AND PLASTICS CORPORATION

LEETSDALE (Greater Pittsburgh Area) PENNSYLVANIA

Litho in U. S. A.

The *Fast-Selling* Andy Gard Remote Control Toys in Combination Sets

• IN BRILLIANT NEW PACKAGING!

Andy Gard FIRE DEPARTMENT SET

The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep, Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. (Described separately in color catalog.) Manufactured to take the rugged play of the imaginative youngster. Set packed in attractive display carton 17 5/8 x 17 5/8 x 4 5/8.

Standard Pack: 6 *Approx. Weight: 28 lbs.*

Andy Gard EXCAVATION EQUIPMENT

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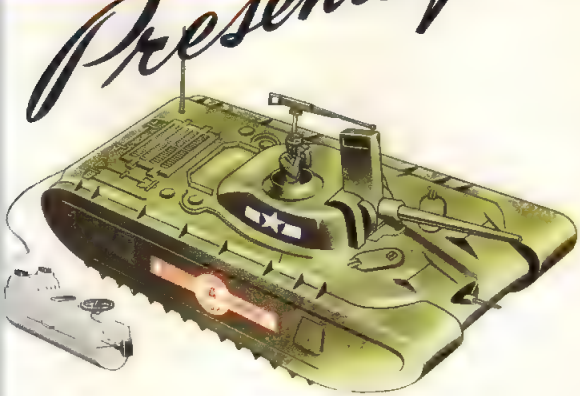
Standard Pack: 6 *Approx. Weight: 35 lbs.*

Created and Manufactured by **GENERAL MOLDS & PLASTICS CORPORATION**

Andy Gard TOYS

FIRST WITH THE FINEST IN REMOTE CONTROL AND ELECTRONIC

Presents for '57



ANDY GARD SHOOT-A-MATIC TANK

Model #032

Triple action, remote control, shooting tank in realistic battle array. Forward-reverse, steers left and right. Magazine loaded gun shoots pellets with battery case control. Tank commander sweeps left and right to observe action through field glasses. Powerful motor drives rubber cleated tracks over obstacles. Rugged plastic construction with metal base.

Size- 8½ x 4¾ x 4¾
Std. Pack 1 doz Approx. Wt. 28 lbs

ANDY GARD Remote Control TOURNAMENT KNIGHTS

Model #142

All the color, dramatic competition, and sportsmanship of these noble Knights of the Middle Ages. This rugged pair of jousting opponents pits the skill of two youngsters against each other dodging, parring, thrusting left, right, forward, and reverse all by remote control. The victor's spear striking opponent's shield lights winner's plume. Used singly Knight competes in a tourney by picking off suspended plastic rings or bowling over a small shield on a target stanchion. Rugged high impact plastic with metal base, rubber wheels. Powered by two flashlight batteries and tiny electric motor from remote control battery case.

Size (ea.): 9 x 9 x 4
Std Pack- ½ doz
Approx. Wt.. 34 lbs

IT'S NEW!

IT'S REVOLUTIONARY!

IT'S ELECTRONIC!

THE ANDY GARD

HOME VOICE RECORDER

A NEW FASCINATING RECORDING HOBBY

- Attaches to your Fono turntable
- Immediate playback
- Simple-safe operation
- Record at 33⅓, 45 or 78 RPM
- Records entirely independent of Fono circuit

Complete Recording Equipment *Includes* . . .

Recording Arm and Head

Microphone

Tracking Disc

Supply of:

Cutting Needles

Blank Records

Pedestal

Recording arm and head

Tracking Disc

Microphone

• ***DON'T MISS A FREE DEMONSTRATION AT THE TOY FAIR!***

COLONIAL ROOM HOTEL SHERATON McALPIN

Created and Manufactured by **GENERAL MOLDS & PLASTICS CORPORATION**

FIRE ENGINE

Model #051

Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jack-knife action in reverse. Dual rubber wheels.

Size 16 x 3¾ x 3¾

Std Pack 1 doz. Approx Wt 23 lbs

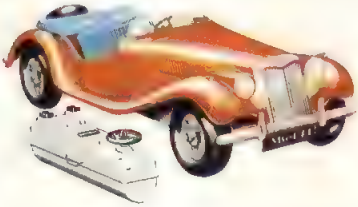
NEW LIGHTNING BRAINY BUG

Model #160

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right, or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size 9½ x 14 x 5

Std Pack 1 doz Approx Wt., 14 lbs



M G SPORTS CAR

Model #141

A model of the popular MG Sports Car steers left, right, forward, or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors.

Size 8¾ x 3½ x 2¾

Std. Pack 1 doz. Approx. Wt 13 lbs

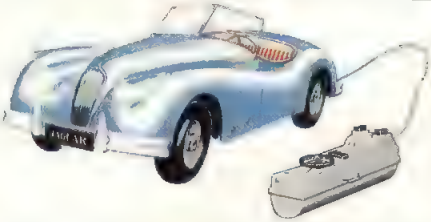
JAGUAR SPORTS CAR

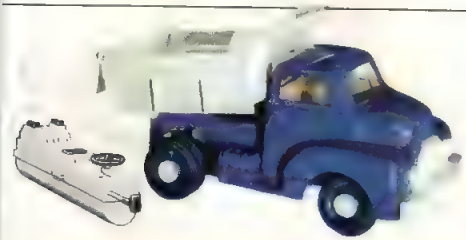
Model #140

Remote controlled Jaguar—realistic model. Steers left, right, goes forward, and reverse. All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size. 8¾ x 3 x 2¾

Std. Pack 1 doz. Approx. Wt 12 lbs





POWER DUMP TRUCK

Model #128

Remote control true-to-life steering. Powered by flashlight batteries and tiny electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break resistant plastic construction. Metal base.

Size: 8 x 3½ x 3½

Std Pack: 1 doz. Approx. Wt : 16 lbs.

30' x 9' 9" x 2' Semi-Enclosed 4-sleeper. Single or twin engines to 190 hp; speeds to 26 mph. Galley, dinette, lavatory; vee berths forward. From **$9440.** Also, 2-sleeper priced from **$9120.** Available in 35' x 11' x 2' 1", 4- or 6-sleeper. Twin engines to 260 hp; speeds to 26 mph. Priced from **$13,660.** Fishing bridge as shown on 40-footer (lower left) available for both 30- and 35-footers. All cruiser models have flush cockpit decks, screens, forward hatch, brass and bronze fastenings, to name a few.

30-ft. Open Sea Skiff. Single or twin engines to 190 hp; speeds to 27 mph. Semi-enclosed top with ventilating windshields and side shields (shown) optional extra. From **$6440.**

22-ft. Sea Skiff. Rugged, easy handling. Engines to 95 hp, speeds to 28 mph. From **$3160.** Also 26-footer, speeds to 29 mph. From **$4030.**

18-ft. Sea Skiff. Ideal for exciting water sports, fishing, utility work. Engines to 95 hp, speeds to 30 mph. From **$2660.**

Fuel tank is vented overboard. Fuel shut-off valves at tank and carburetor.

DEALERS: VALUABLE CHRIS-CRAFT SEA SKIFF FRANCHISES ARE AVAILABLE. WRITE FOR DATA.

CHRIS-CRAFT *Sea Skiff*®

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

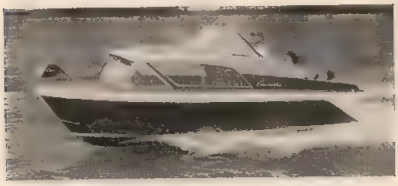
WORLD'S LARGEST BUILDERS OF SEA SKIFFS

Fast, fresh, frisky! Value-packed CAVALIER new features...new performance and handling

22-ft. Express Cruiser sleeps 2. Inboard (above), engines to 105 h.p., speeds to 29 mph. From **$3625.** Also outboard priced at **$2330.**

16-ft. Semi-Enclosed Sports Cruiser. An outstanding value. Outboard powered, sleeps two. Toilet optional. Price **$1025.**

22-ft. Express Cruiser, 2-sleeper, has twin vee berths forward, enclosed toilet compartment, space for compact, ship-type galley.



19-ft. Express, 2-sleeper. Outboard priced at **$1870;** inboard from **$3100.** Toilet, galley optional.

22-ft. Express, 4-sleeper. Galley, toilet optional. Outboard priced at **$2395.** Also inboard model, from **$3690.**

BOATS FOR '57 . . . with new styling . . . ease . . . AT LOW BUDGET PRICES!

The all-new Cavalier Boats for '57 are value-packed to give you the greatest buys in low-cost boating . . . make it possible for you to own a utility, runabout, or cruiser for less than the cost of a used boat!

With years-ahead styling and appointments, and greater ease of handling, they are designed by top-flight marine architects to bring you comfort and convenience features that increase your boating pleasure

These boats are the tops for styling, performance, durability, and economy

Take your pick from exciting outboard and inboard models—15-ft and 17-ft. utilities. 15-ft and 17-ft. runabouts: 16-ft, 19-ft, and 22-ft cruisers Features include, brass and bronze fittings, inboards, positive cam-and-lever steering; running and anchor lights; engines, rubber-mounted; copper fuel and exhaust lines. You have a wide range of power options to choose from, too!

Place your order with a Cavalier Boat dealer, today!

DEALERS: Valuable Cavalier Boat franchises are available. Write for data

Prices at factory, subject to change without notice.

Cavalier Boats

CAVALIER BOATS, ALGONAC, MICHIGAN

WORLD'S GREATEST VALUES IN LOW-COST BOATING

15-ft. Runabout. A top performer; wonderfully easy to handle. With smart sports styling, it has a double cockpit forward, 60-hp inboard engine. Speed: 30 mph. Price **$1950.** Also, 17-ft. model Engines to 131 hp, speeds to 38 mph. Priced from **$2165.**

17-ft. Utility Boat seats six comfortably, ideal for thrilling water sports. Wrap-around windshield, wide stern seat; enclosed engine box. Engines to 131 hp, speeds to 38 mph. From **$2065.** Also, 15-footer. Engine 60 hp; speed 30 mph Price **$1865.**

TRADITIONAL in design and seaworthiness! ADVANCED in construction, equipment, and performance! POWERED to give you a fast, dry, soft-cushioned ride at any speed!

NEW CHRIS-CRAFT SEA SKIFFS

FAST! DRY! SEAWORTHY!

Yes, new Chris-Craft Sea Skiffs for 1957 are the finest round-bilge, lapstrake boats ever built — and the longer you own one, the more you'll like and respect it.

For, the Sea Skiff is a practical, versatile all-purpose boat — with fast response and handling ease for water sports, fishing, and cruising — plus the power for heavy-duty utility work.

New Chris-Craft Sea Skiffs are exceptionally watertight, too — thanks to the exclusive Chris-Craft Sea Skiff sealer — a synthetic-rubber based sealer that is a strong adhesive, as well. Elastic enough to allow strakes to "work," it resists the effects of water, weathering, fuel, and oil! It is used in all seams and joints, from keel to seat risers in 18-ft., 22-ft., and 26-ft. open models; from keel to sheer in 30 ft. open, 26-ft., 30-ft., 35-ft., and 40-ft. cruiser models.

Standard equipment includes sturdy skeg to protect the bottom, bronze shoe to protect the propeller on 18 ft., 22 ft., and 26-ft. open models; dependable worm-and-pinion, rod-to-rudder steering; ventilated bilge; fuel tank vented overboard; water-cooled copper exhaust pipe, all models — to name a few.

A wide selection of optional equipment — ventilating or nonventilating windshields (open models), folding canvas or permanent tops, and other desirable equipment . . . plus a choice of attractive hull colors — let you outfit your new Sea Skiff to your individual boating purposes.

Compare new Chris-Craft Sea Skiffs with any other boat of its type, and you'll see why Chris-Craft is a *better* round-bilge lapstrake boat than any other built!

See your Chris-Craft Sea Skiff dealer today. Place your order now for a husky, rugged Sea Skiff!

Prices f.o.b. factory, subject to change without notice.

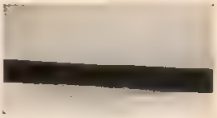
40' x 12' x 2' 9" Semi-Enclosed fi-sleeper (shown with fishing bridge, optional extra). Twin engines to 400 hp; speeds to 30 mph. Built for open water, offshore work. From **$23,710.**

26' x 9' x 1' 11" Fly-Bridge Cruiser, 4-sleeper. Lounge and dinette convert for sleeping guests, full height enclosed toilet room. Single or twin engines to 190 hp; speeds to 28 mph. From **$7740.**

THESE QUALITY FEATURES ARE STANDARD ON CHRIS-CRAFT SEA SKIFFS!

Steering is worm-and-pinion (left) rod-to-rudder (right) — assures instant response and easy maneuverability.

Bronze shoe protects propeller, on 18-, 22-, and 26-ft. models. Rudder is bronze.



Sturdy skeg provides underwater protection. Bottom paint is anti-fouling

new 1957 Chris-Craft Showboats and spirited, with a flair for fun!

Imagine yourself at the helm of a new Chris-Craft — breezing along at full throttle on a sun-drenched day . . . exploring out-of-the-way inlets and waterways . . . fishing "out where the big ones bite" . . . or just sunning yourself in the spacious aft cockpit.

Then, imagine yourself enjoying a delicious full course dinner, prepared in your compact galley, served in your bright, cheery dinette. Finally, at the end of an active day, imagine yourself at anchor, relaxing in your comfortable berth.

Fun? You bet it is! See for yourself why few pleasures compare with commanding a Chris-Craft of your very own. See why the Chris-Craft Showboats for 1957 — from the seventeen-foot Sportsman to the fifty-six-foot Salon Motor Yacht — are so much in demand. See your Chris-Craft Dealer today *Boat Division, Chris-Craft Corporation, Algonac, Michigan. Dealers: write for franchise data.*

Chris★Craft

THE STANDARD OF VALUE FOR FINE MOTOR BOATS THE WORLD OVER

Majestic 55' Constellation sleeps 10. Hardtop (shown with special side shields) or folding soft top are optional extras

High-styled 38' Futura sleeps 4. Mahogany-paneled cabin. Speeds to 34 mph

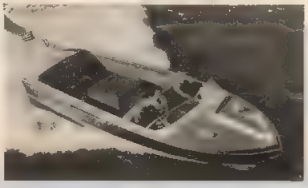
Spacious 38' Constellation sleeps 4 or 6. Walk-around decks, flush aft deck, roomy interior.

Smart 42' Corsair. Double cabin, sun-deck cruising for 8. Walk around side decks.

Magnificent
...smart

Spirited 19' Capri 6 seater. Modern lines, richly upholstered cockpit. Speeds to 38 mph.

Action-packed 23' Continental. Seats 6 or 9 with optional amidship seat. Speeds to 41 mph.



Trim 28' Sedan Fly-Bridge. Sleeps 4, galley, toilet, twin vee berths forward.

National Sportsman

Fig. 5. This ad appeared in 1909

respondence School. It carried the success story of a graduate, Oliver E. Barthel, a consulting engineer of Detroit. According to the advertisement, Mr. Barthel had engaged in a number of interesting technical pursuits including work with Henry Ford . . . and work in developing an early outboard motor.

Fig. 6. The first production Evinrude

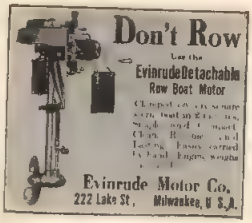
A query addressed to Mr. Barthel brought a reply which indicated that the early outboard motor referred to in "Time" was indeed the Waterman, and Mr. Barthel most kindly made available information and photographs of the machine. The very first Waterman was assembled in 1905 from a Curtis motorcycle engine. As can be seen in *Fig 2*, it was fitted with a chain drive and one can imagine the shower of water it must have thrown up! Waterman applied for a patent on this outboard on Dec. 6, 1905 and it was granted April 23, 1907. The patent number was 851,389.

Early in 1906 Waterman engaged Oliver E Barthel to refine the motor and develop it to the production stage. This resulted in the water-cooled model shown in *Fig. 3*. The propeller was driven by exposed bevel gears which were lubricated by the water. This was a perfectly logical arrangement for water is a good lubricant and we use it even today for the stern bearings of our inboard motorboats. Of course sand and debris would be a problem, but at this early stage there were far more important mechanical points to be concerned with. By the spring of 1906 an air-cooled cylinder had been substituted at Mr Waterman's preference. Twenty-five of these engines were made, the firm being located in Detroit.

In 1907 Waterman went back to water cooling and in addition twin enclosed flywheels were used in place of the earlier exposed one. Quite probably this change was in the interest of vibration control . . . still a major concern of the outboard designer! As a study of *Fig. 3* will make clear, the weight of the single exposed flywheel is several inches removed from the cylinder's centerline and it is easy to imagine the gyroscopic forces of the heavy flywheel fighting against the reciprocating vibration of the piston and connecting rod. The 1907 motor (*Fig. 4*) had two internal flywheels, one on each side of the cylinder centerline and the pair of them formed the crankshaft via the connecting crankpin. Their combined weight was thus symmetrically disposed to both sides of the cylinder and the tendency to build up a rocking vibration must have been reduced. This twin-flywheel layout is widely used even today in many single cylinder European motorcycle engines. Three thousand Watermans were built in 1907

Production continued and a 1909 advertisement which appeared in "National Sportsman" is shown in *Fig. 5*. Even at that early date the chief customer was assumed to be the fisherman! By 1915 the Waterman had been developed to the point where it was fitted with a reversible propeller and a removable power head which could be used for stationary power around the camp or farm. By the end of that year over 30,000 of the outboards had been sold. In 1917 manufacturing rights were sold to the Arrow Motor and Marine Co., of New York, and production of "Waterman Porto" outboards was continued until 1921 The Arrow people went out of business in 1924.

Meanwhile, a young man named Ole Evinrude, the son of Norwegian immigrants, had been growing up on a farm in Dane County, Wis He did his farm chores as a good son should, but it was hard for him to repress a very strong inclination toward mechanical things At the age of 16 he decided to go to



National Sportsman

Fig. 7. A typical Evinrude advertisement of 1910

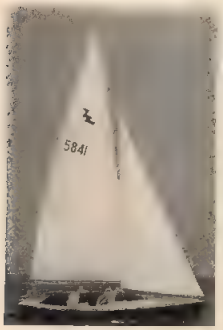
the big city—meaning Madison—and take a job in a machine shop. He went to work in the farm implement shop of Fuller & Johnson at 50¢ a day. Quickly learning all he could from the machinists, he moved along to other places, ever in search of new knowledge He worked in the Pittsburgh steel mills and Chicago machine shops, learning all he could from his daily work and evenings spent studying mathematics.

A very competent machinist and patternmaker, he eventually settled in Milwaukee and became a consultant to the E. P. Allis Co. Spare time experimenting with the then-new gasoline engine led to his building himself a four-cylinder, air-cooled car which he used for his own transportation. This in turn led to the establishment of the firm of Clemick & Evinrude, the goal of which was to pioneer in the manufacture of a standardized engine for the many small, inexperienced automobile builders springing up all over the country.

The venture prospered, although some of its work was not connected with auto engines To pursue his interest in a standardized engine, Evinrude terminated his partnership in Clemick & Evinrude and established the Motor Car Power Equipment Co. He had little success in spite of much hard work and when the business failed he went back to patternmaking in a small shop near

Fig. 8. The Aerothrust (left) Fig. 9. The Koban (right)

SCIENTIFIC DACRON SAILS by HARD



Bill Cox's "Zig Zagger"
Lightning Class

WORLD CHAMPION

Other Lightning successes by Hard Sails

1st 2nd and 3rd—L.I. Sound Champ.

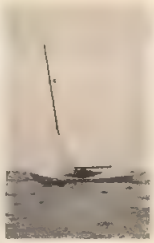
1st 2nd and 3rd—Conn.—R.I. District Champ.

1st and 3rd—Western L.I. Sound District Champ.

1st—Larchmont Race Week.

1st—New Jersey District Champ.

1st—Governor's Cup.



210 "HARPOON"
Corwin and Starkweather

1st L.I. Sound Y.R.A. Season Champ. and Manhasset Bay Race Week Champ. Winner of approximately [illegible] of the races entered with her Hard mainsail.

Raven "OLD CROW"
P. James Roosevelt

L.I. Sound YRA Season Champion. Hard Sails were also second in this championship and with Larchmont Race Week, the Seawanhaka Spring Series, Bayside Invitation, Riverside Indian Harbor Regatta and the Noroton-Stamford Regatta.

12 Meter "GLEAM"
W. Mahlon Dickerson

This spring a new dacron main was made from "GLEAM" owned by W. Mahlon Dickerson President of the Y.R.A. of L.I. Sound. This sail was at the time and to our knowledge still is, the largest dacron main ever made. It was plotted with our scientific draft cuts and since it was first bent, has not required a single change in draft or cut.

Other wins with Hard Sails include:
5.5 Meter—National Championships (main only)
BLUE JAY—Manhasset Bay Race Week
ATLANTICS—Larchmont Race Week, Founders Trophy, Cold Spring Harbor Season Championship.
STARS—Larchmont Race Week, Great South Bay Race Week, L. I. Sound Spring Series, Rye Invitation, British Olympic Eliminations.

The Record Speaks For Itself

Hard Sails Inc.

204 West Main St., Islip, L. I., N. Y. Tel. Juniper 1-5660

Wallace C. Ross, President — Peter Paige, Vice-President

THE HISTORY OF OUTBOARDS

(*Continued from page* 138)

Bess Evinrude, as she became known in the trade, must go credit for recognizing the economic importance of this new type of transportation.

The volume of replies resulting from initial advertisements soon indicated that the pattern shop would not be able to cope with the amount of business this new motor was bringing in. While Ole ran the shop, Mrs. Evinrude managed selling and the office. There was need for capital and, after several unsuccessful attempts, she obtained the financial assistance of a friend, C. J. Meyer, who invested $5000 and became a partner in "The Evinrude Detachable Rowboat Motor Co."

Evinrude prospered from 1911 to 1914. After Mrs. Evinrude launched an extensive advertising campaign in 1911, new and larger plant facilities had to be secured. These were obtained on Walker Street in Milwaukee. Here Ole designed and built the machinery needed to produce the motors. When Bess' health began to fail — she had never been too well — the Evinrudes sold their interest in the company to Mr. Meyer in 1914 with the understanding that Ole would not re-enter the outboard business for at least five years. Between that time and 1921, when they brought out the Elto motor, they spent much of their time in travelling and boating.

The Waterman and Evinrude motors were the only outboards produced until about 1913, when there appeared the Caille, the Ferro, the Motorow and a few others. The idea of a portable motor for small boats was catching on and others were entering the field. By this time reasonable mechanical dependability had been achieved, for the advertising began to show women and children operating the motors, even as it does in these modern times. Their heavy bronze and iron construction made them intrinsically durable but, to be truthful, starting required some skill at manipulating the controls, and vibration was severe what with single cylinders, unbalanced crankshafts and heavy moving parts. Mufflers were rudimentary and the "bang-bang-bang" of an oldtime outboard is a familiar memory to many an older boatman. Yet, these motors filled a real need and sold well because they met the public demand for economical, convenient small-boat power.

Mechanical features of these motors are interesting. With but few exceptions they were similar in appearance, which must be regarded as evidence that the Evinrude was being taken as the model. Of course, in this early developmental stage there were some novelties. The typical power head was made of cast iron and much resembled the numerous small inboard engines of that time . . . bulky and heavy. Some had battery ignition systems, which provided a hot spark for starting, while others had an ordinary magneto bolted on in some convenient location. The flywheel was merely a spinning weight at first and the idea of building a magneto into it did not come until later.

Steering was accomplished in three general ways, two of which reflect the necessity of insulating the steering handle from the strong torque vibration. (1) The whole motor pivoted as per modern practice. (2) The power head was held rigid and the drive shaft and underwater unit were arranged to pivot. (3) The whole motor was rigid and a steering rudder was fitted.

Starting was usually accomplished by means of a hand knob on the flywheel—origin of the old nickname "knuckle buster." Naturally it was harder to spin a motor fast with a knob mounted at the rim of a large flywheel than with a rope wrapped around a pulley of less diameter mounted on the hub, which meant a weaker spark from the slow-turning magneto. Even today the secret of getting quick, reliable starts out of one's motor is to put enough zip into the starting cord to give the flywheel enough speed to develop a really hot spark.

Early water pumps were of the plunger type, which had been used for years on the old inboards and was the

THE HISTORY OF OUTBOARDS

The Idea of a Portable Power Plant is As Old As the Gasoline Engine Itself

By BOB WHITTIER

Fig. 1. The American was manufactured in 1896

TODAY outboard motors are so common that few of us, on seeing one, are ever prompted to wonder just where and when the idea originated. Some inventions, such as the airplane, the telephone and the steamship, have had their histories written in exhaustive detail—but have you ever tried to find out who invented the steamshovel, the welding torch or the fluorescent light? Historians are a strange lot; they've eulogized some things and ignored others which serve equally important needs in our complex modern civilization. Outboard motor history is one of the things which have, for the most part, been ignored. To be sure, an article has appeared here, or a chapter in a book has appeared there . . . but the whole interesting tale does not seem to have been put in front of the boating public. This series of articles will try to fill the void.

You may be quite surprised at how far back the outboard idea goes. The idea of having a portable power plant which could readily be attached to any small utility boat is certainly as old as the gasoline engine itself and quite probably even older, for we have records of pedal driven contrivances dating back to 1864 and of an outboard steam engine which appeared in Europe before 1900.

Thus it is not really so startling to learn that a real gasoline outboard motor was manufactured in this country as far back as 1896! Called the "American," it was produced by the American Motor Co., of Long Island, New York. It is shown in *Fig. 1* and, as is clearly evident, its basic layout bears a remarkable resemblance to modern practice. It had "gear shift" in the form of a variable pitch propeller and even boasted a remote fuel tank! Not only was the latter carried inside the boat but the carburetor appears to have been attached to it and the engine's intake suction drew vaporized fuel to the cylinder through a flexible tube. By this stroke of genius the need for a special miniature pump to transfer liquid fuel from tank to pump was done away with.

The American was a four-cycle, air-cooled motor rated at one and two horsepower, apparently being built to burn either kerosene or gasoline at the buyer's option. It turned up from 400 to 600 revolutions a minute and was claimed to be able to propel a 12- to 16-foot rowboat at six to eight miles an hour. The problem of vibration, which has always plagued single-cylinder outboards, was very neatly taken care of by clamping the crankcase directly to the boat and arranging the underwater unit to turn port and starboard via a sector gear and steering handle. As you can see by studying *Fig. 1*, power impulses would be transferred to the boat's transom instead of directly to the operator's hand and quite evidently the operator felt little or no reaction in the handle. About 25 of these motors were built, which for those very early days should be enough to qualify it as a "production motor."

There also exists evidence that a large, clumsy outboard was built in Germany around 1900, and between 1902 and 1904 in France there was a "Motogodille" outboard.

What was destined to become the first outboard motor accepted by the American public was originated in 1905 by Cameron B. Waterman. The story of the Waterman outboards might be obscure today if it were not for the coincidence that the author of this series happened to be looking for outboard historical data for his "The Outboard Motor and Boat Book" in 1948. He had encountered the "Waterman" name a few times in his research work but had been unable to locate any information on the firm or its motor. While leafing through a current copy of "Time" magazine his attention was attracted by an advertisement of the International Cor-

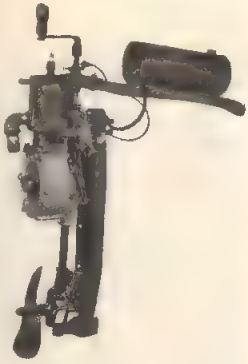


Fig. 4. The 1907 Waterman

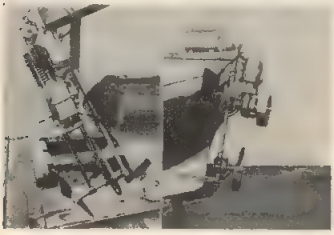


Fig. 2. The first Waterman. Fig. 3. An improved model

[illegible] University of Wisconsin, for assistance in the preparation of this material.

Milwaukee's Kinnickinnick River.

There had been a girl at Clemick & Evinrude who came in after school to take care of the firm's bookkeeping. She was Bess Cary, a very small girl with bright blue eyes and a mind of her own. An orphan, she was struggling to support six brothers and sisters and knew what it was like to have an uphill fight It was obvious to everybody before long that she and Ole had fallen in love, although big Ole was terribly shy about it. When he was struggling along with Motor Car, it took him weeks to get up enough courage to ask her to handle the books for him When Motor Car failed, Ole buried himself in patternmaking and waited patiently until such time as he had saved some money, before popping the big question. They were married privately because Ole just couldn't bear the thought of an elaborate wedding in front of a lot of people.

One hot August weekend in 1908, shortly before Ole proposed to Bess, they went on a picnic with some friends on an island in one of the many lakes near Milwaukee. As it turned out, this has become the most famous incident in outboard history. It started Ole thinking about a detachable motor which could be clamped to any small boat. They had rowed out to the island and there Bess remarked that she wished she could have some ice cream. Quite probably this was just a woman's indirect way of commenting upon the heat—but the shy and sincere Ole took it literally and forthwith rowed some two miles to shore to buy it. The row

Fig 11. The Strelinger, for shallow water

back was against the wind and as he strained over the oars Ole began to get mad. It wasn't that he minded rowing much, but Bess' ice cream was melting! The following Monday morning Ole went back to his pattern shop and took out his drafting equipment.

Here's how Bess Cary's brother Russ described the result:

"I was Ole's apprentice boy in the shop. Ole did pattern work in exchange for material for his motor. When it was done, Bess said it looked like a coffee grinder. Ole and I took the motor down to the Kinnickinnick River at the foot of National Avenue. Never will forget it. We rented an old tub for 50 cents. That was real money. We clamped on the motor and started 'er up. It was in April, 1909. The big coal boats were outfitting for the season. We passed a half dozen of them tied up at the docks. The crews came running down to look at us. They waved and yelled, but we couldn't hear them They'd look over the side at us going by as though they couldn't believe what they saw. They'd wave, and when Ole'd open 'er up, they'd wave harder. Couldn't hear a word they said. Those deck hands were all for us."

Ole was elated. His engine worked, and pushed a rowboat along at all of five miles an hour! The mechanical genius had done his part and now the business wizard, in the form of Bess, took over. "Now that you've got it, what are you going to do with it?" she asked. Ole really didn't know.

Bess suggested he make a better one, which he did It looked better and started easier. A friend borrowed it for a fishing trip and to everybody's surprise brought back orders for 10 motors! Ole built them himself. They were single cylinder, two-port, two-cycle engines having battery ignition and developing 1¼ hp. at about 1000 r.p.m. Their weight was 85 pounds and they sold for $62. More orders came in and before the first 25 motors had been built and sold Bess Evinrude wrote her now famous advertisement in a Milwaukee paper which boldly states, "Don't row! Throw the oars away! Use an Evinrude Motor." *Fig. 6* shows the first production Evinrude. *Fig. 7* shows a typical Evinrude advertisement which appeared in the July, 1910, issue of the old "National Sportsman" magazine

Mrs. Evinrude was the guiding light behind the marketing of Evinrude and the later Elto outboards until she retired from business in 1928 The team of Ole and Bess has often and justifiably been described as the perfect business team, he the mechanical genius, she the marketing expert. To Ole Evinrude, although not the originator of the outboard motor, must go credit for producing the first commercially and mechanically successful outboard motor, and to his creative genius a large proportion of major outboard improvements owe their origin. And to

(*Continued on page 278*)

Fig. 10. A Koban outboard powered an 800-mile voyage

Fig. 12. The Arrow had underwater exhaust

intentional reversing impossible; we get reverse today via gears

Not to be outdone, Caille offered a controllable-pitch propeller which gave a "Five-Speed" motor, including neutral and reverse. Some idea of outboard progress may be gained from the fact that a Koban, *Figs. 9* and *10*, powered an 800-mile ocean trip from Seattle to Ketchikan, Alaska.

The Streinger, *Fig. 11*, looked like an ordinary inboard engine clamped to the transom and fitted with a shaft driving direct to the propeller some four feet behind the boat The claims were made that it had the mechanical simplicity which gear-drive motors lacked, that it could operate in very shallow water by reason of the propeller pivoting upwards, and that it was safer in case of striking a submerged object since the propeller would rise over it. This had some validity because until the Federal, of 1915, none of the old motors had the common tilt arrangement we have today. However, it must certainly have been awkward to handle.

Magazine advertisements of this period tell a revealing story. The Aerothrust and Airdrive types reflected the fact that fishermen were, even in those days, the biggest market The manufacturers of these designs claimed with some justification that these motors could reach the tough spots Few advertisements appeared in the winter and many appeared in the spring and summer. Aerothrust capitalized on this by pointing out that its motor could be used on an iceboat in the winter and showed photographs of such a rig doing an alleged 50 m.p.h!

The early single cylinder jobs vibrated badly, and in 1914 this problem was attacked in the form of such opposed twins as the Koban, and then the Federal and Arrow. Of course, we realize now that the reciprocating vibration of the single was the only thing eliminated, the opposed twins still had torque vibration, or the reaction produced by each power stroke. It wasn't until the much later alternate-firing twins came along that a really happy compromise between torque and reciprocating vibration was achieved. The Federal was the first motor to have a mounting bracket so designed as to allow the underwater unit to tilt when beaching or encountering an obstruction, which fact was heavily stressed by the manufacturer. You didn't beach an inboard so it took all this time for somebody to consider that it might be advantageous to beach an outboard!

Above-water exhausts, which may have been necessary to reduce back pressure in the interest of easy starting, gradually gave way to the underwater type as is shown on the Arrow, *Fig. 12*. Battery and separate magneto ignition gave way to built-in flywheel magnetos.

Tilting began to be a standard feature, rope starting entered the picture, and with but few exceptions steering narrowed down to the present method of swivelling the entire motor. Thus by 1918 the outboard had passed through its experimental stage and had been developed to a point of standardization insofar as basic adaptation to its function is concerned

(*To be continued*)

YACHTING'S WASHINGTON REPORT

(*Continued from page* 104)

public funds in providing movable span highway bridges."

When the proposal came up last year, Weeks suggested that the bill be the subject of joint hearings by two House committees: Public Works and Interstate and Foreign Commerce. It is assumed such an approach will be proposed again. Interested boating groups will be given advance notice of the hearings.

ONE suggestion under study at Coast Guard headquarters in connection with whether yacht club tenders must undergo periodic hull inspection is to exempt such boats if they carry under 50 passengers. This should not be too much of a handicap on yacht clubs and, in fact, might be welcomed by club stewards at Race Week time. This and

natural choice. Its heavy reciprocating piston was no disadvantage at the low speeds turned up in those days. Usually the plunger was a bronze piston running off a cam on the propeller shaft. Being underwater, the unit was self-priming and this, together with its positive displacement, made it ideal for these slow motors. However, the piston was subject to wear in sandy and muddy waters and this is one reason why it was eventually given up.

Gasoline was carried in a squarish tank and fed into a cast iron or bronze carburetor. One of the nice things about those awkward old tanks was that they'd hold the motor securely while it was in the back of a car! No tipping and rocking.

Pistons were invariably of cast iron and had one, or at the most two, rings. The connecting rods were often of solid bronze, which was an economical way of getting a good bearing material without complex machining operations. We should repress our temptation to laugh at these old timers, for they were perfectly logical, sensible designs for the materials and manufacturing techniques of their day. It may come as a shock to you to learn that some of the "stick and wire" fighting planes of World War One had higher strength factors than do some of our very lightly built, high-speed cross-country executive airplanes, which will lose their wings if flown aerobatically!

The year 1914 brought a flurry of new makes as the popularity of outboards grew. On looking through copies of sports and boating magazines of that time the author notes many names: Federal, Sweet, Jovmotor, Waterman Porto, Lockwood-Ash, Koban, Wisconsin, Northwestern, Evinrude, American, Caille, Aerothrust, Admiral, Detroit, Spinaway, Motorgo, Gray, Gearless, Wright, and others. They ranged from 1½ to 4 hp. and sold for from $38 to $80. As there was no official outboard horsepower rating system in effect at that time, these horsepower ratings were based on the manufacturer's own estimates. They had around 10 cubic inches displacement and turned at approximately 800 to 1000 r.p.m.

Experimentation was common. Take the Aerothrust for example. It bolted onto the transom just like an ordinary outboard but instead drove an air propeller as in *Fig. 8*, just like modern swamp gliders and the recently introduced airdrive outboards. There is nothing new under the sun! Evinrude claimed "full reverse," which was accomplished by making the motor run backwards. Two-cycle motors will run in either direction, and it was common practice on the old inboards. With battery ignition it was simply a matter of setting the spark lever just so. But it could be dangerous for an outboard to accidentally start running the wrong way, so modern magnetos have built-in timing which makes both accidental and

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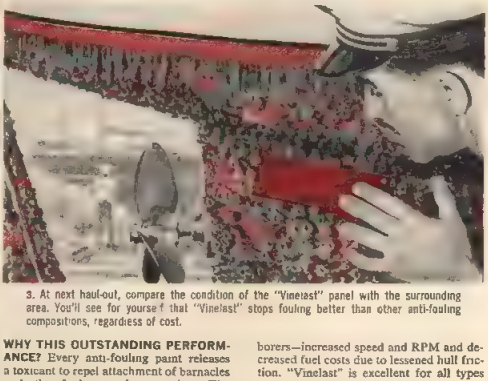

3. At next haul-out, compare the condition of the "Vinelast" panel with the surrounding area. You'll see for yourself that "Vinelast" stops fouling better than other anti-fouling compositions, regardless of cost.

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Luxurious carryall in stunning textured design on golden metal Embellished with full cut marquise rhinestones in captured setting. Fully Fitted.*
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Delicate engine turned design graces this popular Evans fully fitted carryall.*
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Charmingly conceived is this splendorous Tu Toned golden metal brocade pattern.

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Soft and Durable Evans flexible mesh in rich golden metal finish

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Also available in regular size—specify

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Captivating hand decorated golden Crown pattern on black in Evans genuine cloisonné enamel.

8269J353	Automatic Lighter	Retail **$6.00**
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8270J353	King Size Cigarette Case	Retail **$6.00**
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*All Evans carryalls contain automatic lipstick, coin purse, powder compartment, large make-up mirror and space for King or Regular size cigarettes.

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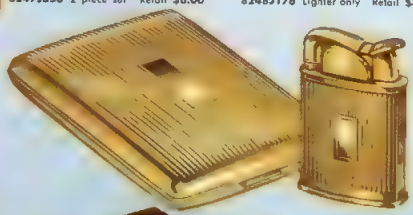
Sensational Super Breeze King, America's smartest wind lighter. Automatic lighting action provides surefire always. Sparkling polished chrome finish and ribbed design.
8244J235 Retail $3.95

Unmatched beauty and dependability from Evans . . . the fashion leader in fine home and personal smoking accessories.

King size cigarette case and famous Evans automatic lighter in engine turned design on gleaming golden metal. Engraving shield perfect for monogramming. Also available in polished chrome finish. Specify. Gift packaged
8247J353 2 piece set Retail **$6.00** **8248J176** Lighter only Retail **$3.00**



Ladies Lighter in Evans genuine cloisonné enamel. Small and compact, just right for pocket or purse
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The Super Breeze King in handsome black alligator calf and brilliant polished chrome, featuring easy one hand action.
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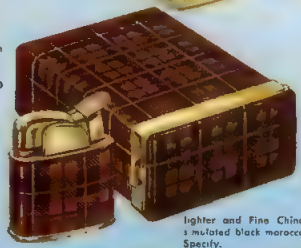

Evans automatic lighter and pop-up 'Serv Pac" cigarette case in colorful plaid makes this set something special. Gift packaged.
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'THE EXECUTIVE' — Distinctive Desk Set, perfect for office or den. Has removable automatic lighter and Fine China ash tray. Illustrated in simulated black morocco. Also available in brown. Specify.
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Evans genuine cloisonné enamel men's accessory set Distinctive Warrior design on matching lighter, cuff links and tie bar. Gift packaged.
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SENSATIONAL NEW COMBINATIONS OF FINE CHINA AND GLISTENING GOLDEN METAL FORM FAMOUS DECORATOR STYLED SMOKING SETS BY EVANS.

Entire body of each lighter is a long lasting fuel reservoir.

A conversation piece in any home—this clever Evans automatic table lighter in shape of Castle Chessman. Combined with matching cigarette box and ash tray, on outstanding smoking set illustrated in Palomino Beige. Also available in White. Specify.
8253J1470 3 piece set . . . . . Retail **$25.00**
8254J882 Lighter only ..... Retail **$15.00**

Simple beauty reflecting the grace of your home. A classic three piece smoking set in the Evans tradition of Fine China. Also available in black or white. Specify
8255J1029 3 piece set
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8256J588 Lighter only
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The Hitching Post—novel and handsome table lighter, ash tray and cigarette box in soft black eggshell finish. Also available in Palomino Beige or White. Specify
8257J1176 3 piece set Retail **$20.00**
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Hand decorated in the contemporary manner. Three piece smoking set in black with golden Fish design on Evans Fine China.
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A brand new idea in smoking sets. Styled to suit the most modern taste and decor. Black wrought iron contrasts with attractive tri-colored automatic lighter, cigarette urn and ash tray. Also available in all white. Specify.
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All sets attractively gift packaged. Illustrations approximately one-half actual size

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THE AGELESS ART OF ENAMELLING BROUGHT TO MODERN DAY PERFECTION BY EVANS Exclusive handcrafted designs fired at 1450 Fahrenheit for beauty and permanence.

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Ever popular dainty rosettes grace this charming three piece Evans genuine cloisonné enamel smoking set in the traditional manner Also available in black Specify

8192J1470 3 piece set Retail **$25.00**
8193J735 Lighter only Retail **$12.50**

Pine Cone decorator tray, cigarette box and automatic lighter in beautiful golden rust Evans genuine cloisonné enamel.

8183J1760 3 piece set Retail **$30.00**
8184J588 Lighter only Retail **$10.00**

For that current Oriental trend in home decor—this rich olive green two piece Evans genuine cloisonné enamel smoking set decorated with deep red Ming Tree design in raised enamel.

8196J1323 2 pc. set Ret. **$22.50**
8197J588 Lighter only Ret. **$10.00**

Distinctive COAT OF ARMS pattern adorns regal Evans automatic lighter and ash tray of two piece smoking set in Evans genuine cloisonné enamel.

8252J882 2 piece set Ret. **$15.00**

All sets attractively gift packaged. Illustrations approximately one-half actual size

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BAMBINO—1/2A, FF. Kits feature Simplex construction. All balsa die cut parts complete with wheels, plans and instructions. 28" span. .95

SPACER: TWO FF MODELS. Each kit features complete die-cut balsa parts, full size plans, formed landing gear, dethermalizer instructions, full inverted rudder, hardware. Individually packed

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Spacer—AB. 66" span with 608 sq. in. area. 42" length. Complete with gas tank and attachments. 5.95

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GP-112 LUSCOMBE SEDAN — ABCD. Giant 76" span. A sleek, rugged easy to build model for R/C, FF or Control Line. Can be built by a beginner—full size plans, printed out sheetwood, sheet plastic, large wheels, etc. Includes complete plans for R/C installation. Boxed. 9.95

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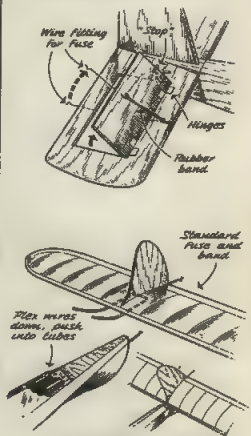
PACEMAKER—1/2 A. FF model—dethermalizer equipped. Kit features completely prefabricated parts—easy to build and fly. Fuel-proof plastic cowling, decal emblem and numerals, all necessary finished metal parts, all parts neatly cut out and ready to use. 40" span. In colorful box. 2.50

ENTERPRISE

THE SHADOW—1/2 A FF. 32" span. Kits contain die-cut formers, hardware, sheet balsa fuselage, ready formed gear, die-cut wing, ribs, rubber wheels, colored covering tissue, plans and instructions. 1.95

CHAMPION 36—1/2 A FF. 36" span, 22¾" length. Kit features new "sweep-back" elevator—gives snap-roll recovery and stable spin-proof flight characteristics; colorful decals, die-cut balsa parts, covering material, tapered trailing edge, formed landing gear 2.50

For Free Flight Fans



• Nifty dethermalizer requires no front hold-down bands — Friction of curved wires in tubes holds stabilizer fast in dethermalized position . .

• IF IT'S A JOY—IT WILL BE A PLEASURE TO FLY

• THESE MIGHTY MODELS WILL DELIGHT THE 'CHOOSIEST'

DMECO

SUPERIOR LIVE WIRE MODELS. Kits feature sheet balsa fuselage construction and strong surfaces using large shaped leading and trailing edges with spars. Models are readily adaptable for use with all engines. Detailed full size plans, fully prefabricated parts, ultra modern dural gear, complete hardware. In display boxes.

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Kitten—½A R/C Sport Flying. 34" span. Ideal for close area flying in congested localities — even a football field is large enough for R/C Kits complete with special R/C instructions and R/C hardware **3.95**

Trainer—A R/C. 48" span. A medium size model capable of withstanding abnormal abuse that can be expected while learning. Kit features a removable radio unit which holds all radio equipment. **6.95**

Senior—AB R/C. 65' span. Powerful enough to carry over 3 lbs. of equipment and still possess the highest performance. Has a removable radio unit and ample space for installation of other radio gear. **14.95**

Cruiser—AB R/C. 65½" span. New style wing requires no built in warps — uses spoiler boards for stall control. Stabilizer surface includes operating elevators adding to its maneuverability. Choice of 2 or 3 wheel landing gear. **14.95**

CHAMPION. Appearance plus top R/C performance. It is patterned after the ever-popular Aeronca Champion. Fly it "rudder only" or use elevators and engine control too, complete instructions are included. **10.95**

MASTER MODELCRAFT

SKYLARK—½A FF. 31" span. Individually boxed kits contain die cut balsa parts, formed landing gear, finished wheel, celluloid, covering materials and large detailed plans. **2.00**

KENHI

FIVE MODELS: R/C, FF, PAA. Kits include full size plans, skintex covering, complete hardware formed landing gear, select hardwood and balsa, sheared plywood parts, notched leading and trailing edges. Each in box.

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Beaver—½A PAA-LOAD FF. A cabin sport plane with a 44" span, 234 sq. in. area. Gives flat, smooth glides. Utilizes new cross-control stability. **2.95**

CIVVY BOY 61—ABC FF. Prefabricated kit form. Made of the finest balsa with all parts accurately cut. It's easy to build with Kenhi's new photographic step-by-step plans—yes, 4 big pages that mean quick, accurate assembly. And with every part cut to size and a built-up fuselage—it'll be in the air in jiffy-time. **7.50**

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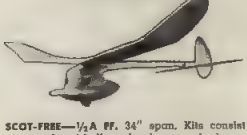
NOMAD—½A FF. 31" span. All parts preshaped. Finished wheels, formed wire landing gear, hardware covering material. Individually boxed with detailed plans and instructions. **1.75**

F & B

FOLLY—½A FF. 32" wing span with a wing area of 146 sq. in. Prefabricated and designed for contest performance. In box. **1.75**

MONARCH



SCOT-FREE—½A FF. 34" span. Kits consist of carved and hollowed pylons, cowls, lower shells, die cut parts, finished wheels, decals, colored covering tissue and detailed plans, in colorful gift box. **2.95**

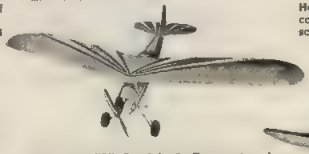
- KITS FEATURE "AUTO-SEMBLE" PREFABRICATED CONSTRUCTION
- A TYPE OF ASSEMBLY THAT AUTOMATICALLY ALIGNS ITSELF

Berkeley's

Royal Rudderbug—AC. 62" span. A R/C model produced to Berkeley's standards of completeness and engineering exactness **6.95**

R/C . . . FF . . . PAA-LOAD. These favorites are completely prefabricated balsa kits. Features include formed landing gear, covering material, complete hardware, wheels, full size layout plans. In addition the R/C and PAA-load models include instructions and drawings for installation of equipment. Each in handsome box.

Helioplane—½AA. Equipped with variable camber wing for 2-speed R/C flying. 1" scale. 38" span. **3.95**



Buccaneer "B" Special—B. For sport and R/C 56" span Has wing slots to prevent whip stalls. Tail design arrests spins. **3.95**

Buccaneer "C" Special—C. For sport and R/C. Huge 6-ft. span. Large roomy cabin for R/C equipment. Wing and tail designs eliminate whip stalls and spins. **7.95**

Super Buccaneer—D. Giant 7½-ft. span. Features include airfoil section — modified eiffel; cantilever multispar wing; heavy duty landing gear; removable tail surfaces keyed to fuselage cannot lose their adjustment. For sport and R/C. **12.95**

BOOTSTRAPS: 2 MODELS—R/C & PAA. Features "Auto-Semble" prefabricated construction—a type of assembly that automatically aligns itself during construction. 40" span.

Bootstraps—½A. PAA-Load. **2.50**
Bootstraps—A. R/C. **4.95**

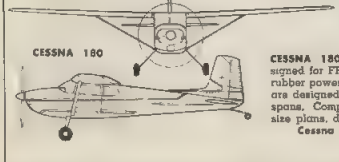
Brigadier "38"—½A. For R/C and PAA-load. 38" span. Simple construction, clean lines and dependable, stable performance. **1.95**

Super Brigadier—AB. For R/C and PAA-load. 58" span. Meets all requirements for contest flying. Ample cabin space for radio installation. **4.95**

AMAZON "400"—AB. 62" span. Features the vertical take-off. Light, rugged and efficient —designed to exact every inch of altitude possible for its thermal soaring glide. Each kit prefabricated with selected balsa and plywood, die cut, shaped and notched parts, wheel, hardware, covering material, etc. Meets all F.A.I. and A.M.A. rules. **4.95**

CESSNA 170—BC. For R/C, FF, PAA-Load. 2" scale model with 72" span. A large cabin makes radio installations easy Prefabricated kit includes full size plans, die-cut balsa, formed metal landing gear, hardware, covering material, die-cut celluloid, mahogany motor mounts, full color decals, die-cut mahogany plywood, prefabricated block balsa, selected strip balsa and prefabbed wing edges. In display box. **10.95**

SUPER YANK—½A FF. Nothing to build—ready to fly Pre-drilled motor mount, formed engine nacelle and landing gear, balsa fuselage, die-cut tail assembly, rubber wheels, 2-color trim design. Just a few minutes for assembly and it's ready for the engine. In display box. **1.95**



CESSNA 180

CESSNA 180 & SUPER CADET—½A. Designed for FF, but plans show installation of rubber power or control line equipment. Both are designed to 1" scale and have 35" wing spans. Completely prefabricated with full size plans, decals, etc. **Each 2.95**
Cessna 180 Super Cadet

SUPER CADET

TOP FLITE

G-7 ARROWJET 24—1/2A. Famous "Big-time" construction gives easy "no mistake" construction. Switches in a jiffy from FF to control line. This Navy prop-jet design model is completely prefabricated with all die-cut balsa, formed landing gear, wheels, canopy, decals, etc. In handsome display box. **2.50**

GS RASCAL 27—1/2A. A sport airplane for FF and controlled flying. 27" span, 19½" length. All parts die-cut or formed, ready to cement together; sturdy sheet balsa. Decals, plastic canopy, formed wire landing gear, wheels, hardware, sandpaper. Step-by-step plans. In 3-color box. **1.95**

TRAINEE—ABC. 30" span, 26" length. Prefabricated kit contains completely shaped and rounded fuselage, airfoil wings, shaped rudder, stabilizer and elevators. Shaped and drilled engine mounts, formed landing gear. All metal parts furnished. Wheels, hardware, decals. Boxed. **3.95**

NIFTY—ABC. 23½" span, 20" length. A maneuverable and rugged biplane. Carved and hollowed fuselage, airfoil wings, die-cut plywood cabane struts, wire landing gear, decals, hardware, sandpaper, plastic canopy. In colorful box. **4.95**

ZING—ABC. A smooth flying plane with a 24" span, 22" length. Equipped with a "flip-hatch" - gives instant access to batteries, coil, wiring, etc. Completely carved and hollowed fuselage, shaped airfoil wings, stabilizers and elevators; all metal parts ready to use, die-cut plywood rudder, formed landing gear, decals, sandpaper. In display box. **4.95**

Amcraft

STUNT-COMBAT & TRAINER MODELS. Smooth lines lend beauty and speed to these planes —and the rugged interlocked construction enables them to last a long time. All maneuvers are performed with ease due to the high lift symmetrical airfoil design. They fly inverted with ease. The flaps can be controllable or stationarry. Kits contain one-piece wings, all preshaped and die cut parts, formed landing gear, rubber wheels and illustrated step-by-step plans

Available in 4 Models

Model	Class	Span	Each
	Trainers		
Junior Jetster	½A-A	20"	**2.50**
Jetster	A-B	30"	**3.50**
	Stunt-Combat		
Woodchopper	ABC	32"	**2.95**
Quick Silver	AB	32"	**3.50**

KENHI

Wildcat

SPORT, STUNT & COMBAT PLANES. These 5 models have been designed to give superior performance. Kits include elevator and flap horns, bell crank assemblies, die-cut balsa parts, leadout wires, skintex covering, formed landing gear, notched leading and trailing edges, plus many other outstanding qualities. Full size plans

Available in 5 Models

Model	Span	Area	Each
Bobcat—ABC	37"	324 sq. in.	**3.95**
Wildcat—ABC	37"	330 sq. in.	**4.45**
Cougar—BC	54"	550 sq. in.	**6.95**
Panther BC	48"	508 sq. in.	**6.95**
Mustang—AB	37"	260 sq. in.	**6.95**

Bobcat

Panther

Berkeley's

THE THREE HOGANS. These FF models embody the latest developments in model construction. Each kit features warp-free wing construction.

Available In 3 Models		
Model and Class	Span	Each
Mini-Hogan "34"—½A	34"	1.95
Mini-Hogan "45" ½A	45"	2.95
Sandy Hogan—BC	70"	6.95

R/C AMPHIBIAN "SEA-CAT"—AB. Fly it 5 ways: Seaplane (R.O.W.) Landplane (R.O.G.), R/C, PAA-load, Clipper Cargo. Die-cut balsa and plywood parts, shaped leading and trailing edges, formed celluloid bubble canopy, formed metal ring cowl, hardware, covering materials, selected strip balsa. Complete plans for R/C installation, etc. **7.95**

PRIVATEER FLYING BOAT—½A. FF model. Long, sleek hull—requires less than 15-ft run with .035 engine. All metal nacele and motor mount, all balsa die-cut fuselage, dummy wheels, die-cut celluloid, full-size plans. **2.95**

CUSTOM PRIVATEER—CD. For R/C, FF and PAA-load, this giant amphibious long planing hull flying boat is tough to beat. Can carry several pounds payload. Has a huge 114" span (9½ feet) with 1440 sq. in. wing area. A prefabbed model with shock mounted wing floats. 100-percent watertight R/C compartment, high-medium-low speed motor control, rudder, water rudder, elevator trim. **19.95**

CUSTOM CAVALIER SINGLE AND TWIN ENGINE. For sport and R/C. Cantilever monospar wing, heavy duty tricycle landing gear, slotted wing with aileron control, stabilizer with control tab mechanically operated. Giant 8-ft. spans.

Custom Cavalier 108—D. For .60 to 1.20 cubic inch engines. Compartment under wing for R/C unit. **17.50**

Custom Cavalier-Twin Engines—CD. For two .45 to .65 cubic inch engines. Compartment in nose for special equipment. **20.00**

PIPER CUB J-3—AB. Giant flying scale. For R/C, FF, PAA-load. 2" scale model with 71" span and 700 sq in. wing area, 14.2-oz. loading. Has shock mounted wing panels, rudder-motor control, optional elevator trim. Die-cut balsa and plywood parts, tapered trailing edges, die-cut celluloid, authentic decals.

PAYEE—1/2A. Designed for FF and PAA-load. An extremely easy to build model with a large 50" span. Completely prefabricated with die-cut parts, hardware, etc. **2.95**

SUPER NAVION. Here is a model for advanced R/C or C/L model builders who want the thrill of handling a scale model that cannot be told from the real thing. Has a huge bubble canopy and dozens of other features. Built to a 2" scale with giant 64" span. **12.95**

HELICOPTERS. Each Cloud Copter kit contains complete metal rotor mast assembly, metal blade holders, engine shock mount, shaped rotor blades, die-cut sheet balsa fuselage, wheels, die-cut celluloid windshield. For CD engines.

Cloud Copter D. With fixed drogue tail, 26" rotor span. **2.95**

Cloud Copter D-2. With cyclo-matic control fins. 26" rotor span. **3.95**

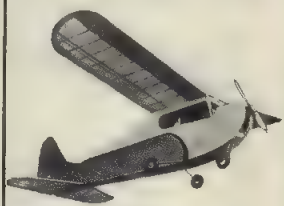
Cloud Copter TR. With adjustable pitch tail rotor, 25" rotor span. **3.50**

GUILLOW

TWO TRIXTER FF MODELS. Popular prefabricated kits with die-cut parts, metal landing gear, wheels, covering material. Plans and easy to follow instructions. In colored boxes.

Trixter Pixy—½A FF. 26" span, 100 sq. in. area, 17¼" long **1.25**

Trixter Piper Cub Special—½A FF. A scale model with 29" span, 124 sq. in. area, 19½" long. **2.00**



TRIXTER BEAM—A R/C. 50¼" span. Completely prefabricated with tricycle landing gear, removable escapement, receiver and motor units (not included in kit). Full size plan sheet, accurate die-cut parts, hardware, 2 colors of covering material, celluloid for windows. Ample space for all radio gear plus working room for hands. In display box. **6.95**

KIWI — TWO MODELS. Sensational FF planes. Kits include accurate die-cut balsa parts, sky sail tissue covering, rubber tire wheels, plywood motor mounts, pre-formed landing gear wire, illustrated instruction sheets. Individually packed.

Available In 2 Models		
Model	Span	Each
Kiwi—½A FF	35"	2.50
Kiwi—A FF	49"	4.50

- SUPER JETS — FOR THE SPEEDIEST OF FLYING
- TOPS IN MANEUVERS — STUNTING, LOOPING, DIVING

AS-2 AERO-SONIC TURBOJET. Automatic self-starting engine. Swept back wing, tail assembly and fuselage design are an authentic adaptation of America's supersonic jets. Tri-cycle landing gear provides greater ease and smoothness on take-offs and landings. Completely assembled and made of a new tough and durable hi-impact plastic. Authentic USAF wing insignia and fuselage markings. 17" wing span and 6-oz. weight. Comes packed in a colorful 14"x 14" 5" box. **11.95**

WEN MAC

MINIATURE ENGINE ACCESSORY KITS. A neat, attractive and colorfully packaged unit of six items used for operating small engines such as the Wen Mac .049 listed above. Includes fuel, pouring spout, fueling tube, connector clip, battery wire and engine wrench. **1.49**

AEROMITE REPLACEMENT PARTS. These individual spare parts are a "must" on any shelf. Order by stock number and name.

No.	Parts	Price
1	Upper Fuselage	1.25
2	Lower Fuselage	1.25
3	Wing	1.50
4	Horizontal Stabilizer	.75
5	Elevator	.50
6	Spinner w/Prop Nut	.40
7	Wheels, pair	.15
8	Landing Gear, complete	.25
9	Bell Crank	.15
9B	Bellcrank Self-Tapping Screw	.05
10	Elevator Control Rod	.15
11	U-Control Handle	.35
12	U-Control Linen Lines	.25
13	Fuselage Nut & Bolt Assembly	.10
14	Tail Screw	.05
16	Aeromite Prop	.25
17	Fuel Tank Screw & Motor Mount with Nut & Lock Washer	.25

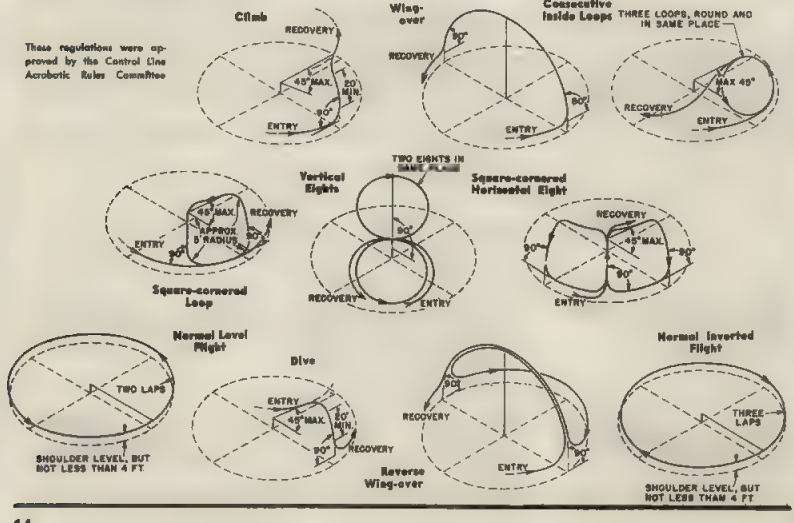
SUPER SQUIRT JETS. Designed for Dyna-jet engines. 21" span. 160-180 m.p.h. speed class. Precision, die cut parts, hardware and deluxe extras in each kit. **5.95**

A-IWB READY-TO-FLY AEROMITE WITH .049 ENGINE. A natural for stunting, looping, diving and other aerial maneuvers. Completely assembled in 13"x 14"x 5" window box with heavy corrugated protective sleeve. Made of high impact plastic and finished in red, white and blue colors. The powerful, easy starting Wen Mac engine and spring steel landing gear are completely installed. Has an 18" span and 13" fuselage. Includes U/C equipment. **9.95**

A-IKD AEROMITE WITH .049 ENGINE. Easy to assemble Same as No. A-IWB except in kit form. **8.95**

OFFICIAL DIAGRAMS OF STUNT MANEUVERS

These regulations were approved by the Control Line Acrobatic Rules Committee



KAMPANILE

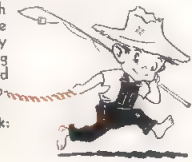
Tower of Musical Bells

A majestic tower that tolls beautiful music far and wide. At the softest touch of the keyboard, each precision tuned bell swings and rings one note in the scale—Do, Re, Mi, Fa, So, La, Ti, Do. For quick identification, the bells are color-keyed to the children's "hit parade" songs and the keyboard. Play by color, by note, or by ear. The KAMPANILE measures 14" in width and over a foot high. **No. K-87** retails **4.98. Pack:** ½ **Doz. Wt., 20 lbs.**

KRASSHOPPER

With Knee-Action

Colorful, life-like, action packed, extra tough . . . that's Kelly, The KRASSHOPPER. He's an overgrown insect with knee-action galore and enjoys being pulled around. With his over-size, off-center, rear wheels, Kelly takes tremendous strides as he rolls along. Wood axles and high impact plastic combine to give Kelly at least nine lives. Kelly measures almost a real foot long (plus three feet of richly colored cord) and about fifty grasshopper feet high. Gift Boxed.



No. K-38 retails **1.98. Pack:** 1 Doz. **Wt., 13 lbs.**

KARNIVAL

Sturdy, 2" plastic blocks, each a moving circus act in itself. Midway magic in action. . . . Merry-go-round. . . . Ferris wheel . . . Animal acts. Smooth, rounded edges afford maximum safety.

No. K-82 retails **1.98. Pack:** 1 Doz. **Wt., 13 lbs.**

KRUSADER DRAGON

A rip-roaring but happy dragon for adventurous knig and fair damsels to pull on many rough KRUSAD With his soft, life-like, vinyl hide, KRUSADER is alm indestructible. Off-center wheels make him bounce and rock as he rolls along. Squeeze "ye ole" dragon, he squeals with delight. KRUSADER measures over a foot long from his forked tongue to his serpentine tail. Gift boxed.

No. K-41 retails **1.98. Pack:** 1 Doz. **Wt., 11 lbs.**

KARIMBA

The Xylophone of Bells. . . . Played in sequence, the tuned bells sound the notes of the octave, DO-RE-MI-FA-SO-LA-TI-DO. The seven favorite children's songs included are color-keyed to the eight colored bells for easy playing. Molded of a special tough plastic, the KARIMBA is 16" long, 5" wide, and 2⅞" high. Two professional mallets included Gift Boxed. **No. K-84** retails **1.98. Pack:** 1 Doz. **Wt.,** 11 lbs.

KING SIZE KUBES

Giant plastic blocks in brilliant colors. Sturdily constructed . . . beautifully decorated . . . safe and sanitary. These big 2¼-inch blocks rattle and float . . . build and teach.
No. K-52 retails **1.98. Pack: 1 Doz. Wt.,** 18 lbs.

KOO ZOO BLOCKS

A zoo of wild beasts in floating cages. 1½" safely rounded plastic blocks. Build . . . teach . . . rattle. Ideal for nursery and bath.
No. KZ-9 retails **98c. Pack:** 1 Doz. **Wt.,** 8 lbs.

KOO ZOO BLOCKS

A zoo of wild beasts in floating cages. 1½" safely rounded plastic blocks. Build . . . teach . . . rattle. Ideal for nursery and bath.
No. KZ-20 retails **1.98. Pack:** 1 Doz. **Wt.,** 15 lbs.

KOUNTRY FAIR

Sparkling one and one-half inch plastic blocks, each with a different exciting action. Fascinating playmates for the nursery or bath. Smooth rounded corners and sturdy construction.
No. K-81 retails **98c.** **Pack:** 1 Doz. **Wt.,** 7 lbs.

KRAZY KRAWLER

A sly ole' rascal designed to give the pull toy set hours of rollickin' fun. Eighteen inches long, Krazy's molded of soft, flexible, vinyl . . . practically indestructible. Wheels are molded of extra tough, rigid plastic for action a'plenty. And, KRAZY makes a funny noise, too . . . just squeeze him. Gift boxed. **No. K-33** retails **2.25.** **Pack:** 1 Doz. **Wt.,** 14 lbs.

KATHEDRAL BELLS

Eight all-metal bells, each beautifully tuned to play one note of the scale · Do, Re, Mi, Fa, So, La, Ti, Do. Six color keyed songs are included with each set for teaching Junior Bell Ringers music and rhythm. Each bell is 3¼" high, just right for all ages, with handles designed for stringing to the crib or playpen. Gift boxed.
No. K-86 retails **2.98.**
Pack: 1 Doz. **Wt.,** 17 lbs.

KUBES "22"

Colorful one and one-half inch plastic blocks. They rattle and float . . . build and teach . . . with the complete alphabet and many nursery characters . . . beautifully decorated in permanent non-toxic colors.
No. K-22 retails **1.98.** **Pack:** 1 Doz. **Wt.,** 13 lbs.
No. K-99 (eight-block set) retails **98c.** **Pack:** 1 Doz. **Wt.,** 7 lbs.

KUSAN TOYS

Kathedral Chimes

BEAUTIFUL HI FI TONES

Kathedral Chimes is an entirely new concept in musical toys designed by master musicians. Precision made aluminum "pipes" produce beautiful Hi-Fi tones with an organ-like richness. Children easily learn to "tickle the ivories" by color, by note, or by ear. The keyboard is color keyed to the seven popular children's songs. Individually packaged. **No. K-89** retails **9.95. Pack:** ⅛ Doz. Wt., 20 lbs.

KLANCY KLANG KLANG

JACK IN THE BOX — Klancy to the rescue to give little firemen hours and hours of "warm" and exciting fun. Just press the smooth-working "alarm button" and up jumps Mr. Klang Klang with a siren-like WHEE-EE . . . all dressed up in his suit of fire engine red. The big metal reinforced box measures 4½ inches square. **No. K-64** retails **98c. Pack: 1** Doz. Wt., 7 lbs.

KAGEY KOON

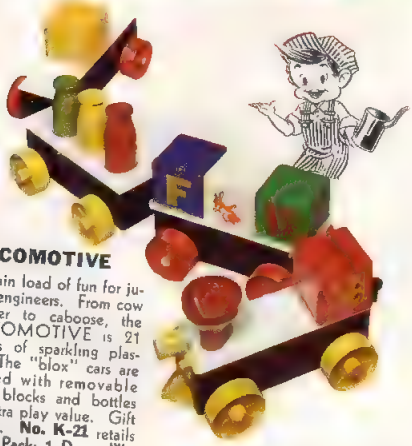
Kagey will "steal" the hearts of big game hunters 1 to 6. He's made of soft, unbreakable plastic with big off-center wheels for miles and miles of rollickin' action. When squeezed Kagey barks like a "sho-nuff" Raccoon. **No. K-39** retails **2.49. Pack: 1** Doz. Wt., 13 lbs.

.UZIN' KLEM

n old-time favorite, forever fascinating to kids and own-ups Kuzin' has a NEW smooth working plastic ch that operates easy as ABC. Just press the button d up he jumps making a funny noise. The 4½" square ox is reinforced with metal for many additional play ·urs. **No. K-65** retails **98c. Pack: 1 Doz. Wt., 7 lbs.**

KNAPTIME KARTOONS

STORY BOOKS IN BLOCKS. Three tiny tot tales, **The Gingerbread Boy, Little Black Sambo,** and **The Three Little Pigs,** told in **Ninety** full color illustrations . . . all enclosed in smooth, sparkling plastic blocks. Each panel is numbered to guide the reader from panel to panel and block to block. The big, colorful gift box has each story printed in full on the back. **No. K-18** retails **1.98. Pack: 1 Doz. Wt., 15 lbs.**



·COMOTIVE

ain load of fun for ju- engineers. From cow er to caboose, the COMOTIVE is 21 s of sparkling plas- The "blox" cars are ed with removable blocks and bottles tra play value. Gift l. **No. K-21** retails Pack: 1 Doz. Wt. .

KRADLE MATES

Baby's first blocks . . . these 1½-inch cubes are soft and lightly scented. Molded of unbreakable, non-toxic vinyl in a rainbow of colors. Every block makes a whistling noise when squeezed. Absolutely safe . . . baby can bite 'em, kick 'em, cuddle 'em . . . they'll last forever.
No. K-77 retails **98c. Pack: 1 Doz. Wt., 9 lbs.**
No. K-79 (14 Block set) retails **1.98. Pack: 1 Doz. Wt., 13 lbs.**

KONCERT HALL

It's easy! It's fun! Play the Koncert Hall bell blocks by color, by notes, or by ear. Eight beautifully tuned metal bells in sparkling plastic blocks. Each bell is tuned to play one note of the octave—DO, RE, MI, FA, SO, LA, TI, DO Any gentle motion creates heavenly tones. The blocks and color keyed song booklet are packaged in a full color gift box, **No. K-83** retails **3.98.** **Pack: 1 Doz. Wt., 16 lbs.**

KOTTONTAIL

He's frisky! Pull 'im. Watch 'im hop and jump as he chases a luscious looking carrot on the end of his 18" leash. Kottontail's life span measures 4 score and 10, thanks to an extra tough plastic "pelt." Gift packaged in a practical "Hutch" type box just like real rabbits. **No. K-36** retails **1.98.** **Pack: 1 Doz. Wt., 11 lbs.**

ZOO KARAVAN

Pull Sammy Squirrel and Peter Penguin! Watch 'em "rock 'n roll"! Molded of soft, unbreakable vinyl, "Pete and Sam" are riding a colorful wagon made of the toughest plastic. They'll sound off, too . . . just squeeze 'em. Gift boxed. **No. K-55** retails **1.98.** **Pack: 1 Doz.—Solid pack or 6 each. Wt., 15 lbs.**

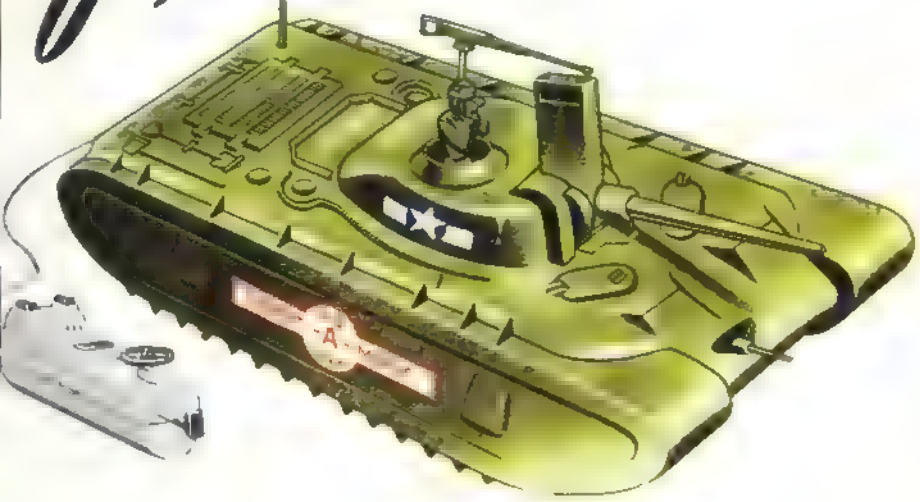
KUSAN *Incorporated* • 2716 FRANKLIN RO.
NASHVILLE, TENN.

PRINTED IN U. S. A

Andy Gard TOYS

FIRST WITH THE FINEST IN REMOTE CONTROL AND ELECTRONIC

Presents for '57



ANDY GARD SHOOT-A-MATIC TANK

Model #032

Triple action, remote control, shooting tank in realistic battle array. Forward-reverse, steers left and right. Magazine loaded gun shoots pellets with battery case control. Tank commander sweeps left and right to observe action through field glasses. Powerful motor drives rubber cleated tracks over obstacles. Rugged plastic construction with metal base

Size: 9 x 4¾ x 4¾
Std. Pack: 1 doz. Approx. Wt.: 28 lbs.

ANDY GARD Remote Control TOURNAMENT KNIGHTS

Model #142

All the color, dramatic competition, and sportsmanship of these noble Knights of the Middle Ages. This rugged pair of jousting opponents pits the skill of two youngsters against each other dodging, parring, thrusting left, right, forward, and reverse all by remote control. The victor's spear striking opponent's shield lights winner's plume. Used singly Knight competes in a tourney by picking off suspended plastic rings or bowling over a small shield on a target stanchion. Rugged high impact plastic with metal base, rubber wheels. Powered by two flashlight batteries and tiny electric motor from remote control battery case.

Size (each): 9 x 9 x 4
Std. Pack: ½ doz.
Approx. Wt.: 34 lbs

GENERAL MOLDS AND PLASTICS CORPORATION

FIRE CHIEF

Model #16A

Remote control fire chief. Brilliant red dome light and sounding siren. Forward and reverse, steers left and right. Powerful battery powered electric motor.

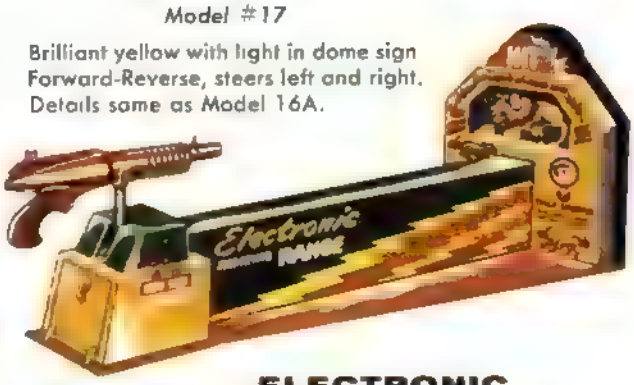
Size 9½ x 3¾ x 2½

Std Pack 1 doz Approx. Wt. 14 lbs

TAXI CAB

Model #17

Brilliant yellow with light in dome sign Forward-Reverse, steers left and right. Details same as Model 16A.



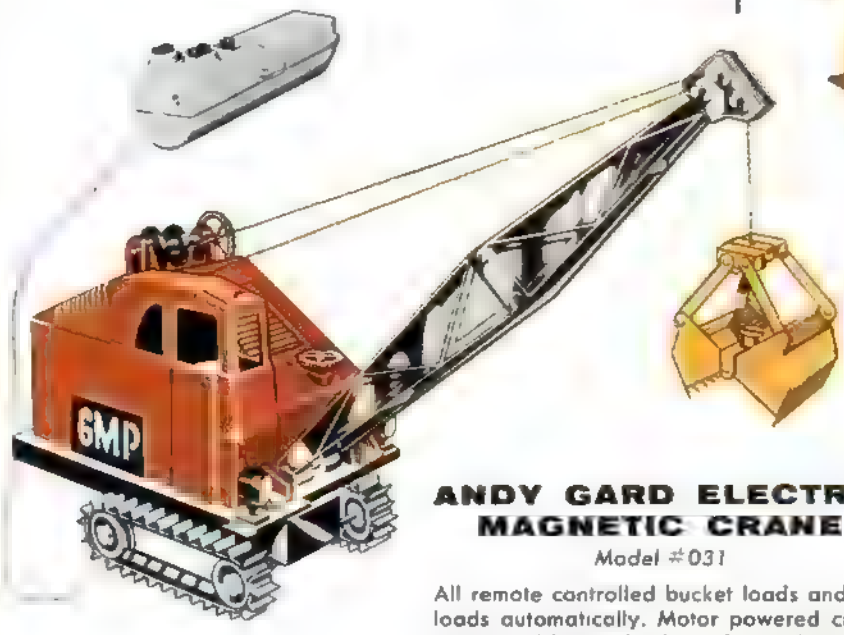
ELECTRONIC SHOOTING GALLERY

Model #161

Motor driven revolving target registers "Hits" with flashing light and sounding buzzer. New visual counter tallies fast and slow speed revolutions. Battery powered, uses electric eye principle. Sturdy litho metal with futuristic plastic gun. Real action game, teaches coordination and competitive skill.

Size 22¾ x 9 x 11¾

Std Pack 1 each Approx Wt 4½ lbs



ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse. Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

Size- 7¼ x 4¼ x 17

Std Pack ½ doz. Approx Wt 23 lbs

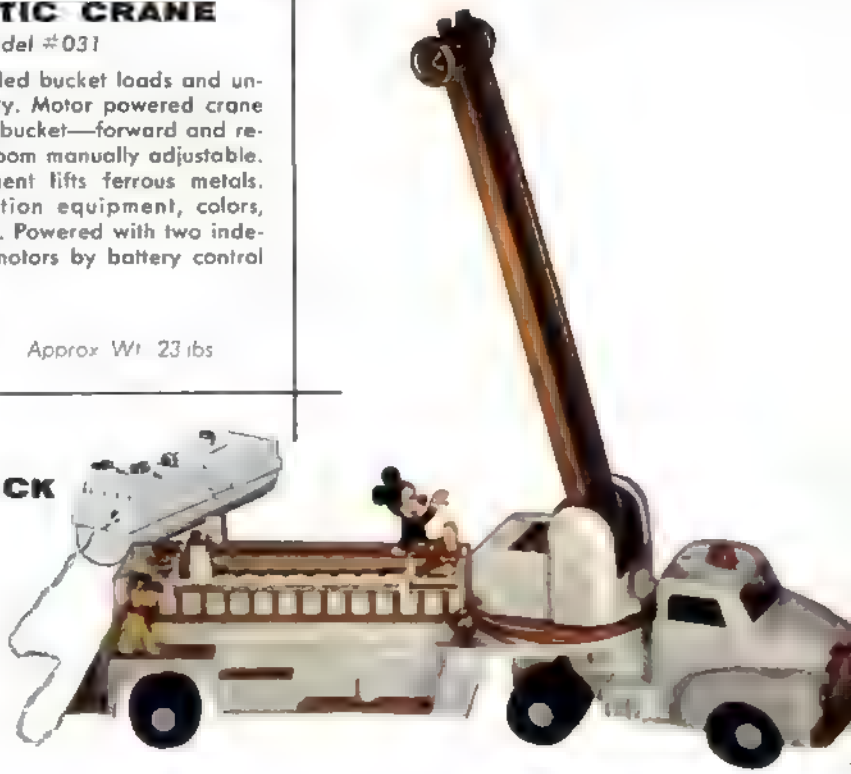
ELECTRIC LADDER FIRE TRUCK

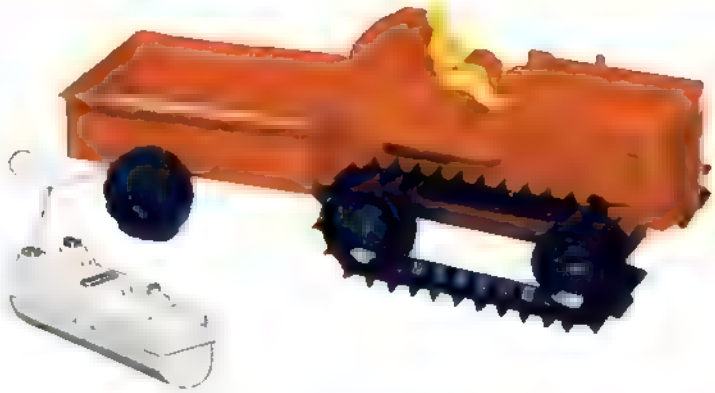
Model #421

A Disneyland remote control fire truck. Flashing red dome light and siren. Striking white body with gold ladders and trim Mickey Mouse and Pluto figures mounted on trailer. Goes forward and reverse. Separate motor raises and lowers electric aerial extension ladders.

Size. 16 x 3¾ x 3¾

Std Pack ½ doz. Approx. Wt. 12½ lbs





ANDY GARD TRACTOR

Model #411

Now—a remote control tractor. Forward and reverse. Controlled from battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer.

Size 11 x 4½ x 3¼
Std Pack 1 doz Approx Wt 18 lbs

ANDY GARD STEERING JEEP

Model #81-20

Jeep that actually steers! Remote controlled from steering wheel battery case.

Size 6¼ x 2½ x 3
Std Pack 1 doz
Approx Wt 12 lbs

ANDY GARD BELL TRUCK

Model #119-20

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse, steers left and right.

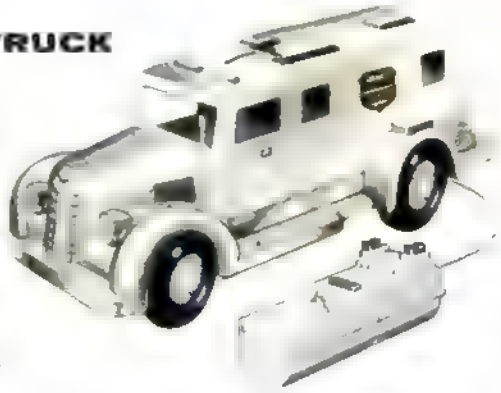
Size 7 x 3 x 3
Std Pack 1 doz
Approx Wt 13 lbs

BRINKS TRUCK

Model #82

Authentic grey remote control Brinks truck. Forward and reverse at the touch of a button. Official Brinks emblem.

Size 6¾ x 3 x 3⅜
Std Pack 2 doz
Approx Wt 20 lbs



DINKIE TRAIN

Model #83

A delightful toy with remote control at the touch of a button. Forward and reverse. Rugged plastic with metal base.

Size 7½ x 3 x 3⅜
Std Pack 2 doz
Approx Wt 20 lbs

Nationally Advertised and Promoted

REPRESENTATION FROM COAST TO COAST

★ Colman & Hirschman
200 Fifth Avenue
New York 10, New York

★ Jack Pearlstein
1206 S. Maple Avenue
Los Angeles, California

★ Sheldon Company
1004 W Lee Street, P. O. Box 3111
Greensboro, N. C.

★ Krenzien, Krenzien & Dunlap
209 S. State Street
Chicago, Illinois

★ Mountain States Sales
210 Mining Exchange Bldg.
Denver, Colorado

★ Lou Frank Sales Co.
510 McGill Street, Room #5
Montreal, Quebec, Canada

GENERAL MOLDS AND PLASTICS CORPORATION

LEETSDALE (Greater Pittsburgh Area) PENNSYLVANIA

Litho in U. S. A.

The *Fast-Selling* Andy Gard Remote Control Toys in Combination Sets

• IN BRILLIANT NEW PACKAGING!

Andy Gard FIRE DEPARTMENT SET

The Jr. Fireman races to a fire with his own set of remote control fire fighting equipment and fireman's helmet. An Emergency Wagon Jeep, Fire Chief Car with dome light and siren plus the adjustable ladder Fire Truck. (Described separately in color catalog.) Manufactured to take the rugged play of the imaginative youngster. Set packed in attractive display carton 17 5/8 x 17 5/8 x 4 5/8.

Standard Pack- 6 *Approx. Weight- 28 lbs.*

Andy Gard EXCAVATION EQUIPMENT

Watch the youngsters' creative imagination swing into unlimited play with this versatile all Remote Control earthmoving set. Includes the action packed Big Jim Crane, full steering Dump Truck and the nimble Foreman's Jeep. (All described separately in color catalog.) Powered with electric motors built to take both indoor and outdoor action in stride. Beautifully packaged in separate display carton 17 5/8 x 17 5/8 x 4 7/8.

Standard Pack- 6 *Approx. Weight- 35 lbs.*

Created and Manufactured by GENERAL MOLDS & PLASTICS CORPORATION

IT'S NEW!

IT'S REVOLUTIONARY!

IT'S ELECTRONIC!

THE ANDY GARD HOME VOICE RECORDER

A NEW FASCINATING RECORDING HOBBY

- Attaches to your Fono turntable
- Immediate playback
- Simple-safe operation
- Record at 33⅓, 45 or 78 RPM
- Records entirely independent of Fono circuit

Complete Recording Equipment *Includes* . . .

Recording Arm and Head

Microphone

Tracking Disc

Supply of:

Cutting Needles

Blank Records

Pedestal

Recording arm and head

Tracking Disc

Microphone

• ***DON'T MISS A FREE DEMONSTRATION AT THE TOY FAIR!***

COLONIAL ROOM HOTEL SHERATON McALPIN

Created and Manufactured by **GENERAL MOLDS & PLASTICS CORPORATION**

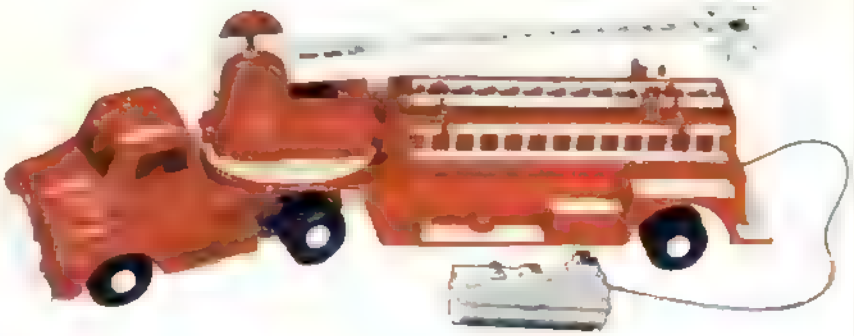
FIRE ENGINE

Model #051

Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jack-knife action in reverse. Dual rubber wheels.

Size: 16 x 3¾ x 3¾

Std. Pack: 1 doz. *Approx. Wt.: 23 lbs.*



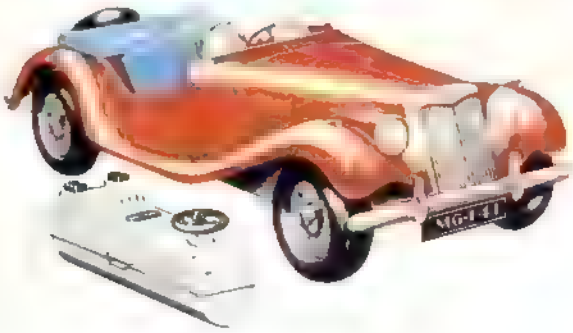
NEW LIGHTNING BRAINY BUG

Model #160

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right, or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size: 9½ x 14 x 5

Std. Pack: 1 doz. *Approx. Wt.: 14 lbs.*



M G SPORTS CAR

Model #141

A model of the popular MG Sports Car steers left, right, forward, or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors.

Size: 8¾ x 3½ x 2¾

Std. Pack: 1 doz. *Approx. Wt.: 13 lbs.*

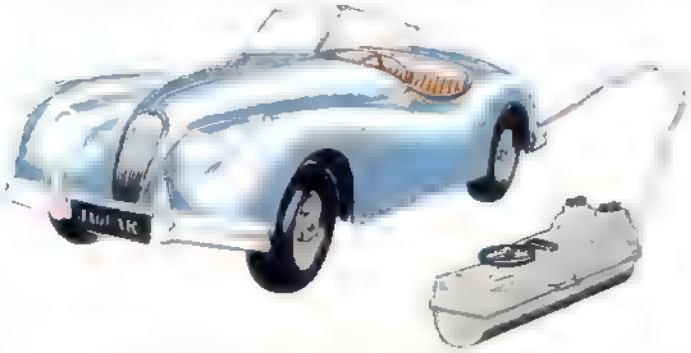
JAGUAR SPORTS CAR

Model #140

Remote controlled Jaguar—realistic model. Steers left, right, goes forward, and reverse. All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size: 8¾ x 3 x 2¾

Std. Pack: 1 doz. *Approx. Wt.: 12 lbs.*



POWER DUMP TRUCK

Model #128

Remote control true-to-life steering. Powered by flashlight batteries and tiny electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break resistant plastic construction. Metal base.

Size: 8 x 3½ x 3½

Std. Pack: 1 doz. *Approx. Wt.: 16 lbs.*

Heavy sterling silver money clip, highly polished.
Money Clip
12A357-0J190 $3.75

Stylish sport buckle for 1" belts in rhodium Belt not supplied.
Golfer Buckle
12A365-3J250 $5.00
Fisherman Buckle
12A366-1J250 $5.00

Nurse's link, yellow gold finish on pearl background.
12A362-0J200 *Nurse's Links* **$4.00**

Auto key chain in sterling silver with blue enameled edge medal.
12A363-8J275 *Key Chain* **$5.50**

Lucky key chain and name tag in sterling silver.
12A358-8J225 *Key Chain* **$4.50**

Unusual knife, file, and money clip combination in sterling silver.
12A367-9J600 *Money Clip* **$12.00**

Executive knife in 12 Karat Gold Filled with two stainless steel blades. Hand engine turned sides.
Knife
12A364-6J500 $10.00

Real silver dollar mounted on a sterling silver money clip.
12A359-6J425 *Money Clip* **$8.50**

Beautifully hand engine turned 1" buckle in polished 12 Karat Gold Filled. Matches set 12A323 2J775 on Page 82 Belt not supplied.
12A368-7J375 *Buckle* **$7.50**

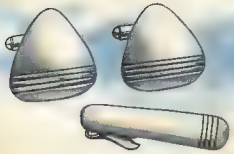
Genuine cultured pearl tie-tack on 14 Karat gold peg.
12A360-4J250 *Tie-Tack* **$5.00**

Gleaming yellow gold finished buckle for 1" belts, hand engine turned design. Matches set 12A304-2J350 on Page 81. Belt not supplied.
12A361-2J190 *Buckle* **$3.75**

Federal Excise Tax of 10% Not Included

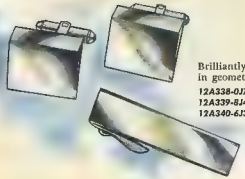
Attractive Gift Boxes

Hayward
QUALITY JEWELRY SINCE 1851



Sterling silver in rich satin finish with bright hand cut bands.

12A335-6J700	*Set*	$14.00
12A336-4J375	*Links*	7.50
12A337-2J325	*Slide*	6.50

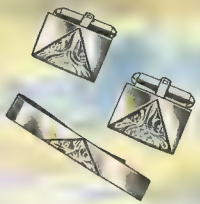


Brilliantly polished sterling silver in geometric shape

12A338-0J750	*Set*	$15.00
12A339-8J450	*Links*	9.00
12A340-6J300	*Slide*	6.00

Sterling silver set with exotic genuine Tigereye on black background.

12A341-4J1000	*Set*	$20.00
12A342-2J700	*Links*	14.00
12A343-0J300	*Tie Tack*	6.00

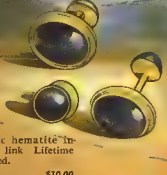


Hand engraved design on polished sterling silver. Exceptional value.

12A344-8J600	*Set*	$12.00
12A345-5J350	*Links*	7.00
12A346-3J250	*Slide*	5.00

Genuine onyx with 22 Karat Gold inlaid emblem 12 Karat Gold Filled setting.

12A347-1J1250	*Set*	$25.00
12A348-9J750	*Links*	15.00
12A349-7J500	*Slide*	10.00



Imported synthetic hematite in fashionable double link Lifetime 12 Karat Gold Filled.

12A350-5J500	*Set*	$10.00

Precious 12 Karat Gold Filled hand decorated on two-tone modern domed shape.

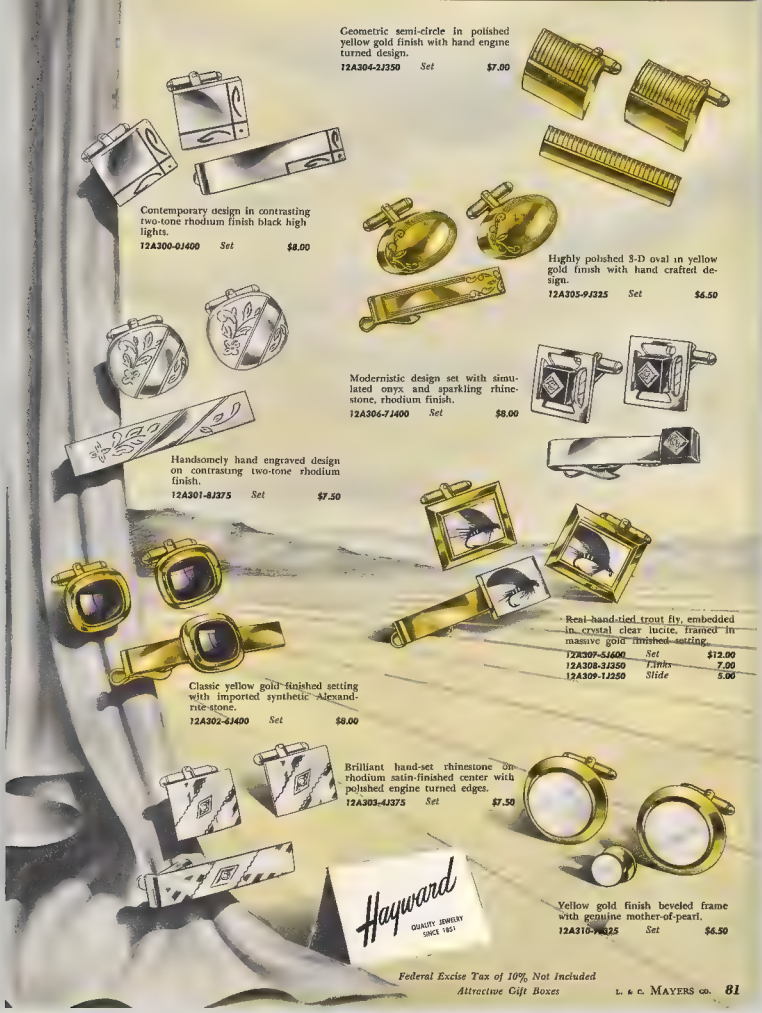
12A351-3J750	*Set*	$15.00
12A352-1J450	*Links*	9.00
12A353-9J300	*Slide*	6.00

Gleaming 12 Karat Gold Filled with genuine onyx and cultured pearl.

12A354-7J1300	*Set*	$26.00
12A355-4J1000	*Links*	20.00
12A356-2J300	*Tie Tack*	6.00

Hayward
QUALITY JEWELRY SINCE 1851

Federal Excise Tax of 10% Not Included
Attractive Gift Boxes



Geometric semi-circle in polished yellow gold finish with hand engine turned design.

12A304-2J350 *Set* **$7.00**

Contemporary design in contrasting two-tone rhodium finish black high lights.

12A300-0J400 *Set* **$8.00**

Highly polished 3-D oval in yellow gold finish with hand crafted design.

12A305-9J325 *Set* **$6.50**

Modernistic design set with simulated onyx and sparkling rhinestone, rhodium finish.

12A306-7J400 *Set* **$8.00**

Handsomely hand engraved design on contrasting two-tone rhodium finish.

12A301-8J375 *Set* **$7.50**

Real hand-tied trout fly, embedded in crystal clear lucite, framed in massive gold finished setting.

12A307-5J600	*Set*	**$12.00**
12A308-3J350	*Links*	**7.00**
12A309-1J250	*Slide*	**5.00**

Classic yellow gold finished setting with imported synthetic Alexandrite stone.

12A302-6J400 *Set* **$8.00**

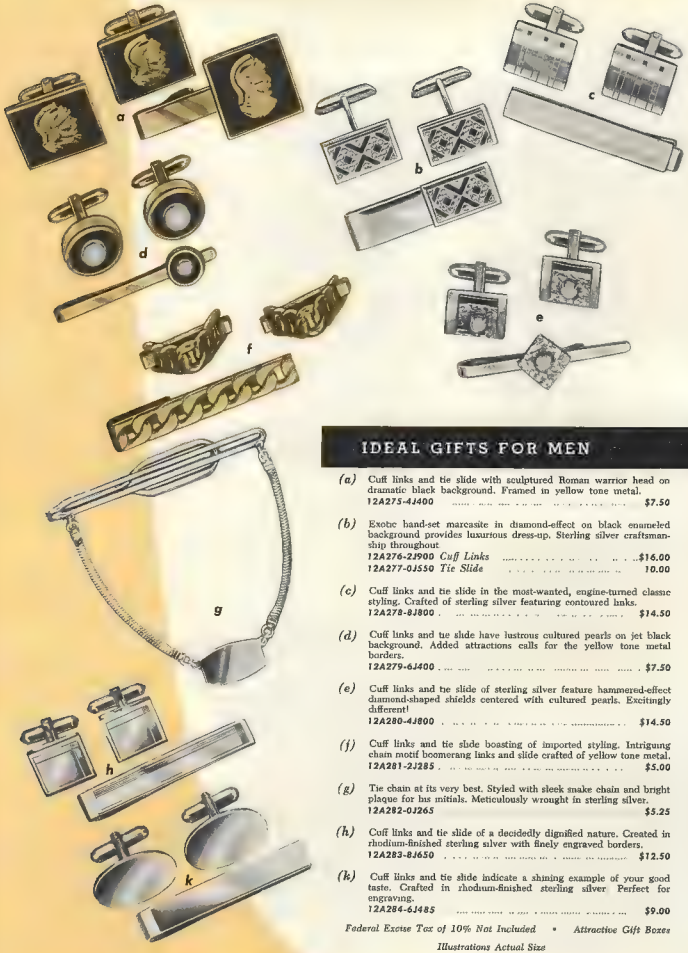
Brilliant hand-set rhinestone on rhodium satin-finished center with polished engine turned edges.

12A303-4J375 *Set* **$7.50**

Yellow gold finish beveled frame with genuine mother-of-pearl.

12A310-[illegible]J325 *Set* **$6.50**

Federal Excise Tax of 10% Not Included



IDEAL GIFTS FOR MEN

(a) Cuff links and tie slide with sculptured Roman warrior head on dramatic black background. Framed in yellow tone metal.
12A275-4J400 ..... **$7.50**

(b) Exotic band-set marcasite in diamond-effect on black enameled background provides luxurious dress-up. Sterling silver craftsmanship throughout.
12A276-2J900 *Cuff Links* **$16.00**
12A277-0J550 *Tie Slide* **10.00**

(c) Cuff links and tie slide in the most-wanted, engine-turned classic styling. Crafted of sterling silver featuring contoured links.
12A278-8J800 ..... **$14.50**

(d) Cuff links and tie slide have lustrous cultured pearls on jet black background. Added attractions calls for the yellow tone metal borders.
12A279-6J400 ..... **$7.50**

(e) Cuff links and tie slide of sterling silver feature hammered-effect diamond-shaped shields centered with cultured pearls. Excitingly different!
12A280-4J800 ..... **$14.50**

(f) Cuff links and tie slide boasting of imported styling. Intriguing chain motif boomerang links and slide crafted of yellow tone metal.
12A281-2J285 ..... **$5.00**

(g) Tie chain at its very best. Styled with sleek snake chain and bright plaque for his initials. Meticulously wrought in sterling silver.
12A282-0J265 **$5.25**

(h) Cuff links and tie slide of a decidedly dignified nature. Created in rhodium-finished sterling silver with finely engraved borders.
12A283-8J650 ..... **$12.50**

(k) Cuff links and tie slide indicate a shining example of your good taste. Crafted in rhodium-finished sterling silver Perfect for engraving.
12A284-6J485 ..... **$9.00**

Federal Excise Tax of 10% Not Included • Attractive Gift Boxes

Illustrations Actual Size

Magnificently hand engraved border, two-tone bright and satin finish in sterling silver.

12A314-1J750	Set	$15.00
12A315-8J475	Links	9.50
12A316-6J275	Slide	5.50

Hand carved design with two-tone bright and satin finish in bold sterling silver.

12A317-4J800	Set	$16.00
12A318-2J500	Links	10.00
12A319-0J300	Slide	6.00

Massive weight sterling silver with hand engraved design on rich satin finish.

12A311-7J750	Set	$15.00
12A312-5J475	Links	9.50
12A313-3J275	Slide	5.50

Genuine onyx and diamond in massive 12 Karat Gold Filled setting.

12A320-8J1250	Set	$25.00
12A321-6J750	Links	15.00
12A322-4J500	Slide	10.00

Linde Star sapphires set in gleaming 14 Karat Gold. Hand engine turned design

12A326-5J6000	Set	$120.00
12A327-3J4250	Links	85.00
12A328-1J1750	Slide	35.00

Highly polished mirror finish with slender 14 Karat Gold tie slide

12A329-9J3000	Set	$60.00
12A330-7J2250	Links	45.00
12A331-5J750	Slide	15.00

Heirloom 14 Karat Gold with genuine 2 pt. diamond set in genuine onyx.

12A332-3J3250	Set	$65.00
12A333-1J2500	Links	50.00
12A334-9J750	Tie Tack	15.00

Exceptionally fine hand engine turned design executed on 12 Karat Gold Filled, mirror finish.

12A323-2J775	Set	$15.50
12A324-0J450	Links	9.00
12A325-7J325	Slide	6.50

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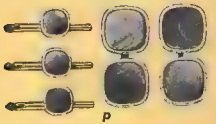
Attractive Gift Boxes

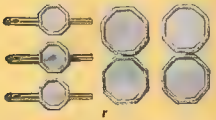
Jewelry For Men

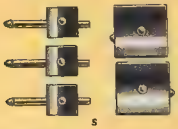
Federal Excise Tax of 10% Not Included

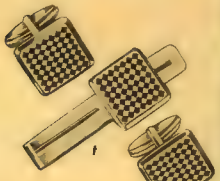
Illustrations Actual Size

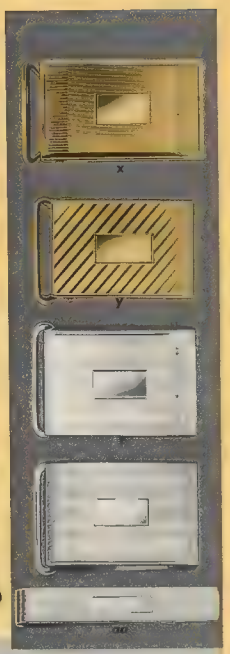
Attractive Gift Boxes

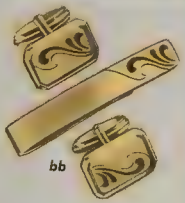












(p) Distinguished stud and cuff link sets for the gentleman of impeccable taste. Matching quality yellow fittings.
12A263-0J2650 . . . **$47.50**
Black Onyx Set. 14 kt. White Gold.
12A264-8J500 . . . . . **$9.00**
Smoked Pearl Set. White Gold-Filled.

(r) Geometric simplicity is the keynote in these stud and cuff link sets. Octagon-shaped white Mother-of-Pearl framed in white gold. Matching quality yellow fittings.
12A265-5J2125 **$37.50**
14 kt. White Gold.
12A266-3J515 **$9.25**
1/20 12 kt. White Gold-Filled.

(s) Stud and cuff link set featuring genuine black onyx squares centered with gold tack. Handsome dress-up! 1/20 12 kt. yellow gold-filled.
12A267-1J850 **$15.00**

(t) Cuff links and tie slide created in diamond-effect checkerboard on oxidized background. Handsome move to good grooming! Yellow tone metal.
12A268-9J300 . . . . . **$6.00**

(w) Cuff links and tie slide featuring dramatic scroll design on oxidized background. Unique antique look! Famous Forstner quality yellow tone metal.
12A269-7J275 **$6.00**

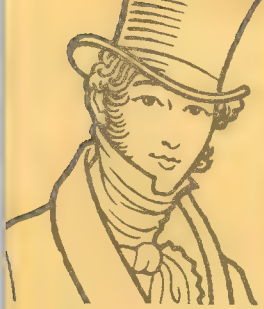
(x) Beautiful buckle crafted with distinctive tooling and bright initial shield for melodious harmony. 14 kt. yellow gold. With 1-in. genuine leather belt. *Specify belt size desired*
X12A270-5J3500 **$65.00**

(y) Classic buckle wrought in 14 kt. yellow gold with fine engine-turned engraving and bright shield for initials. Complete with 1-in. genuine leather belt. *Specify belt size desired.*
X12A271-3J2600 **$47.50**

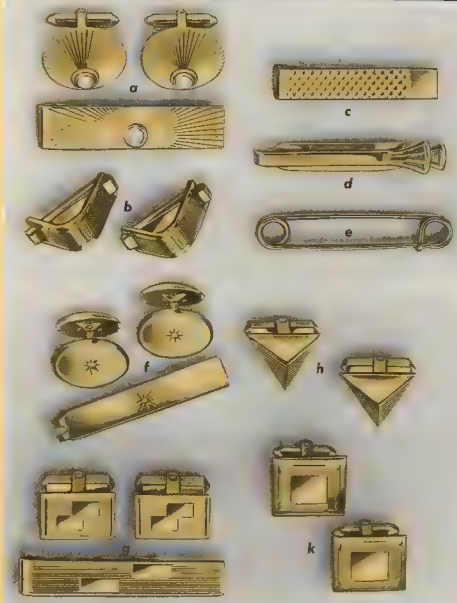
(z) Bright buckle noted for its engine-turned sterling silver craftsmanship. With shield for engraving. Complete with 1-in. genuine leather belt. *Specify belt size desired.*
X12A272-1J375 . . . . . **$6.25**

(aa) Buckle and tie slide richly wrought of sterling silver. Skillfully engraved, with bright shield for his initials. (Belt not supplied).
12A273-9J665 . . . . . **$11.00**

(bb) Cuff links and tie slide inspired by modern abstract art. Masterfully executed in satin-finish scroll on oxidized background. Yellow tone metal.
12A274-7J375 **$7.50**



Distinctive



(a) Forever bright and right for every occasion. Gleaming sunburst-effect in 14 kt. yellow gold with radiant cultured pearls.
12A250-7J3750 *Cuff Links* **$67.50**
12A251-5J2250 *Tie Slide* **40.00**

(b) Cuff links in unique boomerang shape with hinged clasp. Elegantly embossed and crafted in 14 kt. yellow gold.
12A252-3J3250 **$57.50**

(c) Tie slide with embossed diamond-effect motif and bright square tip. A marvelous note of elegance introduced in 14 kt. yellow gold.
12A253-1J1050 **$18.75**

(d) Tie slide of utter simplicity. Clarion-inspired jewelry with its only adornment the open-work tip. 14 kt. yellow gold.
12A254-9J1400 . . . . . **$25.00**

(e) Tie pin directly inspired from the very necessary safety pin. Handsome accessory for sport and dress occasions. Wrought in 14 kt. yellow gold.
12A255-6J925 . . . . . **$16.75**

(f) Diamond-studded luxury for the man of discriminating taste. Bright cut diamonds flash elegantly in 14 kt. yellow gold.
12A256-4J3600 *Diamond Cuff Links* **$65.00**
12A257-2J1600 *Diamond Tie Slide* **29.75**

(g) Bright gold shields among the tooled lines of 14 kt. yellow gold. Ideal for engraving! Engine-turned craftsmanship.
12A258-0J2400 *Cuff Links* **$42.50**
12A259-8J1775 *Tie Slide* **32.50**

(h) Cuff links with a Middle East allure! Crafted in three-dimensional pyramid shape with sleek grooved effect. 14 kt. yellow gold.
12A260-6J3750 . . . . . **$67.50**

(k) Cuff links with handsome picture frame motif. Features alternating squares of bright and ribbed-effect 10 kt. yellow gold.
12A261-4J1350 . . . . . **$25.00**

(m) Tie chain makes an all-time favorite with every man! Wrought in 10 kt. yellow gold with tooled initial shield and fine chain.
12A262-2J780 . . . . . **$14.00**

(n) Sculptured smartness with satin-finish concave effect and bright finish beveled edges. Created in 14 kt. yellow gold.
12A249-9J2175 **$39.75**

Federal Excise Tax of 10% Not Included

Illustrations Actual Size

Introducing... Miss Marvelous

POSES SO NATURALLY—SEEMS ALMOST HUMAN!

Breathtakingly beautiful, fabulously flexible—practically duplicates every position of the human figure—jointed at ankles, knees, hips, waist, neck, shoulders, elbows and wrists!

20-inch Dollikin

13.94

Dollikin . . . our Miss Marvelous—captivating glamorous, almost human in her poses! Her tall slender body is exactingly Lifelike plastic . . . jointed at ankles, knees, hips, waist, shoulders, elbows, wrists and neck! Her upswept hairdo is firmly rooted—it can be washed, combed, set in countless styles. Her soft-as-skin vinyl head has big, bewitching go-to-sleep eyes with flirty lashes.

Dollikin comes dressed in an elegant 3-in-1 crystal taffeta outfit consisting of sophisticated mandarin coat, lounging pajamas, and leotard for exercising. She also wears 'pearl' earrings and glamorous high-heel shoes. Mailable. Shipping weight 5 lbs.

R35 JP 3693. 20 in. tall **13.94**

Use her as a model for sewing or sketching!

FASHION LEADERS OF DOLLY-LAND—SO VERY SMART, YET AT SAVINGS TO 20%

1 FAIRY PRINCESS Enchanting from Pink pony tail to 'Silver' slippers! Jointed at ankles, knees, waist, neck Wash, style her hair—it's rooted in vinyl head. Plastic body, vinyl arms Wears "Silver" and rhinestone crown; sequin-trimmed costume, removable wings—each with belt; panties; hose shoes Mailable

R33 JP 3657 20 in tall. (4 lbs.) . . **7.87**

2 TAKE HER HAND, she'll 'walk' in her high-heel shoes! New rigid vinyl plastic body is jointed at hips, shoulders, neck Hair can be washed, combed—firmly rooted in vinyl head She's dressed in a rayon taffeta cocktail dress 'Gold', "Silver" trimmed, slip, panties; shoes, 'diamond" ring; 'pearl' choker

R35 JP 3636 20 in Mailable (4 lbs.) **4.96**

3 REVLON "Kissing Pink" doll—jointed at arms legs, waist Long rooted hair, vinyl plastic head, rigid vinyl body Wears nylon dress, taffeta slip, panties, nylons, hi heel shoes; "pearl" choker, earrings Carries extra nylons "heels" in hat box Mailable.

R35 JP 3631 18 in tall (5 lbs.) . . **10.85**

R35 JP 3632 20 in. tall (6 lbs.) . . . 14.85

R35 JP 3633 23 in tall (7 lbs.) 17.85

4 PONY TAIL doll wears hi-heel shoes, 'pearl' earrings and she's a real poser! Arms and legs have wire cores to make them ultra-flexible Body and head are soft-as-life vinyl plastic Rooted hair can be washed, combed set. She also wears lace-trimmed organdy dress, slip; hair ribbon; panties Mailable

R35 JP 3683 24 in tall (5 lbs.) **5.94**

5 WALKING BRIDE doll wears lovely White rayon satin gown covered with lacy nylon net; nylon net veil; panties; high-heel slippers Take her hand, she'll "walk" down the aisle. New Lifelike rigid vinyl plastic, with soft-as-life vinyl head Long rooted hair can be washed, combed, set Mailable. Shipping wt 3 lbs

R35 JP 3659 20 inches tall. **6.74**

6 SOPHISTICATE Loves to pose—jointed at knees, hips waist, shoulders, neck Upsweep hairdo can be washed, combed, restyled—it's firmly rooted in her skin soft vinyl head Body is durable plastic Wears rayon taffeta cocktail dress with nylon net overskirt, rhinestone and "Silver" trim; nylon stole, nylons, hi-heel slippers.

R35 JP 3658 24 in Mailable (4 lbs.) **9.89**

Budget Power makes dreams come true...without money worries

1
20 inch
Fairy Princess
7.87
9.98
Elsewhere

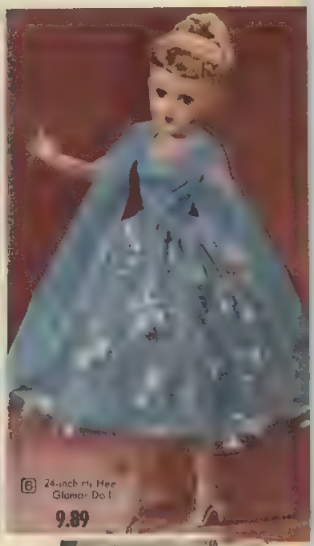
2
20 inch
Hi-Heel Walker
4.96
5.98
Elsewhere

3
18 inch
Rex on Doll
10.85
11.95
Elsewhere

Fashion Leaders of Dolly-Land

4
24-inch
Hi Hee Doll
5.94

5
20-inch
Walker **6.74**



6
24-inch Hi Hee
Glamor Doll
9.89

See Page 239 for new, lower credit terms . . . longer time to pay

Glamorous walking doll comes with hi-heels, "fur" stole, exciting evening gowns, casual togs, dainty lingerie and smart accessories! 20 inches tall, handsome wardrobe carrying case included.

1 Elsewhere 24.95 **18.95**

WARDROBES FOR EVERY OCCASION . . . *To Travel in Fashion*

2 Famous Horsman Doll, Wardrobe, Travel Case **7.98**

3 16-in. "Walking" Bride, Trousseau and Trunk **12.65**

See Page 239 for new, lower credit terms . . . longer time to pay

CUDDLY, LOVABLE CHARACTER DOLLS . . . THRIFTY PLAYTIME, AND SLEEPY-TIME PALS

A LOVABLE "BENDEE" DOLL. Loads of fun for little boys or girls and she has the tiniest of price tags too! A wonderful gift idea for several tykes on your special list. Talented "Bendee" can assume many positions (pray, kneel, sit, crawl) because she has a flexible wire frame in soft latex body. Head is of skin like vinyl-plastic, button eyes and painted mouth. "Bendee's" voice coos softly when she's squeezed, she has molded hair and is completely washable. Comes dressed in a snug-as-a-bug, zipper snowsuit with attached hood that washes easily. A lovable, huggable armful!
Shipping weight 1 lb. 8 oz.
35 J 3615. 14 inches tall **1.94**

B C RAGGEDY ANN AND ANDY . . . Johnny Gruelle's celebrated story book favorites almost come to life! Look just as they do in their stories, with happy smiling faces and shoe-button eyes. Both Ann and Andy have carrot-top yarn hair and cuddlesome cotton-stuffed cloth bodies; both dressed in fine quality washable cotton percale outfits. So lovable, so low priced!
RAGGEDY ANN. (1 lb.)
35 J 3510. 15 in. tall.. .....**2.87**
RAGGEDY ANDY. (1 lb.)
35 J 3518. 15 in. tall.....**2.87**

D LITTLE LULU straight from her comic strip, and as lovable and mischievous as ever! An extra cuddly doll specially recommended for the little ones. Lulu has a soft, cotton filled body and black yarn hair with a bright Red bow. She's dressed in her well-known Red dress with White collar
35 J 3519. 15 inches tall. (1 lb.)..... ... **3.77**

E POPEYE, THE CARTOON FAVORITE with typical fighting expression. Whistles through pipe in the corner of his mouth, has an all-vinyl plastic 5-pc. body jointed to move into many comical positions. Painted White sailor hat, Blue sweater with Red collar, Blue pants and brown shoes
35 J 3694. 14 inches tall. (1 lb. 11 oz.).....**3.74**

Big Wardrobes—Big Savings

All **3** for **3.33**

WINKEN, BLINKEN AND NOD—3 adorable, cuddly friends for 1 tiny price! Each has a different sleepy expression and outfit. Dressed in flannel nighties and knit caps with tassels, 1 in Blue, 1 in Pink, 1 in Yellow. Each has soft latex body and vinyl plastic head.
35 J 3745. Each 10 in. tall. (2 lbs.)..... Set **3.33**

1 WALKING "MODEL" WITH LUXURY WARDROBE. This high-fashion, high-heel miss steps right along with you when you take her hand. Fully 20 inches tall, of newest soft-but-firm vinyl plastic. Wash, comb and set her rooted hair. Has large moving eyes; wears lovely taffeta evening gown, lace panties, matching hi heels. Wardrobe: strapless cocktail dress with attached slip, matching skirt and sweater, "fur" trimmed taffeta coat, "fur" stole, raincoat with matching cape and boots, 2 hats, lace trimmed robe, nightgown, petticoat, lacy panties, full length hose, black bra, white hi-heels, "pearl" choker and earrings, "diamond" ring, hangers, curlers, comb, brush, mirror. Carrying case has solid wood frame, plasticised covering, hanging rod and key-lock . . **18.95**
R35 JP 3662. Case size 7x13x21 in. Mailable. (8 lbs.)

2 FAMOUS HORSMAN DOLL and wardrobe with outfits for any occasion! All flesh-like vinyl plastic with super-flex legs—pose in any position. Long pony tail is firmly rooted—can be washed, combed and set. "Go-to-sleep" eyes. Wears lace-trimmed dress and apron, panties, socks and shoes. Her 6x16x12 in. fiberboard travel case contains organdy dress with attached slip. Red suit with matching hat, sunsuit, 2-pc. pj's, curlers, washcloth, sponge, hairbrush, comb, mirror. Mailable. (5 lbs.)
R35 JP 3685. 15-inch doll **7.98**

3 "WALKING" BRIDE. Take her hand, she walks. Sturdy, hard plastic body, lifelike vinyl plastic head, arms; moving eyes; rooted, bobbed hair! Wears nylon taffeta and net bridal gown with stand-out slip, nylon net veil, panties, socks, shoes, "bouquet". Trousseau cotton dress, taffeta dress, corduroy coat, White party dress, negligee, 2-pc. playsuit, straw hat, Red shoes, socks, hangers, curlers, comb, brush, mirror, lipstick, rouge, kleenex pack. 12x6x18 in. fiberboard trunk with hanger, drawer. Mail (6 lbs.)
R35 JP 3573. 16-inch doll.... **12.65**

Budget Power...like having an extra month's pay at Christmas

SPIEGEL TOYLAND

TAKE A TRIP THRU TOYLAND . . . SEE THE LATEST FROM SANTA'S SHOP!

DOLLS
GAMES
TOYS
BOOKS
WAGONS
TRAINS
SLEDS
BIKES

COLLECTORS DOLLS FROM AROUND THE WORLD

8 FOREIGN-MADE DOLLS displayed in a handsome wrought iron wall rack . . . a lovely room decoration! More than just toys . . . real collector's dolls created with painstaking care by skilled European craftsmen. Authentic and colorful handmade costumes; each doll is about 8 in. tall with hand painted face, yarn wig, stuffed cloth body with shoulder and hip joints, and vinyl plastic arms. Dolls represent Spain, Italy, France, South America, Holland, Ireland, Venice and Switzerland. Rack is 24x20 inches, will hold 12 dolls.
R35 JP 3520. Mailable (6 lbs.) . . . 17.85

All 8 Dolls and Shadow Box
17.85

4 FOREIGN DOLLS will stand prettily with above 8 dolls on rack—nice for any fine collection! Exquisitely made like those described above—the same careful workmanship, the same fine quality materials, same size. Set includes a girl from famous Monaco, a pretty Greek lass, a Scandinavian girl and a Swiss lad.
(1 lb. 14 oz.)
35 J 3533. . . . . 7.98

Additional Collector Dolls
All 4 only
7.98

TO TOYLAND

OVER 100 PAGES OF WONDERFUL TOYS!

Ⓐ Elsewhere 5.98

23-inch Pony Tail Doll **4.87**

Tops on Any List . . .

Shown at Right

Pose-able, adorable! Beautifully detailed . . . each with rooted hair to wash and re-style.

① BALLERINA. Lovely, life-like . . . has jointed waist, knees, ankles for freedom of movement. She "dances" along on tip-toe or "walks" naturally. Her rooted pony tail can be restyled. Hard plastic body, soft vinyl head and arms; sleeping glassene eyes, lashes. Big outfit comes in beautiful gift box—dressed to go "on stage" in nylon net and tulle costume, full length nylon hose and vinyl "Capezio" ballet slippers. With her is practice bar and mirror for rehearsing pirouettes.
Wardrobe extras: Blue velveteen, nylon net and tulle costume with matching panties. Pink-Black-White striped skirt, Black sweater, panties, White hose and Red walking shoes. Rose taffeta evening gown, panties, nylon hose and smart hi-heel slippers. Black leotard and Black ballet slippers
20 inches tall. Mailable. Shpg. wt. 5 lbs.
R35 JP 3654. Complete Ballerina Outfit **9.98**
R35 JP 3685 Ballerina Only. (3 lbs.) 5.98

② NURSE WITH NEWBORN BABY Nurse can sit or kneel thanks to flexible wire core in legs. Has all vinyl body, soft vinyl head, large glassene moving eyes with lashes. Her lovely bobbed hair is firmly "rooted." She wears Registered Nurse's cap, Blue and White striped cotton uniform with White collar and apron, cotton knit panties, socks and White vinyl shoes. In her arm, on a pillow she carries 8-in. vinyl "baby." Baby has adjustable 5-pc. body, molded hair, moving glassene eyes with lashes. In Nurse's other hand is polyethylene nursing bottle for baby's "feedings." A nurse's uniform for your little girl would really be fun—(see page 333)! Mailable. Shpg. wt. 6 lbs.
R35 JP 3668. 24-in. Nurse with Baby **8.88**

③ A REAL POSER! Take her by the hand and she'll walk with you . . . bend her jointed knees and see her sit or kneel to say her prayers just like a real little girl! One of our most popular dolls—her rooted pony tail is tied with a pretty Red ribbon . . . extra thick and lovely, can be washed, waved and combed as you please. Sturdy plastic body, finely detailed vinyl head, glassene sleeping eyes with thick lashes. She wears a Red and White striped taffeta dress with White and Red trimmed ninon apron and collar; matching panties, cotton socks and Red vinyl shoes. Mailable.
R35 JP 3571 23-in. tall. Shpg. wt. 6 lbs. **7.87**

Biggest Value Ever!

Shown at Left

New! Big! Lovable, beautifully dressed, washable, 23-in. pony tail doll. Now, at big saving.

Ⓐ PONY TAIL DOLL—one of the finest values in dolls we have seen anywhere! Has features seldom found in dolls selling at this low price. A lovable companion for every little girl on your gift list . . . she'll be her "mother's pride and joy."
A saucy bow tops her long, lustrous pony tail . . . firmly rooted to her scalp, won't pull out when mom resets her hair. Her head is soft, skin-like vinyl plastic—her body cuddly latex that wipes clean in a wink. At bedtime she closes her thick-lashed glassene eyes and goes happily to dreamland.
She arrives dressed in a pink embossed cotton dress with lace trimmed ninon blouse; Black plastic belt with sparkling brass colored buckle; full Pink organdy slip daintily lace trimmed at hem, matching lace trimmed panties; cotton socks and Pink plastic shoes. Mailable.
R35 JP 3527. 23 inches tall. (5 lbs.) **4.87**

Budget Power protects peace of mind with Prudential Insurance

Big, Beautiful, Pose-able Dolls—SURE TO BE LOVED!

See Page 239 for new, lower credit terms . . . longer time to pay

them. Examine them one by one, in an objective light.

Nothing is more maddening to a customer than the frustration of being unable to "find" a salesperson to take his purchase when he is in a hurry to complete the transaction and leave the store. And when he does find one, he may be in competition with several other customers for that salesperson's attention. He may give up in despair, or he may wait it out, make his purchase, and resolve never to return to that department. In contrast, self-service enables the customer to select his purchase, check out, and be on his way.

Another customer irritant is the "May I help you?" inflicted upon him when he isn't ready to buy anything yet. The familiar defensive reply, "No, I'm just looking around," indicates the extent of this irritation. Yet it is often hard to tell whether a customer wants service or not, in a clerk-service department, because many times he will continue looking at displays and so forth, while waiting for a salesperson. He does this because he *expects to be approached* by a salesclerk. On the other hand, in a self-service department, it is very easy to see whether or not a customer wants service. If he does, he will invariably look around for a salesperson: if not, he will simply continue doing his own shopping. And when the salesperson approaches, he politely asks, "Did you find what you were looking for?"—an offer of service, not a *demand to buy*.

As for fast personal service, it is nonexistent in a clerk-serve department during peak periods. There are just too many people to be served.

A self-service system provides all these facilities which modern shoppers like: speed, ability to browse, courtesy, fast service, ability to shop further after purchase.

Everyone has to "see" a salesperson, if he wants to make a purchase. This includes even those who have selected their purchases or know exactly what they want—because a salesclerk still has to take the merchandise and the money, ring up the sale, make change and wrap the purchase. Not so in the self-serve department. The fact that most people wait on themselves leaves salespeople free to render fast personal service to customers buying hard-to-choose items.

Absolute courtesy is next to impossible during rush periods in a "full service" department. So many people are pressing for attention that salesclerks must on occasion be abrupt, in order to take care of as many customers as possible. The salesperson in a self-service department can take much more time with each customer. First, he has fewer people to serve. Second, check-out relieves the sales-person of the details of writing up the sale, adding up the items, computing taxes, recording the sale, wrapping the merchandise and making change—*even for the customers he serves*. He has time to do his primary job of *selling* and *rendering service*.

Can the "full service" customer actually shop *after* making a purchase? When the salesclerk says "Will that be all?" he is in effect saying "Buy something else *now* or leave." So the customer leaves. With self-service, the sales-person, after helping a customer, courteously turns him back to the merchandise by saying "Look around; there may be something else you need!"

Volume Increased; Expenses Lowered

Of the 30 stores reporting to our Market Research staff on their self-service toy operations, 15 commented on "before and after" volume. Fourteen of these 15 stores reported volume increases; the 15th reported "volume the same," but with "lower sales expense."

Eight of the stores provided actual percentage figures on volume increases:

Percentage of Increase in Volume
6%
7%
8%
10%
15%
25%
25%
200%

The store with 200% increase provides an outstanding example of successful self-service. No halfway measures here! Store officials reported changing to "a whole new concept of self-service selling."

Twenty-four stores commented on "before and after" expenses. Every one of them reported a decrease in operating or selling expense. Ten gave specific expense reductions:

HIGH-PRICED items, or those requiring personal service, may still be sold from behind enclosures *within the self-service area.*

bags the merchandise in a large canvas drawstring bag; from time to time these bags are taken by a porter to central wrap.

Charge Sales

On charge-takes, the itemized cash register receipt (Figure 3) is imprinted with the customer's charge plate and stamped "Chg Toys" (to distinguish it positively from a cash sale). The customer signs the large upper part of the receipt, which is then placed in a locked box for the store's accounting record. The lower part or stub is bagged with the merchandise and acts as the customer's receipt.

Charge authorization is obtained, when necessary, through use of a telephone located at each check-stand.

Charge-sends are processed in identically the same manner, except that a send label like the one shown in Figure 2 is also prepared

C.O.D.'s—Layaways

C.O.D.'s and layaways are a very minor part of toy department volume in this store. They are handled in a conventional manner with a handwritten salescheck at the check-out counter, then recorded on the cash register.

Register receipt plans like this one may be varied in several ways to suit the store's individual needs. The register receipt may be used as a send label (main portion) and customer's receipt (stub), a simplified salescheck also being written at the time of sale. C.O.D.'s and layaways may be put through in the same simple manner as a charge sale, with preprinted C.O.D. and layaway cards being validated by the register

Misunderstanding the Purpose of Self-Service

The term "self-service" should not be taken so literally that management attempts to function with too few salespersons. It is not the purpose of self-service to cut down the regular sales staff, but to sell more and give better service with the same number of "regulars" and to reduce peak period personnel. When the regular staff is reduced, personal service suffers and the over-all results are disappointing.

Under-serving Customers

Salespeople, unaccustomed to a self-serve operation, may tend to ignore the shopper until service is demanded. Our Market Research team has actually heard the question "Say, how do you get waited on here?" several times during their visits to self-service departments. Store officials, also hearing this query, arrive at the conclusion that "personal service suffers in the self-service department."

This problem is, of course, a matter of training. Salespeople should be fully acquainted with the meaning and principles of self-service before operations actually begin.

(Continued on following page)

SOME STORE COMMENTS ON SELF-SERVICE TOY DEPARTMENTS

Ohio

"Our average sale is up 49% because our experienced salespeople are not tied up with cheaper items. Self-service releases them to work on big-ticket sales. We also handle more customers. Our transactions per square foot of selling space are up 60% after converting to self-service."

Massachusetts

"Our cost of selling is lower because of higher impulse sales. We handle peaks with one-third fewer people. Customers buy wider varieties under self-service. With clerk-service, salespeople sell only what they like to sell."

New Jersey

"One-third fewer salespersons makes it less expensive for us. Yet customers get faster service . . . turnover is quicker. Recording sales and bagging at check-out counter is more efficient than our old method."

Illinois

"There are at least four reasons why self-service has increased our volume. Customers buy more on impulse . . . our clerks now concentrate on big-ticket items . . . customer turnover (and parking space turnover) is faster . . . Walk-out dollars are captured."

Indiana

"Customers voluntarily buy more because they are exposed to merchandise on open display. Self-service gives us a very high rate of customer turnover."

Massachusetts

"Our volume is up 25% in a reduced selling area. Customers buy more because of a greater degree of exposure to merchandise. We handle more customers with less expense. Extras need less training."

New York

"We do more volume with 25% less sales help at peak periods. Self-service reduces time of each sale by eliminating non-essential details."

West Virginia

"We handle 20% more customers during our Christmas season with one-third fewer salespeople. Our average sale is up 16% since changing to check-out."

Illinois

"We couldn't employ enough salespeople to move the merchandise that the customers buy by themselves. With self-service, we "employ" customers to act as salespeople. Customers get faster service. We get higher volume . . . at lower expense dollar."

California

"We've cut operating costs 12% . . . lowered stock shortages. Self-service still enables us to give personal service on wheeled goods, trains, dolls, and so on."

CHECK-OUT LANES should be located immediately adjacent to the exit or exits. This provides a real deterrent for would-be shoplifters.

Self-service in the toy department

continued

Percentage of Reduction in Operating or Selling Expense
11.1%
11.5%
11.7%
20.0%
20.0%
25.0%
34.2%
40.0%
40.0%
57.3%

Thirteen stores reported on the number of sales employees used at peak periods in their toy departments, before and after converting to check out:

Before	*After*	*% Reduction*
25	19	24.0%
30	22	26.7%
35	25	28.5%
33	22	33.3%
37	24	35.1%
70	45	35.7%
32	20	37.5%
65	40	38.4%
105	59	43.8%
—		50.0%
		50.0%
19	8	57.9%
36	15	58.3%

This table of personnel reductions pertains to *peak period* employees. In the properly operated self-service toy department, all regular salespersons are retained.

The Store's Viewpoint

Self-service with check-out will not, of course, immediately bring more customers into the store. It is a tool designed primarily to sell *more* and *give better service* to customers who do come in, particularly during rush periods. Customers will always buy more *on impulse*, when they can shop without disturbance—when they can select one item and then go on shopping for as long or as short a time as they like. The customer is his own best salesperson; he knows his wants and needs better than anyone else.

If a department store has lost most of its toy business, self-service alone will not magically bring it back. But the department store with heavy seasonal toy traffic can do much to hold that traffic by means of self-service and check-out. A store interested in regaining a substantial share of the toy market will combine the self-serve principle with dynamic advertising and sales promotion to reestablish itself as a leading toy center in its trading area.

Shoplifting

Fourteen of the department stores surveyed commented on over-all stock shortages (including shoplifting). Four said that shortages were lower, five that they were higher, and five that there was no change. None felt that shoplifting was a very serious problem. Several department store officials mentioned that before converting to self-service, shoplifting had been one of their greatest concerns about the new system. After switching over, though, most of their misgivings were found to be unwarranted. They have long since ceased to worry about pilferage as a major source of loss.

However, certain precautions should be taken. Displays should be kept below eye-level at their highest point. Samples may be kept on fairly high shelves, out of the reach of small children. With only pre-packaged merchandise below, shoplifting is discouraged. Some stores used glassed-in samples to prevent pilferage and soilage, and also to prevent the shopper from trying to buy the sample itself rather than the packaged stock underneath. But glass defeats to some extent the purpose of self-service; shoppers want to handle toys as well as see them

Dolls, trains and equipment, and other items requiring selling or explanation may be sold only from behind counters and showcases. It may even be desirable to collect for or write up such items at the point of sale. The merchandise could be wrapped by the salesperson and a slip provided for the customer to show later at the check-out counter. But this point of service should definitely be *within the self-service area*, not outside it.

Small but valuable items may be placed in a large hard-to-conceal bag, with the price marked on the outside. The bag may be stapled shut by the salesperson, to prevent any temptation to drop additional items into it.

Check-out counters should be located *at the exit* or exits of the department. This provides a real deterrent for would-be shoplifters. In a clerk-service department, once the item is pocketed the shoplifter's "work" is done. But in a self-service department the shoplifter must still pass through a check-out lane and "stand inspection."

Self-service

IN THE TOY DEPARTMENT

By **JOHN M. WILSON,** *Vice-President, Sales, The National Cash Register Company*

"As time goes on, self-service is almost certain to become the accepted method of merchandising toys. There are problems of packaging, layout and sales training, but none of them is so difficult that it cannot be overcome. Self-service offers the one satisfactory answer to the need for increased volume and reduced overhead in this, as in so many other, retail selling operations."

JOHN M. WILSON

ACCORDING to the latest figures released by the Harvard University Graduate School of Business Administration, the 1955 average department store operating profit before taxes was 2.75% of net sales, as compared with 5.3% in 1947. Expenses were 33.55% of net sales as against 30.1% in 1947. A gradual build-up in expenses and let-down in profit has taken place over the last decade. The trend does not appear to be halted.

U. S. Department of Commerce tables indicate that, in line with a 282.7% jump in disposable personal income since 1939, retail business as a whole has climbed 341.2% in the last 16 years. Department store sales, including mail order, have increased by 207.3%. The department store share of business, even in directly competitive markets, has declined by more than 10% since 1939.

These figures are available to anyone; they are given here as a matter of review. It is not our purpose to delineate the reasons behind this profit squeeze, but simply to recognize that it does, in fact, exist.

Self-Service Can Help

What is the answer? Would we say that immediate conversion of all departments to self-service will straightway solve all problems? Is this the "magic formula", the panacea for all ills?

Assuredly not. But it will help, in certain spots. Self-service is a great deal more than a "gimmick" or a "method of selling groceries". *It is a fundamental concept of merchandising,* used in food, drug, hardware and variety stores; book shops, liquor stores, hobby and toy centers; gift shops, feed stores, nurseries, garden supply and general merchandise stores. Self-service enjoys the universal acceptance of the shopping public.

There are many latent possibilities for cashing in on the self-service principle in department stores. The surface has scarcely been scratched. Wherever self-service has been successfully installed, costs have dropped, profits have risen. The results are often spectacular. Is it not then advisable to at least *try out* self-service in one department, and measure the results?

Why the Toy Department?

The most important benefits of self-service are realized *during peak periods.* Under a clerk-service operation, the greater the rush of customers, the poorer the service. A salesperson can properly "wait on" only one customer at a time. Even though the peak period sales staff be greatly increased,

Self-service in the toy department

continued

the convenience of small shakers and are willing to pay for it.

Display Fixtures

A huge variety of wall fixtures and gondolas may be used; this is largely a matter of taste. Our Market Research survey disclosed that wall shelving ranged from 55″ to 72″ in height, with an average of 60″. Bottom wall shelves were as wide as 30″; top shelves did not exceed 18″. Gondolas were 36″ to 60″ high, with an average of 50″. Average width at base was 42″; average length, six feet. Width of sales aisles ranged from three to seven feet, average width five feet

Signs for Self-Service

Various merchandise sections should be marked with large, easy-to-read signs, located well above the top level of merchandise. All should be of the same color and style and hung at the same eye level. Names should be in the customer's language: "Bikes-Wagons" (rather than "Wheeled Goods"), "Ages 1 to 5" (rather than "Pre-school"), and so on.

Signs encouraging self-service should be located throughout the department. Check-out counter locations must be clearly designated. Salespeople, who act in a sense as "traveling information booths," should wear smocks or badges to identify themselves.

One store handed a printed toy department directory to each customer as he entered; this made it easy to find desired items, and was very successful in building up sales volume per customer. Shoppers also used the directory as a reminder or shopping list.

Layout Principles

The most important point about self-service layout is that the entire toy department, *including clerk-service sections*, should be within the self-service area. A division of clerk-service and self-service areas is confusing to customers; they find it difficult and discouraging to shop in a split department. The split department also results in duplication of work, requires more space and personnel, and slows customer turnover and dollar volume at peak periods. The fact that there is a mental division in the store executive's mind between the two types of service does not mean that there has to be a matching physical division in the department itself.

Any number of "in" entrances may be provided, but possibly only one or two exits, at which a series of check-out counters should be located. The check-out counters should be positioned beyond the last item of toy merchandise, so that the customer is completely finished shopping when he reaches that point.

Check-out Counter

Central cashiering systems with "check-out" areas located near the center of the department have five basic weaknesses: (1) After buying, a customer may see another item he would like to buy; but having waited once to have his purchase recorded, he will often pass up buying additional impulse items because of the time and effort involved in getting them recorded. (2) Customers who do buy in a piecemeal fashion, having one or two items recorded at a time, add to congestion and require duplication of store labor. (3) It is difficult to handle customers in turn at a central cashier desk: the most insistent often get served first at the expense of others. (4) The bustle and confusion of recording and wrapping purchases is in the center of the department; shopping traffic is therefore distracted. (5) Almost all control is lost over out-bound traffic: shoplifting losses may be heavy.

It is a good idea to group clerk-service areas around the edge of the wall, to take advantage of wall space. As in the conventional set-up, salespersons may be stationed in service aisles between showcases and wall cases.

If possible, check-out counters should be located near a stock room door. Each counter should have a wheeled stand or truck to facilitate movement of "send" merchandise away from the busy check-out area.

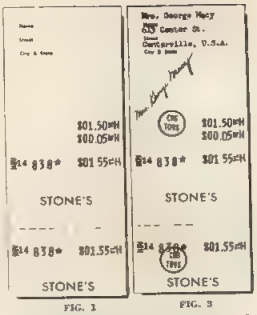


FIG. 1 FIG. 3

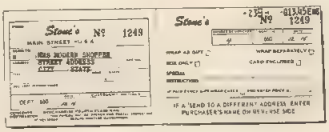
ITEMIZED RECEIPT for cash-take sale (left) also serves for charge-takes as cash register receipt (right) is imprinted with customer's charge plate and stamped "Chg Toys." Charge-sends also get send label (see below).

In most of the stores surveyed by our Market Research Department, separate check-out lanes are designated for charges and sends. Cash-send, charge-take and charge-send customers are required to go through the charge and send lanes, where saleschecks are written up in accordance with normal store procedure.

However, as one retailer expressed it, "You can't make money faster than you can take money." There are faster ways of handling charges than with the standard hand-written sales slip. A west coast department store, for instance, has streamlined its methods for all types of transactions at the toy department check-out counters. This store has found it profitable to sacrifice some traditional practices to get higher peak period volume.

Cash Sales

Cash-take sales are processed in the usual check-out manner, the customer receiving an itemized receipt for purchases (Figure 1). A sacker bags or wraps the merchandise. On cash-sends, the same receipt is issued and a send label certified on the cash register. The send label is filled in as shown in Figure 2, by the cashier. The sacker



SEND LABEL is filled in by cashier. In all cases, the name "Stone's" is fictitious as used here.

FIG. 2

Self-service in the toy department

continued

INDIVIDUALITY and attractiveness of display need not be lost in the self-service department.

it *cannot economically be increased enough* to adequately serve all customers. People today, more than ever, like to move fast; many simply will not wait. Sales are lost, and some customers are permanently lost, even as expenses soar.

Self-service allows customers to wait on themselves and to shop at their *own* will, rather than that of a salesperson. Most of them prefer to do exactly that. Salespeople are left free to render personal service to customers who want it. Again, this comes most sharply to light during peak periods.

Once each year the toy department suddenly expands from almost nothing into a major department of the store. Due to its intense November-December activity, the toy department has been the scene of the most extensive experiments with self-service. It makes an excellent testing ground.

The Market Research Department of our Company has just completed an extensive study of self-service methods in department store toy departments. Their findings are most illuminating.

How Many Customers Serve Themselves?

Fifteen of the 30 major department stores contributing to our survey reported as follows on the percentage of customers who serve themselves without aid from a salesperson:

Number of Stores	*Percentage of Peak Period Self-Serving Customers*
2	Under 50%
8	50 to 70%
5	Over 70%

Taking all stores as a group, an average of 60% of all peak period customers served themselves without personal assistance.

Let's see what this means in terms of customer service. Assume that a rush of 50 customers develops in a clerk-service toy department staffed with 25 salespeople. Clearly only 25 customers can be "waited on" at any one time, while the other 25 are left unattended.

But with a self-service, check-out system, 60% of the customers—that is, 30 of them—would serve themselves, pay, and leave, without ever talking to a salesperson. Even if 8 of the 25 salespeople were now employed at the check-out counters to handle self-service traffic at that point, 17 salespeople would still be on the selling floor to serve the remaining 20 customers.

Which store is giving better service? The one with 25 customers unattended or the one with 3 customers unattended?

To be even more realistic, we may suppose that each of the 50 customers in this clerk-service toy department wishes to buy three different items at three different service counters. The 50 customers now become 150 customers in terms of the number of transactions required.

Self-service would enable the 50 customers to select *any* number of items at *any* number of locations, with or without assistance from a salesperson, and still remain but 50 customers in terms of number of transactions required at the check-out counters.

The Customer's Viewpoint

The modern shopper likes these facilities above all else:

1. *Speed.* He wants to be able to "get in and out in a hurry" when he wants a known item and doesn't want to waste time.
2. Ability to "look around" without being disturbed, if that is his mood.
3. Fast personal service, when he wants it.
4. Courtesy from all salespeople, and the feeling that they appreciate his patronage.
5. Ability to shop further *after* making a purchase, if he sees fit to do so.

A clerk-service system provides *none* of these facilities.

A self-service system provides *all* of

ALL ITEMS are kept below eye level, as much as possible, so that a large area of the department may be seen at a glance. This photo, and those on preceding pages, courtesy the J. L. Hudson Company, Detroit.

Self-service in the toy department

continued

Some salespeople may tie themselves up unnecessarily in trying to "wait on" self-serving customers. This has the effect of stifling buying impulses among self-serving customers. It also means that salespeople do not then have the time to attend to customers who do want personal service. Again, this is a matter of proper training.

Salespeople Burdened by Details

Management must make a definite split between the two parts of the sale, (1) the selection part and (2) the recording part. Salespeople should not be tied up with details at the expense of valuable selling time; they should perform no transaction-recording work that could just as well be handled at the check out counters. Their primary purpose is to *sell and render service.*

CONVERSION TO SELF-SERVICE can be seen in the "before" photo above and the "after" below, at the doll apparel section in the toy department at Hecht's, Washington, D. C. One clerk now can handle up to ten customers at one time from this display island.

Reprints Available

Toys & Novelties **is indebted to John M. Wilson, vice-president sales, The National Cash Register Co., Dayton, Ohio, for permission to publish this article which is copyrighted. Reprints of "Self-Service in the Toy Department" may be obtained by writing the company or the Editor, *Toys & Novelties*, 111 Fourth ave., New York 3, N. Y.**

GENEROUSLY-SPACED aisles are attractive to self-service customers. The entire toy department, including clerk-service sections, should be within the self-service area to avoid confusing the customers.

If it is necessary to have a by-pass lane through which non-buying shoppers can exit, this lane should be immediately adjacent to the check-out lanes, so that it is subject to the same visual supervision.

Buying and Packaging

Successful self-service toy department operators say that the science of self-service begins with proper buying. The over-all character and quality of the toy department need not be changed. Fine dolls, electric trains, wheeled goods and the like are retained. But new standards must be applied to toy items that are to be placed on open display for cusomer self-selection.

Self-service items must have a *built-in self-selling ability*. The article, or its package, must be attractive in color and design. It must answer, through a descriptive label or tag, all the questions the customer might ask, including the *purpose* of the toy and the *age group* for which it was designed

Packaging, then, is of the greatest importance. The package must:

1. *Attract.* The package must be designed to enhance the beauty of the product itself; its purpose as a container is entirely secondary. The item and its package should be attractive from any angle, so that it may be displayed with equal effectiveness with sides or ends showing or in a display basket.

2. *Reveal.* Blind boxes do not as sure quick identification, even though the name and actual picture of the item are on the box. If a customer wants a toy he sees as a sample on display, he will often open the box for positive identification, or to make sure all parts are there—destroying it partially in the process. If he happened to choose the wrong item, back goes the damaged box into stock, for other customers to shun. Complete visibility eliminates this problem.

3. *Protect.* Packages must be sturdy enough to protect their contents. Transparent films should be tough and pliable enough to defy exploring little fingers. Loose parts should be firmly attached to or contained in this package.

4. *Explain.* Does the package or the article itself answer every possible question the customer might have? If not, the article is not entirely suitable for self-service; steps should be taken to supply the complete, but brief story. Complicated assembly instructions should be omitted; a notation may explain that "complete instructions are inside."

5. *Sell.* Short sentences or single words giving advantages at a glance will help move the toy: "Teaches," "Sturdy," "Safe," "Develops the mind," and so forth.

The package must make the article easy for both store and customer to handle. Since shelf space is at a premium, the toy package should be as small as feasible. Compact sizes also make it easier for customers to pick up more items.

Shoppers like, and will pay for, convenience. If customers can find the article they want, know that it is undamaged and complete, and have their questions answered—all of which are functions of packaging—they are willing to pay for that convenience. The cost of the package may be included in the selling price. Whatever the method, and almost regardless of expense, great benefits from proper packaging will accrue to both the toy manufacturer and the toy retailer.

To cite one example, packing ordinary table salt in the tiny lunchbox or picnic size individual salt shakers increases the price of the salt from 7¢ to $1.12 a pound. But people like

(*Continued on following page*)

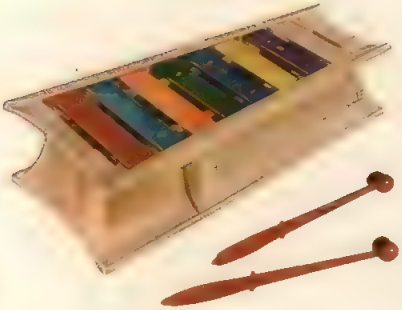
Customers will always buy more on impulse. Your customer is his own best salesperson. He knows his likes and needs better than anyone else. Let him shop!

EMENEE

MICKEY MOUSE RHYTHM BAND

The most popular rhythm playing instruments, including tambourine, cymbals, triangle, sandpaper blocks, wrist bells, maraca balls, ratchet board, and rhythm sticks. Complete with explanation booklet and instructive accompanying record.

No. 733-½ doz. pack-24 lbs.
Suggested Retail, ea. **$5.00**



CONSOLE XYLOPHONE

Most beautiful table-top xylophone. About 16" long, 4" high. Built-in fidelity tone chamber for finest tonal quality. 8 precision tuned, varicolored metal-tone bars. Plays full-scale melody. The 2 new-type hammers with 2-way heads, together with the unique tone chamber, produce completely new tone variations. Color music book.

No. 805-1 doz. pack-30 lbs
Suggested Retail, ea **$3.00**

GOLDEN GLOCKENSPIEL

Beautiful marching band instrument over 25" long, 11" wide. Gold finished frame with full-scale, perfectly tuned, highly polished metal tone bars. Can be used as xylophone. Music book and holder, luggage type case.

No. 571-1 doz pack-24 lbs.
Suggested Retail, ea. **$4.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

World's largest manufacturer of musical toys

GOLDEN HARP

Richly carved and styled like a concert grand instrument Permanently in tune. Luxurious Emenee gold finish. 21 inches high. 8 unbreakable strings mounted in acoustic sound chamber Plays a full scale of musical tones.

Complete with music book and luggage style case.

No. 901-½ doz. pack-14 lbs
Suggested Retail, ea. **$7.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y. *World's largest manufacturer of musical toys*

EMENEE

MICKEY MOUSE TAP-A-TUNE

For pre-school youngsters. Hit the pedal and ring the bell. 8 tuned brass bells play a full musical scale. Circus-style stand finished in beautiful colors. Sturdily built of finest wood and brass. Complete with balanced mallet and song book.

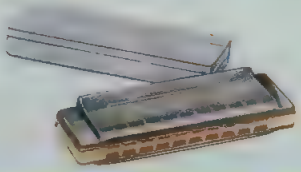
No. 808-1 doz. pack-37 lbs.
Suggested Retail, ea. **$4.00**

PIANO HARMONICA

Distinctively styled harmonica designed to resemble a piano keyboard. 26 tuned reeds, plays full range of musical scale. 10" long, 2⅛" wide. With song book and handsome case.

No. 360-2 doz. pack-8 lbs.
Suggested Retail, ea. **$1.00**

POCKET HARMONICA



Compact, beautifully engraved metal cased harmonica with 20 tuned reeds. Comes in sturdy molded plastic, transparent pocket carrying case—keeps the harmonica sanitary at all times.

No. 350-6 doz. in display-dispenser pack-14 lbs.
Suggested Retail, ea. **60 cents**

SANDY WIRTH BATON

Regulation size for smooth performance. Made of steel with vari-colored metal-tone finishes.

No. 744-2 doz. pack, assorted colors-12 lbs.
Each pack, its own display stand.
Suggested Retail, ea. **$1.00**

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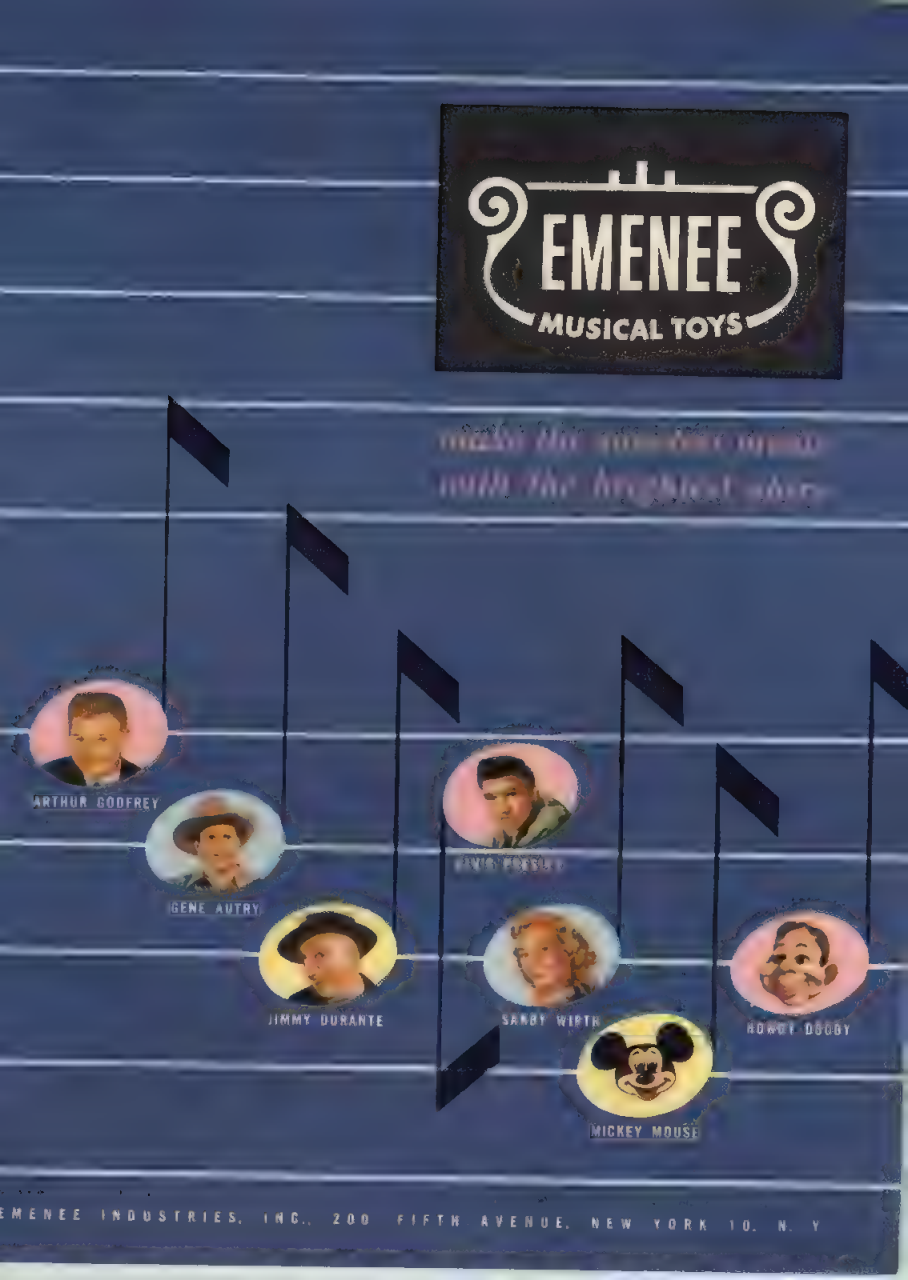

EMENEE
MUSICAL TOYS
ARTHUR GODFREY
GENE AUTRY
JIMMY DURANTE
SANDY WIRTH
MICKEY MOUSE
ROWLY DOODY
EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y

EMENEE

GOLDEN PIANO ACCORDION

One foot high, e-x-t-e-n-d-s to nearly two feet. Professional-like full scale piano keyboard for right hand; bass notes and chords for left hand to play harmony and rhythm. 52 tuned reeds. Gold finish trim and fittings. Adjustable shoulder harness; music book; luggage type case.

No. 405-½ doz. pack-19½ lbs.
Suggested Retail, ea. **$8.00**

KEYBOARD ACCORDION

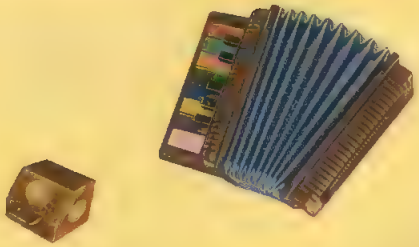
Full scale keyboard has 13 white and black keys that play sharps and flats. Contains 26 tuned reeds for wide tonal range. Easy action bellows. Music book. Luggage style case.

No. 403-1 doz. pack-22 lbs.
Suggested Retail, ea. **$4.00**

COLORTUNE ACCORDION

Keyboard has 8 varicolored keys for "playing by color." Easy action bellows. 6" high, extends to almost 1 foot Budget priced for the pre-school "musician." Music book and luggage style case.

No. 402-2 doz. pack -30 lbs
Suggested Retail, ea. **$2.00**



EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y. *World's largest manufacturer of musical toys*

EMENEE

GENE AUTRY COWBOY GUITAR

with Emenee Automatic Guitar Player

Full size, nearly 3 feet long. Body handsomely sculptured with decorative, inlaid-type Western motifs. Rich, professional tone. Gear action metal tuning pegs Complete with silk shoulder cord, felt pick and music book. Luggage type case.

No. 601-½ doz. pack-24½ lbs.
Suggested Retail, ea. **$10.00**

GOLDEN BANJO

with Emenee Automatic Banjo Player

Authentic banjo, with Emenee's famous gold finish and engraving. 8 adjustable lugs to regulate tension of genuine animal skin top. True banjo tonal quality. Screw type, adjustable tuning pegs. Over 22" long. Complete with song and instruction book. Luggage style case.

No. 120-½ doz. pack-12 lbs.
Suggested Retail, ea. **$7.00**

ARTHUR GODFREY UKE PLAYER PLUS FLAMINGO (SELF-TUNER) UKE

Professional size ukulele with 4 built-in reed pitch pipes for easy tuning Magnificent tone. Screw type tuning pegs. Complete with felt pick and song book. Luggage type case.

No. 101-1 doz. pack-19 lbs.
Suggested Retail, ea. **$5.00**

JIMMY DURANTE "HOT-CHA-CHA" UKE

Full professional size. Fine tonal quality. Beautiful finish in 2-tone design. Nylon strings. Friction tuning pegs. Felt pick and song book. Attractively boxed.

No. 110-1 doz. pack-16 lbs.
Suggested Retail, ea. **$2.00**

"HOWDY DOODY" UKE

Jumbo size in color plastic with Howdy Doody design. Fine tone. Nylon strings. Friction tuning pegs. Felt pick. Individual carry case.

No. 103-2 doz. pack-16½ lbs.
Suggested Retail, ea. **$1.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

World's largest manufacturer of musical toys

GOLDEN TRUMPET

Over 13" long. Heavy gold finish on beautifully engraved break-resistant plastic. Tuned reeds Sanitary, sealed mouthpiece. Trumpet mute, music book with dozens of easy-to-play songs, marches, bugle calls Luggage type case.

No. 531-1 doz. pack-17 lbs.
Suggested Retail, ea. **$4.00**

EBONY AND SILVER CLARINET

Over 17" long. Break-resistant plastic. Has 14 tuned reeds (full scale), including two triple reed harmony chords. Sanitary, sealed mouthpiece. Adjustable strap. Music book and holder. Luggage type case

No. 521-1 doz. pack-18 lbs
Suggested Retail, ea. **$4.00**

SILVER SAXOPHONE

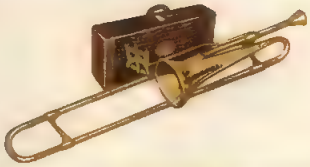
Over 17" long. Heavy silver and gold finish on elaborately engraved break-resistant plastic. Sanitary, sealed mouthpiece. 14 tuned reeds (full scale) including two triple-reed harmony chords Adjustable strap; music book; luggage type case.

No. 541-½ doz pack-14 lbs.
Suggested Retail, ea. **$6.00**

GOLDEN S-L-I-D-E TROMBONE

Over 27" long. Dial automatically indicates notes played as slide is operated. Sanitary, sealed mouthpiece. Gold finish on engraved, break-resistant plastic, solid brass metal tubing for slide. 8 tuned reeds (full scale). Music book and stand. Luggage type case.

No 551-½ doz. pack-17 lbs.
Suggested Retail, ea. **$7.00**



GOLDEN TUBA

Nearly 3 feet high, with bell over 3 feet in circumference and 4 feet of wrap-around body. Gold finish on engraved break-resistant plastic. 8 tuned reeds; adjustable swivel mouthpiece. Music book and stand. Luggage type case.

No 1561-¼ doz. pack-21 lbs
Suggested Retail, ea. **$10.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

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EMENEE
MUSICAL TOYS

GOLDEN GRAND PIANO

Authentically designed, sturdily built baby grand piano with magnificently sculptured gold finish. Full scale keyboard. Music book.

No. 150–1 doz. pack–24½ lbs.
Suggested Retail, ea. **$4.00**

EMENEE INDUSTRIES, INC.
200 FIFTH AVENUE • NEW YORK 10, N. Y.
World's largest manufacturer of musical toys

New! Mr. Wiggle's APPLE JACK

At Last—A "Jack-In-The-Box" That's Really Different!

THE MOST ENTICING APPLE SINCE EVE!

An all-time favorite toy in a brand new form! Customers can't resist squeezing the bright red apple . . . to see the wiggly worm pop out with a squeal.

No. 110/24 Retails at **$1.00**

Indiv. packed in 4-color display box. 3⅞" x 3⅞" x 4½". 2 doz. to ctn., ship. wt. approx. 6 lbs. Also rack packed.

New! Mr. Wiggle's BUNNY

WIGGLES . . . HOPS and BOUNCES As He's Pulled Along the Floor!

His ears wiggle . . . he's realistic as a real bunny! He's sure to put a spring in your sales for '57!

No. 130/24 Retails at **$1.00**

Indiv packed in 4-color display box. 6" x 3" x 4¼". 2 doz. to ctn., ship wt. 8 lbs. Also rack packed.

Mr. Wiggle's® New! FIRE ENGINE

NOW WITH 3 FIREMEN AND A RINGING BELL!

More Exciting . . . More Salable Than Ever!

No. 200/12 Retails at **$2.00**

Indiv. packed in 3-color display box. 9¼" x 4½" x 4⅝". 1 doz. to ctn., ship. wt. 12 lbs.

Mr. Wiggle's® NEW ACTION SPRING TOY LINE FOR 1957

COMMENDED BY THE CONSUMER SERVICE BUREAU PARENTS' MAGAZINE

TOY MFRS. U.S.A. AMERICAN TOYS

New! Mr. Wiggle's TURTLE

HE'S SURE TO WIN THE SALES RACE IN '57

Pops in and out of his shell! Wears red "longies", bobs his head!

No. 210/12 Retails at **$2.00**

Indiv. packed in 4-color display box. 3½" x 8½" x 5½". 1 doz. to ctn., ship. wt. 10 lbs.

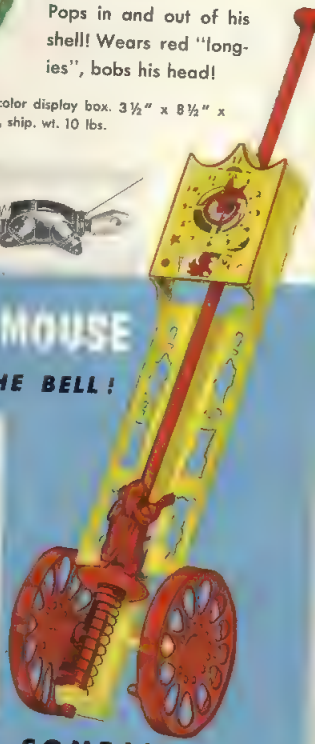
New! Mr. Wiggle's® MINUTE MOUSE

THIS NEW PUSH TOY REALLY *RINGS THE BELL!*

Gay and colorful . . . *action* packed for *active* toddlers! Every time the wheels go 'round . . . *the mouse runs up and strikes the clock!*

No. 220/12 Retails at **$2.00**

Indiv. packed in 4-color display box 4¾" x 5" x 24".
1 doz. to ctn, ship. wt. 16 lbs



WILKENING MANUFACTURING COMPANY

Consumer Products Division

2000 South 71st Street, Philadelphia 42, Pa

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Bigger an' Better than EVER for '57

Full-Page, Full-Color in LIFE, Nov. 11! Nationwide TV!

Two Brand-New $2 SLINKY® Pull Toys!

There's going to be a stampede for this one!

SLINKY® HANDCAR

ADVERTISED IN LIFE

• Wait'll you see Pat and Mike rockin' back and forth as they roll along on their riotous handcar! It's a brand-new, bright-colored barrel of fun! 1 doz. per carton, 9 lbs.

Catalog No. 400 **$2 retail**

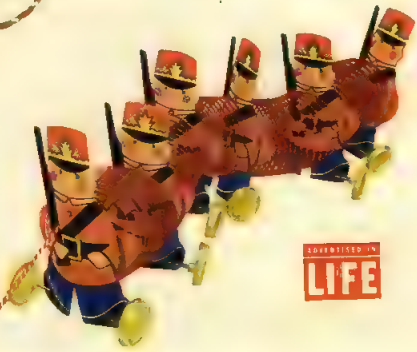
Fall Out For Fun!

SLINKY® SOLDIERS

• A whole wonderful, wobbling, wagging squad of *six* brilliantly-uniformed Slinky guardsmen!

• A guardhouse full of laughs for *all* ages! 1 doz. per carton, 13 lbs.

Catalog No. 375 **$2 retail**



ADVERTISED IN LIFE

JAMES INDUSTRIES, INC., Paoli, Pa.

Mr. Wiggle! (HIMSELF)

The Walking Spring Toy with PERSONALITY!

He walks down steps . . . squirms and wiggles . . . acts alive! Head and feet cutouts from the box make him a *real person!*

No. 100/24 Retails at **$1.00**

Indiv. packed in 3-color display box. 3⅛" x 3⅛" x 2½". 2 doz. to ctn., ship. wt. 15 lbs.

* U.S. Patent 2415012

Other patents pending.

Mr. Wiggle's®

STRING 'N SPRING TOYS

Nothing Like 'Em On The Market

. . . at any price!

Games! Prizes! Party Favors!

Mr. Wiggle's Merry Monkey (No. 60), Spring Chicken (No. 50), Circus Seal (No. 55). Packed as asstmt., 3 doz. to ctn., 1 doz. of ea. Indiv. packaged in poly rack bags, ship. wt. 7 lbs.

Write for illustrated catalog of complete String 'n Spring line.

Retails at **50c**

BOOST YOUR SALES OF Mr. Wiggle® TOYS . . .

TAKE ADVANTAGE OF THIS SPECTACULAR YEAR 'ROUND PROMOTION!

Advertising in a number of large circulation consumer magazines . . . Plus commercial TV in key markets coast to coast . . . *And* participation in the big American Toy Promotion!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

*Free Newsmats and Glossy Photos of Entire *Mr. Wiggle* Line!

USE THE NEW MOTION DISPLAY THAT ACTUALLY SHOWS

Mr. Wiggle's Stair-Walking Action!

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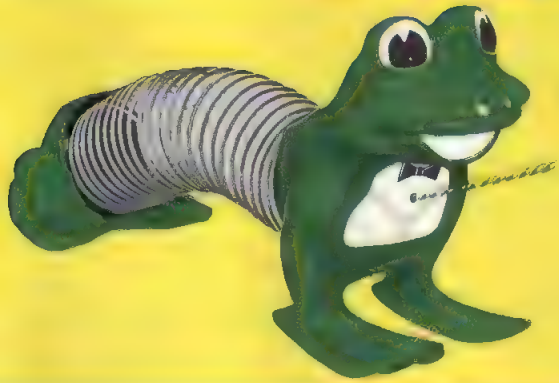
Mr. Wiggle's® COWBOY

The Pull Toy That Corralled TOP Sales In '56!

...with Realistic Rodeo Action!

No. 300/6 Retails at **$3.00**

Indiv. packed in 3-color display box. 13½" x 8½" x 7¼". ½ doz. to ctn., ship. wt. 10 lbs.



Mr. Wiggle's LEAP FROG

Has the Action of a Real Frog!

No. 120/24 Retails at **$1.00**

Indiv. packed in 3-color display box. 6" x 3" x 4¼". 2 doz. to ctn., ship. wt. 8 lbs. Also rack packed.

Mr. Wiggle's

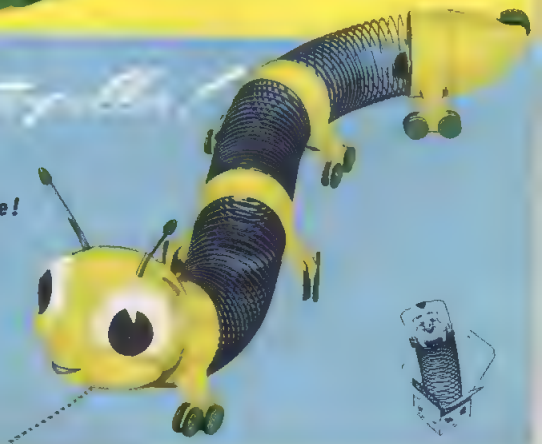
The Famous Pull Toy with

The Fascinating Wiggle!

No. 250/12 Retails at **$2.00**

Indiv. packed in 3-color display box. 4¼" x 3¾" x 12¼". 1 doz. to ctn., ship. wt. 13 lbs.

HIGH IMPACT PLASTIC IS USED IN *MR. WIGGLE* TOYS



Sensational $2 SLINKY® pull-toys!

Greatest of *all* Western action-toys!

SLINKY® BUCKO

- Ride 'em cowboy! You'll be riding into the heart of every youngster who sees this rootin', tootin' bucking horse and his colorful cowboy rider!
- Eccentric wheels provide exciting action! 1 doz. per carton, approx. 13 lbs.

Catalog No. 300 **$2 retail**

Patent Pending

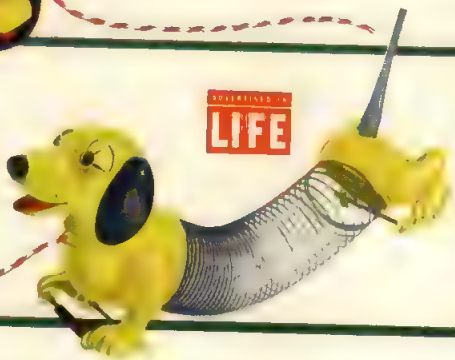
It's that lovable rascal

SLINKY® DOG

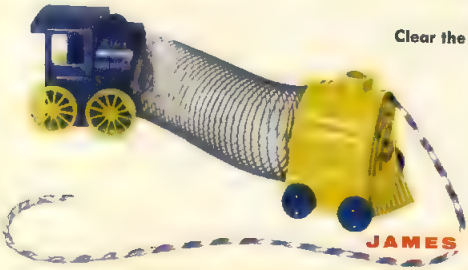
- *Who* can resist this cheerful tail-wagger? Rear end lags behind, rushes to catch up! 1 doz. per carton, 15 lbs.

Catalog No. 225 **$2 retail**

Patent Pending



ADVERTISED IN LIFE



Clear the track for fun! It's

SLINKY® TRAIN

- The *original* Slinky action pull-toy! In brilliant colors, with a smiling face!
- Tough blue-and-white pull-cord for long usage. A *big* favorite! 1 doz. per carton, 11 lbs.

Catalog No. 200 **$2 retail**

Patent Pending

JAMES INDUSTRIES, INC., Paoli, Pa.

Don't fail to stock the complete SLINKY line for '57.

You Ought To See Her In Action!

SLINKY® WORM

• Her name is "Susie" and she's a delightful playmate! Slithers, slides, slinks and buzzes —does all kinds of tricks!
4 doz. per carton, 16 lbs.

Catalog No. 250 **$1 retail**

Copyright 1957 by
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ADVERTISED IN LIFE

ADVERTISED IN LIFE

Now in color and going like blazes!

COLOR SLINKY®

• Here's the original "walking down stairs" spring toy, all dressed up! Bright red, or blue, and corrosion-and-chip-resistant to boot!

• Eye-catching, full color package. 4 doz. per carton, 30 lbs. Available in bags for rack selling

Catalog No. 100 *still only* **$1 retail**

Patent No. 2415012

Way over Fifteen Million of 'em sold

Look At These **SLINKY® EYES**

• Funniest-looking pair of peepers you'll ever spot! Spring-mounted eyes pop out or retract as head is moved. Durable plastic frames.

• Each doz. packed in colorful counter display box. 4 doz. per carton, 11 lbs.

Catalog No. 275 **69¢ retail**

JAMES INDUSTRIES, INC., Paoli, Pa.

Terrific $1 newcomers

You'll need a Warehouse to take care of demand!

SPINNING BALL

This fellow's going to be a hot seller!

SENSATIONAL NEW

SLINKY® SEAL

Pull toy with revolving ball!

- Just wait'll you see this friendly, lovable seal spinning the bright colored ball round an' round! It's a circus of fun!
- Shiny, high-impact plastic body, fascinating *double* action: Stretching Slinky Seal *and* gayly spinning colored ball! 2 doz. per carton, 8 lbs.

Catalog No. 425 **$1 retail**

COVER FEATURED IN LIFE

Action! Action!

SLINKY® SPIRAL

- Twist the handles and watch the *extra-long* Slinky spring strut its eye-popping stuff! You've *never* seen anything like it! Will *not* tangle.
- Strong and durable for longest wear. 2 doz. per carton, 15 lbs.

Catalog No. 150 **$1 retail**

The Squirmey-est of 'em all!

SLINKY® JUNIOR

- Small and frisky and what dynamic action! Dances, jumps, walks and coils. Sheer delight for all ages! In colorful, counter display boxes. Also perfect for rack jobbing. 4 doz. per carton, approx. 8 lbs.

Catalog No. 125 **only 39¢ retail**

LIBERAL FREIGHT TERMS

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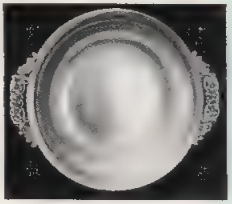
STERLING SUGAR AND CREAM SET
Dainty molded feet hold this sterling creamer and open sugar bowl, with an embossed design. Intricate handles complete this handsome set.
S531ZZW3800T . . . . . **Retail $60.00**

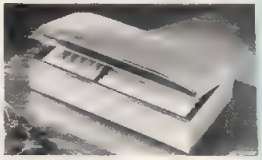
KING SIZE CIGARETTE BOX
The perfect gift for a man. Mahogany liner and adjustable partition for regular or king size cigarettes. Four modern feet. 7⅛" x 3¼" x 1¾". Ideal for engraving name.
S532ZZW3600T . . . . . **Retail $65.00**

STERLING SAUCE BOAT AND TRAY
This unusual pipkin or sauce boat, and tray is a much needed accessory to any table setting. Molded feet and embossed design.
S532ZZW2700T . . . . . **Retail $45.00**



STERLING BON BON
Classic floral design handles with plain center 5½" diameter. A most useful, and attractive server for candy or nuts.
S520ZZW600T **Retail $10.00**

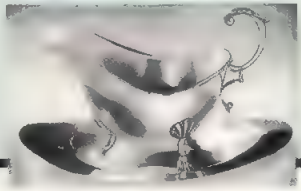
STERLING WHISKEY JIGGERS
An essential for the do-it-yourself mixer. Each jigger has two sides, one with 1 oz capacity, the other with 2 oz. capacity.
S521ZW1500T with handle . . . **Retail $25.00**
S524ZW600T plain . . . . . **Retail $10.00**



STERLING CIGARETTE BOX
The plain design of this elegant box is perfect for engraving. Mahogany liner has adjustable partition to take all size cigarettes. Size: 5½" x 3¼" x 1½"
S521ZZW2250T . . . . . **Retail $37.50**

STERLING CONSOLES
Stand about 4¼" high with weighted bottoms. Popular low styled consoles in traditional design with handsome Gadroon border.
S510ZZW720T . . . . . **Retail $12.00**

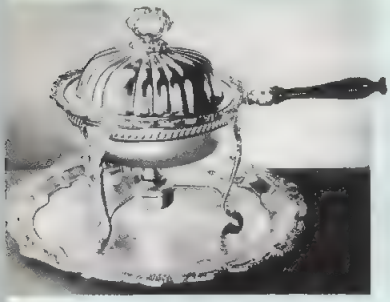
STERLING SUGAR AND CREAM SET
A faithful reproduction of the popular Paul Revere pattern. Diameter of bowl is 3¼". Set also available with gold lining.
S530ZZW1650T **Retail $27.50**



STERLING GRAVY BOAT AND TRAY
An heirloom piece of Georgian design with graceful sweeping handle and molded feet.
S533ZZW3600T . . . . . **Retail $60.00**

STERLING QUEEN ANNE TRAYS
Here is a perfect gift for the busy hostess, or for presentations. Of unusually heavy weight, these trays are magnificent in their simplicity.

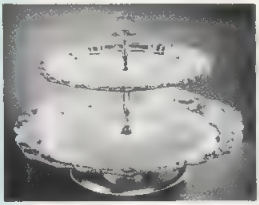
S526ZZW1500T	9" long	**Retail $ 25.00**
S527ZZW3600T	12" long	**Retail $ 60.00**
S528ZZW5400T	14" long	**Retail $ 90.00**
S529ZZW7200T	16" long	**Retail $120.00**



CHAFING DISH

OLD ENGLISH BORDER AND FLUTED COVER. HAS REMOVABLE ROSEWOOD HANDLE. HOT WATER COMPARTMENT AND ALCOHOL LAMP. 10½" DIAMETER. 11" HIGH. BEWITCH YOUR FRIENDS WITH COOKING SORCERY FROM THIS STUNNING CHAFING DISH.

8622Z12W3900T .....Retail $65.00



2-TIER LAZY SUSAN

Charming Chippendale design with 16" and 12" trays mounted on quiet precision ball bearing base. An ideal gift for the hostess.

8623Z6W3900T .....Retail $65.00

COCKTAIL SHAKER

Here is a gift item of unusual beauty. Smart Gadroon border encircles this 2 qt. shaker of heavy silverplating.

8639Z4W1320T Retail $22.00

SILVERPLATED ICE TUB AND TONGS

A handsome gift set. Ice tub has genuine thermos liner. In traditional design with floral feet. Tongs are 6½" long

8626Z5W2400T .....Retail $40.00

SILVERPLATED ICE TUB

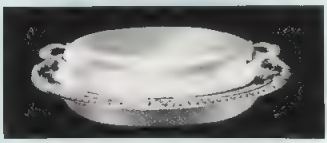
Here is the perfect bar and drink accessory. The hinged cover opens at a touch of the finger. The special liner keeps ice up to 10 hours!

8624Z5W1800T .....Retail $30.00
8625Z6W2100T— with Thermos Liner. Retail $35.00

SILVERPLATE by POOLE

and other Famous Silversmiths

Exquisite gifts in Mastercrafted Silverplate



11¼" DOUBLE VEGETABLE DISH

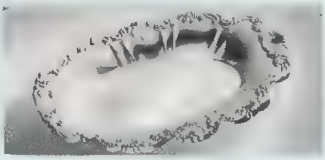
Silverplated on copper — applied shell and gadroon border. Cover can be used as an extra dish.

8634Z2W800T .....Retail $16.95

ICE TUB

Heavily silverplated ice tub with special liner. Will keep ice cubes for hours. Applied shell and gadroon border

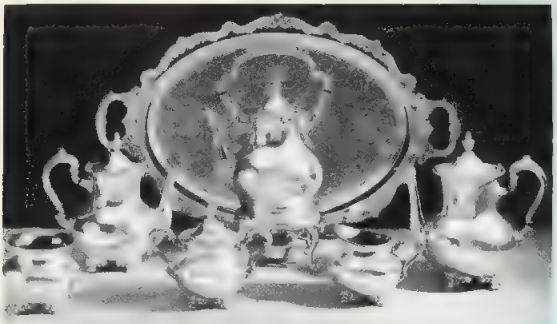
8636Z4W1250T .Retail $24.95



BREAD TRAY

Lovely tray in Old English design with fluted sides and shell border.

8637Z2W400 .....Retail $7.95



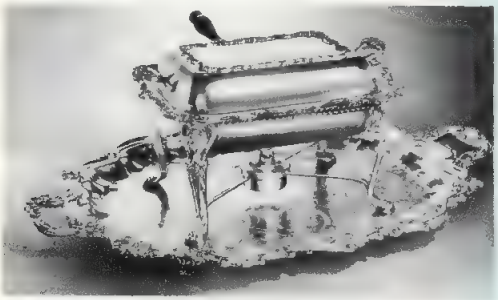
OLD ENGLISH TEA SERVICE

This set is truly a masterpiece of the silversmith's craft, and one that the discriminating hostess will use with pride. Of Old English design, the set has just enough decorative detail to make it attractive. Tray is 22" long, excluding handles and each piece has four molded feet. Pots hold approximately 8 cups. Creamer is gold lined.

8549Z14X10800T	5 pc. Tea Service	Retail $180.00

Coffee, tea, sugar, creamer & tray

8550Z3W2400T	Coffee	Retail $40.00
8551Z3W2540T	Tea	Retail $39.00
8552Z2W1110T	Sugar	Retail $18.50
8553Z2W1050T	Creamer	Retail $17.50
8554Z7W3900T	Waiter	Retail: $65.00
8555Z2W960T	Waste (Extra)	Retail $16.00
8556Z7W5400T	Kettle (Extra)	Retail $90.00



SILVERPLATE BY POOLE

Masterpieces in Authentic Old English Designs

A GIFT IN SILVER
IS ALWAYS IN GOOD TASTE
AND ALWAYS APPRECIATED

OLD ENGLISH CHAFING DISH

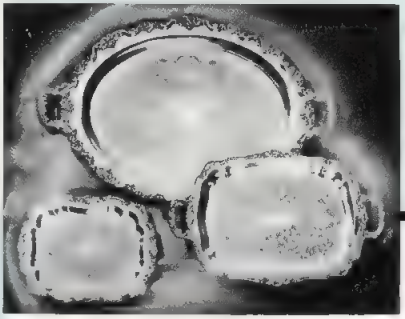
For ultra-smart table service, here is a magnificent and versatile serving set. Hot water pan and cover enable use as 3 separate vegetable dishes. Alcohol lamp and removable rosewood handle. 13" long and 8" high

8576Z20X6600T	Chafing Dish on Tray	Retail $110.00
8577Z4W3060T	23" Chippendale Tray to match above	Retail $ 66.00

OLD ENGLISH WELL & TREE PLATTERS

An extremly popular silver gift, 3 different sizes with applied Old English borders. The perfect meat server.

8558Z4W1800T	16"	Retail $30.00
8559Z5W2520T	18"	Retail $42.00
8560Z7W3300T	22"	Retail $55.00



OLD ENGLISH TRAYS

The perfect gift and the perfect server in 3 sizes. All have beautiful applied borders decorative chased center and molded feet.

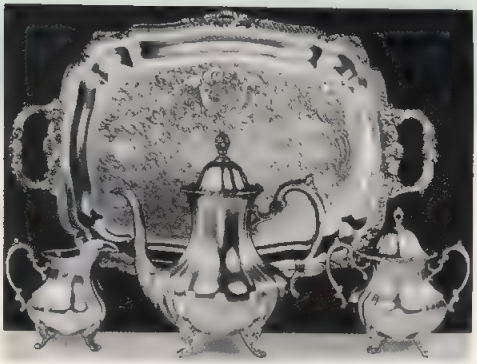
8573Z26X5100T	26" long	Retail $85.00
8574Z5W1200T	13¾" long	Retail $20.00
8575Z8W1680T	18" long	Retail $28.00

measurements do not include handles

SILVERPLATED SUGAR, CREAMER & TRAY

The famous Lancaster Rose pattern in a useful adaptation. Tray is beautifully chased, and all pieces have applied borders.

S607Z2W1650T—3 pc. set .....Retail $27.50



SILVERPLATED COFFEE SET

The beauty of this Lancaster Rose set is accentuated by the fluted effects on pot, sugar and creamer and the detailed chasing on the tray. Tray is 19" long, not including handles and has four molded feet. Pot holds approximately 10 cups. Beauty at a budget price

S601Z12W8400T—4 pc. Coffee Set .....Retail $140.00
S602Z4W3300T—Coffee Pot .....Retail $ 55.00
S603Z2W1680T—Sugar .....Retail $ 28.00
S604Z2W1440T—Creamer .....Retail $ 24.00
S605Z7W1980T—Tray .....Retail $ 33.00

WATER PITCHER

Beautifully fluted design to match the famous Lancaster Rose tea service. Capacity of 2 quarts. Stands 9" high.

S606Z4W2250T
Retail $37.50

PAUL REVERE BOWLS

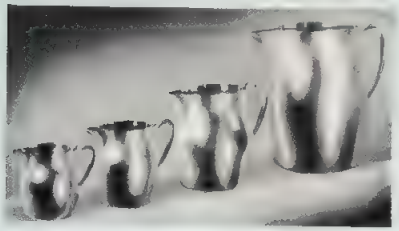
For a glamorous display of tidbits of all sorts, these bowls in authentic design come in 5 sizes. Perfect for PRESENTATIONS.

S591Z4W1650T—12" diameter .....Retail $27.50
S590Z3W1320T—10" diameter .....Retail $22.00
S589Z3W810T—8" diameter .....Retail $13.50
S588Z2W480T—6" diameter .....Retail $ 8.00
S587Z2W330T—4" diameter .....Retail $ 5.50
S586Z2W270T—3½" diameter .....Retail $ 4.50

COFFEE SET

Graceful in design, it's perfect for all entertaining. Pot holds approximately 8 cups and has insulated handles for comfort. Gold lined sugar and creamer. Tray has ornate handles and chased center. Smart and practical

S613Z8W3480T—4 pc set .....Retail $58.00
S614Z2W1980T—Coffee Pot .....Retail $30.00
S615Z2W510T—Creamer .....Retail $ 8.50
S616Z2W450T—Sugar .....Retail $ 7.50
S617Z2W720T—Tray .....Retail $12.00



PAUL REVERE PITCHERS

Authentic reproductions of Colonial design. In 4 sizes. Excellent for all beverages.

S597Z2W1650T—7¼" high .....Retail $17.50
S598Z2W660T—4½" high .....Retail $11.00
S599Z W480T—3½" high .....Retail $ 8.00
S600Z W360T—3" high .....Retail $ 6.00

FOOTED CHIPPENDALE TRAYS

These exquisite trays are available in 4 sizes. Old English design with chased center and lovely applied border. All heavily silverplated.

S618Z2W810T—19" .....Retail $13.50
S619Z3W990T—12" .....Retail $16.50
S620Z4W1320T—14" .....Retail $22.00
S621Z3W1650T—16" .....Retail $27.50

SOLID STERLING SILVER BY POOLE
a tradition in silver since 1893

Poole craftsmen have a tradition of sixty years of skill in creating silver of outstanding beauty. Each piece meets the highest standards of quality and workmanship before it leaves their skilled hands.

Poole Silver assures you of authentic design, careful attention to detail and functional use combined to give you a rare treasure in silver that will grow in beauty with the years and become a treasured heirloom. There is no finer gift than Sterling by Poole.

SOLID STERLING WATER PITCHER

in Old English Hand Chased Design to match Tea Service and Coffee Service
The same fine detail goes into this superb water pitcher which holds approximately 2 quarts.

8516Z5W9300T .....**Retail $155.00**
8517Z5W10200T with ice guard **Retail $170.00**

SOLID STERLING OLD ENGLISH HAND CHASED TEA SERVICE

A masterpiece of design by Poole's silversmiths. The rare charm of this set is found in the hand chasing and decorative detail on spouts and handles. This is solid silver, highly polished, meticulously detailed and gracefully designed. A service worthy of the finest hostess. Pot holds 8 cups, kettle 54 ozs. Tray is 28" long, not including handles.

8506Z14X39000T	5 pc set ...	**Retail $650.00**
8507Z6W12000T	Coffee Pot	**Retail $200.00**
8508Z6W11400T	Tea Pot	**Retail $190.00**
8509Z4W6000T	Sugar	**Retail $100.00**
8510Z4W5400T	Creamer	**Retail $ 90.00**
8511Z4W4200T	Waste	**Retail $ 70.00**
8512Z10X27000T	Kettle (Extra)	**Retail $450.00**
8513Z18X45000T	Tray (Waiter) (Extra)	**Retail $750.00**

SOLID STERLING OLD ENGLISH HAND CHASED COFFEE SERVICE

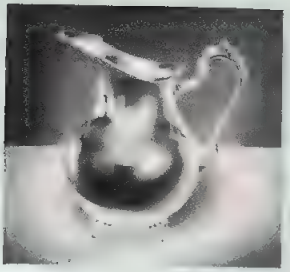
Same exquisite design of tea service described. Pot holds approximately 8 cups. Length of tray is 17¼", not including handles. The perfect serving set by itself, or as an addition to the tea service.

8514Z10X23400T 3 Pc Set .....**Retail $390.00**
8515Z23W15600T Small Tray Only (Extra) **Retail $260.00**

STERLING 5-LITE CANDELABRA

A most unique candelabra. A simple twist and you have a pair of candle sticks for any setting tall, short or medium height with one, three or even five candles! Traditional Gadroon motif. Each stands about 15" high. A magnificent set.

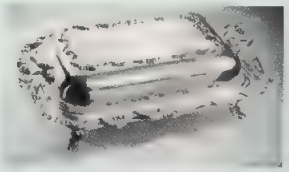
8518Z10W12000T . . . **Retail $200.00**



OLD ENGLISH PITCHER

Mates perfectly with Old English Tea Set. Capacity 2 qts. Heavily silverplated. A most useful addition to your service.

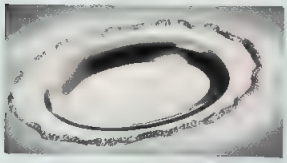
8557Z3W1800T .....**Retail $30.00**



OLD ENGLISH VEGETABLE DISH

Applied Old English border, to match other serving pieces. Oblong shape with four molded legs. Cover has convenient handles. Can be used as 2 separate dishes. Overall size 13½" x 10½".

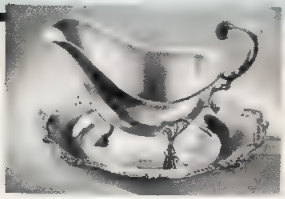
8561Z8W2400T without divider **Retail $40.00**
8562Z8W2640T with divider ....**Retail $44.00**



OLD ENGLISH BREAD TRAY

Distinctive Old English applied border. Measures 13" long. Can be used for celery, appetizers, grapes, crackers, etc.

8563Z2W720T .....**Retail $12.00**



OLD ENGLISH GRAVY BOAT & TRAY

Three lovely feet hold this graceful Old English piece. An unusual flair-type handle and 8" tray complete the set.

8578Z2W1630T ..... **Retail $27.50**

OLD ENGLISH ENTREE DISH

Sometimes called the "honeymoon dish." Has two side vegetable compartments with well and tres. Length 18¾".

8564Z5W2100T .....**Retail $35.00**

OLD ENGLISH BUTTER DISH

Removable glass insert keeps butter fresh. Length 8", with extra heavy silverplating.

8570Z2W600T .....**Retail $10.00**

OLD ENGLISH CASSEROLE

A 2 quart Pyrex liner holds foods piping hot from stove to table. Old English applied border, on four molded legs.

8566Z6W990T .....**Retail $16.50**

LANCASTER ROSE LAZY SUSAN

An indispensable piece for the active hostess in Traditional Lancaster Rose design. Removable glass inserts for easy cleaning. Revolves on quiet ball bearings. Center compartment has silver cover. 19¼" diameter.

8571Z23X4200T .....**Retail $70.00**

OLD ENGLISH VEGETABLE DISH

A versatile server that can really be used as two separate dishes. Old English applied border. Length 12½".

8569Z4W1800T .....**Retail $30.00**

OLD ENGLISH VEGETABLE DISH
with removable divider.

Oblong shape on four molded feet with Old English applied border. Removable divider. Overall size 13½" long and 10½" wide

8567Z4W1440T with divider **Retail $24.00**
8568Z4W1275T without divider **Retail $21.25**

OLD ENGLISH PIE PLATE

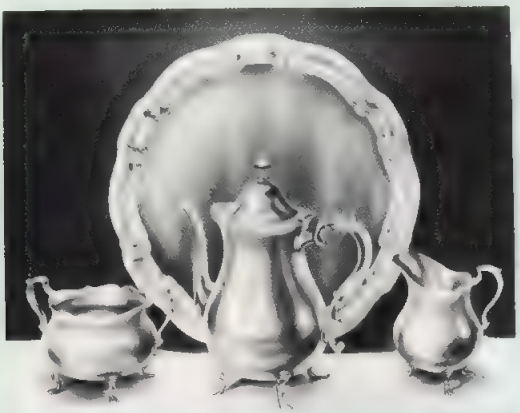
Handsome chased center set on four molded legs. Removable Pyrex glass baking dish for easy cleaning. Diameter 12".

8565Z4W900T ..... **Retail $15.00**

ALL PURPOSE BUFFET DISH

A striking piece, heavily silverplated, on four molded feet. Handles for easy carrying. Dome cover with top handles keeps food hot.

8572Z2W1800T .....**Retail $30.00**



For the beauty of your table settings, these sterling silver masterpieces by Poole

JACK SHEPARD 3 PC. SET

A charming service in authentic colonial design, set on finely molded feet, with attractive scrolled handles. Pot holds six cups. Tray is 12" in diameter. Hinged top to coffee pot for easy pouring.

8544Z7W13200T	3 pc. set	Retail $220.00
8545Z4W8400T	Coffee pot	Retail $140.00
8546Z2W2520T	Sugar	Retail $ 42.00
8547Z2W2280T	Creamer	Retail $ 38.00
8548Z4W5400T	Tray 12", Extra	Retail $ 90.00

STERLING CANDELABRA ➔

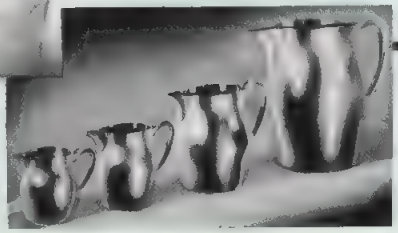
An ingenious multiple candelabra. A simple twist and you can have a pair of candlesticks for any setting — tall, short or medium with one or three candles. Traditional Gadroon design, each stands 15" high. A stunning set.

8525Z10W9000T . Retail $150.00

◄ STERLING PAUL REVERE BOWLS

Authentic reproductions of colonial design. An essential when entertaining. In 6 sizes

8538Z2W600T	3½"	diameter	Retail $ 10.00
8539Z2W900T	4"	diameter	Retail $ 15.00
8540Z3W1800T	6"	diameter	Retail $ 30.00
8541Z4W3750T	8"	diameter	Retail $ 62.50
8542Z5W5700T	10"	diameter	Retail $ 95.00
8543Z5W8400T	12"	diameter	Retail $140.00



STERLING PAUL REVERE PITCHERS ➔

Authentic reproductions of colonial design. Perfect for all beverages and as excellent Manhattan and Martini mixers. In 4 sizes

8534Z5W6000T	7⅛"	high	Retail $100.00
8535Z4W2400T	4½"	high	Retail $ 40.00
8536Z3W1500T	3½"	high	Retail $ 25.00
8537Z2W1050T	3"	high	Retail $ 17.50

SILVERPLATED TEA SET—GEORGIAN GADROON

A new adaptation of the Georgian design with interesting detail on spouts and handles. Pots hold approximately 8 cups. Handsome oblong utility serving tray with applied handles and embossed chased center is 19" long, not including handles. The smart hostess will find this a must for company serving, for holiday buffets, or family dinners.

8579Z12W6000T -5 pc. tea set . . . . . **Retail $110.00**
8580Z3W1680T—Coffee pot . . . . . **Retail $ 28.00**
8581Z3W1500T—Tea pot . . . . . **Retail $ 25.00**
8582Z2W900T—Sugar . . . . . **Retail $ 15.00**
8583Z2W720T—Creamer . . . . . **Retail $ 12.00**
8584Z5W1800T—Tray . . . . . **Retail $ 30.00**

GEORGIAN GADROON COFFEE SET

This lovely Georgian set has a large capacity. The smart oval tray is 14" long. Coffee pot has hinged top.

8592Z10W4350T—4 pc. tea set. . **Retail $72.50**
8593Z3W1050T—Tray alone. . . . . **Retail $17.50**

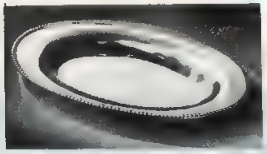
SILVERPLATE by POOLE

Traditional silver . . . a traditional gift

5-LITE CANDELABRA

Here is a stunning English reproduction in Gadroon design. Removable arms allow candelabra to be used as a single stick. Stands 14¾" high and beautiful.

8594Z12W6000T—Pair, 5 lights **Retail $100.00**
8595Z10W4500T—Pair, 3 lights **Retail $ 75.00**
8596Z5W2250T—Pair, single light **Retail $ 37.50**



SILVERPLATED BREAD TRAY

One of the most popular of all gift items, this is a tray with many, many uses. Decorated with Gadroon border.

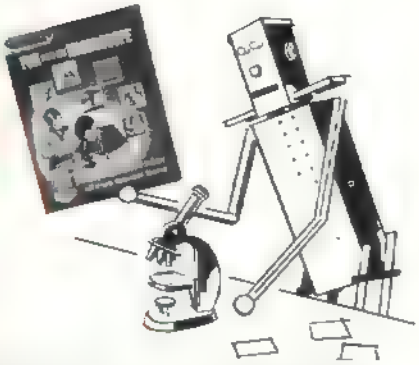
8585Z2W540T Retail $9.00

PAUL REVERE COFFEE SET

Authentic reproduction of a colonial design. A 4 pc. set with 8 cup pot. Smart ebonized tray 12¾" diameter with silverplated rim, sugar and creamer. A set that fits perfectly in contemporary or traditional surroundings.

8608Z8W3300T—4 pc. set . . . . . **Retail $55.00**
8609Z2W1500T—Coffee Pot . . . . . **Retail $25.00**
8610Z2W330T—Sugar . . . . . **Retail $ 5.50**
8611Z3W480T—Creamer . . . . . **Retail $ 8.00**
8612Z2W990T—Tray . . . . . **Retail $16.50**

GILBERT SCIENTIFIC "CAREER-BUILDING" TOYS



MICROSCOPE and LAB SETS

New for 1957

- New Micro-Color — two sets in one — images in glorious color or black and white!
- New — brilliant Day-Glo packaging for maximum impact at point-of-sale
- New Gold and Silver Medal sets with extra sales-appeal
- New Quick-Switch Power Eye-Piece and other sparkling features
- New — beautiful full-color manuals and labels certify professional quality
- New — heavy metal die-cast-base microscopes with stable 3-point suspension

No. 13013 JUNIOR MICROSCOPE & LAB SET

60-Power Master View Microscope brings a world of adventure to youth! Polaroid filters show objects in beautiful, ever-changing colors. Glass slides, forceps needles, glass rod, specimens, and colorful manual give junior scientists everything needed. Set measures 18" wide, 10" high, 3" deep.

13013

No. 13021 SENIOR MICROSCOPE & LAB SET

See real shrimp eggs come to life through 3-stop Turret Bronze Medal Microscope which magnifies 60, 200, and 405 times. Automatic focusing, Ramsden lens, "click-stop" power positioning. Features Polaroid filters, Pyrex test tubes and steel racks, dissecting equipment, chemicals. Steel cabinet 9½" wide, 13¾" high, 3⅝" deep. Opens to almost 1½ feet.

13021

No. 13031 TECHNICIAN MICROSCOPE & LAB SET

Handsome, precise 60-, 200-, 405-power Mirro-flector Microscope with sharp field of view, automatic focusing, Ramsden lens, professional table focus, "click-stop" power positioning. Has Polaroid Filters, real 24-hour-hatch shrimp eggs, Pyrex test tubes, dissecting equipment, and chemicals with rack. Strong steel cabinet 9½" wide, 13¾" high, 3⅝" deep. Opens to almost 1½ feet.

13031

No. 13041 ADVANCED MICROSCOPE & LAB SET

Silver Medal Mirro-flector *Electrically Illuminated* Microscope boasts 4-stop turrets of 60-, 150-, 200-, 450-times magnification. Focuses easily and has micro-adjustable specimen table. New Micro-Color *reveals the invisible*. Real 24-hour hatch shrimp eggs, Polaroid filters, big array of chemicals and equipment. A prize winner. Steel, piano-hinged cabinet 9½" wide, 13¾" high, 3⅝" deep. Opens to over 1½ feet.

13041

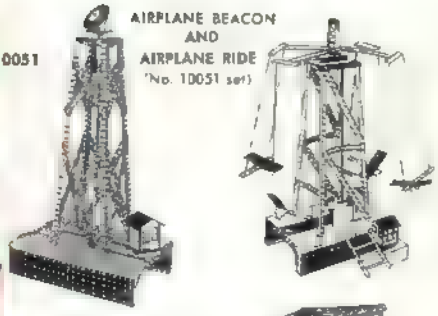
No. 13051 PROFESSIONAL MICROSCOPE & LAB SET

The ultimate in laboratories! Gold Medal Mirro-flector Electrically Illuminated Microscope has 4-stop turrets. Quick-Switch Power Eyepiece gives 60-, 100-, 150-, 200-, 250-, 350-, 405-, 650-power *magnification!* Micro-adjustable specimen table. Features Micro-color, shrimp eggs, Polaroid filters, elaborate equipment. Steel cabinet 9½" wide, 13¾" high, 6½" deep. Opens to 28½"

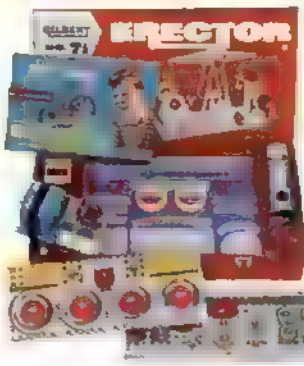
13051

***TODAY'S ADVENTURES IN SCIENCE WILL CREATE TOMORROW'S AMERICA**

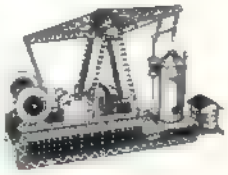
10051



AIRPLANE BEACON AND AIRPLANE RIDE
(No. 10051 set)



10061



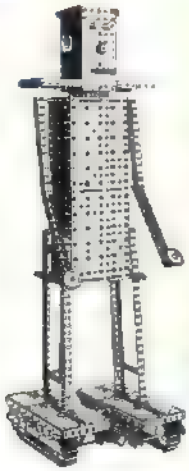
WALKING BEAM ENGINE
(No. 10061 set)

10071

10080

PARACHUTE JUMP
No. 10080 set

FERRIS WHEEL
(No. 10080 set



WALKING ROBOT
(No 10091 set)

10091

No. 10051 ERECTOR—THE 4-SPEED ELECTRIC MOTOR SET

More than 325 parts — packed in big steel chest! Set makes big action Airplane Ride, Lift Bridge, Pump, etc. Powerful Electric Motor runs in forward, reverse; has multiple speed combinations. Magic-Twist coupling transmits power from motor to model in bends, loops, etc. Chest 18" long, 10" wide, 3" high

No. 10046 ERECTOR (not illustrated)

Substantially the same set, but packed in colorful cardboard container, rather than steel chest, same dimensions.

No. 10061 ERECTOR—THE ENGINEER'S SET

One of finest Erector Set values — over 360 parts, including forward-and-reverse motor and multitude of girders, gears, angles, etc. Set makes such engineering marvels as Bascule Bridge, Hoisting Engine, Air Compressor, etc. Has light and socket. Steel chest is 18½" long, 10½" wide, 2⅞" high

No. 10071 ERECTOR—THE ALL-ELECTRIC SET

Nearly 16 pounds of Girders, Gears, Pinions and other parts make up this massive set, complete with 4-speed Electric Motor. Also has electric lights to illuminate models plus powerful electromagnet for cranes. Makes Oil-Drilling Rig, Ferris Wheel, Cantilever Bridge, and other models. Steel chest is 20¼" long, 12¼" wide, 2¾" high

No. 10080 ERECTOR AMUSEMENT-PARK SET

Imagine the fun of making a Parachute Jump, Merry-go-Round and other carnival models, plus hundreds of others! This huge set has almost 25 pounds of parts, including powerful Electric Motor, Electro-Magnet, Magic-Twist coupling, light-and-socket, etc. An Erector set to last for a lifetime, be handed down from father to son! Steel chest is 22" long, 13½" wide, 2¾" high

No. 10091 ERECTOR—THE WALKING-ROBOT SET

Finest Erector set ever made, packed with hundreds of parts to build thousands of models! Has 37 pounds of parts to make every model imaginable, including the extraordinary Walking Robot, Derricks, Hoists, Bridges, Parachute Jump, etc. Has 110-volt Electric Motor, Wind-Up Motor, new Clam-Shell Bucket, Truck Chassis, Axles, Girders, Electro-Magnet, Lights, Caterpillar Treads, etc. Big steel chest is 24¼" long, 14¼" wide, 4" high.

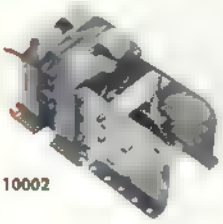
Get ACTION with these Electric Motors

No. 10002 ERECTOR MOTOR

Forward and reverse drive; can achieve 4 speeds through gearing. Rated at 120 volts, 60 cycles, A.C.U.L. Approved.

No 10004 ERECTOR MOTOR

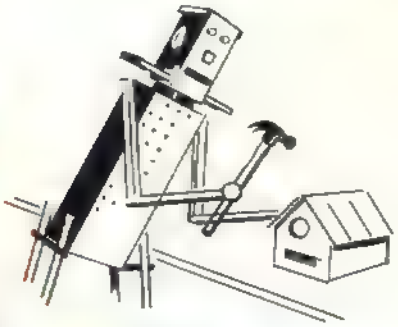
Powerful 3-volt motor fits Erector baseplate, makes self-powered models. Operates beautifully on 2 ordinary flashlight cells (not included).



10002

10004

GILBERT CAREER BUILDERS



TOOL BOXES and CHESTS

Fast Sellers for the Junior Do-It-Yourself Builders!

No. 14020 CARRY-ALL TOOL BOX

Perfect starter set for Dad's young helper, packed in carpenter's carrying case. Contains Hammer, Saw, magnetized Screwdriver, Pliers, steel Triangle, Try-Square, Ruler, etc. 13" long, 7" wide, 4¼" high.

No. 14031 CARRY-ALL TOOL BOX

Real value — a brand new set in a steel mechanic's tool box for easy carrying. Includes Hammer, Saw, Ruler, Pencil, Try-Square, magnetized Screwdriver, steel Triangle, Pliers, Sandpaper, assorted wood screws, nails, etc. Case is 13" long, 7" wide, 4¼" high.

No. 14040 TOOL CHEST

Kids are proud to have this just-like-Dad's set of tools! Chest contains Hammer, Saw, Pliers, magnetized Screwdriver, Plane, steel Try-Square, steel Triangle, Sandpaper, etc. Chest is 14½" long, 8¼" wide, 2" high.

No. 14051 TOOL CHEST

Plenty of tools here to make a club house for the gang or a back yard bird house! Set includes Saw, Hammer, Brace & Bit, 3 magnetized Screwdrivers, Pliers, Plane, steel Triangle and Try-Square, etc. Chest is 14½" long, 8¼" wide, 2" high.

No. 14061 TOOL CHEST

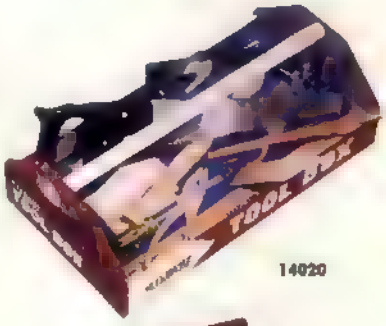
Ample selection of tools to build a playhouse, chairs, a raft and other projects. Chest has Saw, Hammer, Mallet, 3 magnetized Screwdrivers, Pliers, wood screws, tacks, brads, etc., plus steel Triangle and Try-Square. Set features new Dial-an-Angle Level. Chest is 16" long, 8¼" wide, 3" high.

No. 14070 TOOL CHEST

Big assortment of tools packed in steel chest! Set features new Dial-An-Angle Level plus Combination Square with sliding miter angle. Other tools include Brace & Bit, Crosscut Saw, Hack Saw, 3 magnetized Screwdrivers, Pliers, Mallet, Plane, Steel Triangle and others. 16" long, 8¼" wide, 3" high.

No. 14081 TOOL CHEST

Complete set of tools for the advanced junior carpenter. Steel cabinet which opens to 20¼", contains Hammer, Brace & Bit, 3 magnetized Screwdrivers, 2 Chisels, Plane, Awl, Crosscut and Hack Saws, Pliers, Dial-an-Angle Level, Combination Square and many others. 19" high, 10" wide, 4" deep.



14020

14031

14040

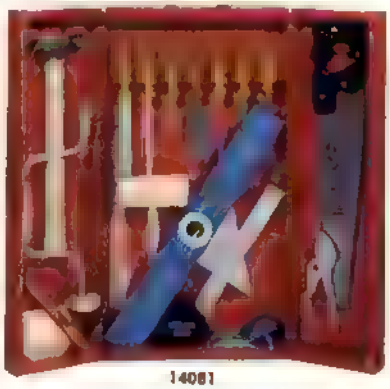
14051

14061

14070

GILBERT YEAR-ROUND QUICK SELLERS

- Steel Cabinets
- Magnetized Screwdrivers
- New Dial-An-Angle Level
- Combination Square with Sliding Miter
- Hardened Steel Saws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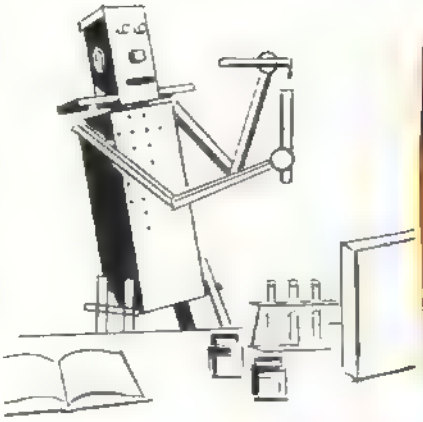
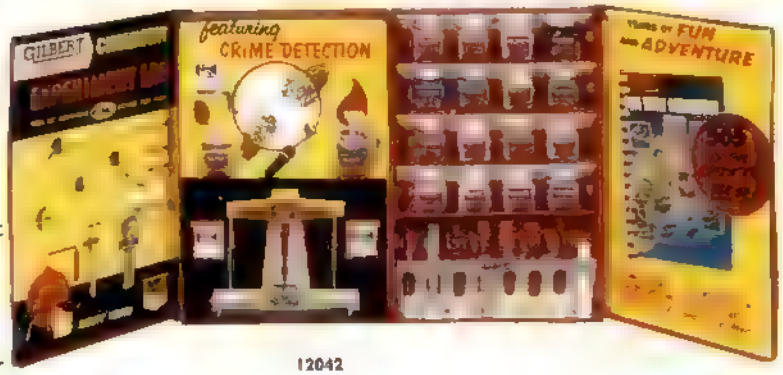




12042

No. 12042 CHEMISTRY EXPERIMENT LAB

Four big steel compartments hold safe chemicals, and authentic apparatus for 565 thrilling experiments in Crime Detection, Magic Tricks, Secret Writing. Piano-hinged steel cabinet 19" wide, 13¾" high, 3¼" deep. Opens to almost 3 feet

ALL SETS EQUIPPED WITH SAFE **PYREX** BRAND TEST TUBES

12052

No. 12052 CHEMISTRY EXPERIMENT LAB

Atomic Energy, Chromatography, Crime Detection, Magic Tricks offer thrilling fun to the youngster lucky enough to own this modestly priced chemistry laboratory kit, complete with alcohol lamp, safe spinthariscope, scale. Many other pieces of fascinating apparatus. 670 experiments offer years of enjoyment and adventure. Steel cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 2 feet.

12062

No. 12062 CHEMISTRY EXPERIMENT LAB

Big, *big* array of chemicals and equipment to delight the young scientist. Brand-new Chromatography experiments, *plus* Atomic Energy — 824 experiments in all plus scale, two test-tube racks, alcohol lamp, many, many other important units of apparatus. A complete professional-quality lab. Sturdy steel cabinet 19" wide, 13¾" high, 3¼" deep. Opens to over 3 feet!

No. 12072 CHEMISTRY EXPERIMENT LAB

Magnificent complete laboratory including everything the young scientist could dream of owning. New Chromatography manual plus big *Fun with Chemistry* Manual. Has special apparatus, including mortar and pestle, and chemicals for 1,000 experiments. Features Chromatography, Atomic Energy, Crime Detection, Glass Blowing, Plastics, countless more. The finest available. Steel cabinet 19" wide, 13¾" high, 3¼" deep. Opens to over 4 feet!

12072

GILBERT FUN WITH ELECTRICITY

No 11020 FUN WITH ELECTRICITY SET

Makes magnetic boat, jumping cork and many other interesting things. Has 1½ volt electric motor with see through housing to show armature action, plus powdered iron, ammonium chloride, gears, bars, magnets, etc. Provides fun, teaches basic electricity safely. 18" long, 10" wide, 1⅝" high.

No. 11030 FUN WITH ELECTRICITY SET

Every boy who loves to tinker will want this equipment-filled set that shows how electricity works, what it does. Set makes electric-light plant, rheostat, telegraph system, electro-magnetic gun, many other working devices. Contains 1½-volt motor, 2 solenoid coils, telegraph key unit, electric bell, etc. 20¼" long, 13¼" wide, 1¼" high.

GILBERT FUN WITH PUZZLES

No. 15005 PUZZLE SET

Set contains 12 different puzzles, all brightly plated heavy gauge steel wire. Fascinating fun. Box 9" wide, 10½" long, 1" high.

No. 15010 GILBERT PUZZLE SET

Fun for the whole family is assured from the nearly two dozen twisters in this big Gilbert assortment. Solutions in booklet. 18" long, 10" wide, ½" high

Form D 1967
Printed in the U S A

1957 Is The Year When The CONQUEST OF SPACE Begins!

SO all the world will be more interested in science than ever before!

These GILBERT CAREER-BUILDING toys, created to satisfy this interest of youngsters and parents alike, can give you your biggest volume and your biggest profit of all time!

CHEMISTRY LABS

All new — and featuring the most spectacular packaging advances in toy history — point-of-purchase selling with *real sock!* Brilliant fluorescent printing catches customers' eyes — even glows in the dark under black light for dramatic display effects.

Everything's dazzlingly new. Full-color manuals clearly explain up to one thousand exciting experiments any boy or girl can do in Atomic Energy, Chromatography (chemical analysis by colors) and other fields. Full-color-printed steel boxes with sturdy full-length hinges. More experiments, more value, more "sell" than ever.

MICROSCOPE SETS

New professional-quality microscopes, more powerful than ever, complete with authentic laboratory equipment — all displayed to best possible advantage in full-color chests and against a background of spectacular fluorescent Day-Glo that also shimmers in the dark under black light.

Plus — for added impact and selling power — the miracle of shrimp eggs that actually come to life right under the microscope.

In all, a presentation unapproached in this fast-growing field.

ERECTOR SETS

Now bigger and better than ever, the original do-it-yourself set has been America's favorite toy for nearly fifty years!

You're always ahead when you display Erector, because everybody knows Erector. Many sets feature self-selling units packed right in. Sets build hundreds and hundreds of live-action models, give more parts and value for the money, feature powerful electric motors, sturdy nuts-and-bolts construction that will support a 200-pound man.

You don't have to *sell* Erector — it sells itself!

FUN-with ELECTRICITY SETS

Sparkling with sales-appeal, these absolutely safe sets electrify the imagination of young and old alike. Make a telegraph set to transmit messages over long distances, signal lights, electric motors, a host of other fascinating electrical hook-ups. These sets are worth-while creative toys and fast-movers the year round.

TOOL CHESTS

Tremendous appeal for the young "do-it-yourselfer". Every set loaded with handsome tools that work just like Dad's, beautifully displayed in sturdy steel chests.

Superb packaging and strong appeal to child's creative sense and parents' recognition of quality

Safety-Tested
GILBERT HALL OF FAME

THE GILBERT LINE FEATURES –

The Most Spectacular Packaging in Toy History!

This chemistry set is typical of Gilbert packaging that sells for you!

DAZZLING DAY-GLO PRINTING

STURDY PIANO HINGES

FULL-COLOR LITHOGRAPHED STEEL BOX

ROUNDED EDGES FOR SAFETY

FLUORESCENT DAY-GLO SHINES IN THE DARK UNDER BLACK LIGHT!

FULL-COLOR PLASTIC-BOUND MANUALS WITH PAGES THAT LIE FLAT!

MORE SELL! *MORE VALUE!*

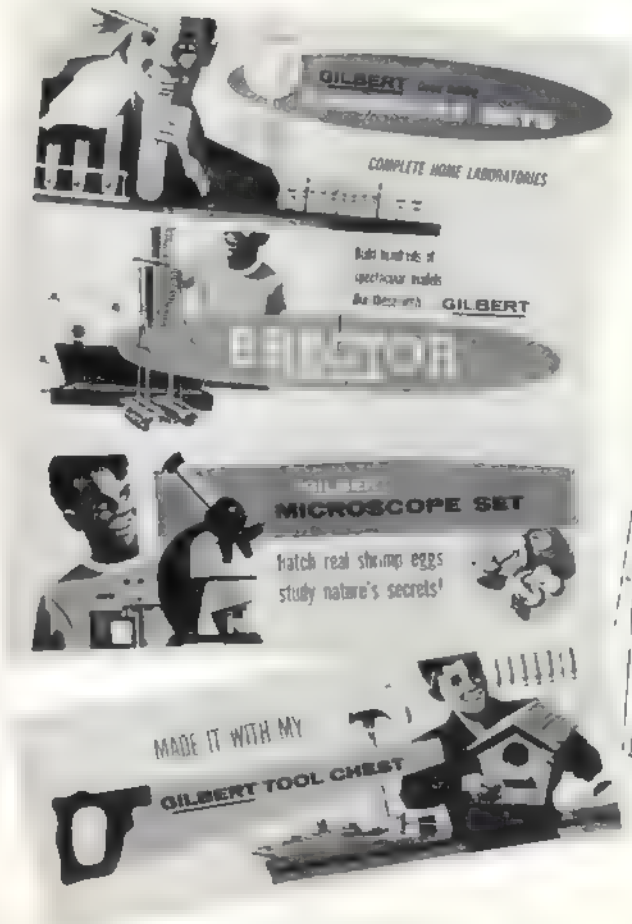
THE A. C. GILBERT COMPANY • ERECTOR SQUARE, NEW HAVEN 6, CONN.

Printed in the U.S.A. Form D 1973

GILBERT *The Greatest Name in Toys!*

COLORFUL MERCHANDISING AIDS TO MOVE THIS GILBERT LINE – FAST!

and make 1957 your record-breaking profit year.



THE A. C. GILBERT COMPANY • Erector Square, New Haven 6, Conn.

SHOW ROOMS and EXPORT DIVISION The Gilbert Hall of Science Building, Fifth Avenue at 25th Street, New York 10, N. Y.

OTHER GILBERT HALLS OF SCIENCE:
512 South Michigan Avenue (Congress Hotel) CHICAGO, Illinois
50 Southeast Third Ave., MIAMI, Florida

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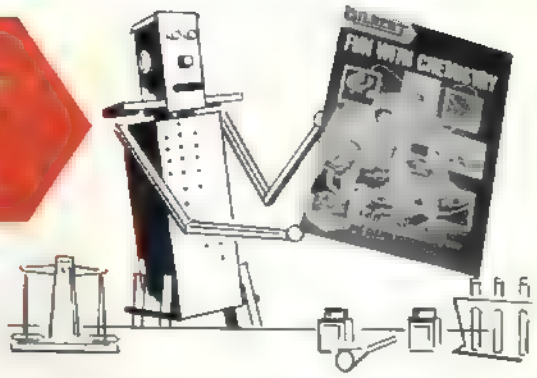
GILBERT SCIENTIFIC "CAREER-BUILDING" TOYS



CHEMISTRY SETS

New for 1957

- New Day-Glo packaging — the most spectacular in toy history
- New and more apparatus for the money — plus colorful, durable metal lab kits
- New full-color manuals
- New eye-appeal for fast turn-over
- New improved experiments — MORE than ever!
- *First Time Ever! CHROMATOGRAPHY* — the analysis of chemicals by color!
- Plus Atomic Energy and many other exciting features!

12002

12012

12022

No. 12002 JUNIOR CHEMISTRY EXPERIMENT LAB

250 exciting experiments any youngster can do, including Magic Blueprint, Vanishing Cream, Invisible Ink, etc. Safe for children able to read. Has good supply of chemicals and authentic apparatus. Big illustrated book. Set 18" long, 10" wide, 1⅛" high

No. 12012 CHEMISTRY EXPERIMENT LAB

Strong metal box, printed in full color, contains chemicals and scientific apparatus for 275 fascinating experiments such as magic tricks, secret writing, color printing, and many, many more. New easy-to-read manual crammed with interesting information. Kit 9½" wide, 13¾" high, 3¼" deep Opens to 1½ feet

No. 12022 CHEMISTRY EXPERIMENT LAB

357 experiments offer additional adventures in more fields to young chemists. More apparatus, more chemicals, more fun. Handy steel box is a portable laboratory 9½" wide, 13¾" high, 3¼" deep. Opens to over 1½ feet.

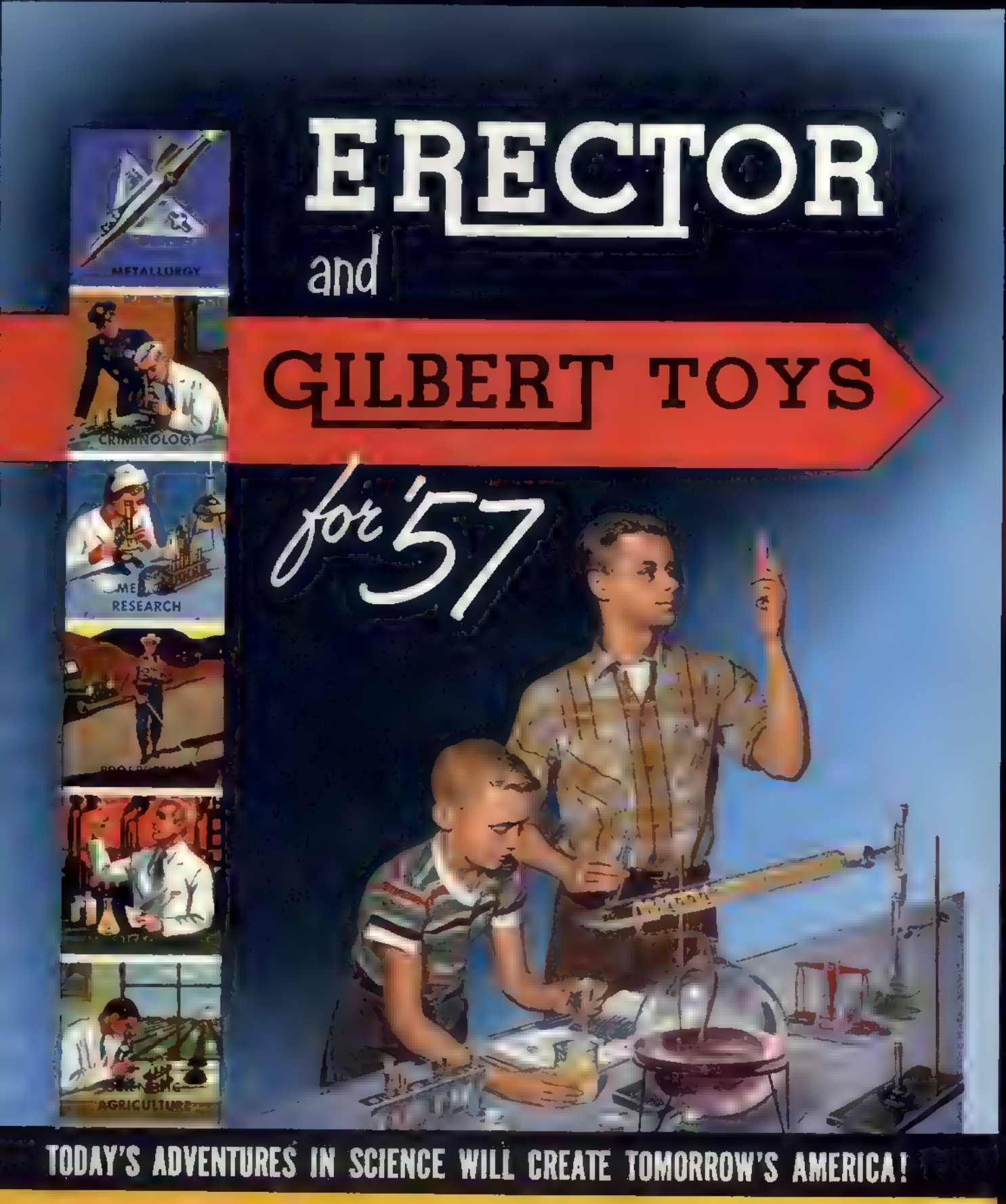
No. 12033 CHEMISTRY EXPERIMENT LAB

Exciting crime detection kit for real F.B.I. fingerprinting, alcohol lamp and other interesting apparatus combine with a big array of chemicals, make this a most appealing set for boys and girls. 561 wonderful experiments! Full-color cabinet 9½" wide, 13¾" high, 3¼" deep. Opens to over 2 feet!

All sets equipped with safe *Pyrex* brand test tubes

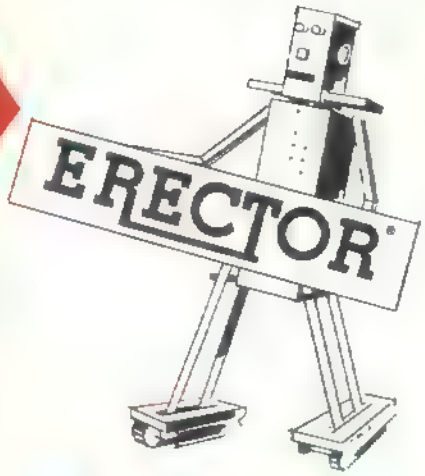
12033

*TODAY'S ADVENTURES IN SCIENCE WILL CREATE TOMORROW'S AMERICA



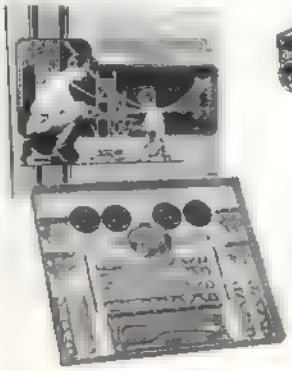
The theme to help you sell more GILBERT TOYS than ever before!

GILBERT SCIENTIFIC "CAREER-BUILDING" TOYS*



The world's best-known and most-wanted toy is BIGGER and BETTER than ever for 1957! No matter what your customer wants to spend, there's an Erector set with almost irresistible appeal. More variety and greater numbers of parts . . . powerful electric motors for *action that sells on sight* . . . colorful packaging creates impulse sales and encourages up-trading . . . new set designs . . . self-selling units packed right in . . . everything combines to help you turn these over, but *fast!* Erector sells itself! Be sure you stock the full Erector line.

THE WORLD'S GREATEST CONSTRUCTION TOY!



No 16010

No 10020

No. 10010

No. 10030

No. 10041

No. 16010 ERECTOR — THE YOUNG BUILDER'S SET
Makes Tow Truck, Hay Wagon, Lumber Wagon, Balance Scale, other interesting action models. Contains wheels, steel girders, assorted other parts. 10½" long, 9" wide, 1" high

No. 10010 ERECTOR — THE BUILDER'S SET
Contains ample parts to make a Windmill, Baggage Truck, Crane Hoist and many other interesting models. 4 sizes of steel girders plus two kinds of base plates. 13½" long, 9½" wide, ¾" high

No. 10020 ERECTOR — THE APPRENTICE SET
Builds hundreds of models, including a Ferris Wheel, Trailer, Farm Wagon, Portable Derrick and others. Parts are 10½" girders, wheels, base plates, pulleys, etc. Set is 18" long, 10" wide, 1⅞" high

No. 10030 ERECTOR — THE PROFESSIONAL SET
Has giant baseplates and 3 sizes of angle girders — 12", 6" and 3" — for building Hoist, Elevator, Jib Crane and many other fascinating models. Set contains 182 parts, enough to build hundreds of different models. 18" long, 10" wide, 2" high.

No. 10041 ERECTOR — THE BATTERY-POWERED ELECTRIC MOTOR SET
Big steel chest contains two tiers of parts for putting together such big models as Trip Hammer, Walking Beam Engine, R. R. Bridge and many others. Has powerful 3-volt electric motor that operates on 2 ordinary flashlight cells (cells not included), runs trucks, windmills, etc. Set is 16¼" long, 10½" wide, 3" high.

***TODAY'S ADVENTURES IN SCIENCE WILL CREATE TOMORROW'S AMERICA**

No. 13061 BRONZE MEDAL MICROSCOPE

Low-cost microscope has outstanding features: big 8½" in height with 3 turret stops that magnify 60, 200, and 405 times actual size. Automatic focusing parfocalized Ramsden lens, "click stop" power positioning. Splendid instrument at low cost. Measures 5½" wide, 10¾" high, 3⅛" deep.

No. 13071 SILVER MEDAL MICROSCOPE

Selective 4-stop turret Mirro-flector Microscope has parfocalized Ramsden type eyepiece with 60, 150, 200, and 455 powers. Micro-adjustable specimen table, easy focusing, extra dissecting equipment, and handsome leatherette box with carrying handle, 6½" wide, 10½" high, 4¾" deep.

AUTOMATIC FOCUSING!

SETS EQUIPPED WITH SAFE **PYREX** BRAND TEST TUBES

60, 100, 150, 200, 250, 350, 405 AND 650 POWERS NEW QUICK-SWITCH POWER EYEPIECE

SELECTIVE 4-STOP TURRET!

45° MIRRO-FLECTOR MICROSCOPE!

PROFESSIONAL TABLE FOCUS

LARGE, SHARP FIELD OF VIEW!

Watch Life Begin!

No. 13081 GOLD MEDAL MICROSCOPE

Professional quality appeals to student and expert alike. Quick-switch power eyepiece gives this Mirro-flector Microscope a selection of 60, 100, 150, 200, 250, 350, 405 and 650 POWERS. Attractive leatherette case well outfitted with equipment. A fine instrument to please the most critical user. Carry-all case 6½" wide, 10½" high, 4¾" deep.

The Miracle of Marine Growth revealed by *REAL* shrimp eggs that hatch before your eyes!

Dried Eggs

Hatching After 4-8 hrs.

After 10-15 hrs.

Swimming After 15-24 hrs.

BALANCED TIME LADIES' DIAMOND

21 and 17 JEWELS

(a) Rosette effect of 30 cut diamonds wraps up one of the prettiest watches ever Gently curved 14 kt. white gold case, with diamond-effect numerals and markers, silver-tone dial, black cord bracelet.
11A115-3J15000 . . . . . $300.00

(b) Bountiful beauty of 18 cut diamonds adorns this lovely timepiece. With contoured 14 kt. white gold case, silver-tone dial, diamond-effect numerals and markers, black cord bracelet.
11A116-1J10500 $200.00

(c) Pyramids of fabulous cut diamonds 50 in all, make this dazzling watch a magnificent gift. Features a 14 kt. white gold case, silver-tone dial, diamond-effect markers and numerals, black cord bracelet.
11A117-9J13500 . . . . $275.00

(d) A lasting symbol of your elegant taste. Set with 12 sparkling diamonds framing a 14 kt. white gold case. The silver-tone dial features diamond-effect numerals and markers Gray cord bracelet.
11A118-7J7500 . . . . . $150.00

(e) A deserving tribute to your lady fair. This classically styled 14 kt. white gold watch features 6 cut diamonds. The soft silver-tone dial has diamond-effect numerals and markers Black cord bracelet
11A119-5J5500 . . . . . $110.00

(f) Crafted in a modern manner and gloriously highlighted with 6 brilliant cut diamonds. The sleek 14 kt. yellow gold case features a silver-tone dial with raised gold numerals and markers. Gold-filled expansion bracelet
11A120-3J4975 $100.00

(g) A rare find in modern art and exquisite jewelry. The sleek 14 kt. white gold case with 20 cut diamonds in leaf motif. Silver-tone dial has diamond-effect numerals and markers. Black cord bracelet.
11A121-1J12500 . . . . . $250.00

(h) Styles come and go, but this demure watch is forever popular. Crafted in 10 kt. yellow rolled gold-plate with stainless steel back and highlighted with 2 cut diamonds Silver-tone dial has raised gold numerals and markers Matching expansion bracelet.
11A122-9J2750 . . . . . $55.00

Federal Excise Tax of 10% Not Included

Attractive Gift Boxes

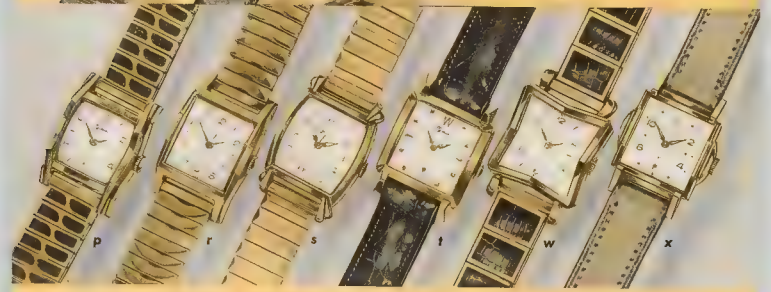
the watch that time made famous

Federal Excise Tax of 10% Not Included

(k) The large, clear face is framed in modern 10 kt. yellow rolled gold-plate setting with stainless steel back. Note the legible, raised gold numerals and easy-on gold-filled expansion band.
11A180-7J2125 . . . . . **$42.50**

(m) Wins acclaim for its smart styling and excellent performance. Features a 10 kt. yellow rolled gold-plate case with stainless steel back. With raised gold numerals and markers, tan genuine leather strap.
11A181-5J1875 . . . . . **$37.50**

(n) For the man of modern taste. He'll approve of the 10 kt. yellow rolled gold-plate case with stainless steel back, sweep second hand, raised gold numerals, gold-filled expansion band.
11A182-3J2650 . . . . . **$52.50**



(p) Superbly sculptured in 10 kt. yellow rolled gold-plate with stainless steel back. Noteworthy features include silver-tone dial, raised gold numerals and markers, plus alligator-link expansion band.
11A183-1J2500 . . . . . **$49.50**

(r) This proves that practicality and smart styling go together. Crafted in 10 kt. yellow rolled gold-plate with stainless steel back. With red sweep second hand, raised gold numerals, carved gold-filled expansion band.
11A184-9J2675 . . . . . **$52.50**

(s) Lucky the man who receives this practical and handsome performer. It features radium indicators, raised gold numerals, sweep second hand, gold-filled expansion band. 10 kt. yellow rolled gold-plate with stainless steel back.
11A185-6J2475 . . . . . **$49.50**

(t) Has all the evidence of artistic sculpture in 10 kt. yellow gold-filled. Modern accents include silver-tone dial, faceted gold markers, padded genuine alligator strap.
11A186-4J2800 . . . . . **$55.00**

(w) You'll receive compliments on the contoured case in 10 kt. yellow gold-filled. You'll welcome the sweep second hand, raised gold numerals, silver-tone dial and alligator-link expansion band.
11A187-2J2950 . . . . . **$60.00**

(x) If his tastes are simple but smart, he'll go for this serenely styled watch in 10 kt. yellow rolled gold-plate case with stainless steel back. With raised gold numerals and dots, genuine pigskin leather strap.
11A188-0J1875 . . . . . **$37.50**

Today, most famous brand watches are smartly styled. How then, are you to judge a watch? You judge a watch *by what you don't see!* There are enormous differences in watch movements, and the *quality of the movement* is what determines the dependability of the watch.

LYCEUM specifications exceed the established standards for first quality movements.

LYCEUM is electronically timed in all *three* normal positions of wear. These are: dial up, stem down and "12" down. We call this "BALANCED TIME." In order to correct the variations in rhythm caused by the altering of position, LYCEUM "balances" timing by compensation. The result—with LYCEUM "BALANCED TIME" you get *extreme accuracy.*

Lyceum®

THE WATCH THAT TIME MADE FAMOUS

Balanced Time Watches

Let's look inside for the TIME OF YOUR LIFE!

1 JEWELS—THE FINEST HAND CALIBRATED SYNTHETIC RUBIES—Actually, jewels have no value as gems (all watch jewels are synthetic), but they have great value as bearings to reduce friction. If not of the finest quality, watches are better off *without jewels!* Lyceum jewels are of the finest quality, cut and polished with skilled accuracy, and fitted with precision. LYCEUM watches feature curvex jewels as bearings for those parts that revolve most.

2 POLISHED WHEELS FOR PRECISE TIMING—The whole train (watchmaker's term for all the wheels in the movement) is polished. There isn't a burr anywhere to interrupt the identical meshing of each cog on all wheels.

3 DUST-PROOF CROWN—Dust is a most frequent cause of inaccuracy as it affects the fine lubricating oils. It usually gets into the movement through the stem opening. The dust-proof LYCEUM crown tightly seals this opening.

4 RHODIUM-FINISH PLATES FOR LONGER WEAR—When metal becomes rough from corrosion, friction sets in. Rhodium-finish plates are guaranteed not to corrode.

5 INCABLOC SHOCK PROTECTION—50% of watch breakdowns are caused by damage to the balance assembly, which directly controls the accuracy of your watch. This is the part of the watch which is most susceptible to the shock of daily jolts and jars—this is the part Incabloc protects. The Lyceum Watch Company pioneered in the use of Incabloc.

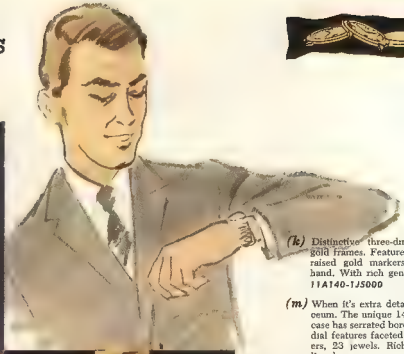
6 ANTI-MAGNETIC NIVROX HAIRSPRING—Its quality lies in the fineness of its metal, its perfect shape, and its precise adjustment. Nivrox hairsprings are unaffected by sudden changes in temperature. They coil and uncoil at exactly the same rate of speed in extreme cold as in extreme heat and are tarnish proof.

7 HIGHEST GRADE BERYLLIUM BALANCE WHEEL—This is the busiest wheel in your watch, turning alternately back and forth and traveling 3,559 miles every year. Because it is unaffected by variations in temperature and does not change its diameter, it provides extreme accuracy.

ONE-YEAR GUARANTEE—The LYCEUM guarantee fully covers all mechanical parts and adjustments—INCLUDING breakage of main spring.

For over thirty years, LYCEUM watches have set a standard of timekeeping excellence. Exclusively distributed by L. & C. Mayers, our prices have set a standard of value. Today's superb LYCEUMS are the ultimate result of years of engineering skills and research.

WATCHES



(k) Distinctive three-dimensional 14 kt. yellow gold frames. Features radium hands and dots, raised gold markers and red sweep second hand. With rich genuine lizard strap.
11A140-1J5000 . . . . . **$100.00**

(m) When it's extra details you want, look to Lyceum. The unique 14 kt. yellow gold imported case has serrated border The smartly embossed dial features faceted gold numerals and markers, 23 jewels. Richly banded with genuine lizard.
11A141-9J8000 . . . . . **$175.00**

(n) The blue-blood of Lyceums. With 23-jewel movement and sculptured 14 kt. yellow gold imported case. Silver-tone dial features faceted gold numerals and markers. Gold-filled expansion band.
11A142-7J9000 . . . . . **$200.00**

(p) Gift giving in the best of taste. The 14 kt. yellow gold watch features a silver-tone dial, radium treated raised gold numerals and markers, sweep second hand, 21 jewels. Padded pigskin leather strap.
11A143-5J6500 . . . . . **$125.00**

(r) The ever-cherished pocket watch, superb in 14 kt. yellow gold. With modern two-tone dial, raised gold numerals and markers, 21 jewels Gift-giving of a superlative nature!
11A144-3J5850 . . . . . **$115.00**

(s) Streamlined smartness. The 14 kt. yellow gold case features a silver-tone dial, raised numerals and markers Noteworthy band of genuine lizard insert links with expansion center
11A145-0J5500 . . . . . **$110.00**

(t) A boon to the executive, to his masculine charms. Square-shaped case in fluted 14 kt. yellow gold with silver-tone dial, raised gold numerals, 17-jewels. With comfortable, padded genuine lizard strap.
11A146-8J4750 . . . . . **$97.50**

(w) Welcomed with delight for its 14 kt. yellow gold simplicity of style, two-tone dial, raised gold markers and radium-tipped hands and indicators, 17-jewels. Complete with gold-filled expansion band
11A147-6J4000 . . . . **$79.50**

Federal Excise Tax of 10% Not Included
Attractive Gift Boxes

21 and 17 JEWELS

Lyceum®

(a) The majesty of smart simplicity wrought in 14 kt. yellow gold. The legible face features a silver-tone dial, raised gold numerals. With carved gold-filled expansion bracelet.
11A189-8J3350 ... **$67.50**

(b) When it comes to modern-design, this is a masterpiece! Finely crafted in 14 kt. yellow gold. Silver-tone dial, raised gold numerals and markers Banded with matching gold-filled expansion bracelet.
11A190-6J3500 ... **$71.50**

(c) Designed to attract compliments for styling and performance. Crafted in 10 kt. yellow gold-filled with silver-tone dial, raised gold numerals and dots, black cord bracelet.
11A191-4J2350 ... **$47.50**

(d) A profusion of glittering highlights in 14 kt. yellow gold with matching gold-filled expansion bracelet. In perfect contrast, the silver-tone dial with raised gold numerals.
11A192-2J3400 ... **$67.50**

(e) Dainty styling depicts your fair lady. The picture frame case with tiny beading is crafted of 10 kt. white gold-filled. Features a silver-tone dial, black cord bracelet.
11A193-0J2450 ... **$49.50**

(f) The most talked-about timepiece of the year. With checkerboard dial, raised gold numerals and markers, sculptured frame of 14 kt. yellow gold. To complete its beauty, a gold-filled link expansion bracelet.
11A194-8J3200 ... **$62.50**

(g) Modern styling with an undercurrent of charm. Destined for a keepsake future in 10 kt. yellow gold-filled. With raised gold numerals and markers Matching link bracelet has expansion center.
11A195-5J2750 ... **$55.00**

(h) Traditional background with modern accents. 14 kt. yellow gold frames a sleek checkerboard dial. With raised gold numerals and markers, dramatic black cord bracelet.
11A196-3J2975 ... **$60.00**

(k) Modern enchantment created in 10 kt. white gold-filled. The sleek silver-tone dial features raised silver numerals and markers. Beautifully banded with black cord bracelet
11A197-1J2450 ... **$49.50**

Federal Excise Tax of 10% Not Included

WATCHES

Lyceum®

THE WATCH THAT TIME MADE FAMOUS

For the lady of impeccable taste . . . a resplendent selection of Lyceum diamond watches. Famed everywhere, for they wed the accurac and dependability of Lyceum movements wit the breathtaking beauty of cut diamonds. The matchless performance and dazzling artistry predicts a treasurable heirloom future!

(t) Charmingly yours. A circle of beauty delicately designed in 14 kt. white gold featuring 4 brilliant cut diamonds. The silver-tone dial has raised arabic numerals. Matching gold-filled expansion bracelet.
11A129-4J4500 . . . . . *$87.50*

(w) A masterpiece of 21-jewel movement and brilliant artistry. 4 cut diamonds adorn the sleek 14 kt. white gold case. With silver-tone dial, diamond-effect numerals and markers, black cord bracelet.
11A130-2J6250 . . . *$125.00*

(k) Look at the sculptured 14 kt. white gold case, the brilliance of 10 cut diamonds set in swirl motifs and you'll agree this is for you. Silver-tone dial has diamond-effect numerals and markers. Black cord bracelet.
11A123-7J7500 . . . . . *$150.00*

(m) Half-moons pyramid their brilliance with 6 cut diamonds set in 14 kt. white gold. Other unsurpassed details include diamond-effect numerals and markers, silver-tone dial and black cord bracelet.
11A124-5J5500 . . . . . *$110.00*

(n) Behold the beauty of 4 cut diamonds set in white gold. Note the dramatic contrast of the 14 kt. yellow gold case and the silver-tone dial. With raised gold numerals and markers, black cord bracelet.
11A125-2J4500 . . . . . *$90.00*

(p) Beautiful event created by a marriage of 2 fiery cut diamonds set in white gold with 14 kt. yellow gold case. The large silver-tone dial features diamond effect numerals and markers. Matching gold-filled expansion bracelet.
11A126-0J4000 . . . . . *$80.00*

(r) Treasurable modern case crafted in 14 kt. yellow gold highlighted with 4 brilliant cut diamonds. Noteworthy features include the sleek silver-tone dial, raised gold numerals and markers, smart black cord bracelet.
11A127-8J4500 . . . . . *$87.50*

(s) The new concave look. A dramatic 14 kt. white gold case deliberately shaped and accented with 2 intricately-set cut diamonds. With silver-tone dial, diamond-effect numerals and markers, black cord bracelet.
11A128-6J4250 . . . . . *$85.00*

Attractive Gift Boxes

Federal Excise Tax of 10% Not Included

17 JEWELS

Lyceum®

balanced time watches

the watch that time made famous

(a) Sea shells glittering in 10 kt. yellow rolled gold-plate makes this watch a thing of beauty. Top-notch Lyceum accuracy, too, with silver-tone dial, raised gold numerals and markers. Stainless steel back.
11A207-8J2395 . . . . . **$47.50**

(b) Forerunner of fashion! Sculptured case in 10 kt. yellow rolled gold-plate with stainless steel back. Handsome bracelet features hazard inserts and expansion center.
11A208-6J1875 . . . . . **$37.50**

(c) Masterpiece of pure and simple beauty created in 10 kt. yellow rolled gold-plate with stainless steel back. Features raised gold numerals on silver-tone dial plus faceted gold-filled expansion bracelet
11A209-4J1875 . . . . . **$37.50**

(d) Elegance personified! Beaded trim accents the sculptured 10 kt. yellow rolled gold-plate case with stainless steel back. Also acclaimed for its silver-tone dial, raised gold numerals and black cord bracelet.
11A210-2J1750 . . . . . **$35.00**

(e) Meticulously wrought in 10 kt. white rolled gold-plate with stainless steel back. Bold arabic numerals are outstanding on the silver-tone dial. Complete with black cord bracelet
11A211-0J1750 . . . . . **$35.00**

(f) Lavishly sculptured and crafted in 10 kt yellow rolled gold-plate case with stainless steel back, carved gold-filled link bracelet, featuring an expansion center. Note the raised gold numerals and silver-tone dial.
11A212-8J1975 . . . . . **$40.00**

(g) Crafted by an artisan with intricate cutouts and swirls in 10 kt. white gold-plate with stainless steel back. You'll welcome the exceptionally legible dial with bold raised numerals. Carved white gold-filled link expansion bracelet to match.
11A213-6J1975 . . . . . **$40.00**

(h) Smartly scalloped frame in 10 kt. yellow rolled gold-plate with stainless steel back. Befitting its beauty, a silver-tone dial, raised gold numerals and markers, black cord bracelet.
11A214-4J1725 . . . . . **$35 00**

(k) Beautiful depth created in 10 kt. yellow rolled gold-plate with stainless steel back. Teamed with a sleek gold-filled expansion link bracelet for added smartness. With silver-tone dial, raised gold numerals.
11A215-1J1875 . . . . . **$37.50**

Federal Excise Tax of 10% Not Included
Attractive Gift Boxes

17 JEWELS Lyceum

balanced time watches

(a) **CHRONOGRAPH WATCH**—A price catch for the sportsman! Features a wrist timer, radium hands and indicators, raised numerals and dots, sweep second hand. 30-minute register. Gray genuine leather strap
11A172-4J4450 *Stainless Steel Case* **$87.50**

(b) **FISHERMAN'S WATCH** Best value on his line! Indicates the moon during its entire cycle plus the tide. Shockproof movement in water-resistant chrome top case, with stainless steel back. Sweep second hand.
11A173-2J4250 *Gray Leather Strap* **$71.50**

(c) Simplicity plus many important features makes this watch a favorite with everyone. The silver-tone dial has raised gold numerals and markers. 10 kt. yellow rolled gold-plate case with stainless steel back Genuine pigskin strap.
11A174-0J1775 . . . . . **$37.50**

(d) Styled in the modern mode and featuring top performance. The handsome case is wrought in 10 kt. yellow gold-filled with raised gold numerals and dots. Easy-on expansion band to match.
11A175-7J3250 . . . . . **$65.00**

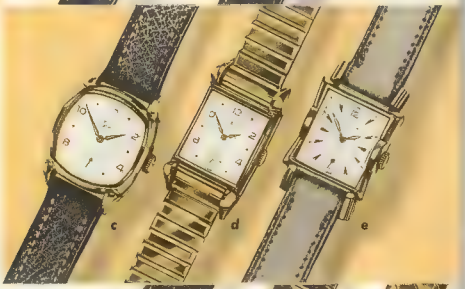
(e) All that glitters is 10 kt. yellow gold-filled sculptured in the smartest manner. With silver-tone dial, raised gold markers and numerals, genuine pigskin strap.
11A176-5J2800 . . . . . **$55.00**

(f) Modern masterpiece executed in wafer thin case of 10 kt. yellow gold-filled. Features a silver-tone dial, faceted gold markers and genuine lizard strap.
11A177-3J2900 . . . . . **$57.50**

(g) If he named just what he wanted, the description would fit this watch. Lyceum movement, 10 kt. yellow gold-filled case, raised gold markers and numerals, alligator expansion band with gold-filled trim.
11A178-1J3550 . . . . . **$71.50**

(h) Its styling and performance knows no price! The thin, sleek case is wrought in 10 kt. yellow gold-filled. With silver-tone dial, raised gold numerals and dots, gold-filled expansion band.
11A179-9J3200 . . . . . **$65.00**

Federal Excise Tax of 10% Not Included



AUTOMATIC SELF-WINDING WATCH—Water-resistant, shock-proof, with radium hands and numerals, sweep second hand. Stainless steel expansion band and case.
11A160-9J3100 **$62.50**
Stainless Steel Case

AUTOMATIC SELF-WINDING WATCH—Water-resistant stainless steel case, radium hands, sweep hand.
11A161-7J3300 . . . . **$67.50**
Stainless Steel Expansion Band
11A162-5J3100 . . **$62.50**
Gray Leather Strap (Not Illust.)

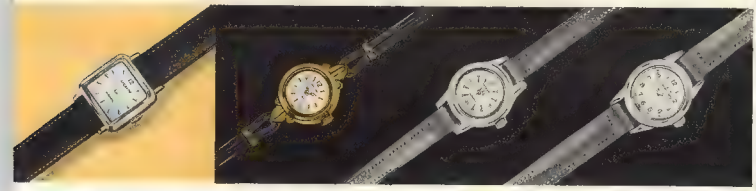
AUTOMATIC SELF-WINDING WATCH—Say goodbye to daily watch winding. 14 kt yellow gold with raised gold numerals and markers.
11A163-3J6500 . **$130.00**
Gold-Filled Expansion Band

AUTOMATIC SELF-WINDING POWER-RESERVE WATCH—You know when it needs winding! Radium-tipped numerals, sweep hand, stainless steel case and expansion band.
11A164-1J3950 . **$79.50**

· AUTOMATIC SELF-WINDING

WATER-RESISTANT 21-JEWEL WATCH—Features he'll heartily approve including raised gold numerals and markers, radium-tipped hands, gray leather strap.
11A165-8J3950 **$79.50**
Stainless Steel Case

21-JEWEL AUTOMATIC SELF-WINDING WATCH—Water-resistant! Raised gold numerals and markers, radium tipped hands, sweep second hand, stainless steel case. Lizard strap.
11A166-6J6000 **$125.00**
18 Kt Yellow Gold Top



LADY'S AUTOMATIC SELF-WINDING WATCH—Sleek styling, with raised markers and numerals, handsome black suede strap.
11A167-4J3975 **$79.50**
Stainless Steel Case

LADY'S AUTOMATIC SELF-WINDING WATCH—Water-resistant. Black cord bracelet
11A168-2J4200 . . . **$85.00**
Yellow Gold-Filled Top
11A169-0J4000 . . . **80.00**
Stainless Steel Case

LADY'S AUTOMATIC SELF-WINDING WATCH—Water-resistant case, etched numerals and markers, tapered gray genuine leather strap.
11A170-8J3200 . . . . . **$65.00**
Stainless Steel Case

LADY'S WATER-RESISTANT SPORT WATCH—With sweep second hand, radium-treated numerals, water-resistant case, gray leather band.
11A171-6J2800 . . . . . **$55.00**
Stainless Steel Case

Federal Excise Tax of 10% Not Included

Attractive Gift Boxes

Federal Excise Tax of 10% Not Included

Attractive Gift Boxes

balanced time watches

the watch that time made famous

(m) Exceptional inside and out! With 21-jewel movement, carved 10 kt. yellow gold-filled case, large raised gold numerals and markers, gold-filled expansion bracelet.
11A198-9J3875 . . . . . *$79.50*

(n) Harmony of line witnessed in gleaming 10 kt. yellow gold-filled. Features silver-tone dial, raised gold numerals and markers, sleek gold-filled expansion bracelet.
11A199-7J2700 . . . . . *$55.00*

(p) Ingeniously cut out and sculptured in 10 kt. white gold-filled for distinctive beauty. The small dial features exceptional clarity. Banded with black cord bracelet.
11A200-3J2375 . . . . . *$47.50*

(r) Beauteous craftsmanship in 10 kt. yellow gold-filled. Note the square-shaped silver-tone dial with raised gold numerals and markers, sweep second hand, rich black cord bracelet.
11A201-1J2675 . . . . . *$52.50*

(s) The flowers that bloom in the spring are gracefully interpreted in 10 kt. yellow gold-filled. Stemming from the case, a lovely link bracelet with expansion center. Silver-tone dial has raised gold numerals and markers.
11A202-9J2700 . . . . . *$55.00*

(t) The lots of gold look is richly witnessed in this 10 kt. yellow gold-filled beauty. With silver-tone dial, raised gold numerals and markers, gooseneck expansion bracelet to match.
11A203-7J2900 . . . . . *$57.50*

(w) Refreshingly new, featuring a finely wrought 10 kt. yellow gold-filled case. Carved link bracelet to match has a convenient expansion center. Raised gold numerals on silver-tone dial.
11A204-5J2550 . . . . . *$52.50*

(x) Destined for beautiful bliss. The 14 kt. yellow gold case is the perfect mate to the gold-filled link expansion bracelet. With silver-tone dial, raised gold numerals and markers
11A205-2J3350 . . . . . *$67.50*

(y) The young at heart will throb to this geometric beauty wrought in 10 kt. yellow gold-filled. Other special features include silver-tone dial, raised gold numerals and gold-filled expansion bracelet.
11A206-0J2650 . . . . . *$52.50*

21 and 17 JEWELS

THE WATCH THAT TIME MADE FAMOUS

ALARM WATCH—Timely reminder! Alarm rings at pre-set time. With etched gold numerals, radium markers, sweep second hand, water-resistant case. Genuine leather strap.

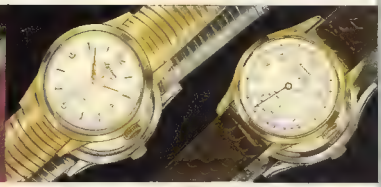
11A148-415500 ..... **$110.00**
14 Kt. Yellow Gold Top
11A149-2J3975 . **79.50**
Stainless Steel Case

WATER-RESISTANT · CALENDAR ·

Balanced Time Watches

HIDDEN CROWN WATCH—Water-resistant watch. Self-winding. With radium-treated hands and dial, genuine leather strap

11A150-0J6200 .. **$125.00**
14 Kt. Yellow Gold Top
11A151-8J4600 .. **95.00**
Stainless Steel Case



"DATEMASTER" SELF-WINDING WATCH Water-resistant raised gold numerals and markers, sweep second hand, expansion band.

11A152-6J6500 **$125.00**
14 Kt. Yellow Gold Top
11A153-4J4500 ... **90.00**
Stainless Steel Case

SELF-WINDING CALENDAR WATCH Automatically changes day dates and months. With genuine leather strap.

11A154-2J3975 **$79.50**
10 Kt. Yellow Gold Filled
11A155-9J4050 .. **80.00**
Water-resistant Stainless Steel Case

WAFER-THIN WATCH — Wonderfully flat and smart looking. Water-resistant, too. Raised gold numerals and hands. Etched markers and numerals, match color of case. Radium treated hands and dial, leather strap

11A156-7J4500 ..... **$90.00**
14 Kt. Yellow Gold Top
11A157-5J2750 ..... **55.00**
Stainless Steel Case

WATER-RESISTANT, SHOCK-ABSORBENT WATCH — Radium-treated dial and hands, lizard insert link band with expansion center.

11A158-2J4300 ..... **$85 00**
14 Kt. Yellow Gold Top
11A159-1J2600 ..... **52.50**
Stainless Steel Case

Federal Excise Tax of 10% Not Included

Attractive Gift Boxes

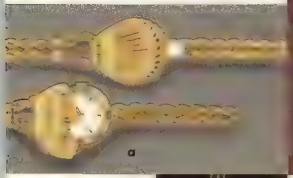
23, 21 and 17 JEWEL BALANCED TIME

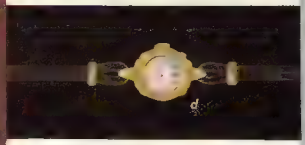
Lyceum®

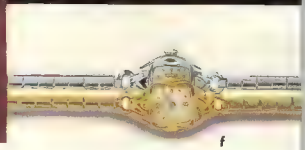
THE WATCH THAT TIME MADE FAMOUS

"MASTERPIECE" SERIES

The best of the best . . . 21, 23 and 17 jewel Lyceum watches acclaimed the world over as the epitome of skilled workmanship and distinctive styling. To own one is to own the very finest!







(a)

Sea shell cover-up with cultured pearl transforms watch into a breathtaking bracelet 14 kt. yellow gold with raised gold markers and double rope bracelet

11A131-0J10000 . $200.00

(b)

Jewelry of dramatic importance. Boldly sculptured in glittering 14 kt. yellow gold with raised gold markers and intriguing box-link bracelet. Silver-tone dial

11A132-8J10000 . . $200.00

(c)

Your heart is showing . . . and so magnificently. Finted heart-shape link bracelet accents the tiny 14 kt. yellow gold watch. Silver-tone dial, raised gold markers.

11A133-6J8750 . . $175.00

(d)

Sunburst motif 14 kt. yellow gold Geneva case. The distinctively embossed dial features extra heavy raised gold numerals and markers. Black suede band.

11A134-4J4500 .. $90.00

(e) Beautiful 14 kt. yellow gold Geneva case, with silver-tone dial, raised gold numerals and faceted markers, 21 jewels. Black suede band.

11A135-1J7500 .. ... $150.00

(f) Eye-catching checkerboard dial is beautifully framed in 14 kt gold. The large face features raised gold numerals and markers. Matching gold-filled link expansion bracelet.

11A136-9J3350 Yellow $67.50
11A137-7J3350 White 67.50

(g) Sculptured beauty in 14 kt. white gold. You'll adore the square face with silver-tone dial, raised gold numerals and markers, black cord bracelet.

11A138-5J3750 ... $75.00

(h) Decidedly elegant, royally created in 14 kt. yellow gold. The silver-tone dial features raised gold arabic numerals. Complete with black cord bracelet

11A139-3J5500 . .. $110.00

Federal Excise Tax of 10% Not Included

Attractive Gift Boxes

• INCREASE FLYING PLEASURE WITH A DEPENDABLE MODEL
• THE BEST BY MASTER MODELCRAFT & COMET

MASTER MODELCRAFT

TIPSY—½AAB. Stunt plane with 208 sq. in. wing area. Kits include colored covering tissue, decals, hollowed and carved balsa fuselage, formed landing gear, hardware. Completely prefabricated for precision assembly. Each in box. **5.95**

SKY SCOOTER WITH AND WITHOUT ENGINE —½A. All balsa model that can be put together without cement. Ready for use with OK Cub .049A engine. Includes spinner, prop, control handle and lines. Easy to assemble for quick flying — parts bolt together.

Description	Each
Sky Scooter with Engine	7.50
Sky Scooter without Engine	2.95

SUPER DING WITH AND WITHOUT ENGINE —½A. Your choice of a kit with or without an OK Cub .049A engine. Complete with propeller, spinner, control lines and handle. A handsome model packed in an eye-catching display box.

Description	Each
Super Ding with Engine	7.50
Super Ding without Engine	2.95

Howard Ike Scale

Wing Dingus Bipe

Primer Stunt

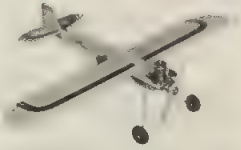
SPEED KINGS OF THE AIR. Precision engineered and prefabricated balsa parts, machine shaped, notched and grooved—ready for immediate assembly. Kits include complete hardware, finished wheels and formed landing gear. Explosion-type diagrams for simplified construction. Each in box.

Model and Class	Span	Each
Primer Stunt—½A	18'	1.40
Whirlaway—½A	18"	1.50
Wing Ding—½A	18"	2.25
Wing Dingus Bipe—½A	16"	2.25
SE-5 Scale—½A	17"	2.50
Ryan ST—½A	17½"	2.50
Small Fry—½A	17½"	2.50
Howard Ike Scale—½A	20"	3.00
Flip Flap—AB	24"	3.50

SPIRIT OF ST. LOUIS—1/2A, A. Prefabrication at its best—pre-attached wing and fuselage assembly. A single bolt positions and locks fuselage halves, control mechanism, fire wall and landing gear in perfect alignment quickly and simply—no cement needed. No sanding, cutting or measuring. Formed landing gear, metal cowl, decals, etc. 24" span. **2.95**

COMET

T17 LITTLE SCHMOE—½A. A prefabricated die cut kit with finished parts that fit together with amazing ease. Wide landing gear and latest nose gear give safer landings **1.50**



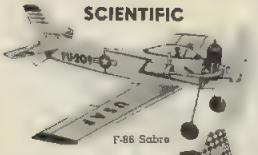
T6 ROOKIE TRAINER—BC. Shaped fuselage parts, wing, stabilizer, and rudder; motor mount shaped and drilled, kit includes landing gear, wheels, etc. Span 35½". **3.50**

PLM-1 SABRE "44" with ¼A HERKIMER ENGINE. All plastic with swept back wing design. Packed in 4-color protective case, complete with transparent cockpit canopy, control handle and lines, decal markings 14", length 14⅜". Completely assembled and ready to fly. **9.95**

SABRE 44 REPLACEMENT PARTS:

No.	Parts	Price
1	Upper fuselage shell, canopy, Elevator, Two tube hinges	1.75
2	Lower fuselage shell	1.25
3	Wing, Line Guide	1.50
4	Propeller, Spinner & Disc	.50
5	Firewall—3 bolts, 3 nuts	.35
6	Control arm/pulley, Control cord, Self tapping screw "B"	.35
7	2 wheels, 2 wheel stops, Landing gear, Self tapping screw "A", Fuselage nut and bolt.	1.00
8	Control handle, Flying Line	.65
9	USAF decals (set), 2 Sabre 44, Insignia	.30

SCIENTIFIC



F-86 Sabre

F-51 Mustang

TWO COMPLETE PLANES—BOTH FOR $1.50. Prefabricated kit contains two complete planes: F-86 Sabre and F-51 Mustang These realistic profile models both have 18" spans. Each plane in the 2-in-1 kit uses a ½A engine. **1.50**

SPIRIT OF ST. LOUIS—AB. An authentic U/C scale model with 26" span. Kit completely prefabricated with carved balsa fuselage, formed balsa wing and tail assembly struts, metal cowl and engine mount, plastic spinner, decals, etc. **4.95**

SECRET WEAPON—AB. 24" span, 4" fully airfoiled wing, 15" length. A highly prefabricated profile model made from choice wood—easy to assemble. **1.95**

FOR A COMPLETE LISTING OF C/L ACCESSORIES SEE SUPPLY SECTION

Sterling

Monocoupe

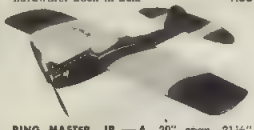
Ryan

Fokker D7

DESIGNED FOR THE DISCRIMINATE MODELLER. These deluxe kits contain carved leading and trailing edges, die-cut ribs, bulkheads, tail surfaces, deck and plywood parts. 3-color decals, complete hardware, formed wire landing gear, silkspan, celluloid, metal cowlings and spinners. Step-by-step instructions. All details of guns, working ailerons or flaps, etc. Packed in large colorful boxes.

Available In 9 Models			
No.	Model and Class	Span	Each
C1	Monocoupe—ABC	36"	4.95
C3	Mr Mulligan—BC	32"	4.95
C2	Howard Pete BCD	30"	5.95
C4	Waco—BC	33"	5.95
C5	Polish Fighter BCD	36"	5.95
C6	SE-5 -BC	32"	5.95
C7	Ryan ST—BC	36"	5.95
C8	Fokker D7—ABC	33"	5.95
C9	Corsair—BC	36"	5.95

THE MAVERICK—AB. A master of stunts with a 24" span. Kit features a die-cut and slotted fuselage, die-cut ribs, wing tips, rudder, etc. Finished center span, covering tissue, carved leading and trailing edges, decals, wheels, formed wire landing gear, hardware. Each in box. **1.00**



RING MASTER, JR.—A. 30" span, 21½" length. A stunt model that's easy to build. Completely prefabricated, accurately die-cut, shaped and notched for rugged construction. All balsa and plywood parts. Decals. In colorful box. **1.95**

Yak 9

Ringmaster

FOR STUNT COMBAT FLYING. All four models flight tested by a leading model designer and flyer. Kits are completely prefabricated and easy to build. Accurately die-cut, shaped and notched parts. Includes all the extras decals, hardware, etc. Each in display box.

Available In 4 Models				
No.	Model	Class	Span	Each
S1	Ringmaster	BC	42"	2.95
S2	Mustang P51	ABC	38"	2.95
S3	Yak 9	ABC	40"	2.95
S4	Spacemaster Jr	½AA	24"	2.25

CHANCE-VOUGHT CORSAIR F4U-1—BC. A 36" span scale control line model. Kit includes die-cut balsa ribs, bulkheads, tail surfaces, etc. 1-pc. gull-shaped inboard leading edges with taper and notched, shaped and notched trailing edges, decal insignia, silkspan, hardware, sheet balsa covered fuselage, formed plastic canopy and aluminum cowling. Designed for Navy carrier event flying. In large 2-color box. **5.95**

F52 CESSNA 180—½A. Gas model plane that can be used for radio control, free flight, or control line flying. 45" span. All parts cut to shape plus stamped metal cowl and landing gear. **5.95**

MAMBO—½A. 48" span, 32½" length. Especially designed and engineered for radio control. All parts, including plywood and balsa, die cut or shaped. Complete with hardware, formed wire landing gear, step-by-step plans and instructions showing all details of radio control installation and flying. For engines from .09 to .19 **5.95**

• SENSATIONAL . . . BEAUTIFUL . . . POWERFUL SPEED KINGS
• PRECISION-ENGINEERED AND COMPLETELY PREFABRICATED

3

MONARCH

Good News

Bambino

TWO RACY MODELS. Handsome, sleek models with racy lines. Kit includes formed aluminum struts, bubble canopy, rubber wheels and fuel-proof plastic spinner.

Model and Class	Span	Each
Good News AB	30½"	5.95
Bambino—A	24"	3.95

WEE WILLIE—1/2A. A completely prefabricated kit made of the finest balsa. Carved upper and lower fuselage fit snugly together Airfoil wing with a span of 18". Printed out tail and rudder. Formed landing gear, wheels, bell crank, hardware and instructions. **1.95**

PETER PAN—½A. 16" span. Made of the finest balsa and completely prefabricated. Carved and hollowed upper and lower fuselage, formed landing gear, finished wheels airfoil wing, hardwood motor mount and complete hardware. Each in box. **1.50**

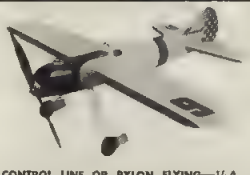
SWEET CHARIOT BIPLANE—½A. 18" span. Carved and hollowed balsa fuselage (2 parts), shaped airfoil wings, mahogany struts, hardwood motor mount, formed landing gear, hardware. Completely prefabricated. In attractive display box. **2.50**

CAVACRAFT

G4 THE FORTY-NINER—½A. A monoplane speed model with 15" span, 13" length. Completely prefabricated and partially assembled. Kit features selected wood formed fuselage, wings, formed wire landing gear, rubber wheels, hardware, decals, covering tissue. Plans and instructions. **1.95**

3 FAMOUS FLYING SCALE MODELS. These famous World War I fighters—all have 14" spans. Kits include full color decals, formed landing gear with rubber wheels, nose piece, filler blocks and pads, nuts and bolts for motor mount, hinge and covering material All parts in place for fool-proof assembly; no heavy carved balsa parts. **Each 2.95**

No.	Model	Class
G2	British SE-5	½A
G3	Fokker D-7	½A
G5	Spearman Crop Duster	½A
G6	Fokker Tripe	½A



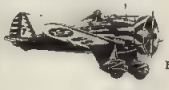
CONTROL LINE OR PYLON FLYING—½A. Ideal models for tiny engines—up to .049. Has 16" span. Perfection in design and completely prefabricated. Stamped metal Mono-Strut, decals, etc. **Each 1.75**

Available in 2 Models

Vitamin ½A	Minute Man

CLEVELAND

GP112 BIG 76" LUSCOMBE SEDAN. Radio control, free flight or control line. Made of the finest materials. Can be built by a beginner—full size plans, printed out sheetwood, sheet plastic, large wheels, etc. Plans for R/C included. Will fly on any motor from small A's up to D's. **9.95**



Boeing P26A

Great Lakes Trainer

2 FAVORITE FLYING SCALE MODELS—ABC. 1" scale prefabs for stunt or sport flying Free flight or control line. Every part die cut, tapered, notched leading and trailing edges, pre-formed wire, cowl turning, routed out wheel shoes, wheels, interlocking bulkheads, etc. Almost one sq. ft. of decals.

No.	Model	Span	Each
SGP1	Great Lakes Trainer	27"	5.95
SGP60	Boeing P26A	28"	6.95

Mustang P-51H

Spitfire

"SPITTIN' IMAGE" KITS. Pre-fabrication at its greatest. Kits include 1¼" diameter plastic spinners in popular colors, decals, formed wire, bubble canopies and assembly illustrations. Spans 20". For ½A engines. **3.95**

Available In 3 Models		
Spitfire	Mustang P-51H	Curtiss P40 Scale

ENTERPRISE

SUPER KNOCKOUT

F-51 MUSTANG

AIR RACER

SKY LEADER

SLICK TRICK

BABY ERA BIPE

ZENITH

BABY ERA

SUPER ZENITH

KNOCKOUT

FOR TOP PERFORMANCE. A.1 parts completely shaped, carved and prefabricated. Molded plastic parts. Features include easy-grip control handles complete hardware, rubber wheels, formed landing gear, decals, pilots, detailed plans and instructions. In attractive 4-color display boxes.

Model and Class	Span	Each
F4U5 Corsair—½A	17½"	1.95
Slick Trick—½A	17¾"	1.95
Mustang Scale—½A	17½"	1.95
P40 Warhawk—½A	17½"	1.95
Baby Era Stunt—½A	18"	2.50
Baby Era Bipe—½A	18"	2.50
Knock Out Stunt—½A	18"	2.50
Skyleader Team ½A	18"	2.50
Zenith Stunt ½A	18¼"	2.50
Air Racer—A	18"	3.39
Super Zenith Stunt—A	23⅛"	3.50
Super Knock Out—AB	24"	3.50

MONOGRAM

AERONCA SEDAN AND PIPER CUB—ABC. Exact scale control line flyers, 1" to 1-ft. 35¼" span. Prefabricated construction—monofuse balsa fuselage, monofoil balsa wings, leading and trailing edges, spars and top planking built into one complete unit. Formed metal landing gear. All hardware supplied eyelets, screws, nuts, washers, etc. In colorful display boxes. **4.95**

Kit	Model	Kit	Model
C3	Piper Cub	C4	Aeronca Sedan

SKY-MATE WITH AND WITHOUT ENGINE—½A. 21" span—largest lightest, best-flying pre-fab ½A gas model available. Completely finished parts, control handle and lines, rubber wheels, propeller, complete hardware. Special jig speeds up fool-proof assembly. Ready for use with either Cub .049A or Space Bug Jr engines.

Description	Each
Sky Mate with Engine	7.50
Sky-Mate without Engine	2.95

SPACE BUGGY. Sleek finished balsa body and wings unbreakable plywood elevator Span 17". Available with super-powered Space Bug Jr .049 engine All parts ready to assemble. Controline handle and lines included. Full color box. **7.50**

READY TO FLY THUNDERSTREAK. Complete with the Space Bug, Jr engine, U/C handle and lines. All parts finished ready to assemble and fly. Smooth balsa body and wings, large plastic canopy, color decals, including insignia, stripes, letters and numbers. In 4-color box. **7.50**

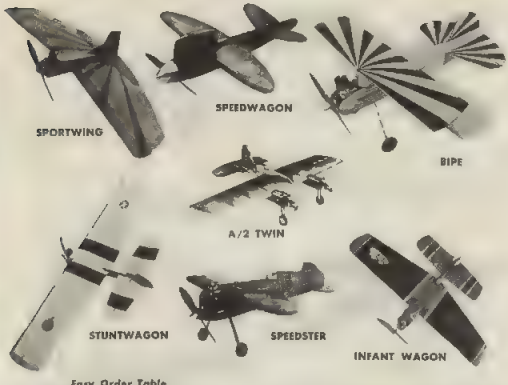
SKY BUGGY—½A. All finished parts—easy to assemble. No measuring necessary, all parts keyed for instant fitting Finished balsa body and 17½" span wing, plastic prop, formed landing gear rubber wheels, hardware, U/C handle. Ready for installation of any ½A engine. **2.95**

KNOCKOUT DELUXE—½A. Complete with an OK Cub .049A engine with a large capacity integral nylon plastic gas tank Kit contains all finished parts, hardware and rubber wheels. Includes control handle, dacron control line and plastic propeller This prefabricated kit is packed in a handsome display box. **7.50**

• DEPEND ON DMECO FOR ALL TYPES OF FLYING

• AND WITH F & B YOU CAN'T GO WRONG

DMECO



Easy Order Table
Check This Page for Descriptions

Model & Class	Each
All American Trainer -1/2A	1.95
Infant Wagon—1/2A	1.95
Speedster—1/2A	2.95
All American Jr—1/2A	2.95
A-2 Twin Twin Engines—1/2A	2.95
Speedwagon '20'—A	3.95
Sportwing—ABC	3.95
Bipe—BC	3.95
Speedwagon '29' -B	4.95
All American Stunt AB	4.95
Speedwagon '50'—CD	5.95
All American Sr—BC	5.95
Continental AB	6.95
Stuntwagon—CD	7.95

INFANT WAGON—½A. A stunt and sport model with a 20" span and 80 sq. in. wing area. This is a miniature version of the Stuntwagon—having all the fine flying and construction qualities of that model. It's completely prefabricated for quick assembly. Includes full size plans, decals and hardware. **1.95**

SPEEDSTER — ½A. For team racing and speed flying. Completely fabricated from choice wood with formed wings, upper and lower fuselage, rubber wheels, wire landing gear, decals, hardware and plans. 12" span **2.95**

SPEEDWAGONS. Speed models. Kits feature finished precision parts, full length crutches, pressure jet cowl and fuel system steel engine reinforcement, decals, hardware "Speed Notes" booklet, plans and instructions. Available in 3 models.

Model	Each
Speedwagon '20'—A	3.95
Speedwagon '29' B	4.95
Speedwagon '50'—CD	5.95

CONTINENTAL—AB. A semi scale air racer with top stunt performance. Super deluxe kit with formed dural gear, hardware and covering materials. Completely prefabricated. 40" span. Full size illustrated plans and instructions. **6.95**

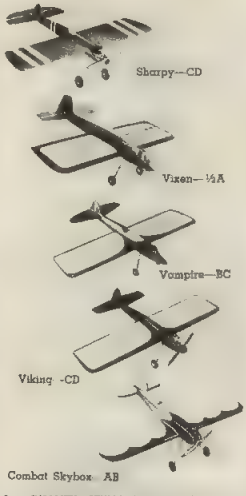
BIPE—BC. A stunt-trainer 200 sq. in. wing area. Kit contains only the finest balsa. Printed balsa sheetwood for easier assembly. Full size plans and instructions. **3.95**

A/2 TWIN—½A. A twin motor stunt plane with 26" span. Prefabricated from the finest Grade A1 materials. All parts precision finished. Hardware, decals, covering material, full size plans included. **2.95**

STUNTWAGON—CD. Giant 58" wingspan—687 sq. in. Ample wing area for less loss of speed during stunting maneuvers. Has clean lines for high speed and looks. All parts precision cut and shaped to close tolerances. Complete with hardware, decals, full size plans and instructions. **7.95**

SPORTWING—ABC. A stunt plane with a 36" span, 250 sq. in. area. All parts cut to exact shape and sanded ready to assemble. Accurately aligned wing. Made of the finest selected materials. Complete with decals and full size instructions. **3.95**

F & B



1st QUALITY STUNT MODELS. Finer all around performance and styling — perfect planes for combat, stunt, speed and sport flying. Completely prefabricated with rubber tired wheels, bell crank, control horns, formed landing gear decals. Detailed full-size plans.

Model and Class	Span	Each
Basic Trainer—ABC	25¼"	2.95
Sharpy—CD	47"	4.95
Stinger BCD	48"	6.50
PT Trainer—AB	26"	1.99
Vixen—½A	21¼"	1.95
Vampire—BC	40"	4.50
Viking—CD	51"	5.75
Combat Skybox—AB	36"	2.95
Warhawk P-40—BC	32½"	5.95
Vengeance—ABC	41"	2.95

ALL AMERICAN TEAM. Features 'a symmetrical stability'—a means of getting cleaner, lighter models for superior performance. Completely pre-fabbed from finest hand-picked materials, formed dural gear, full-size plans.

Model and Class	Span	Each
All American Trainer—½A	21'	1.95
All American Junior ½A	26"	2.95
All American Stunt AB	36"	4.95
All American Senior—BC	51"	5.95

MINI A SUPER WHIRLAWAYS. Designed for speed. Lightweight with minimum frontal area. Has carved and hollowed body with formed aluminum wings. U/C, plywood tail assembly, shaped and drilled bonnet, hardware and full size detailed plans

Model & Class	Span	Each
Mini Whirlaway—½A	8¼"	2.95
Super Whirlaway—AB	12½"	4.95

Cessna "180"

Super Cadet

½A FLYING SCALE MODELS. 1" scale. Suitable for FF, rubber or U/C. Prefabricated construction throughout. Die cut balsa and plywood parts, celluloid windows, wheels, hardware, etc. 35" span. Detailed full size plans **Each 2.95**

Available In 2 Models
Cessna "180" Super Cadet

P-40 Warhawk — ABC. Semi-scale stunt model, 45" span. With silk-screened celluloid canopy and fuel-proof Flying Tiger decals. **5.95**

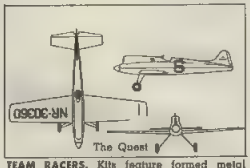
Cessna 195—ABC. 1" scale stunt, 36" span. High wing without struts makes handling easy for beginners. **5.95**

Berkeley's

Easy Order Table

Model & Class	Each
Mini-Zilch—1/2A	1.25
Senor Puddle Jumper—1/2A	1.95
Junior Puddle Jumper—1/2A	1.95
Cessna 180—1/2A	2.95
Super Cadet—1/2A	2.95
Mini Whirlaway 1/2A	2.95
Key-Det—1/2A	2.95
Wee Super Zilch—1/2A	2.95
Super Puddle Jumper—1/2A	3.95
Zilch X-Pendable—B	3.95
Lil-Duper Zilch B	3.95
P47 Thunderbolt—BCD	4.95
F8F Bearcat—BCD	4.95
Pitt's Special ABC	4.95
DeHavilland Beaver—1/2A, A	4.95
AT-6 Texan—ABC	4.95
Hawk P8E-A	4.95
Super Whirlaway—AB	4.95
The Quest—BC	4.95
T34A Mentor—AB	5.95
Piper Tri-Pacer—1/2A, A	5.95
Shoestring—ABC	5.95
P51 Mustang—ABC	5.95
North American T28 BC	5.95
Minnow Cosmic Wind ABC	5.95
P-40 Warhawk—ABC	5.95
The Key—BC	5.95
Super Duper Zilch—C	5.95
AJ 1 Savage—Twin Engine 1/2A	6.95
Grumman Guardian ABC	6.95

Grumman Guardian—ABC. Semi-scale stunt, 53" span. Ideal for carrier event airplane. **6.95**

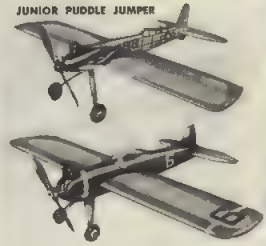


The Quest

TEAM RACERS. Kits feature formed metal engine cowls, simplified fuselage assembly, die-cut balsa and plywood parts, U/C, metal-hub rubber wheels, ready-cut wing and tail surfaces, molded plastic bubble canopy. Complete team racing rules in each kit. Available in 3 models.

Model & Class	Span	Each
Key-Det—½A	16"	2.95
The Quest—BC	30"	4.95
The Key—BC	28"	5.95

JUNIOR PUDDLE JUMPER



SUPER PUDDLE JUMPER

SENOR PUDDLE JUMPER—½A. Span 25½". Basic U/C trainer. Kit contains formed wire landing gear, completely cut-out balsa fuselage, rubber wheels, bubble canopy, bell-crank, elevator horn, formed wire pushrod, shaped and rib notched leading and trailing edges, die cut ribs and tail assembly. **1.95**

JUNIOR PUDDLE JUMPER—½A. Span 19". A U/C trainer with completely finished and assembled balsa fuselage, metal motor mount and landing gear, formed metal motor nacelle, twin-foil shaped and hollowed wings, complete metal hardware, stranded stainless steel lead-out wires. **1.95**

SUPER PUDDLE JUMPER—½A. Span 28". A primary U/C trainer with shaped and hollowed balsa fuselage, twin-foil shaped and hollowed wings, plastic bubble canopy, stranded stainless steel lead-out wires, stamped aluminum landing gear. **3.95**

Super Duper Zilch

Lil-Duper Zilch

ZILCH STUNT MODELS. Five Zilch models with completely prefabricated kits featuring selected balsa, shaped and rib notched wing edges, precision die-cut parts, U/C, complete hardware and deluxe extras

Model & Class	Span	Each
Mini-Zilch—½A	20"	1.25
Wee Super Zilch—½A	34"	2.95
Zilch X-Pendable—B	38"	3.95
Lil-Duper Zilch—B	42"	3.95
Super Duper Zilch—C	52"	5.95

• CHAMPIONS AND ACROBATS OF THE AIR—BY SCIENTIFIC
• CHECK THE MANY FEATURES CONTAINED IN EACH KIT

SCIENTIFIC

KELLET AUTOGIRO — ½A. 18" span. Completely prefabricated with a formed balsa wing, carved balsa fuselage, formed metal cowling, U/C, die-cut balsa tail assembly, rotor blades and struts, decals and hardware. Flies like any other control line plane except rotor revolves to supply the lift instead of a fixed wing. **1.95**

LITTLE SABRE

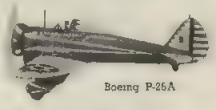
AMERICAN BOY TRAINER—½A. An inexpensive profile job for experimental work—for testing new flying techniques. 18" span. Completely prefabbed. 100% complete—nothing to add but the engine. **1.00**

CHAMPIONS ALL AT $1.95 EACH. Completely prefabricated kits contain carved balsa fuselages, airfoil shaped balsa wings, accurate die-cut tail surfaces, rubber wheels, hardware, decals, etc. Each in display box. **Each 1.95**

Available in 4 Models		
Model	Class	Span
Texan AT-6	½A	18"
Little Mustang	½A	18"
Little Sabre	½A	18"
Little Ace Team Racer	½A	18"

Curtiss Hawk

Waco Cabin



Boeing P-26A

Little Bipe

Little Devil

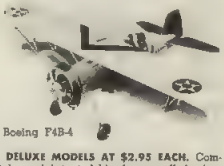
TOP PERFORMERS AT $1.50 EACH. Kits contain completely carved balsa fuselages, formed metal cowling, Jim Walker's U/C, formed balsa wings, wheels, landing gear, etc. 100% prefabrication Each in a handsome display box. **Each 1.50**

Available in 7 Models		
Model	Class	Span
Waco Cabin	½A	12"
Monocoupe 90A	½A	18"
Little Bipe	½A	16"
Little Devil	½A	18"
Little Mercury	½A	18"
Sport Racer	½A	18"
Stuntmaster	½A	

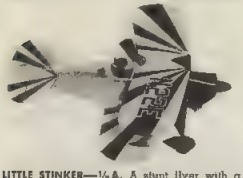
Twin Mustang

SPIRIT OF ST. LOUIS

CESSNA L-19A BIRD DOG



Boeing F4B-4



LITTLE STINKER—½A. A stunt flyer with a 16" span Kit features carved balsa fuselage, formed balsa wings, plastic pilot. All parts finished and prefabricated for perfect assembly. Includes plastic pilot, Colored decal insignia and trim, metal cowl, formed landing gear, plastic cowl and complete hardware. In full-color display box. **2.50**

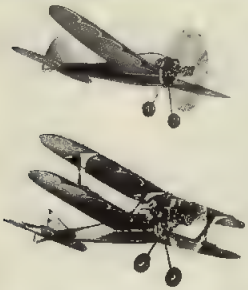
FLY-'EM-YOURSELF MODELS. — 1/2A. 18" spans, for .035 to .074 engines. Four U-control scale models that have looks, speed, performance—and at a low price Pre-formed prefabricated for fast assembly. Fully carved balsa fuselages, stamped aluminum cowlings, airfoiled balsa wings and all parts shaped, formed or cut for simple construction, decals. Complete with Jim Walker's U/C. **Each 1.50**

Available in 4 Models

Model	Model
Spirit of St. Louis	Piper Cub Cruiser
Cessna L19A Bird Dog	Cessna 180

SIX DELUXE MODELS AT $2.95 EACH. Completely prefabricated kits feature all the fine qualities of Scientific models including carved balsa fuselages, die-cut parts, airfoil shaped wings, decals, formed metal cowlings and landing gear, rubber wheels, etc Each kit packed in attractive display box. **Each 2.95**

Available in 6 Models		
Model	Class	Span
Bel Air	½AA	18'
Boeing F4B-4	½A	17½"
Boeing P-26A	½A	18"
Beechcraft 17	½AA	16"
Curtiss Hawk P6-E	½A	17½'
Twin Mustang	½A	18"



FIREBABY—WITH & WITHOUT ENGINE. No construction necessary—all parts finished, painted and fuel-proofed. Complete with U/C unit, balloon tank, aluminum hubs, rubber wheels, vinylite canopy. Aircraft aluminum alloy rudder, motor and wing mounts. Flexible 19" span wings for rough weather flying. Packed in colored box.

Description	Each
Firebaby Without Engine	2.50
Firebaby With Wasp .049	7.85
Firebaby With OK Cub .049X	7.85

INDIVIDUAL FIREBABY PARTS. Check this list thoroughly and keep your replacement stock complete.

Item	Each
Wing	.25
Tail	.20
Prop	.10
Canopy	.25
Rudder	.10
Gas tank w/fitting	.20
Elevator push rod	.10
Control handle w/lines	.30
Landing gear w/wheels	.30
Body w/wing brackets	.40

AMERICAN JUNIOR

FIRECAT—BC. A big 42" span stunt model completely prefabricated with rounded fuselage and wing tips, preformed elevator hinges, interlocking fuselage and wing, all edges sanded smooth. Plus wheels, canopy, push-rod, bell crank, hardware, elevator horn and lead-out wires. Packed in colorful display box. **4.95**

REMOTE CONTROL FIREBEE—½ A. 20" span, 14½" length. Complete with Jim Walker Firecracker .065 engine. Remote control throttle permits slow or fast flying, quiet performance take off and land unassisted—any number of times. All balsa parts smoothly streamlined, long range fuel tank with anti-stall reservoir. U/C handle, flying lines, vinylite canopy, formed landing gear with wheels attached, wing guides, formed push-rod, elevator horn, hardware, propeller and advanced flying course. In colorful box. **14.95**

FIREBABY REPLACEMENT PARTS. This handy replacement kit contains 6 each: metal props, wings, balloon tanks; 3 each: stabilizers, bodies. **Kit 5.10**

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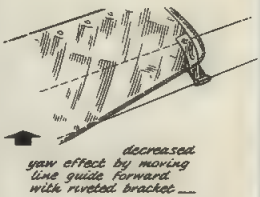
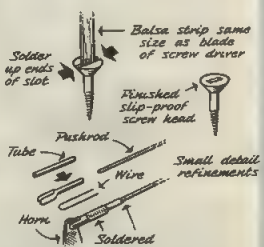
SPEED AIDS





JASCO

SPEEDEE—½ A. Team racer, 17½" span. Cut out balsa parts, formed landing gear, decals, plastic canopy, die-cut mahogany parts, cowled engine and wheels, metal fittings. **1.85**

SKY RAIDER—½ A. Airfoil-shaped wing, die-cut parts, decals, strength tested balsa, metal fittings, finished wheels, die-cut mahogany parts. Span 17½". **1.65**

CONSOLIDATED

HELL RAZOR — ½ A. Carved hardwood fuselage — light, strong, durable. Ready-carved wing, plywood elevator and stabilizer, hardware, plans and instructions. A speedy plane with 9" span. **2.00**

STUNT MODELS—½ A. Redi-carved and hollowed fuselage, cut-to-shape wings, elevator, rudder, stabilizer; hardware; wheels, dowels, full-color decals and full-size plans. Average span 17". Ideal for sport or combat.

Model	Each	Model	Each
Spitfire	2.95	Mustang P-51	2.95
Corsair F4U	2.95	Typhoon	2.95
Jap Zero	2.95	F.W. 190	2.95
		Stuka	3.50

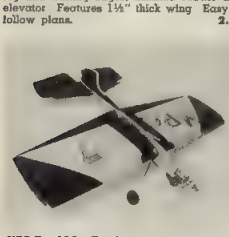
GUIDED STAR—AB. Stunt. Die-cut parts, 21 self-aligning slots, mahogany side stiffeners, formed landing gear, plans and instructions. **5.95**

JUMPIN' JACK—ABC. For sport, stunt or combat flying. Kit includes cut to shape fuselage, plywood sides, hardwood engine mounts, die cut ribs, 1-pc. wing spars, leading and trailing edges, finished rudder and elevator. Features 1½" thick wing. Easy to follow plans. **2.75**

STARLET—1/2A. 150 sq. in. wing area. Easy to put together—21 self-aligning slots, die-cut plywood formers, mahogany parts, formed landing gear. **2.75**

JUBILEE—AB. Has many features that will appeal to all model builders. **3.95**

BIG STUKA—AB. 34" span. For .19 to .29 engines. Has fully-carved fuselage of grade A balsa; die-cut wing ribs and spars; plastic canopy. **6.95**



MPC-7—ABC. Fuselage made of special magnesium. Kit includes die-cut wing ribs, shaped leading and trailing edges, cut-to-shape rudder, stabilizer and elevators, plans and instructions. 18" span. **4.95**

GUILLOW

FOR SPORT AND TROPHY. Made of the finest balsa for precision flying. Ready-shaped parts easily put together; completely prefabricated; formed landing gears.

Model and Class	Span	Each
Trixter Profile—AB	32"	2.50
Trixter Profile—BC	38"	3.50
Profile Basic Trainer—A	32"	3.95
Trixter Invert Jr.—B	40"	3.95
Trixter Babe—½A	20"	1.25
Barnstormer Stunt—BC	47"	5.95
Baby Barnstormer—½A (Stunt)	23½"	2.95
Trixter Tiny—½A	12"	1.50
Reactor ABC	48"	3.50
Trixy - ABC	45"	4.95
Sabre ½A	21"	2.95

SPRINGFIELD

CURTISS HAWK & GOSHAWK—1/2A. Two fine control line kits by Springfield are the Curtiss Hawk and Curtiss Goshawk. These 1/2A beauties are complete kits with all die-cut, pre-formed parts. They are silhouette, bi-plane models with 32" spans. Many plastic fittings, such as cowls, belly tanks, pants. 4 color decals.

Available in 2 Models

Model	Each	Model	Each
Curtis Hawk	3.95	Curtiss Goshawk	4.95

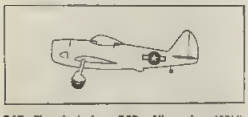
FF & R/C SCALE MODELS—1/2A. Kits complete with all die-cut, pre-formed parts. All are 1/2A beauties that take a .020 or .035 engine. Brilliantly engineered for championship performance.

Available in 6 Models

Model	Each	Model	Each
Curtiss Hawk	1.50	SE-5	1.50
Fokker D-VII	1.50	Waco Biplane	1.50
Grumman Amphibian	1.95	Great Lakes Twin Float Seaplane	1.95

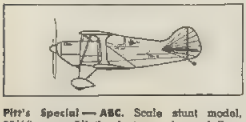
- KITS CONTAIN THE FINEST OF BALSA AND PLYWOOD PARTS
- PREFABRICATED FOR FAULTLESS CONSTRUCTION

T34A Mentor—AB. 1" scale, 33" span. This primary trainer has the Autotrol rudder system, fuselage is balsa planked. **5.95**



P47 Thunderbolt — BCD. 1" scale, 40¾" span. Engine throttle control and fully automatic flaps. Has shear-pin motor mount. **4.95**

F8F Bearcat — BCD. 1" scale stunt. 35½" span. Autotrol automatic rudder control with ground-operated U/C elevators prevents slackening of lines. **4.95**



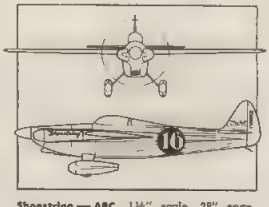
Pitt's Special — ABC. Scale stunt model, 25½" span. All the features plus red flare design decals. **4.95**

Piper "Tri-Pacer." 1½" scale, 44" span. Uses engines .065 to .099 for R/C, .035 to .075 for FF, .075 to .15 for C/L. Has shock mounted nose gear and wing panels, full cowled engine. **5.95**

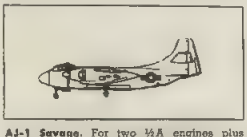
Berkeley's

FLYING SCALE CONTROLINERS. *These proven models have captured the interest of flying enthusiasts everywhere. Each kit is completely prefabricated and contains the finest of balsa and plywood parts, metal cowl and wheel pants, plastic canopy, full color decals, shaped leading and trailing edges, simplified fuselage assembly, complete metal hardware, metal hub rubber wheels and genuine "Tim Walker" U/C. In 3-color display boxes with full size detailed plans.*

AT-6 Texan—ABC. 31" span. Authentic and complete down to both Air Force and Navy decals. **4.95**

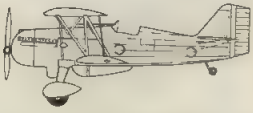


Shoestring — ABC. 1½" scale, 28" span. Complete kit with covering material and fuel-proof decals. **5.95**

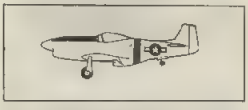


AJ-1 Savage. For two ½A engines plus Jetex 100, 200 or Jetmaster 150 unit, for exact scale power. ⅜" scale. 27" span. Made of the finest grades of balsa and mahogany. **6.95**

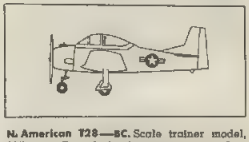
B-25 MITCHELL BOMBER — A. This twin-engine control line model has a 34" span and is built to ⅜" scale. Carved fuselage and nacelles, metal cowls for two .09 to .19 engines. A scale model of General Doolitle's Tokyo Raider. **9.95**



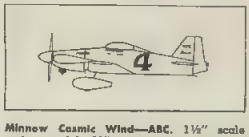
Hawk P6E—A. ¾" scale, 23¾" span. Features celluloid covering tissue, Autotrol rudder system and complete decals of the 17th Pursuit Squadron. **4.95**



P51 Mustang—ABC. 1" scale, 37" span. A laminar flow airfoiled fighter — features specially machined 4-notched aluminum spinner. **5.95**



N. American T28—BC. Scale trainer model, 30" span. Tricycle landing gear gives velvet smooth take-offs and landings. Stable wing design. **5.95**



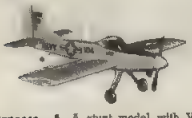
Minnow Cosmic Wind—ABC. 1½" scale racing model, 28" span. Combines scale beauty with fast action. **5.95**

De Havilland "Beaver." 1" scale, 48" span. Uses engines .049 to .075 for R/C, .035 to .075 for FF, .074 to .15 for C/L. Has formed metal ring cowl, sheet metal landing gear Very easy to fly. **4.95**

- RUGGED PLANES FOR THE 'CHOOSY" MODELER
- 'NATURALS' FOR STUNTING . . . LOOPING . . . DIVING . . . ETC.

C6 Scout—½A. A perfect model for the beginner Simple construction, light weight—an ideal stunt trainer. 25" span, 120 sq. in area. **2.50**

C10 Tomahawk—ABC. A profile type for combat and sport flying. 40" span. **2.95**



C5 Papoose—A. A stunt model with Veco flaps. Has a span of 32", 248 sq. in. area. **3.95**

C1 Brave—ABC. A stunt trainer in the large engine class. 37" span, 295 sq. in area. **4.75**

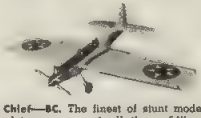
C2 Warrior—ABC. A full stunt model featuring the Veco flaps. 37" span, 350 sq. in area. **4.95**

FLYING CONTEST WINNERS. *Kits include the finest balsa parts. Each type plane aerodynamically designed, flight tested and engineered for ease of construction. Individually packed with quality materials and step-by-step instructions.*

Easy Order Table
See Descriptions on This Page

No.	Model & Class	Each
C6	Scout 1 2A	2.50
C10	Tomahawk—ABC	2.95
C5	Papoose—A	3.95
C12	Tom Tom AB	3.95
C1	Brave ABC	4.75
C2	Warrior ABC	4.95
C9	Redskin—AB	4.95
C4	Squaw ABC	5.75
C3	Chief BC	6.95
C7	Mustang BC	7.95
C8	Smoothie—BC	7.95

C4 Squaw—ABC. A beautiful super stunt model—light weight construction. 39¼" span, 385½" sq. in. area. **5.75**



C3 Chief—BC. The finest of stunt models—complete response at all times. 54" span, 595 sq in. area. **6.95**

C7 Mustang—BC. A semi-model of the famous P-51G Fighter Excellent for stunt and scale events. 48" span, 408 sq. in. area. **7.95**

C8 Smoothie—BC. A contest stunter—designed for windy weather flying Scale-like appearance and easy to build. 52" span, 501 sq. in. area. **7.95**

C9 Redskin—AB. For team racing and sport flying. Designed for rapid construction with completely cowled-in engine. 31" span, 170 sq in. area. **4.95**

C12 Tom-Tom—AB. For stunt training, combat or sport flying. 40" span, 338 sq. in. wing area. **3.95**

P.D.Q.

FOR SENSATIONAL PERFORMANCE. Kits contain hand selected balsa, tough plywood parts, complete pre-fabrication. Formed wire gear, hardwood motor mounts, decals, detailed plans. In display boxes.

Model and Class	Span	Each
Baby Clown Stunt—½A	23"	1.50
Flying Clown Stunt—AB	28"	1.95
Super Clown Stunt—BC	38"	2.95
Circus Prince Stunt—AB	27"	1.95
Li'l Scrapper—½A	14"	1.50
Circus King—BC	40"	2.95

"LION TAMER"—BC. This stunt and combat plane combines the simplicity and economy of a profile with the appearance and appeal of a built-up fuselage. The balsa in this prefabricated model is Triple A grade. Features a tricycle landing gear. 42" span, 26" long. **3.95**

Cox

TD-1 THIMBLE-DROME PLANES — 1/2A. Equipped with genuine aluminum wings with complete symmetrical airfoil. This strong handsome wing will not warp or twist. The body is of high impact plastic in brilliant colors and the cockpit canopy of clear, anti-glare plastic. TD-1 takes off the ground and flies on its own . . . climbs straight up, stunts, flies inverted . . . glides to a landing when out of fuel. 24½" span, 18" long. 120 sq. in. wing area. 10-oz. weight.

Available in 3 Kits

No.	Description	Each
400	Completely assembled, ready to fly, with Skylon control reel, battery connecting clip, control lines, fuel filler hose, Finguard. Comes with a Space Bug .049 engine	19.95
450	Plane kit with Space Bug .049 engine. Can be assembled in 2 minutes. Kit does not include accessories.	15.95
475	Plane kit that can be assembled in 2 minutes. Kit does not include accessories or engine.	9.95

ACCESSORY KITS. Everything needed to fly your plane, except battery. Kit includes fuel, filler cap and hose, battery wires, glow plug clip, Skylon reel, flying lines and finguard. Packed in attractive 3-color box. **2.95**

330 FLYWHEEL & SPECIAL NUT. Adapts Thimble-Drome engines to boats. Deep drive spline on nut engage perfectly with plastic tubing which is used for universal joint. **.50**

335 TRAINING AID KITS. Protects your plane rubber spinner cushions impact if plane lands on nose. Adds stabilizing weight to front—makes control easier. Aluminum disc gives frontal resistance—slows plane for easier maneuverability. Plane can be flown on 12 to 15-ft. control lines. **.50**

TD-3 THIMBLE-DROME PLANES — 1/2A. Equipped with a Space Bug Jr. .049 engine. Has a symmetrical full airfoil wing of 72 sq. in.—assures extraordinary fine flying characteristics for this lightweight ship. Hops off with practically no ground run, stunts beautifully and easily. Colorful body and wings made of high impact plastic. Will stand a terrific beating and is readily repaired, if necessary. 17" span, 16" length. 5-oz. weight.

Available in 2 Kits

No.	Description	Each
600	Assembled except for engine and landing gear. A beautiful one-color job. Wrench included.	9.95
601C	Completely assembled, ready to fly. Handsome full-color combination.	11.95

TD-1 & TD-3 REPLACEMENT PARTS. A complete list for the TD-1 and TD-3 ½A gas models. Check the items listed below and add to your present stock.

TD-1 Replacement Parts:

No.	Parts	Price
435	Fuselage Top	1.00
436	Fuselage Bottom	.75
437	Elevator	.35
438	Canopy	.35
439	Cowl—Right Half	.25
440	Cowl—Left Half	.25
441	Decal Set	.15
442	Set of Screws	.15
443	Landing Gear Strut & Axles	.75
444	Pair of Hub Caps (plastic)	.10
445	Pair Wheels (w/Hubs & Bushings)	.60
446	Tail Skid	.15
447	Cowl Insert	.20
448	Nose Weight	.20
451	Wing Complete	4.00
452	Bellcrank & Shaft	.50
453	Elevator Control Wire	.25
475	Plane Kit (Less Engine)	8.95
480	Complete Set All Plastic Parts	2.00

TD-3 Replacement Parts:

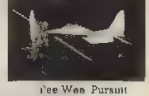
No.	Parts	Price
618	Plastic Prop 6"—3" Pitch	.20
635	Body, Fuselage & Wing (Complete with Firewall, Bellcrank & Control Wire)	4.95
636	Horizontal Stabilizer	.50
637	Elevator	.35
638	Rudder	.50
639	Rudder Key	.15
641	Decal Set	.15
642	Mounting Screw Set	.15
643	Landing Gear Assembly (Complete with Wheels)	.85
645	Pair Wheels (With Bushings)	.60
675	Plane (Less Engine)	6.95

JOY

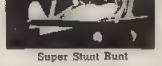
Thunderbug—½A. Performs the most difficult as well as the simpler stunts. Use of end plates increase wing efficiency—prevents "sagging" on overhead stunts. Span 18". **1.50**

Pee Wee Pup

Stunt Runt



Pee Wee Pursuit



Super Stunt Runt

ALL-BALSA SIMPLIKITS. All parts smoothly cut and finished from top quality balsa with all metal and wire parts preformed. Step-by-step illustrated instructions.

Kit	Model and Class	Span	Each
1	Pee-Wee Pup—½A	17½"	.95
2	Pee-Wee Pursuit—½A	20"	1.25
3	Stunt Runt ½A	16"	1.25
5	Super Stunt Runt—A, deluxe sport biplane	20"	2.25

FOR THE FINEST IN SHELF MODELS CHECK SECTION 1

SUNNY TEARS

Lovely 13½" doll with rooted saran hair. Soft flesh-like vinyl is completely washable. Jointed arms and legs move and head turns like a real baby's. Dressed in knitted shirt and pin-on diaper. Wears "Sunny Tears" monogrammed bib. Layette includes pink lace trimmed party dress, matching panties and booties. Pk. 3 ea.

617851 List $7.95 . 65304 Ea.

SUNNY TEARS W/LAYETTE

Cheerful 13½" fully jointed vinyl doll with rooted hair, cries happy tears from long-lashed sleeping eyes. Dressed in knitted shirt and pin-on diaper. Wears monogrammed "Sunny Tears" bib. Complete layette for nap-time and party dress-up with lots of dolly accessories. Attractively displayed in decorative carrying case. Pk. 3.

617853 List $9.95 76603 Ea.

13½" SUN DEE DOLL

Cuddly 13½" doll with molded tinted hair. All vinyl, completely washable, has jointed arms and legs and head that move like a real baby's. Dressed in knitted shirt and pin-on diaper. Wears Sunny Tears bib with tear wiping cloth and nursing bottle. Pk. 6 ea.

617850 . . . . . List $4.95 43306 Ea.

18" SUN DEE DOLL

Beautiful 18" doll with molded tinted hair. Baby-like details molded into the soft washable vinyl. Jointed arms and legs and movable head lets her sit and pose like a real baby. Dressed in knitted shirt and pin-on diaper. Wears Sunny Tears monogrammed bib. Has layette of party dress with matching panties and booties. Play accessories include tear wiping bib, nursing bottle Pk. 3.

617856 List $7.95 65304 Ea.

SUN DEE DOLL w/LAYETTE

Big 18" all-vinyl doll with rooted saran hair. Fully jointed arms and legs move and head turns to pose and look like a real baby. Has sweet coo voice. Completely washable and easy to care for. Dressed in knitted shirt, pin-on diaper and wears "Sunny Tears" monogrammed bib. Layette includes pink party dress, lace trimmed, with matching panties. Play accessories feature tear wiping cloth, and nursing bottle. Pk. 3

617857 . . . . . List $9.95 76603 Ea.

19" TWINKLE EYES

The only vinyl head doll with rolling, flirting, sleeping eyes. All-washable life-like vinyl body with beautiful molded head. Attractive rooted pony-tail Saran wig that can be washed and waved. Dressed in attractive deluxe pinafore outfit and bonnet, with undies, socks and vinyl shoes. Boxed. Pk. 6.

617849 . . . . List $9.95 76663 Ea.

SWEATER DOLL

21" all-vinyl Doll. Moving glassine eyes and lashes, bendy wire in legs, coo voice, rooted hair. Dressed in corduroy jumper with fancy braid trim and striped sweater. Ribbon and pom-pom tied to each ankle. Hat to match with pom-pom attached. Boxed. Pk. 6.

617863 . . . . List $6.95 54665 Ea.

17" TWINKLE EYES

Vinyl doll with rolling, flirting, sleeping eyes. Washable body and attractive rooted saran wig that can be washed and waved. Dressed in pinafore outfit with matching bonnet. Undies, socks and vinyl shoes included. Boxed. Pk. 12.

617848 . . . . . List $7.95 . . . . 65334 Ea.

KISSING PINK REVLON DOLL

18" full-formed figure of a teen-ager and the face of an angel. Features the exciting turning waist enabling her to bend forward and backward "Magic Touch" skin is more pliable than plastic . . . firmer than vinyl. High-heel shoes and high fashion wardrobe including dress, crinoline and undies sets off her petite teen-ager's figure. Rooted Saran hair that can be washed and permanent-waved. Pk. 3.

617[illegible] List $11.95 98001 Ea.

20" LILO

An all-vinyl doll, Lilo is captivating in her chic, black Parisian-inspired cocktail gown, hat and evening gloves. Nylon tulle gown over shimmering satin underskirt, with bodice, gloves and hat of a choice woven black jersey, lavishly spun with glamorous silver filament. Rhinestone earrings, nylon hose, high heeled evening slippers. Rooted hair-do of striking silver saran. Jointed action torso so that she can assume many life-like poses. Boxed. Pk. 3.

617832 List $11.95 ..... 98001 Ea.

DOLLIKIN (Doll Manikin)

Virtually duplicates every position of the human figure. 16 joints in her plastic body make this new wonder doll possible. 20" tall; her rooted hair styled in a sophisticated upsweep; sleeping eyes and adjustable ankles (made to fit high heels, low heels and even ballerina slippers). Dressed in a 3-piece crystal taffeta outfit she can wear in mandarin style, lounge pajamas or leotards; high heeled shoes and earrings. Pk. 3.

617836 List $14.95 ..... 210008 Ea.

PINAFORE DARLING

21" all-vinyl doll, perma bend legs, sleeping eyes, coo voice, rooted ponytail, dressed in taffeta dress with flocked nylon pinafore, vinyl shoes and socks. Pk. 3.

617838 List $6.95 54605 Ea

DEW DROP

16" all-vinyl, tears (tears flow directly from eyes), drink and wet doll, jointed arms and legs, coo voice, sleeping eyes, rooted poodle, dressed in cotton jersey shirt and pants. Layette consists of matching knitted sweater, pants, hats and booties, polyethylene bottle and nipple, 2 clothespins, ivory soap, bottle brush, instruction booklet. Pk. 3

617839 List $7.95 .. 65304 Ea.

DESTEEN PARTYTIME

18" all-vinyl formed body high heel shoe doll with jointed turning waist. Fully jointed arms and legs with arched feet, rooted feather bob-style hair, chromaspun taffeta dress with zipper in back. Straw picture hat, pearl necklace and earrings. Pk. 3.

617840 . . . List $7.95 . . . . 65304 Ea.

11½" BETSY WETSY DOLL

Soft life-like vinyl head. A drink, wet, and tear doll with all the most wanted features. Separate baby fingers and toes. Washable vinyl body and saran hair that can be washed, waved and shampooed. Packed in carrying case with dress, bonnet, powder puffs, bottle and nipple, soap, clothespins, and other layette items. Pk. 12.

617845 76003 Ea.

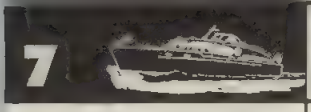
List $8.95

13½" BETSY WETSY DOLL

Soft, life-like vinyl head. Betsy Wetsy drinks, wets, cries real tears, cries and goes to sleep. Betsy Wetsy is the only tearing doll with separate baby fingers and toes. Baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. Rooted Saran hair can be washed, waved and shampooed. Betsy Wetsy comes packed in a sturdy carrying case with a complete layette including accessories. Pk. 6.

617846 87332

List $10.95



- POWER BOATS DESIGNED FOR INBOARD OR OUTBOARD MOTORS
- EACH MODEL SKILLFULLY BUILT FOR SPEED AND STABILITY

ALEXANDER

TL63 SKEETER HYDRO-PLANES. A 16' super hi-speed gas outboard hydro-plane 10" wide Rugged wood and metal construction easily assembled in 2 minutes. All units completely fuel-proofed. Positive control adjustable tail rudders. Twin float suspension for super speed and stability This scale model was especially designed for high speed gas outboard power Packed in handsome 2-color box. **3.95**

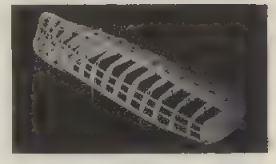
CAVACRAFT

E2 SWAMP BUGGY. A model air boat that is easy to build—completely shaped parts, colorful decals, runs with gas or electric motor. **1.00**

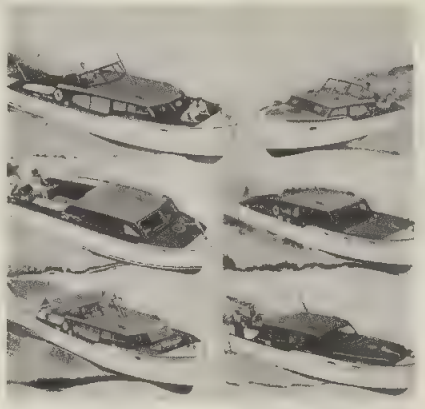
E4 HYDROPLANE. Authentic scale pre-built balsa speed craft with extra strong stern to take gas-powered outboard engine. Full color decals, exploded view instructions 14" overall length, 6" beam. **3.95**

E5 FLORIDA EVERGLADES BUGGY. Completely shaped balsa hull; clear grain poplar plywood deck assembled and pre-glued; formed .040-gauge aluminum motor mount and hardware—permits easy installation of .049 engine (not included). Shaped, finished air rudder; colorful decals, shaped and finished balsa pilot seat with wooden dowel legs. Illustrated instructions. Length 16", width 8", hull depth 1⅞", overall height 7". **3.95**

DUMAS



FOR THE SPORTS HOBBY LOVER. Sturdy lightweight models—perfect for 1/2A outboard or inboard motors, electric motors or R/C. Kits contain full size plans, all printed parts hull planking, decals, decking and inside material blade flag metal rudder shafting, propeller, sandpaper and window plastic Deluxe fittings are available in separate units.



A300 Chris Craft Cruiser—26" long **6.75**

A30 Fittings for A300 (32 parts). **3.00**

R500 Chris Craft Runabout—25" long. **6.25**

R50 Fittings for R500 (15 parts) **2.20**

E400 Chris Craft Express Cruiser—25" long. For inboard or outboard motors. **5.75**

E40 Fittings for E400 (26 parts) **2.80**

A100 Chris Craft Challenger—33½" long. **9.75**

A10 Fittings for A100 (40 parts) **4.75**

A200 Chris Craft Commander—39" long **8.75**

A20 Fittings for A200 (45 parts). **4.85**

H700 Harco Cruiser—25½" long. **6.25**

H70 Fittings for H700 (36 parts). **3.10**

V800 Vinyard Cruiser—25" long. **6.25**

V80 Fittings for V800 (41 parts). **3.70**

O600 Owens Flagship—28" long. **6.25**

O60 Fittings for O600 (32 parts). **2.80**

B900 Colonial Cruiser 26" long. **6.75**

B90 Fittings for B900 (26 parts). **3.10**

C280 Chris Craft Semi—28" long. For inboard or outboard motors. **8.30**

C28 Fittings for C280 (28 parts). **3.25**

F21 Chris Craft Express 21" long. For inboard or outboard motors. **2.95**

G21 Chris Craft Sportsman –21" long. For inboard or outboard motors. **2.95**

H21 Apache—16" long With fittings **2.95**

J16 Chris Craft Monterey—21" long. For inboard or outboard motors With fittings **3.95**

K17 Chris Craft Speedboat—17" long With fittings. **3.95**

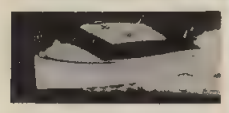
L18 Chris Craft Express 18" long. With fittings. **3.95**

M19 Chris Craft Hornet—17" long. With fittings. **3.95**

N20 Chris Craft Sport Fisherman—35" long With fittings.

Engineered for Top

Sterling

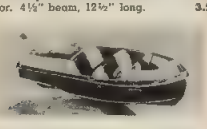


B1 Richardson 27' Cruiser—1/2A or electric motor. 5¾" beam, 17" long. **5.95**

B2 Higgins 17' Speedster—1/2A or electric motor. 6" beam, 16⅜" long **4.95**

B3 Chris Craft 47' Buccaneer—1/2A or electric motor. 5" beam, 19" long. **7.95**

B4 Century Resorter '20' -1/2A or electric motor. 4½" beam, 12½" long. **3.25**



B5 Century Sea Maid '20' 1/2A or electric motor 4½" beam, 12½" long. **2.95**

B6F Fitting Set. Deluxe 34-piece scale marine set for B6M Chris Craft 32' cruiser. **3.50**

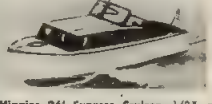
BEAUTY IN BOATS. *Each kit complete with all scale cast metal fittings and drive unit. Balsa, mahogany and plywood parts die-cut, internotched and shaped Instructions and illustrations included*

B7M Chris Craft 50' Catalina AB, R/C A deluxe flying bridge cruiser with 8⅝" beam, 31¼" long. **11.95**

B7F Fitting Set. 86-piece scale marine set for B7M Chris Craft 50' Catalina. **4.95**

B8M Century Sea Maid '20'—AB, R/C An exact miniature of one of the finest vessels afloat. 8¼" beam, 27" long. **7.95**

B8F Fitting Set. 35-piece scale marine set for B8M Century Sea Maid '20'. **3.95**



B9 Higgins 26' Express Cruiser—1/2A or electric motor. 5¼' beam, 15" long. **3.95**

B10M Harco '40' Deluxe Cabin Cruiser—AB, R/C. A dream boat designed for the particular 8½" beam, 27½" long. **10.95**

B10F Fitting Set. 64-piece scale marine set for B10M Harco '40' Deluxe Cabin Cruiser. **4.50**

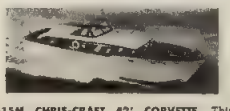
B11M Chris-Craft 63' Motor Yacht ABC A model boat builder's dream. 10¼" beam 40" long. **18.95**

B11F Fitting Set. Deluxe 108-piece scale marine set for B11M Chris-Craft 63' Motor Yacht. **7.50**

B12 SEA-DART PLASTIC HYDROPLANE—1/2A or electric outboard motors. 16" long, 8½" beam. High-impact white Styron all-plastic kit features completely finished hull with integral bridal mount, die-cut engine mounts and cockpit fairing parts, decals. Can be operated either tethered or free. **3.95**

B13M THE MONTEREY. Chris Craft 21" Outboard Express Cruiser. For power operation with gasoline or electric outboard engines. Especially engineered for R/C. Completely prefabbed kit. Mahogany, balsa parts, etc., die-cut or shaped and internotched. Removable cabin. Complete with all cast metal marine hardware, plans and instructions. 21" long, 7⅛" beam. **5.95**

B14 CHRIS-CRAFT 42' EXPRESS CRUISER. All plastic with finished parts ready for quick, easy assembly A beautiful showboat on the shelf or in the water. Consists of 73 pieces molded in 3 authentic colors. Exacting detail from the venetian blinds to the shelf mounting base Complete with battery box, rudder, prop, electric motor mount, shaft and stuffing box. 14" long, 4⅛" beam. **1.98**



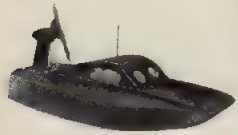
B15M CHRIS-CRAFT 42' CORVETTE. This huge 48" deluxe boat is a R/C fan's dream. For class ABC or electric motor Almost 14" wide Contains about 2½-sq. ft of open floor space for equipment All parts die-cut or shaped and internotched for perfect fit. The finest wood—mahogany, veneers, plywoods, etc.—is used. Includes all material necessary for a twin screw drive plus counter rotating nylon props. Instructions and a 16-page booklet for fool-proof assembly. **24.95**

B15F FITTING SET. Deluxe 62-piece cast metal scale marine fitting set for B15M 42' Corvette. **8.95**

FOR POWER-SPEED-STABILITY

MASTER MODELCRAFT

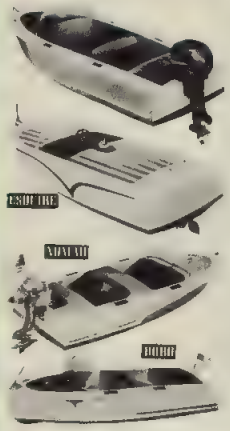
PORPOISE OUTBOARD SPEED BOATS. Can use gas or electric outboards. Completely prefabbed from the finest balsa with speed proven design. 3-point suspension. Machine shaped, notched and grooved parts need only gluing. Plans and instructions. 3-color box. **2.95**



SEA SCOOTER—R/C. Prefabricated construction throughout. Suitable for electric and gas engines of air-prop, inboard or outboard types. Large enough for any type radio equipment including multiple channel receivers. All balsa, mahogany and plywood parts fit easily together. Large plans and instructions. 24" long, 11" beam. In 3-color box. **7.95**

BARRACUDA—1/2A. Suitable for electric motors. Prefabbed from solid balsa—no sanding. Complete hardware: propeller, threaded shaft, stuffing box, rubber universal, screws and nuts. Plans and instructions. 13" long, 5½" wide. In 3-color box. **2.50**

MONARCH



INBOARD AND OUTBOARD BOATS. Each boat has a 2-piece solid balsa preshaped hull and includes complete power and dress fittings for the utmost in performance and appearance. Made by one of the pioneers in prefabrication in the gas model field.

QT. 15" runabout designed for outboard motors. **2.75**

BOBO. 15" 1/2A inboard runabout. **3.25**

NOMAD. 18" for gas outboard motors. **3.95**

ESQUIRE. For 1/2A inboard motors. Decks on this deluxe boat are inlaid with mahogany. **4.95**

MARINE MINIS

1110 ELCO CRUISETTE KITS. Patterned on the PT's of World War II. Hull made of cut to shape mahogany planking and deck house, deck and frame; preformed bow block and transom, fully illustrated instructions. ¾" to 1-ft. 27" long, 8" high. **15.00**

1110PK CRUISETTE POWER KITS. For No. 1110 Elco Cruisette. Includes propellers, strut, coupling, shaft, shaft housing, thrust bearing, engine mounts, all necessary nuts, bolts and screws. **5.00**

1111 ELCO SPORT CRUISER KITS. Fully carved balsa hull, hollowed out cockpit. Cabin sides, shield frames, rudder are die cut from mahogany veneer. Can be powered with electric motor, CO-2 or A gas engine. 15" long. **5.95**

POWER BOAT ACCESSORIES. An assortment of dependable accessories designed for sturdiness.

No.	Item	Each
540	Prop 2¼"	.75
541	Prop Shaft	.15
542	Shaft Strut	.75
543	Stuffing Box	1.00
544	Univ. Coupling ¼"	1.00
545	Univ. Coupling 5/16"	1.25
546	Stop Collar	.20

Monogram

56 AQUA JET BOATS. Shaped and finished balsa hull, plastic canopy, scoops and driver, painted wood parts, hole bored for jet CO-2 cartridge. Includes decals, sandpaper, plans and instructions. **.60**

SULLIVAN PRODUCTS

PYLON BRAND

PCN SULLIVAN OUTBOARD STARTING CORDS. Two nylon pull cords in plastic envelope wrapped around two wooden dowels. **Pkg. .25**

AA-1 BOAT BRIDLE. Adjustable mounting for all types of boats. Made up and ready to use with swivel, connectors and instructions. **.85**

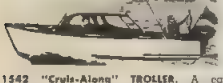
QUALITY and VARIETY- - to PLEASE

Ideal MODELS

1537 14" ANGLER KITS. Beautifully designed for outboard motor operation. Has pre-shaped hull, cast metal fittings and die-cut mahogany parts. Packed in a striking 4-color box. **1.50**

1540 RICHARDSON SEDAN CRUISER. A true to scale kit of a seaworthy cruiser. Welded wood hull, die-cut mahogany parts, metal fittings, removable cabin. For use with inboard or outboard motors also for radio control Easy to follow picture plan. **8.95**

1541 BARRACUDA RUNABOUT. Simple to build—completely prefabricated, pre-shaped wood hull, mahogany deck, metal fittings. For use with gas or electric inboard or outboard motor Easy to follow picture plan **2.50**



1542 "Cruis-Along" TROLLER. A cabin cruiser for electric outboard motors. Has pre-shaped wood hull, die-cut balsa and mahogany parts, cast metal fittings and simplified "picture" plan. Length 14"; 5" beam. **2.00**

1536 CHRIS-CRAFT SPORTSMAN. For inboard electric and gas motors—suitable for R/C Kits feature welded wood hulls. This 20" deluxe model is made of die-cut plywood and mahogany parts. Complete with metal fittings and propeller assembly unit. Packed in a handsome 4-color box. **6.95**

1538 CHRIS-CRAFT ZEPHYR. For Radio Control or can be used with inboard or outboard motor. Kit features: Welded wood hull, die-cut plywood parts, metal fittings, step-by-step picture plan. 20" long; 7½" beam. **5.95**

AQUA KING CRUISER & SPEED DEMON RACER. Designed for electric or gas outboard motors. Completely prefabbed with preformed wood sides and bottoms—die-cut plywood, balsa and mahogany veneer.

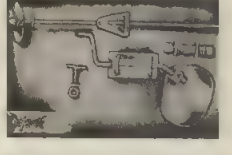
1534 Speed Demon Racers. 15" long, 6" beam. **1.95**

1535 Aqua King Deluxe Cabin Cruisers. 18" long, 7" beam. Kit includes 19 cast metal parts and flags. **4.50**

1543 "Snappy" SPEED KING. For Twin Outboard Gas Engine. Kit has a pre-built wood hull, die-cut balsa and mahogany parts, cast metal fittings, and is completely pre-fabricated. Step-by-step "picture" plan included 24" long; 8½" beam. **5.95**

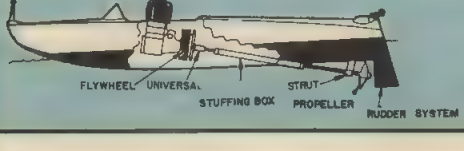
1530 AQUA PAL SKIFF. 16" long. Easy to build—completely prefabricated with die-cut plywood and balsa parts. Can be powered with an electric motor. **1.75**

1539 POLLYWOG. Cabin skiff 15½" long, 5½" beam For inboard and outboard motors Simple type construction with pre-shaped hull die-cut mahogany parts. metal fittings. **2.50**



1601 Propeller Screw Set 1 dia **.75**

TYPICAL MARINE DRIVE INSTALLATION-



ENGINE OR MOTOR	SUGGEST'D RD. TYPE
ELECTRIC MOTOR	A,B,C,E
.02 TO .09	A,C,D,E
.09 TO .19	C,D,E
.19 AND OVER	D

ENGINE ACCESSORIES SUCH AS TANKS AND ENGINE MOUNTS ARE NOT SHOWN FOR SIMPLICITY

BOATS FOR REALISISM AND FINE CRAFTSMANSHIP

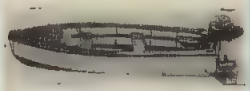
VECO PRODUCTS

82 TUGBOAT '27' KIT. 27" length; 7" beam; scale 5/16" to 1'. For radio control with electric power. Kit is preformed with prefab vacuum formed ⅛" styrene hull and superstructure. Kit contains formed pilot and deckhouse, smoke stack, ventilator aft cabin, deck, quarter-bits, and steps. All metal fittings are provided, including prop, stuffing box, driveshaft, rudder, steering arm, searchlight and running lights, handrail and handrail posts. Easy construction. **18.95**

RADIO CONTROL TUG BOAT. 35" overall length. Scale model of ocean going tug boat designed specifically for electric power with R/C. Prefabricated with a vacuum formed hull made from 1/8" styrene. Preformed styrene superstructure, stack, ventilators and lifeboat Plywood deck with simulated planking. Complete with fittings including prop, stuffing box, drive shaft, rudder and steering arm. **24.95**

DYNA-MODEL

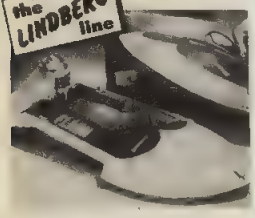
CHRIS-CRAFT 17' SPORTSMAN INBOARD. Completely carved hull, genuine die-cut mahogany decks and transom; marine fittings—rubber universal, shafting, stuffing box and propeller; 26 metal castings include windshield brackets, boat hook, stern and bow light, hoisting rings, etc. 17" hull. **4.95**



CHRIS-CRAFT OUTBOARD RUNABOUT KITS —1/2A. 1" scale. For electric outboards, too. 16"x6" balsa hull fully carved and shaped. Genuine mahogony seats and deck 15 beautiful metal casting including chocks, cleats, running lights, oar-locks, fire extinguisher, etc. Decals and instructions. **3.95**

THE LAYTON SKIFF. Designed for electric and 1/2A outboard engines. Completely prefabricated including the core 11 metal castings include cariocks and sockets, cleats, chocks, fire extinguisher and anchor Made of the finest balsa and die-cut for easy assembly. **1.95**

the LINDBERG line



V801 FLASH. Racing outboard plastic Hydroplane; fully fabricated hull with easy to assemble parts that are molded to shape. Can be motor powered. **2.98**

MARX

2855 "THE PATRICIA" CABIN CRUISER MODEL KIT
True-to-life replica of a real Chris-Craft Cruiser. The parts assemble easily and build an 18" long, 5½" high and 5½" wide craft Powered by her own motor which uses one standard flashlight battery. Housed motor—parts interlock requiring no sand down—just glue which also comes in kit. Step-by-step instructions. Display stand included **8.00**

2455 CHRIS-CRAFT CABIN CRUISER
As trim a craft as you'll want to see. Authentically reproduced to the most minute detail—has two propellers, sleeping quarters, open-type rear deck, bilge vents, mast anchor, dummy air horns—ready to sail when you supply the battery with which it operates. Colorful and sturdy all-plastic construction. 18" long; 5½" wide, 5½" high **5.00**

IMPORTED BOATS

102 Cabin Cruiser. 12" long Has 2 flashing lights (red and green). Operates on two batteries. **3.98**

101 Motor Launch. 11" long. Operates on two batteries. Has a green flashing light. **1.98**

For Marine Motors & Accessories

. . . Look In Section 7

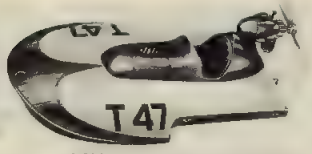
For All Other Motors & Supplies

. . . It's Section 9

Power Boats, race cars ... and accessories

COX

A60 BOAT ACCESSORY KIT. Contains. Glow Fuel, filler cap with stainless steel strainer and hose, battery wires, glow plug clip, hydro handle, tether lines, bridle, wrench, and finguard. **1.75**



A-50 WATER WIZARD. Fast, fantastic action. Equipped with instant-starting Thimble-Drome engine and unbreakable spring self-starter. Where space is limited, may be tether controlled. Fully assembled; racing streamlining; brilliantly colored, made of tough and sturdy hi-impact plastic. Water-tight compartment for perfect buoyancy. **9.95**

CONSOLIDATED

SPACE KITTEN AIR BOAT—R/C. Ample room in 18" hull for receiver, batteries, escapement and other equipment. Kit includes materials to build 22" long floats, hull with shaped sides, bottom, nose block, side struts and nacelle supports. **3.95**

ALEXANDER

TL63 SKEETER HYDRO-PLANES. A 16" super hi-speed gas outboard hydro-plane. 10" wide. Rugged wood and metal construction easily assembled in 2 minutes. All units completely fuel-proofed. Positive control adjustable tail rudders. Twin float suspension for super speed

CALIFORNIA

PEE WEE—1/2A. All balsa kit. Each part cut to fit and built-up hardware including the tank. Simple plans to follow with complete instructions. **2.25**

WEE I. Completely prefabbed all balsa outboard speedboat. All parts cement at one time. No plastic or metal parts. Includes full size plans and instructions. 13" long, 5½" wide. **2.00**

K&B Allyn

SCALE MODEL PLASTIC BOATS. The newest in K & B Allyn's long line of famous plastic models. Available in a wide range of color combinations, with the upper half in one color and the lower half in another. Each kit is complete with fittings and includes a die-cast aluminum rudder. The finished model is 18" long and 8" across the beam. Specifically designed for use with the Sea Fury Outboard or Inboard Engines, either single or twin.

No.	Description	Each
414	Built-up with Outboard Engine	15.95
415	Built-up with Inboard Engine	15.95
416	Outboard Kit without Engine	4.95
417	Inboard Kit without Engine	4.95

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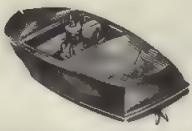
For Airplane® Motors Accessories and Modelers' Supplies See Section 9

Berkeley's

CHRIS-CRAFT 32' CRUISERS. Can be powered with a 29 gas engine or two miniature electric motors. 32" formed plastic hull. Formed plastic cabin with mahogany overlay Die-cut balsa, mahogany, celluloid parts. Cast marine deck fittings and authentic decals. Includes full size plans and R/C installation details.



CHRIS-CRAFT RIVIERA RUNABOUT—1/2A. ¾" scale, 12" long. For small electric motors also. Kit features cut-out mahogany hull and deck, complete marine and deck hardware—stamped bow stem, prop, shaft and coupling; plus universal, strut, steering wheel, lights and vents. **2.95**

CHRIS-CRAFT "16" OUTBOARD CRUISERS. 1" scale, 16" long. For 1/2A and electric outboard engines. Formed vinyl hull and foredeck, die-cut balsa bulkheads, plastic windshield, plywood transom insert, cast deck hardware. Includes special plastic cement, full size plans, instructions. **3.95**

CHRIS-CRAFT OUTBOARD EXPRESS CRUISERS. For electric outboard and inboard engines. 1" scale, 18" long Designed by the intersecting conical lofting method, mahogany veneer construction throughout. All wood parts accurately die-cut to shape—need only to be assembled. **2.95**

SEA-JET WITH JETEX "50" ENGINE. A complete high speed jet powered boat that races 400 feet in 15 seconds. May be adjusted for turn. Hull is formed from strong colored plastic. Engine installed in model. **1.95**

CHRIS-CRAFT EXPRESS CRUISER—1/2A. ¾" scale. Precision cut mahogany hull and deck. Complete marine and deck hardware. 14" long, 4¼" beam. **3.50**

CHRIS CRAFT 45' CORSAIR. Queen of the Berkeley fleet 45" giant hull. Designed to 1" scale and can be furnished with doll house furniture. Truly a beautiful floating palace.

1/2A MARINE HARDWARE KITS. Ready-made parts include engine coupling, shaft, shaft tube, strut, propeller. **1.00**

AB MARINE HARDWARE KITS. All parts are ready-made. Includes cast propeller, cast strut, engine coupling, drive shaft, stuffing box, hook-up plates. **2.95**

SEA BIRD 14 AND R/C 28. Prefabricated mahogany veneer covering with balsa and plywood structure. Marine racing hardware includes special high pitch prop, strut, stuffing box, shaft, engine coupling. Full-size plans and instructions.

Sea Bird 14—1/2A. 14" long. **1.95**

Sea Bird R/C-28—ABC. Designed for R/C. Also can be used for free running or tether line. 28" long, 11⅜" beam. **3.95**

CHRIS CRAFT COBRA "21"—ABC. This is a 1½" scale model of Chris Craft's latest sport boat. 31½" long. All mahogany planked hull. Molded plastic fin and hatch cover Uses a 09 to .35 engine. Can be raced on a tether line or operated on R/C. Engine compartment is completely separated from radio gear. **9.95**

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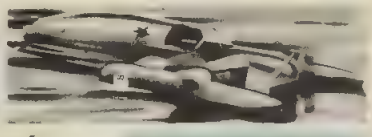
Sturdy Craft-Fun to Build

CHRIS-CRAFT 32' CRUISERS. Can be powered with a .29 gas engine or two miniature electric motors. 32" formed plastic hull. Formed plastic cabin with mahogany overlay. Die-cut balsa, mahogany, celluloid parts. Cast marine deck fittings and authentic decals. Includes full size plans and R/C installation details. **14.95**

CHRIS-CRAFT "16" OUTBOARD CRUISERS. 1" scale, 16" long. For 1/2A and electric outboard engines. Formed vinyl hull and foredeck, die-cut balsa bulkheads, plastic windshield, plywood transom insert, cast deck hardware. Includes special plastic cement, full size plans, instructions. **3.95**

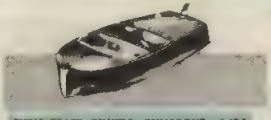
CHRIS-CRAFT "16" CUSTOM RUNABOUT. 1"=1' Scale—16" long; 6⅜" beam For Outboard Gas or Electric Motors. Kit includes all die-cut mahogany planking, balsa internal structure, plastic windshield and deck hardware casting. **1.95**

HINKLEY "CUSTOM 36". Scale Auxiliary Sailboat for operation with or without Radio Control. Automatically turns on an electric motor if the wind should die down. Kit features: formed plastic hull, mahogany superstructure, full rigging and sails, marine deck hardware. 36" length. **14.95**



BLUEBIRD CO-2 Powered Jet Boat. ⅓" Scale—10" length. All plastic operating Jet Boat. CO-2 Jet Cartridge thrusts it up to 60 mph. Kit includes all parts injection molded and ready to snap together **1.50**

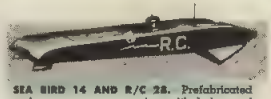
CHRIS CRAFT COBRA "21"—ABC. This is a 1½" scale model of Chris Craft's latest sport boat. 31½" long. All mahogany planked hull. Molded plastic fin and hatch cover. Uses a .09 to .35 engine. Can be raced on a tether line or operated on R/C. Engine compartment is completely separated from radio gear. **9.95**



CHRIS-CRAFT RIVIERA RUNABOUT—1/2A. ⅓" scale, 12" long. For small electric motors also. Kit features cut-out mahogany hull and deck; complete marine and deck hardware—stamped bow stem, prop, shaft and coupling; plus universal, strut, steering wheel, lights and vents. **2.95**

CHRIS-CRAFT OUTBOARD EXPRESS CRUISERS. For electric outboard and inboard engines. 1" scale, 18" long Designed by the intersecting conical lofting method, mahogany veneer construction throughout. All wood parts accurately die-cut to shape—need only to be assembled. **2.95**

CHRIS-CRAFT "22" EXPRESS CRUISER. For Single or Double Outboard Electric or Gas Motors; Inboard—for 1/2A Gas or Electric 1"=1' Scale—22" long. Large enough for radio control. Hull and Superstructure of Mahogany Planking—kit includes marine deck hardware, all wood parts prefabricated, plastic windshield and Plan for quick and simple assembly. **3.95**



SEA BIRD 14 AND R/C 28. Prefabricated mahogany veneer covering with balsa and plywood structure Marine racing hardware includes special high pitch prop, strut, stuffing box, shaft, engine coupling. Full-size plans and instructions.

Sea Bird 14—1/2A. 14" long. **1.95**

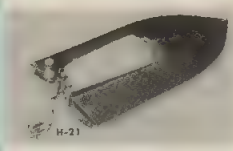
Sea Bird R/C-28—ABC. Designed for R/C. Also can be used for free running or tether line. 28" long, 11⅜" beam. **3.95**

CHRIS-CRAFT EXPRESS CRUISER—1/2A. ⅓" scale. Precision cut mahogany hull and deck. Complete marine and deck hardware. 14" long, 4½" beam. **3.50**

SKILLFULLY DESIGNED & BUILT...

DUMAS

Sturdy, lightweight models—perfect for ½A outboard or inboard motors, electric motors or R/C. Kits contain full size plans, all printed parts, hull planking, decals, decking and inside material, blade flag, metal rudder shafting, propeller, sandpaper and window plastic. Deluxe fittings are available in separate units.



H21 Apache—16" long. With fittings. **2.95**

J16 Chris Craft Monterey—21" long. For inboard or outboard motors With fittings. **3.95**

K17 Chris Craft Speedboat—17" long. With fittings. **3.95**

L18 Chris Craft Express—18" long. With fittings. **3.95**

M19 Chris Craft Hornet—17" long. With fittings. **3.95**

N20 Chris Craft Sport Fisherman—35" long. With fittings **13.95**

N20C Fittings for N20 (48 parts) **5.50**

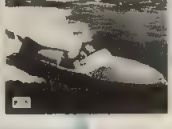
F21 Chris Craft Express—21" long. For inboard or outboard motors. **2.95**

G21 Chris Craft Sportsman—21" long. For inboard or outboard motors. **2.95**

P25 Chris Craft Cobra—27" long. **6.95**

A100 Chris Craft Challenger—33½" long **10.95**

A10 Fittings for A100 (40 parts). **4.75**



A200 Chris Craft Commander—33" long **9.95**

A20 Fittings for A200 (45 parts). **4.85**

C280 Chris Craft Semi—28" long. For inboard or outboard motors. **9.95**

C28 Fittings for C280 (28 parts). **3.25**

A300 Chris Craft Cruiser—26" long. **7.95**

A30 Fittings for A300 (32 parts). **3.00**

E400 Chris Craft Express Cruiser—25" long For inboard or outboard motors. **6.95**

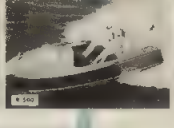
E40 Fittings for E400 (26 parts). **2.80**

R500 Chris Craft Runabout—25" long **6.95**

R50 Fittings for R500 (15 parts). **2.20**

O600 Owens Flagship—26" long. **7.95**

O60 Fittings for O600 (32 parts). **2.80**



H700 Harco Cruiser—25½" long. (Printed Parts) **6.25**

H70 Fittings for H700 (36 parts). **3.10**

V800 Vinyard Cruiser—25" long. **7.95**

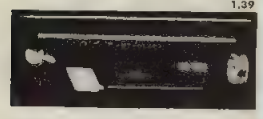
V80 Fittings for V800 (41 parts). **3.70**

B900 Colonial Crusier 26" long. **7.95**

B90 Fittings for B900 (26 parts). **3.10**

B16 CHRIS-CRAFT COBRA. A 'Jet Age' Plastic Boat Kit—64 pieces, in 4 colors. Kit contains all necessary parts for power operation including battery box, steel shaft, stuffing box, power prop, etc. Has 2 figures in perfect scale. Shaft mounting base included. Easy-to-follow instructions—quick assembly. **2.98**

LB139 LI'L BEAVER ELECTRIC MOTOR Easily installed anywhere. When used with Sterling Plastic Boat Models, requires no screws or bolts snaps into place. 1½ to 6 volts. **1.39**



ELECTRIC & GAS MARINE DRIVE SETS. Matched sets of power fittings for the finest performance. Includes universal, brass flywheel, rudder, shaft, stuffing box, rudder post and stuffing box, 2-bladed durable nylon propeller. Available in four sets.

Electric Marine Drive. Includes universal small and large rudder, shaft nut. **Set 2.25**

1/2A Gas Marine Drive. **Set 2.95**

A Gas Marine Drive. 3/16" engine shaft **Set 3.95**

BC Gas Marine Drive. ¼" engine shaft. **Set 3.95**

Marine Fittings

Description	Each
1/2A Universal—⅛" diam.	.85
1/2A Flywheel—⅛" diam.	.85
1/2A Shaft & Stuffing Box—⅛" diameter	.25
A Universal—3/16" diam.	1.25
A Flywheel—3/16" diam.	1.25
BC Universal—¼" diam	1.25
BC Flywheel—¼" diam.	1.25
A or BC Shaft & Stuffing Box	.35
1/2A Nylon Propeller 1" diam.	.35
A or Small B Nylon Propeller—1⅜" diameter (Right and Left)	.75
B or C Nylon Prop. 2" diam. (Right and Left)	1.00

WEN-MAC

FOR SPEED AND STABILITY

B1A READY-TO-RUN AQUAMITE. Complete with the Wen Mac .049 gas engine with Automatic Recoil Starter for "trigger fast" starts. Made of hi-impact plastic with a durable finish Will not leak, swamp or rust. Twin rudders assure maximum stability and control. Can be set for straight-away or circular courses. 13½"x 7"x 3¾". **12.95**

OB-2A CORVETTE HYDRO SPEED BOAT with outboard engine with Automatic Recoil Engine Starter. Sleek, powerful 18" single step hydroplane Has a beautiful air-cooled outboard engine with recoil starter for extra quick starts. Speeds 20 knots. Size 20½"x 7"x 7". **15 95**

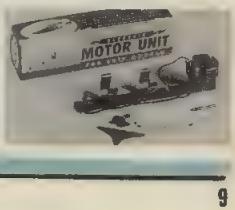
OB-2X CORVETTE HYDRO SPEED BOAT without Engine. **3.95**

PYRO

• ENGINEERED FOR OUTSTANDING PERFORMANCE

C-239 ELECTRIC MOTOR UNIT FOR SHIP MODELS. Powerful, instant starting Electric Motor unit that is completely assembled, wired, and ready to be installed. Consists of ball-bearing motor with built-in Neutral, Forward, and Reverse controls, propeller, brass tubing, propeller shaft, flexible plastic coupling, control wire and bulk head **2.95**

C-236 MOTORIZED DIESEL TUG BOAT. Just like the sea-going tugs. Complete with assembled Power Unit, wired and ready to install in locating space in hull, including ball bearing motor with built-in Forward, Reverse and Neutral Controls. Also has crew members, thread for rigging, anchor chain, display stands and hull prepainted green to water line. **5.95**



...and Fun to Operate

CRAFT MODELS INC

RACING CRACKERBOX—1/2A. 14½" scale inboard model. Kit includes die-cut mahogany and balsa parts, molded plastic seats, steering wheel and steps, drive shaft and stuffing box, decals and step-by-step instructions. **2.95**

DELUXE RUNABOUT — 1/2A. Outboard model with hull made of pine and selected balsa—completely formed with bulkhead, transom and keel in place. Prefabbed with die-cut mahogany deck, built-up floor rack. Comes with leatherette for upholstering. **3.95**

SPEED LINER—1/2A. Completely prefabbed scale outboard model. Die cut mahogany and balsa hull, deck block pre-shaped, mahogany transom and decals, step-by-step instructions. **1.95**

104-B OLYMPIA CABIN CRUISER. Scale outboard model with hull completely preformed of wood and plastic; built up cabin with windows in place and attractive chrome-plated plastic deck fittings. Step-by-step direction sheet and instructions for radio control hook-up for outboards. For use with either gas or electric motor. **5.95**

105-B OLYMPIA RUNABOUT. Scale outboard model with preformed hull of wood and plastic; windows in place in built up cabin and chrome-plated plastic deck fittings. Use with either gas or electric motor. Comes with step-by-step direction sheet—and instructions for radio control hook-up for outboards. **4.95**

Cavacraft
"AUTHENTIC SCALE MODELS"

E7 OUTBOARD RUN-A-BOUT. Formed plastic hull with spray rail, preformed and glued mahogany deck, plastic windshield with die-cast metal fittings; die-cast steering wheel, bow lights, chocks, sockets, etc. Plastic cushion type seats, aluminum step plates, reinforced stern, chrome deck and hatch trim 18" length; 6¾" beam. **4.95**

E8 INBOARD RUN-A-BOUT. Same as outboard Run-A-Bout except for 1/2A inboard engine hatch ventilators, stuffing box, motor mount and complete instructions for powering. Length 18"; Beam 6¾". **4.95**

E9 OUTBOARD CABIN CRUISER. Formed plastic hull, glued mahogany deck, complete preformed superstructure including cabin interior, fittings and details. Length 18"; Beam 6¾". **5.95**

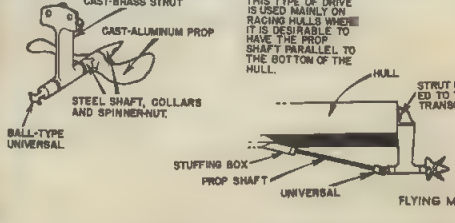
E5 FLORIDA EVERGLADES BUGGY. Completely shaped balsa hull; clear grain poplar plywood deck assembled and pre-glued; formed .040-gauge aluminum motor mount and hardware—permits easy installation of .049 engine (not included). Shaped, finished air rudder; colorful decals, shaped and finished balsa pilot seat with wooden dowel legs. Illustrated instructions. Length 16", width 8", hull depth 1⅞", overall height 7". **3.95**

E2 SWAMP BUGGY. A model air boat that is easy to build—completely shaped parts, colorful decals, runs with gas or electric motor. **1.00**

E4 HYDROPLANE. Authentic scale pre-built balsa speed craft with extra strong stern to take gas-powered outboard engine. Full color decals, exploded view instructions. 14" overall length, 6" beam. **3.95**

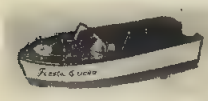
E6 TROPHY RACER INBOARD HYDRO. Especially designed for conventional .049 or new inboard engines. Features are A.A.A. quality balsa hull, sponsons and superstructure fully shaped ready for painting Length 14", beam 7". Die-cut plywood deck and transom. Head rest and fin unit hinged for easy access to engine. **3.95**

ARTICULATED MARINE DRIVE

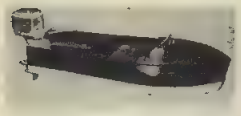


FLYING MODELS

ALL MODEL BOATING ENTHUSIASTS

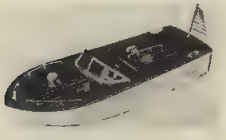


600 Fiesta Queen Open Speed Boat. 9½" long. **2.29**

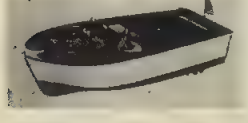


900 Thunderbolt Electric Outboard Runabout 13½" long **4.95**

200 Sea Babe Speed Boats. 12½" long, 4⅝" wide **3.95**



201 Dragon Open Speed Boat. 12½' long, 4⅝ wide. **3.95**



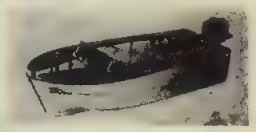
300 Sea Wolf Speed Boats. 15" long. 5½" wide. **9.95**

PARTS AND FITTINGS. Heavily nickel-plated detailed fittings individually packed in cellophane bags

No.	Parts and Fittings	Each
111	Pull Switch	.45
112	Lever Switch	.30
113	2-Speed Forward-Reverse Switch	.40
114	Lifebuoy	.10
115	Battery Clips	.25
116	Tail Light—3V, Red	.40
117	Small Headlight—3V.	.50
118	Large Headlight—3V.	.85
119	Running Light—3V.	.25
120	Rail Stanchions	.05
121	Universal Joint, .088-.090—shaft on both ends	.25
122	Universal Joint, fits .088-.090 shaft on one end, 113-.115 other end	.25
123	Antenna Mast	.35
124	Flag Pole	.30
125	Mascot, small	.45
126	Single Horn	.35
127	Double Horn	.50
128	Steps	.05
129	Cleats	.10
130	Air Scoop	.05
131	Deck Nail—6"	.05
132	Rail Stanchion	.05
133	Windshield—4½"	.45
134	Windshield—5"	.50

K & O Assortment. Complete assortment of above parts packed in handsome partitioned wood box. **33.75**

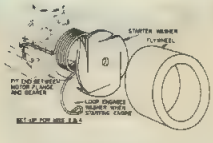
FLEETLINE SERIES. *Ready to run powered boats. Powerful electric motor with heavily nickeled brass drive assembly, cadmium-plated battery clips and hardware. Uses standard flashlight batteries. Mahogany stained, grooved wood deck, nickel-plated fittings, switch-controlled headlight, white painted plastic hull with red bottom.*



500 Dolphin-Outboard-type Speed Boat. 16" long; 7¼" beam. **10.95**

551 Marlin Deluxe Outboard Cabin Cruiser. 16" long, 7¼" beam **14.95**

HUDSON



MARINE SUPER STARTERS

Can be used with all ½A Engines and any Flywheels. These Marine Starters also act as fans to cool engines while in operation. Can also be used on Race Cars. **Each .75**

Available for following Engines

No	Index
MSS-1	For all Thimble Drome Engines.
MSS-2	For Wen Mac .049 McCoy .049, OK Cub .049B and .049 Diesel, and all ½A Engines with Beam Mounts.
MSS-3	For K & B .020 and Sky Fury .049, Atwood .049 and .051, OK Cub .049A and .049X, Wasp .049.
MSS-4	For McCoy "9" and .049 Diesel, OK Cub .099 and .075 Diesel.

borrow an idea from the Eskimos, who for centuries have been using partially inflated bags, made of seal bladders, as rollers to drag their heavy boats over the roughest kind of beaches. Airollers work on this principle

The 20' boat is a much bigger boat than the 18' and can be fairly comfortable for four. It is still too small for an enclosed head but the forward part of the cabin can have a curtain or doors to close it off and the head can be mounted between the bunks. I know a lot of skippers who have built in enclosed "marvels" on their 20-footers will disagree with me but I have a term for their torture boxes; they are not really enclosed—they are compressed.

Trying to get full headroom in a 20-footer is also a little like reaching for the moon. Most 20-footers are planing hull types so that most of the boat is above the waterline. Approximately 7½' of total height is needed to get 6' of headroom and when you add 2" for the cabin top carline it makes a total of 7'8", so what it adds up to is a dangerous amount of freeboard or a heavy cabin top. Considering that headroom is of very little *real* importance in a boat this size, it is much wiser practice to curb the headroom and have a safe, seaworthy hull.

Nonetheless the 20-footer is approaching the size of a real seagoing cruiser with a considerable number of big boat features. Designed for two with an occasional couple of weekend guests, the 20-footer can make the most of today's new idea of convertible canvas tops for cockpits which adds, in effect, another cabin to the boat while at anchor. Other features such as hanging lockers, built-in sink, icebox and increased storage space are possible

I've shown some different arrangements which can be worked out on a boat of this size, but it should be remembered that certain features, if built in, take away space that might be sorely needed for other things

As shown, a dinette can be built in, which, when not used for eating, can be converted into a double berth, but here is the catch—out goes some valuable stowage space, the working part of the galley must be compressed and there will be a smaller cockpit. The smaller cockpit is the worst part of this crowding because most people while relaxing on a boat, prefer the cockpit during the day or while under way, which is a great portion of the time. However, it is up to the individual to analyze his own needs correctly, then to decide what arrangement suits him best.

The problems of stowage do not seem to be as great on the smaller boats because cruising on them is somewhat in the nature of camping out. Clothing is generally jeans and sweaters and changes of clothing can be kept in net hammocks.

The 20-footer, though, is on the borderline between camping out and cruising in style, especially for two people. Hanging lockers, if built in, should have at least 16" in depth and should be at least 40" high.

A folding table can be set up between the bunks and with a folding chair can seat four.

Altogether in the 20-footer there are a wide selection of arrangements which can be had and most stock cruiser manufacturers offer neat, well-thought-out interiors for their craft. Those skippers who want to alter their boat interiors to bring about something more modern would do well to study the new stock cruisers.

(To be continued)

☆ ☆ ☆

DECORATIVE DINNERWARE

Nothing lends so much to the appeal of a meal on shipboard as a service of neatly nautical dinnerware. The T G Parsons Co., Box 215, Deposit, N. Y., specialize in supplying such ware decorated with the name of the boat, or club and private burgee. Inscriptions are usually in nautical blue with flags in colors. The ware is fired for permanent lasting colors.

Standard items which are decorated to order include coffee mugs, ash trays, plates in several sizes and bowls. A descriptive folder will be sent on request.

WITHINGTON
ARCHERY SETS

Huntington
ARCHERY SET

For junior archers desiring a professional set with a powerful bow that has the latest styling, smooth draw and maximum shooting accuracy.

RECURVED BOW:
Professional styling — made of selected Maine wood — fiber back and red plastic face for added durability — contest accuracy — attractively finished.

DRAW WEIGHT:
Bows custom hand tillered and tested. Available in light (20-25 lbs.), medium (25-30 lbs.), and heavy (30-55 lbs.) draw weights with 26" arrows.

ARROWS:
6 highly finished target arrows (26"x5/16") — contrasting colored cock feather — plastic nocks — three colored crests.

ACCESSORIES:
Leather arm guard — leather finger tab — full color numbered target — archery instruction booklet.

PACKAGE:
Individually packed in a handsome 3-color heavy duty box.

Set No.	Bow Size	Pack	Wt. Per Ctn	Sug. Ret. Price
400	4 '	6	13 lbs.	$ 8.00
410	4½'	6	14 lbs	10.00
420	5 '	6	16 lbs.	13.00

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

EXTRA VALUE EXTRA LONG BOW

FABULOUS BOX DESIGN

KNOWN TO MILLIONS OF YOUNGSTERS

MICKEY MOUSE

BOW *and* ARROW SET

SET #320
Suggested Retail Price $1.00

colorful box
ctn. wt. 9

Manufactured by **WITHINGTON** West Minot, Maine

WITHINGTON
ARCHERY SETS

The Locksley Series

Complete Sets for Advanced Junior Archers

BOWS:
Selected white ash — tested and balanced — natural waxed finish — laminated hand grip with colorful plastic covering, and built-in compass.

BOW STRING:
Jumbo green and white waxed cable cord.

ARROWS:
4 three feathered regular arrows — steel tips — plastic nocks — decorated.

TARGET:
4 colors — numbered — printed with archery scoring rules.

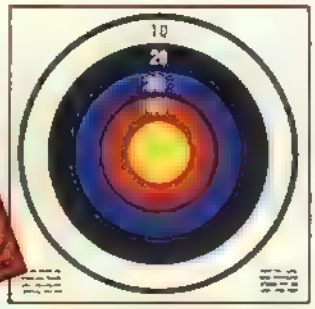
INSTRUCTION BOOKLET:
Highly illustrated booklet giving complete details on archery — how to hold bow and arrow, aiming, use of finger and arm guards, care of bow and arrows, etc.

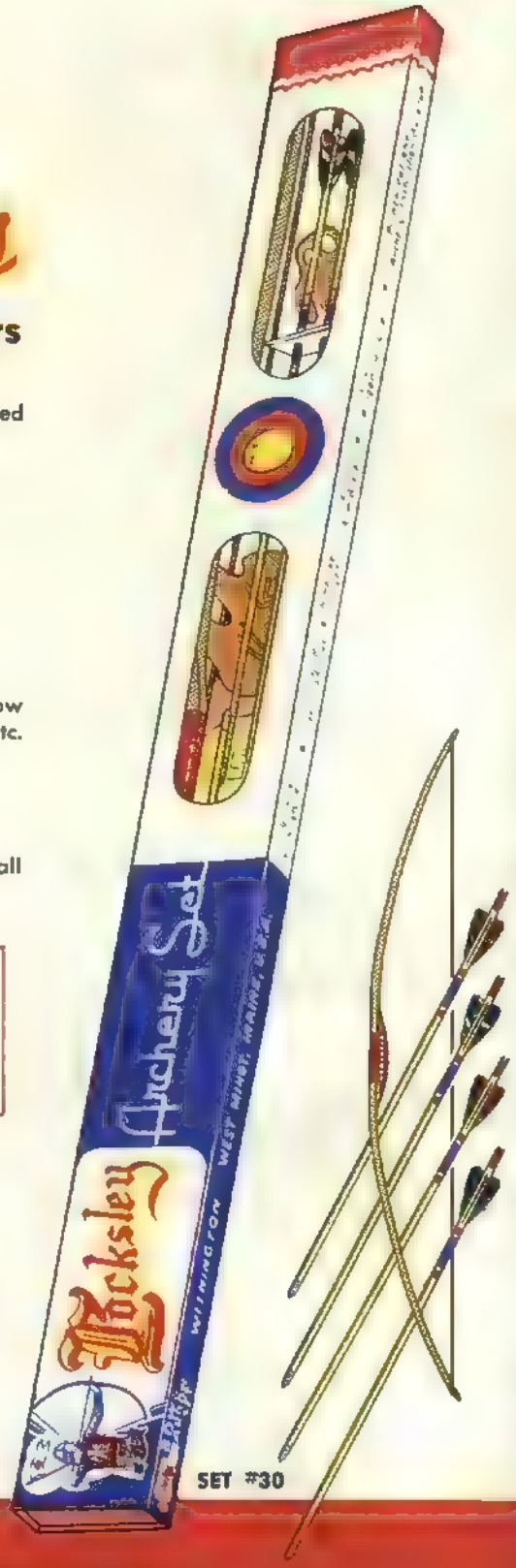
OTHER EXTRAS:
Die-cut Finger Guard—Die-cut Bracer or Arm Guard with lacings.

PACKAGE
Packed in tray with full length, heavy duty sleeves having 2 acetate display-all windows. Printed in 3 attention getting colors.

Set No.	Bow Size	Wt. Per Ctn.	Sug. Retail Price
30	4 ft.	9 lbs.	$4.00
31	4½ ft.	10 lbs.	5.00
32	5 ft.	12 lbs.	6.00

All sets packed 6 to a carton





SET #30

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

Robin Hood

#424
Take-Down Bow
& Arrow Set

A fabulous set that has everything — Super Robin Hood Recurve bow with compass, quiver, arrows, arm and finger guards, etc.

#424
Take-Down Bow & Arrow Set — $3.00

BOW:
Stylish 50" recurve take-down bow — extra smooth draw — easy storage — limbs easily and quickly connected by self-locking junction — gleaming finish — pistol grip hand piece — built in compass — waxed bow string.

ARROWS
3 feathered arrows — rubber suction cup tips.

QUIVER.
Brilliantly decorated — plastic belt sling.

OTHER ACCESSORIES·
Finger guard — arm guard — numbered 4 color target — illustrated instruction booklet.

PACKAGE.
Packed in colorfully designed box. ELIMINATES DIFFICULT DISPLAY & WAREHOUSE PROBLEMS — CAN BE SHIPPED VIA PARCEL POST. Over-all length only 23" — packed 12 to ctn.; weight 13 lbs.

#423
One-Piece Bow & Arrow Set — $3.00

BOW:
Same as #424 except bow is a 48" one-piece bow with decorated hand piece.

PACKAGE:
Packed in colorful red, yellow, blue and green full length tray and sleeve having two acetate display-all windows — packed 12 to ctn.; weight 16 lbs.

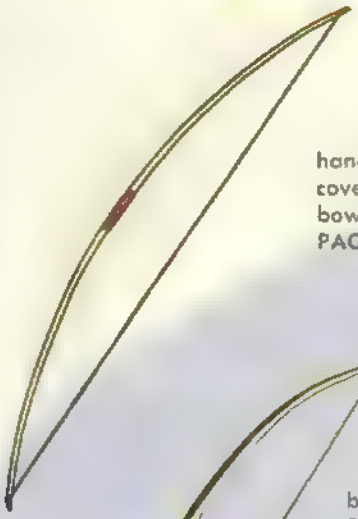
These are Suggested Retail Prices.

#423
One-Piece Bow
& Arrow Set

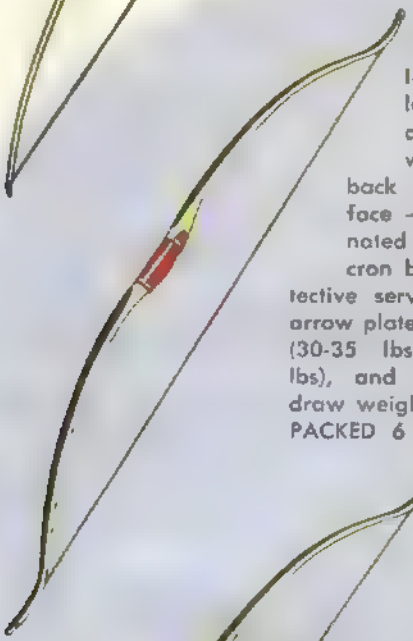
Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

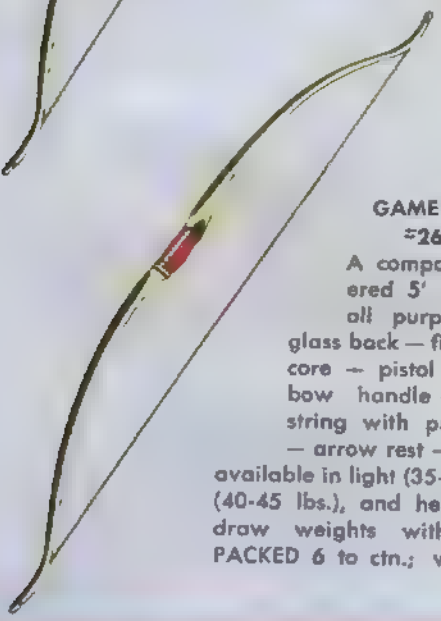
Bows



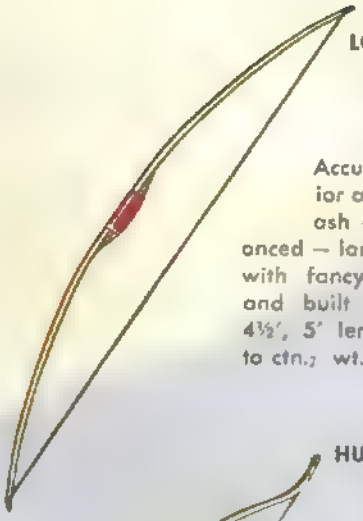
WITHINGTON BOW
#73 — $1.50
Durable white ash 48" bow — tested and balanced — laminated hand piece with leatherette covering — colored cable cord bowstring.
PACKED 12 to ctn.; wt. 5 lbs.



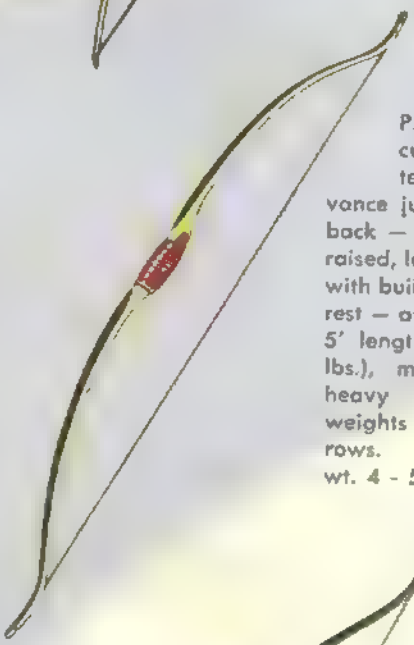
COLLEGIATE BOW
#210 — $10.50
Ideal for schools, colleges and summer camps — 5' recurved wood bow with fiber back and plastic bound face — pistol grip, laminated bow handle — dacron bow string with protective serving — arrow rest — arrow plate — available in light (30-35 lbs.), medium (35-40 lbs), and heavy (40-45 lbs.) draw weights with 26" arrows. PACKED 6 to ctn.; wt. 8 lbs.



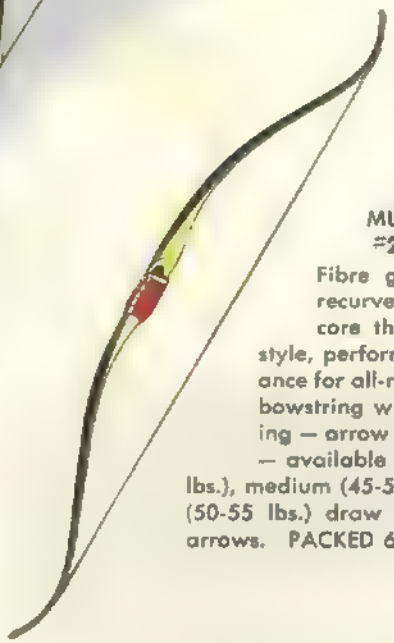
GAME HUNTER BOW
#260 — $14.50
A composite, glass powered 5' recurve bow for all purpose use — fibre glass back — fiber face — wood core — pistol grip, laminated bow handle — dacron bowstring with protective serving — arrow rest — arrow plates — available in light (35-40 lbs.), medium (40-45 lbs.), and heavy (45-50 lbs.) draw weights with 26" arrows. PACKED 6 to ctn.; wt. 8 lbs.



LOCKSLEY BOW
#70 — $2.50
#71 — $3.50
#72 — $4.50
Accurate shooting junior archer bow — white ash — tested and balanced — laminated hand grip with fancy plastic covering and built in compass — 4', 4½', 5' lengths. PACKED 6 to ctn.; wt. 3 - 4 - 5 lbs.



HUNTINGTON BOW
#75 — $5.50
#76 — $6.50
#77 — $7.50
Professional styled recurved bow with contest accuracy for advance junior archers — fiber back — plastic tape face — raised, laminated bow handle with built in compass — arrow rest — arrow plate — 4', 4½', 5' lengths with light (20-25 lbs.), medium (25-30 lbs.), heavy (30-35 lbs.) draw weights for use with 26" arrows. PACKED 6 to ctn.; wt. 4 - 5 - 6 lbs.



MUSTANG BOW
#290 — $19.50
Fibre glass laminated 5' recurve bow with wood core that is the latest in style, performance, and endurance for all-round use — dacron bowstring with protective serving — arrow rest — arrow plate — available in light (40-45 lbs.), medium (45-50 lbs.), and heavy (50-55 lbs.) draw weights with 26" arrows. PACKED 6 to ctn.; wt. 8 lbs.

These are Suggested Retail Prices.

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON

Family Croquet Sets

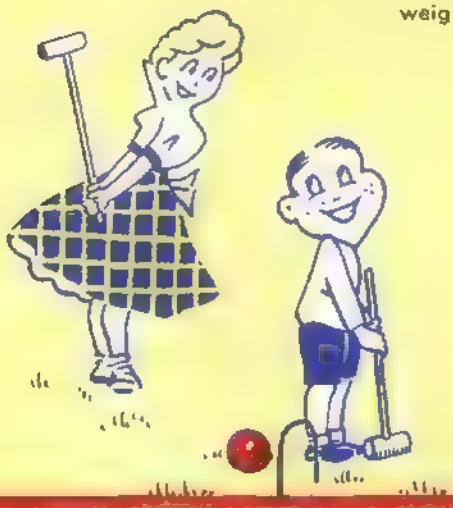
Fast Selling, Low Cost Sets That Allow You To Keep Pace With The Tremendous Growth In Croquet Popularity

4 PLAYER SET — #104 — $5.50

MALLETS: 4 solid color 6" hardwood mallets with sturdy, threaded handles. Over-all length 22½"
BALLS: 4 matching colored hardwood balls.
STAKES: 2 brightly striped goal posts.
WICKETS: 9 galvanized steel wickets.
PLAYING INSTRUCTIONS: Includes rules and course layout.
PACKED: Each set packed in an attention-getting display box that also folds into a carry-home box. Ideal for home storage. 6 sets packed to carton; weight 36 lbs.

6 PLAYER SET — #105 — $7.50

Same as Set #104 except a six player set. Shipping weight 48 lbs.



6 PLAYER SET — #106 — $10.00

MALLETS: 6 colorfully striped 6" hardwood mallets with sturdy, threaded handles. Over-all length 22½".
BALLS: 6 matching colored hardwood balls.
STAKES: 2 brightly striped goal posts.
WICKETS: 9 galvanized steel wickets.
STAND: Each set includes an attractive wooden lawn stand that holds the complete set.
PLAYING INSTRUCTIONS: A highly illustrated booklet giving complete details on how to play and rules.
PACKED: Individually in carton; weight 10 lbs.

These are Suggested Retail Prices.

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON ARROWS

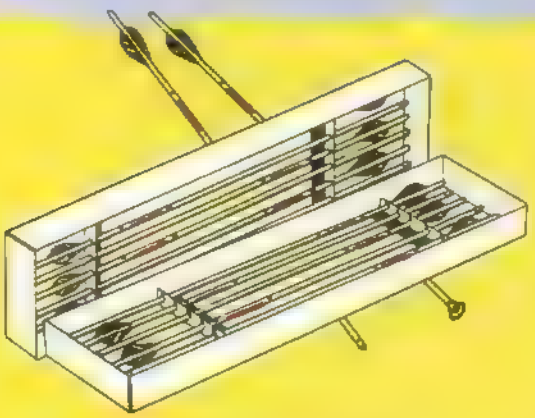
FOR PRACTICE, TARGET, FIELD, HUNTING

#40 JUVENILE ARROWS

13" feathered arrows with rubber suction cup tips. PACKED 4 to poly. bag — 24 bags to ctn.; wt. 3 lbs. 50c per bag.

#40A JUVENILE ARROWS

18" feathered arrows with rubber suction cup — 3 color cresting. PACKED 4 to poly. bag — 24 bags to ctn.; wt. 5 lbs. $1.00 per bag.



#43 JUNIOR — 30c each

22" arrows with three 2" base ground feathers — rubber suction cup or steel tips — painted yellow — 3 color cresting — plastic nock. PACKED 1 doz. to display box — 6 to ctn.; wt. 6 lbs.; or 1 gross to attractive display stand; wt. 12 lbs. State which pack desired: 1 doz. box or 1 gross display stand.

#44 JUNIOR ARROWS — 30c each

Same as #43 except 24" arrows.

#45 JUNIOR ARROWS — 35c each

26" arrows with three 2½" base ground feathers — steel or rubber suction cup tips — painted yellow — 3 color cresting — plastic nock. PACKED 1 doz. to display box — 6 to ctn.; wt. 7 lbs.; or 1 gross to attractive display stand; wt. 14 lbs. State which pack desired: 1 doz. box or 1 gross display stand.

#46 JUNIOR ARROWS — 35c each

Same as #45 except 28" arrows.

#219 - #220 - #221 — 50c each
PROFESSIONAL TARGET ARROWS

Precision made — three 3" base ground feathers — contrasting colored cock feather — painted yellow — 3 color cresting — plastic nock — #219 — 24"; #220 — 26"; #221 — 28". PACKED 1 doz. to handsome corrugated display box — 6 to ctn.; wt. 10 lbs.

#270F - #271F — 75c each
PROFESSIONAL FIELD ARROWS

Same as professional target arrows except with field tip. #270F — 26"; #271F — 28".

#270B - #271B — $1.20 each
PROFESSIONAL HUNTING ARROWS

Same as professional target arrows except with broadpoint hunting tips. #270B — 26"; #271B — 28".

These are Suggested Retail Prices.

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

Carded and Bagged

BOW and ARROW SETS

★ Colorful ★ Low Priced

★ Fast Turnover

SET #2

SET #3

CARDED ARCHERY SETS

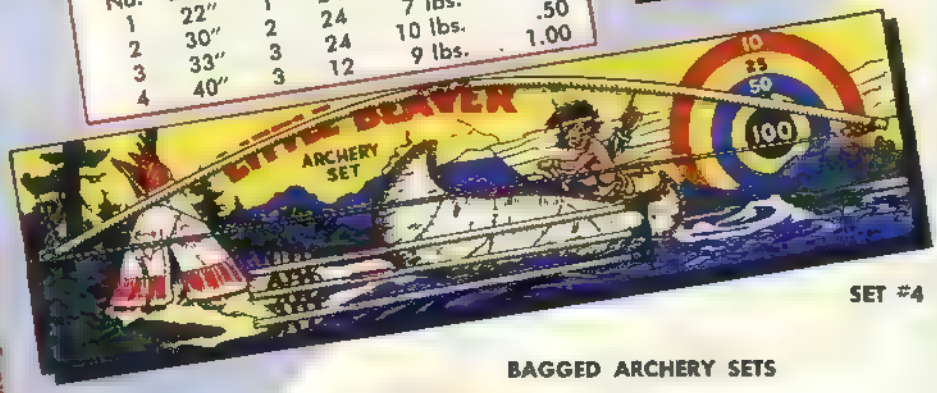
BOWS:
Tested white ash — colored bow string.

ARROWS:
Rubber tipped — notched.

PACKAGE:
Carded sets — securely mounted on highly illustrated 2, 3 and 4 color cards.

CARDED SETS

Set No.	Bow Size	No. Arrows	Pack	Wt. Per Ctn.	Sug. Ret. Price
1	22"	1	24	5 lbs.	$ .20
2	30"	2	24	7 lbs.	.25
3	33"	3	24	10 lbs.	.50
4	40"	3	12	9 lbs.	1.00



SET #4

SET #14 SET #13 SET #21

BAGGED ARCHERY SETS

PACKAGE:
Pre-packed in heavy duty, transparent polyethylene bag — colorfully decorated with identification tag. Hole in tags makes them easy to display.

TARGET:
4 colors — numbered — printed with scoring rules.

WITHINGTON BAGGED SETS

Set No.	Bow Size	No. Arrows	Pack	Wt. Per Ctn.	Sug. Ret. Price
11	22"	2	24	4 lbs.	$ .30
12	30"	2	24	4 lbs.	.50
13	33"	3	24	8 lbs.	.70
14	40"	3	24	9 lbs.	1.00
BOXED SETS					
20	27"	2	36	10 lbs.	.30
21	33"	3	24	10 lbs.	.50

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

WITHINGTON

Take-Down Bow And ARROW SET

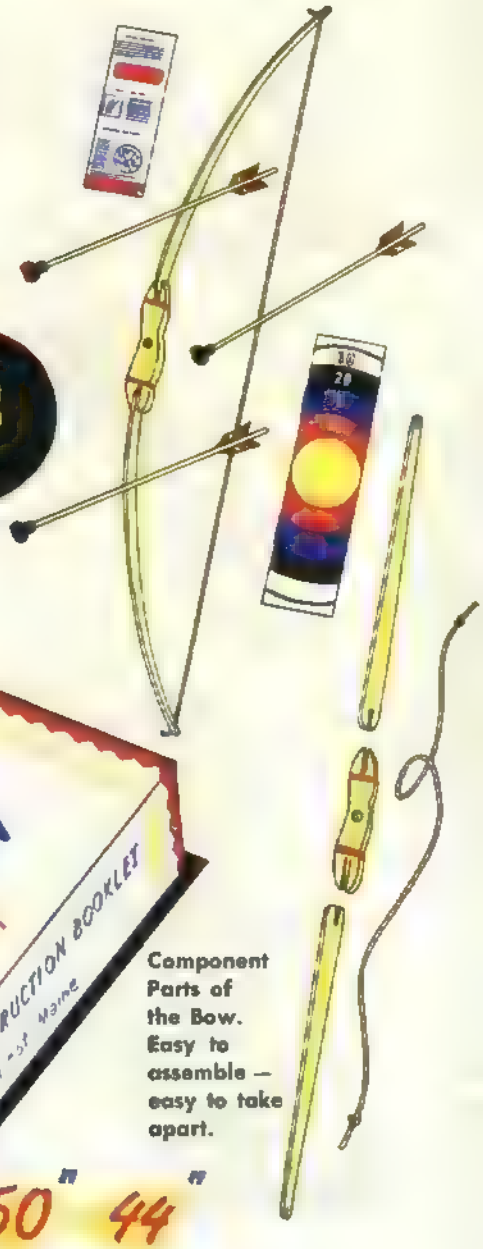
The greatest advancement in archery history — Withington's new super take-down bow that's extra long and durable, and extra easy to display and warehouse.

BOWS:
White ash — tested and balanced — limbs easily and quickly connected by self-locking junction — decorated pistol grip hand piece with built in compass — strong bow string.

ARROWS:
3 feathered arrows — bow string notched — colorfully decorated — available with either steel or rubber suction cup tips. Unless otherwise specified arrows will have rubber tips.

ACCESSORIES:
4 color, numbered target with scoring rules — highly illustrated instruction booklet.

SET #24



Component Parts of the Bow. Easy to assemble — easy to take apart.

50" 44"

PACKAGE
Packed in sturdy attention getting box. ELIMINATES DIFFICULT DISPLAY & WAREHOUSE PROBLEM — CAN BE SHIPPED VIA PARCEL POST. Over-all sleeve lengths only 17" and 23".
#22 also available in poly. bag with decorated header — #22B.

Set No.	Bow Size	Pack	Wt. Per Ctn.	Sug. Ret. Price
#22	44"	12	9 lbs.	$1.50
#22B	44"	12	9 lbs.	1.50
#24	50"	12	11 lbs.	2.00

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

Mustang Bow
and archery gear

Withington's newest and finest high velocity, fibre glass composite, re-curve, professional bow.

SET #280

MUSTANG ARCHERY SET NO. 280

BOW: Laminated fibre glass 5' recurve bow — fibre glass back, belly and wood core. Very latest in styling, performance and endurance. Arrow rest, arrow plate, pistol grip with built in compass. 40 to 55 lb. draw wt. with 26" arrows. Dacron bowstring.

ACCESSORIES: 6 selected target arrows, leather arm guard, leather finger tab, 2 targets, instruction booklet.

PACKED: Individually in decorated corrugated box; 6 to ctn.; wt. 21 lbs.

Suggested Retail Price $25.00

Manufactured by WITHINGTON West Minot, Maine

WITHINGTON
ARCHERY SETS

WITHINGTON

Juvenile Line

Today's largest archery set and greatest value in its price class. For youngsters from 5 to 12 years of age.

BOWS:

White ash — tested and balanced — natural varnish finish — laminated hand piece — fancy leather covered hand grip. Jumbo waxed, colored bow string.

ARROWS:

3 feathered arrows — nocked — yellow lacquered — decorated — available with either steel or rubber suction, safety cup tips. Unless otherwise specified arrows will have rubber tips.

TARGET.

17"x17" — 4 colors — numbered — printed with archery scoring rules.

Highly illustrated booklet giving complete details on archery — how to hold bow and arrow, aiming, use of finger and arm guards, care of bow and arrows, etc.

PACKAGE:

Packaged in heavy duty sleeves having 2 acetate display-all windows over corrugated tray. Attractively printed in 3 colors.

Set No.	Bow Size	Pack	Wt. Per Ctn.	Sug. Ret. Price
#25	44 inches	12 to ctn.	12 lbs.	$1.50
#26	48 inches	12 to ctn.	16 lbs.	2.00

SET NOS.
25 - 26

Manufactured by WITHINGTON West Minot, Maine

Walt Disney's

WITHINGTON

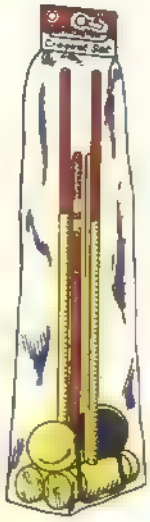
MICKEY MOUSE Croquet Sets

Attention getting, consumer appealing sets with a name that is pre-sold weekly to millions of youngsters.

SET
#100N, #102N, #103N

2 PLAYER SET — #100N — $1.00
A fast selling set with 2 brilliantly finished 19" hardwood mallets — 2 matching wooden balls — 2 contrasting colored goal posts — 7 wire wickets - illustrated rules booklet. Also available in polyethylene bag as #100A.

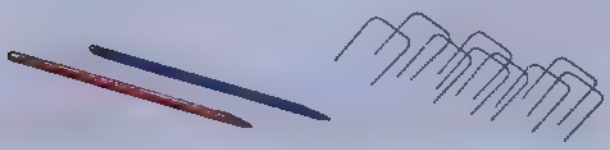
4 PLAYER SET — #102N — $2.00
A 4 player set with 4 highly decorated 22" wooden mallets — 4 matching wooden balls — 2 contrasting colored goal posts — 9 wire wickets — illustrated rules booklet CAN BE USED BOTH INDOORS AND OUTDOORS. Also available in polyethylene bag as #102A.

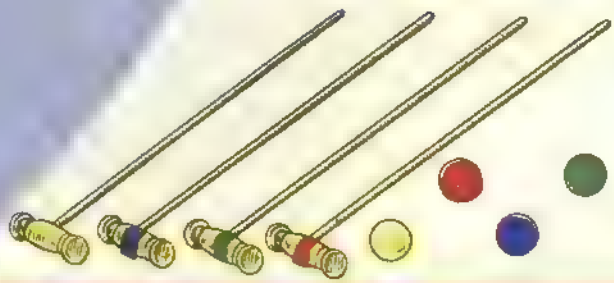


SET
#100A

6 PLAYER SET — #103N — $3.00
The superb gift set with 6 handsome 22" wooden mallets — 6 matching wooden balls — 2 contrasting colored goal posts — 9 wire wickets — illustrated rules booklet. CAN BE USED BOTH INDOORS AND OUTDOORS.
Also available in polyethylene bag as #103A.
Each set packed individually in authentic Mickey Mouse Club box with push-out display window. 12 to master carton. Weight: #100 — 13 lbs.; #102 — 24 lbs.; #103 — 40 lbs.

These are Suggested Retail Prices.





Manufactured by WITHINGTON West Minot, Maine

FEATURING... *Beautiful, Glamorous* BRIDE DOLL

ONLY
$4.99

- 23" TALL
- ALL VINYL DOLL
- MOVING EYES AND LASHES
- ROOTED WASHABLE BOB STYLE HAIR
- WHITE SATIN DRESS EDGED IN LACE
- NYLON NET OVER SKIRT AND BODICE
- VEIL EDGED WITH SILVER TRIM AND TOPPED WITH BOW AND FLOWERS

TH300 BRIDE DOLL

Beautiful 23 inch all vinyl bride doll with glassene, moving eyes and lashes. She has washable, rooted, bobbed style hair. She's wearing a white satin gown, nylon net fashioned bridal cap and veil, bridal bouquet, earrings, rayon socks & vinyl shoes. Fact. #5200/23 $4.99

COAST TO COAST STORES

TH389 12" BABY BOY DOLL

- 12" latex baby boy doll with coo voice
- Vinyl molded head with button eyes
- Dressed in striped percale pants
- With boy's blouse of white pique
- Multi-colored trim, suspenders & neck
- With rayon socks; each in pliofilm bag
- Fact. #102/12G $1.19

TH394 12" BABY GIRL DOLL

- 12" latex girl doll with "coo" voice
- Vinyl molded head with button eyes
- Dressed in striped percale skirt
- Binding-trimmed white pique bodice
- Jersey knit panties and rayon socks
- Individually packed in pliofilm bag
- Fact. #103/12G $1.19

TH389

TH394

TH401 11" INFANT DOLL

- An appealing 11 inch latex infant doll
- Vinyl molded head with moving eyes
- Cotton stuffed body and crying voice
- Dressed in diaper and placed in sac
- Tied with a colorful ribbon ribbon
- Comes individually packed in a box
- Fact. #234 $1.95

TH405 14" GIRL DOLL

- A 14-inch girl doll made of latex
- Vinyl molded head with button eyes
- She talks in appealing "coo" voice
- Dressed in a printed cotton dress
- Trimmed with ric-rac & organdy collar
- Panties, socks and leatherette shoes
- Fact. #100/14 $1.98

TH401

TH405

TH410 11 1/2" GIRL DOLL

- 11 1/2" latex doll with crying voice
- Vinyl molded head & glassene eyes
- Rooted hair and cotton stuffed body
- Printed embossed cotton dress with bib
- Panties, socks and vinyl plastic shoes
- Packed individually in transparent bag
- Fa ct. #281 $1.95

TH425 13" GIRL DOLL

- 13 inch all vinyl, unbreakable doll
- Molded head, realistic moving eyes
- Has a crying voice when squeezed
- Dress is of printed embossed cotton
- Trimmed with chromespun, lace & buttons
- Vinyl shoes & socks. In an ind. bag
- Fact. #418 $2.95

TH410

TH425

FOR 1957 CORRECT CRAFT INTRODUCES THE EXCITING
27 FOOT BISCAYNE Sport Fisherman
DUAL HYDRAULIC STEERING
DUAL CONTROLS
DUAL INSTRUMENTS
For the first time a true fishing bridge is an integral part of a boat of this size. Triple-hull construction, double-planked mahogany bottom and sides with heavy-duty marine canvas sandwiched between . . power-packed to twin 215 hp motors 430 hp in all
SPECTACULARLY PRICED from $6760
The same boat without the fishing bridge from $6017
F.O.B. Orlando, Florida
20' DEBONNAIRE . . a high performance speedboat power-packed up to 285 h.p. Triple-hull and super-safety features
22' JUBILEE . . a heavy duty all-purpose boat at an economy price. Roomy and comfortable with clean beauty of line
22' VACATIONER DELUXE . . the ideal budget-priced boat for vacations. Sleeps four, with ample head room and separate toilet.
Correct Craft's deep V hydro-dynamic hull means MORE BOAT FOR YOUR MONEY!
. . . useable power . . no "stern squat", no power lost in climbing uphill over the waves that roll up in front of squatting stern
. . . ruggedness . . . patterned after the most advanced construction of the superb rescue boats developed for the U.S. Air Force. CORRECT CRAFT'S DEEP V HYDRO-DYNAMIC HULL is the finest example of monohedrin design in boating today.
. . . safety . . better balance, more directional stability, maximum buoyancy.
To see CORRECT CRAFT'S extensive line of sea-going beauties . . . from 14' to 54' . . . contact your local dealer or write:
Correct Craft INC.
ORLANDO, FLORIDA

COME ABOARD AMERICA'S FAVORITE...
THE "42" *Convertible* SEDAN

The wide walk around side decks assure perfect safety for guests and children Side decks are teak.

Plan A, shown, is one of five different interior arrangements to sleep six persons.

The new walk-around model provides more usable deck space with protecting side rails.

So many yachtsmen have chosen the "42" Convertible Sedan during the past four years that it has become, by far, the most popular model afloat.

You, too, will prefer its features. The snug deckhouse opens wide to join the aft cockpit for a 20-foot living and fishing space. Complete luxury for six—two toilets—hot water and shower if you like—and a host of other comforts.

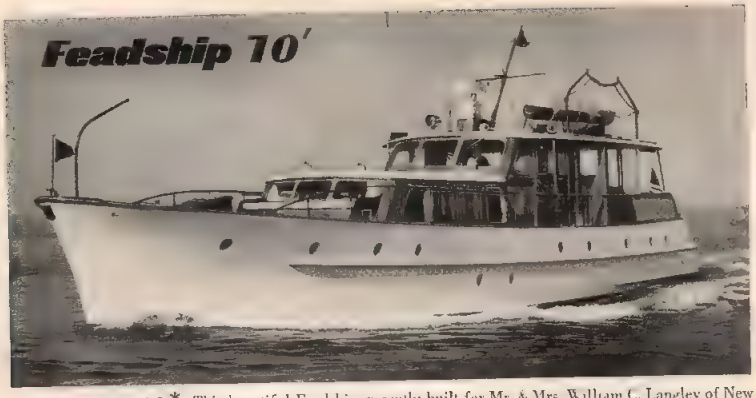
All of this in the huskiest round-bottom hull built today is your assurance that you have chosen the finest stock cruiser you can own

Four other models are also available:
"42" Martinique "42" Flying Bridge Double Cabin
"42" DeLuxe Sedan "42" Sport Fisherman

We'll gladly mail you a catalog on any model. Write today!

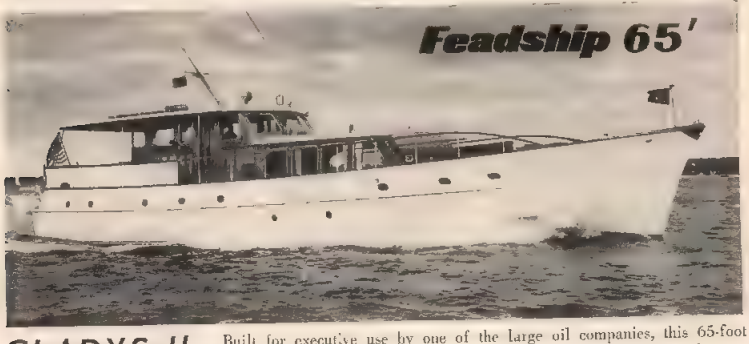
THE MATTHEWS CO.
PORT CLINTON 2, OHIO
DEALERS COAST TO-COAST
In Miami Matthews Cruisers, Inc., 1825 Biscayne Blvd.
See it at New York—Chicago—Miami Boat Shows.

"Wherever you cruise . . . you'll find a Matthews"



COTTON* This beautiful Feadship, recently built for Mr. & Mrs. William C. Langley of New York City and Westbury, joins the ever expanding fleet of FEADSHIPS cruising American and Caribbean waters. Mrs. Langley is Jane Pickens of radio and TV fame. The Cotton, built of steel, has teak superstructure, teak deck and teak fishing cockpit. The luxurious accommodations include; owner's oversized stateroom with private bath and shower, and an abundance of locker and stowage space; spacious deck salon and partially enclosed aft deck; large galley and dinette plus crew quarters for three. Cotton, with a pair of GM 6-71 Diesels, cruises 15 M.P.H. Equipment includes Raytheon Fathometer, Bendix Automatic Pilot, Lear Direction Finder, R.C.A. Radar plus many other desirable features.

* Curious about the name? It originates from Jane Pickens' [illegible]



GLADYS II: Built for executive use by one of the large oil companies, this 65-foot FEADSHIP serves admirably well for conferences, business entertainment, transportation and inspection tours. Hull is steel, deck and superstructure are teak, interior is handsomely finished in teak and mahogany. Accommodations include a double executive suite with private bath and shower, double guest stateroom with separate bath and shower, convertible dinette, large galley, and crew quarters for two. Equipment is similar to the FEADSHIP 70′ except for radar. Powered with twin GM 6-71, the Gladys II is capable of 15 M.P.H.

FEADSHIP IS THE HALL MARK OF THE FINEST IN YACHTS UP TO 200 FEET WOOD OR STEEL

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only

GIGI

has the revolving

CAROUSEL WARDROBE

—just one of the many EXCLUSIVES that make GIGI America's most famous doll! New for '57 is GIGI's bigger and better-than-ever wardrobe of coutourier outfits . . . rooted hair!

A & H DOLL MFG. CORP.

DURING THE TOY FAIR
McALPIN HOTEL
ROOM 567-569

Showroom: Room 207, 200 Fifth Avenue, New York 10, N. Y., ALgonquin 5-5917
Plant: 43-12 50th Street, Woodside 77, N. Y.

only
GIGI
has the
revolving
CAROUSEL WARDROBE

—just one of the many EXCLUSIVES that make GIGI America's most famous doll! New for '57 is GIGI's bigger and better-than-ever wardrobe of coutourier outfits . . . rooted hair!

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Showroom: Room 207, 200 Fifth Avenue, New York 10, N. Y., ALgonquin 5-5917
Plant: 43-12 50th Street, Woodside 77, N. Y.

WHEEL GOODS

All Items F.O.B. New York Factory

New fashions in sidewalk vehicle-models that captivate the older folks as well as the young—provide many hours of fun and enjoyment.

Two-Speed Chain Drive Deluxe Tractor

3538TF3506—Heavy gauge steel hood with simulated motor block and realistic spark plugs. Movable gear shift to change speed actually works. Impossible to strip gears. Steel platform for second rider—molded rubber exhaust pipe. Heavy duty tractor type semi-pneumatic tires 8"x1¾" front and 19"x1¾" rear wheels. Finished in Red baked-enamel with White and Silver trim. Dimensions 41" long, 21" wide, 29" high. Approx ship wt 42 lbs. Mfr's. Sugg. Retail $27.75

"Single Speed Tractor"

3531TF2259—Same as above with simulated gear shift. Approx. ship wt. 41 lbs. Mfr's. Sugg. Retail $25.50

DELUXE FEATURES·
NEW PEDAL AND CHAIN DRIVE
NEW ACCESSORIES
EYE APPEALING COLORS

"2 Speed" Tractor

3532TF1858—Has actual working gear shift for low and high speed. Impossible to strip gears, heavy gauge steel hood and two speed chain drive. Ball-bearings in sprocket assembly. Adjustable seat. Heavy duty tractor type semi-pneumatic tires. Size 7½"x1¾" front and 9½"x1¾" rear wheels. Finished in Red baked-enamel. Dimensions 38" long, 21" wide, 27" high. Ship. wt. 38 lbs. Mfr's. Sugg. Retail $27.95

"Single" Speed Tractor

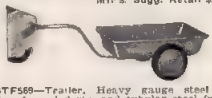
3533TF1571—Similar to above except one speed and no gear shift. Approx. ship. wt 32 lbs. Mfr's. Sugg. Retail $23.75

"Scoop" Shovel

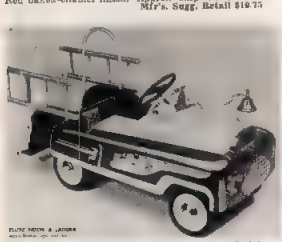
3118TF712—Scoops sand, earth, or snow. For use with tractor 3532TF1858. Hand lever for raising or lowering scoop. All welded metal construction, angle of scoop controlled by pull cord. Finished in Red baked-enamel finish. Approx. ship. wt. 8 lbs. Mfr's. Sugg. Retail $10.75

Engineered for Safety

3104TF1191 — **Road King Wagon.** Constructed of heavy gauge steel with embossings for added strength. Nylon bearings in all wheels. 10"x1¾ semi pneumatic tires. Silver hubs and caps. Finish Red body and wheels. Black handle and frame and white lettering. Dimensions box 35" long, 17" wide, 4½" deep. Approx. ship. wt. 34 lbs. Mfr's. Sugg. Retail $16.50



3534TF569—Trailer. Heavy gauge steel box with safe curled rim and tubular steel frame. 8"x1¾" wheels have semi pneumatic tires and nylon bearings. Attaches to all tractors shown. Finished with Red body and wheels, with Ivory lettering. Ship wt approx. 14 lbs. Mfr's. Sugg. Retail $8.50



3535TF3147—**Deluxe Hook & Ladder With Electric Blinker and Horn.** Two speed, speed-o-matic chain drive. Shifts from low to high gear. Heavy gauge steel. Simulated wire wheels with rear step platform and hand rails. Ball bearings in front wheels and rear frame. Simulated wire wheels with semi-pneumatic tires. Finish Red body. White windshield, hand rails and wheels. Silver grill and bell, larger. Dimensions length 42" width 19". Ship wt approx 39 lbs. Battery not included. Mfr's. Sugg. Retail $17.50

3536TF2288—**Sportliner Station Wagon.** New Sports Car grill lowered hood. Features the Speed-O-Matic chain drive with ball bearing construction. Has simulated wire wheels with 7½"x1¾" tires and rear carryall box 42½" long and 19" wide. Finished in Hawaiian Bronze with Ivory trim, plated hub caps and headlamps and Silver grill. Ship wt 36 lbs. Mfr's. Sugg. Retail $34.50

3537TF2003—Pedal drive with ball-bearings in pull straps and rear frame. Has step platform and hand rails, pedals are three position adjustable. Tough fibre seat pad. Tires are solid rubber 8"x⅝", chrome plated hub caps and bell. Red body, White steering wheel, windshield, handrails, and wheels. Ladders in Yellow. Dimensions 42" long 19" wide. Approx ship wt 36 lbs. Mfr's. Sugg. Retail $30.50

"Capri Convertible"

3538TF2868—Two speed speed-o-matic chain drive. Actually changes speeds by shifting—shifts from low to high. Simulated wire wheels with 7½"x1¾" semi-pneumatic tires. Ball bearing construction. Electric headlight and horn. Finish Metallic Green and White body steering wheel, Silver windshield, wheels, trim. Dimensions length 37", width 19". Approx ship wt 34 lbs. Mfr's. Sugg. Retail $42.95

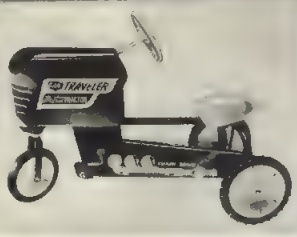
"Super Jet Two-Speed Convertible"

3539TF2075—Has two speeds with gear shift which actually changes speed from low to high. Impossible to strip gears. Ball bearing construction. Tough fiber seat pad. Solid rubber 8"x⅝" tires. Neatly finished in Metallic Wine Red body. White steering wheel wheels and Silver pantec, grill and head lamps. Dimensions length 37" width 19". Approx ship wt. 36 lbs. Mfr's. Sugg. Retail $30.95

3540TF2902—**Super Sport Convertible Car.** Combination pedal and chain drive 7½"x1¾" semi-pneumatic tires. Ball bearings in front wheels and rear-frame. Chrome plated hub caps, and headlamps. Finish Metallic Blue body. Red seat. White steering wheel and trim. Silver grill. Dimensions length 37" width 19". Approx ship. wt 34 lbs. Mfr's. Sugg. Retail $29.95

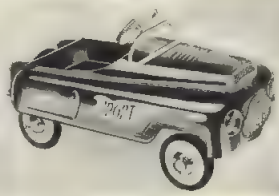
3541TF1200—**Jet Ace Convertible.** Pedal drive with pull straps that can be adjusted to three positions. Ball-bearings in pedal pull straps. Solid rubber 7½"x⅝" tires. Red tough fiber seat pad. Plated hub caps. Finish Blue body. White wheels, steering wheel, windshield and lettering. Silver painted grill and headlights. Dimensions: length 36", width 19". Approx. ship. wt. 31 lbs. Mfr's. Sugg. Retail $17.95

2 SPEED GEAR SHIFT

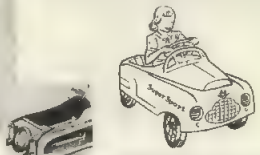


5795M33X1600 AMF TWO-SPEED CHAIN DRIVE TRACTOR with operating gear shift lever that actually changes gears from low to high! Impossible to strip gears. Chain drive, ball bearing construction, adjustable seat with trailer hitch. Tires are heavy-duty, semi-pneumatic tractor type. In red enamel, 38" long, 27" high, 21" wide. **Retail: $26.95**

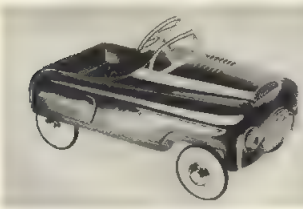
5804M30X1330 CASTELLI DELUXE TRACTOR. Rugged beauty with heavy duty construction. **Chain drive,** adjustable bucket seat, 1½" tractor tread tires, ball bearings, 360° front wheel swivel, double disc steel wheels. The full size frame is 37" long, 26" high, 17½" wide. In sparkling red enamel. **Retail: $19.95**



5798M34X1930 AMF SUPER SPORT CONVERTIBLE with Speed-O-Matic Chain Drive. Smart sport car styling. Ball bearing construction, simulated wire wheels, semi-pneumatic tires, plated hub caps and headlamps. Finished in metallic blue with white trim and red seat pad. De Luxe rear end, simulated exhaust. 37" long and 19" wide **Retail: $28.95**



5796M34X2660 AMF CAPRI CONVERTIBLE with **electric headlight and horn.** Newest styling with Speed-O-Matic Chain Drive and **two-speed** gear shift. New sports car grille, plastic tail lamps. Ball bearing construction, semi-pneumatic tires, simulated wire wheels, plated hub caps. Two-tone finish in metallic green and white. 37" long and 19" wide. **Retail: $39.95**



5797M31X1200 AMF JET-ACE CONVERTIBLE. New sports car styling with grille and louvered hood. Pedal drive with ball bearing straps that are adjustable to three positions. Solid 7½" rubber tires, red fiber seat pad. Finished in blue with white trim and silver grille. 36" long and 19" wide. ....**Retail: $17.95**

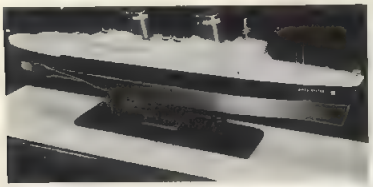
5790M35X2200 AMF SPORTLINER STATION WAGON with Speed-O-Matic Chain Drive. Perfect for the young station-wagon set. Ball bearing construction, simulated wire wheels, semi-pneumatic tires. Steel hand rails and large rear box for carrying toys, etc. Finished in Hawaiian bronze with ivory trim. 42½" long and 19" wide. **Retail: $32.95**

8722Z42X1800 STEGER SUPER CHIEF CHUCK WAGON, has a hardwood wagon body 17" x 36" with removable and adjustable double stake sides so it converts easily to a coaster wagon. Sturdy semi-pneumatic tires on easy rolling ball bearing wheels. **Retail: $29.95**

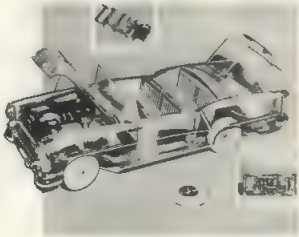
8723Z41X1500 STAKE WAGON, similar to above, without chuck wagon top ..... **Retail: $24.95**

STEGER

8721Z25X1125 STEGER "IRISH" MAIL. Recommended for its health and exercise features, 40" long, with semi-pneumatic tires on easy rolling ball-bearing wheels! Finished in baked Fire Engine red enamel, white trim. The kids will really have fun with this one! .....**Retail: $16.95**

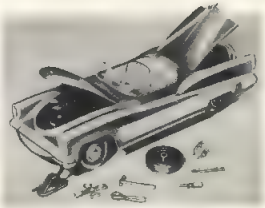


5809M5W700 S.S. UNITED STATES ASSEMBLY KIT. Over 200 pieces, including electrical system, wall plug-in and ship-stand Beautiful scale model of world's newest luxury ship. Hull alone has 16 parts, also life-boats, masts, funnels, etc. Measures 29" x 7" assembled. Made in plastic in red, white and blue colors. **Retail: $10.00**

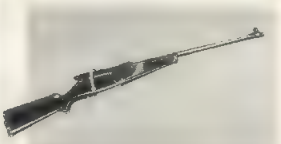


5810M6W1050 FIX-IT STARFIRE, a model of a real car to "fix-it" or "take-apart." Workable parts include complete electrical system with lights, steering wheel, differential, pistons, fan belt, turning crank shaft, spare tire, hood and trunk opens and closes; radiator can be filled with water, etc. Of rugged plastic, over 130 parts. 20". .....**Retail: $15.00**

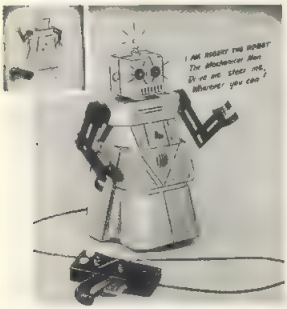
5811M7W700 FIX-IT TOW TRUCK AND CAR with dented fender. Will keep junior mechanics busy for hours Includes removable tires, tow crane, long-range searchlight, jack etc. Dented car fender can be replaced with brand-new factory part. Rugged giant wrecker measures 20½" x 8¼" x 6½". .....**Retail: $10.00**



5812M3W420 FIX-IT CAR, model of latest experimental sports car in rugged plastic. Has battery operated headlights and horn, interchangeable tires, and the hood opens to reveal a finely detailed engine. Fix-it tools include wrench, hammer, screw driver, and operating bumper jack, a 15½" beauty **Retail: $6.00**



5813M4W420 FRONTIER RIFLE, authentic replica of Western 'Betsy's'. Exclusive mechanism enables five rolls of repeater caps to be loaded and fired Vinyl butt end, steel barrel, die-cast bolt, trigger and firing mechanism, plastic rear sight. Authentic bolt action. Of rugged plastic, 38" long **Retail: $6.00**

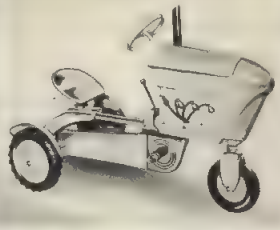


5816M4W420 ROBERT THE ROBOT, 14" MECHANICAL MAN — toy sensation that walks and talks — all by remote control. He can carry objects, recite a secret poem or make his eyes and antenna light up, too! Easily manipulated by control box and crank, to go forward or back, left or right. .....**Retail: $6.00**

5815M6W700 AERIAL LADDER FIRE ENGINE, over 3 feet long of SUPER plastic with base of metal, 360° rotating extension ladder reaches 44"! Dual-control ladder can be raised or lowered by hand crank or automatic lever; die-cast windshield, steering wheel; vinyl tires, tool compartment. A lifetime toy. 36½" long x 6½" wide. .....**Retail: $10.00**

5814M5W500 DANCING MUSICAL BEAR, an unusual stuffed toy that balances on one foot and turns around and around as a Swiss music box plays a happy melody. Vinyl face with painted features, ruffle collar, multi-colored plush with felt hat and pom-pom. A joyful toy for the younger child. 15½". ..**Retail: $8.00**

JUVENILE WHEEL GOODS



5900M42X2465 AMF DELUXE TRACTOR with two speed chain drive and ball bearing construction. Gear shift lever actually changes from low to high! Exclusive Knee Action absorbs shocks. Adjustable seat; rear step platform; trailer hitch. Heavy duty, semi-pneumatic tires. In red baked enamel with silver trim, 21" long, 23" high, 21" wide. .....Retail: $36.95

Here's Fun and health

For sidewalk chauffeurs!

5901M14W600 AMF TRAILER. The perfect wagon to hitch to any car or tractor. Made of heavy gauge steel with safe curled rim. Wheels have 8" x ¾" solid rubber tires and nylon bearings. Self-locking caps on axles. Finished in red with smart white trim. ....Retail: $8.95

5905M29X1865 CASTELLI MOTOR BIKE. What youngster wouldn't fall for these new, low, clean lines with the true European look so favored today? The motor bike has new ball bearing design and chain drive sprocket improvement. Adjustable saddle seat and handle bars, trainer wheels for the very young and a real windshield. Finished in red enamel with chrome trim. 38" long, 32" high, 17" wide

Retail: $27.95

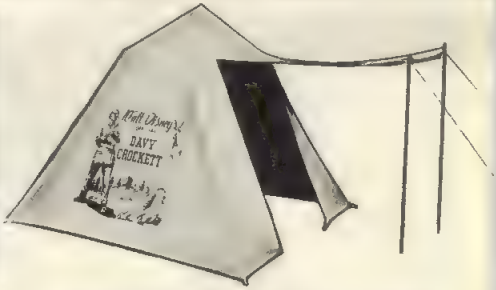
2 SPEED GEAR SHIFT

5903M28X3000 AMF DELUXE HOOK & LADDER with electric blinker light and horn and Speed-O-Matic Drive. Two speed gear shifts from low to high speed. Ball bearing construction, semi-pneumatic tires; steel step platform and handrails. Two-tone red and white body with silver trim and yellow ladders, 42" long and 19" wide. .....Retail: $45.00

5903M34X1000 AMF HOOK & LADDER with pedal drive with ball bearings in pull straps, adjustable to three positions. 7½" solid rubber tires, black seat pad. Finished in red with white trim, silver bumpers, head lamps and bell; yellow ladders, 42" long and 18" wide.

Retail: $[illegible]

6117MSW700 JETRAIL EXPRESS with its own source of power that captures the interest in jets—in a speedy monorail train! Futuristic car has lights front and rear; set comes complete with 18 ft. of rail, 12 towers, control tower for changing speed and stopping. Operates from 2 flashlight batteries (not included) —attains scale speeds up to 200 MPH! .....Retail: $9.95



92923WR97 OFFICIAL WALT DISNEY DAVY CROCKETT UMBRELLA TENT. Provides hours of pleasureful outdoor play. Made of selected fabric sheeting, with bright two color stencil. Has a base size of 8' x 6", height to top of center pole, 5'. Includes a big 30" x 44" awning extension. Sturdily constructed to withstand long attacks by playtime Indians. F.O.B. North Carolina .....Retail: $14.96

A Runaway Favorite At The Toy Show!

Big, beautiful and bound to thrill any youngster—the new Blue Ribbon Wonder Horse! This lifelike brown-and-white spotted Pinto is molded of durable Vinyl. Added attractions are the colorful red saddle blanket—and handsome, embossed-look saddle. Magic Spring Action gives the mimitable rocking, bouncing ride children love. For ages 1 to 7.

Stock the Complete Wonder Horse Line:

Patented

THE WONDER HORSE DELUXE
MODEL #20 chrome base $29.95
MODEL #22 metal base $27.95

Patented

THE WONDER MARE
MODEL #40 metal base $19.95
MODEL #41 wood base $19.95

Patented

THE WONDER HORSE REGULAR
MODEL #10
$14.95*

Patented

THE WONDER PONY
MODEL #30
$10.95*

Patented

THE WONDER CAYUSE
MODEL #50
$9.95

*Slightly higher Far West and Northeast.

Look for The Wonder Horse* Trademark
*The Original Spring-Suspended Hobby Horse

WONDER PRODUCTS CO.

MANUFACTURERS • TELEPHONE UL 3-2242 • NEW YORK OFFICE
COLLIERVILLE, TENN. • SUBURB OF MEMPHIS 200 FIFTH AVE. BLDG. • SUITE 251

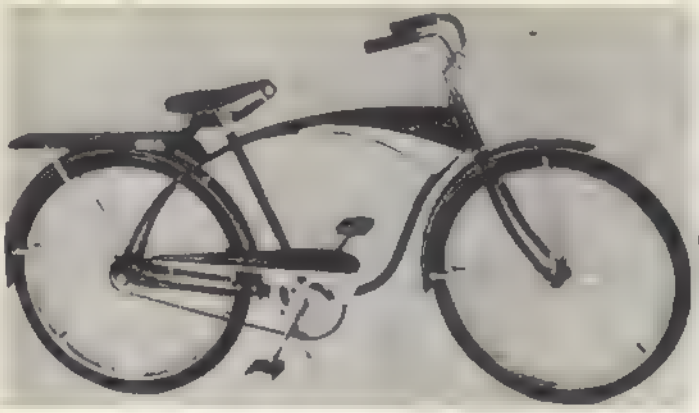
AMF Wheel Goods have a certain way of exciting kids. Maybe that's why more kids get excited about AMF bikes, trikes, cars and tractors than any other kind. Here you see just three of the terrific models in the beautiful 1957 AMF line. Isn't it time you did the kids in your neighborhood a favor by featuring these exciting wheel goods in your store to get parents excited, too!

AMF Wheel Goods Division

American Machine & Foundry Company • Hammond, Indiana

AMF JUNIOR TRIKES AND SIDEWALK BIKES, AMF CARS, TRACTORS AND STROLLERS,
AMF ROADMASTER AND AMF SHELBY MIDDLEWEIGHT BICYCLES, HERCULES ENGLISH LIGHTWEIGHT BICYCLES

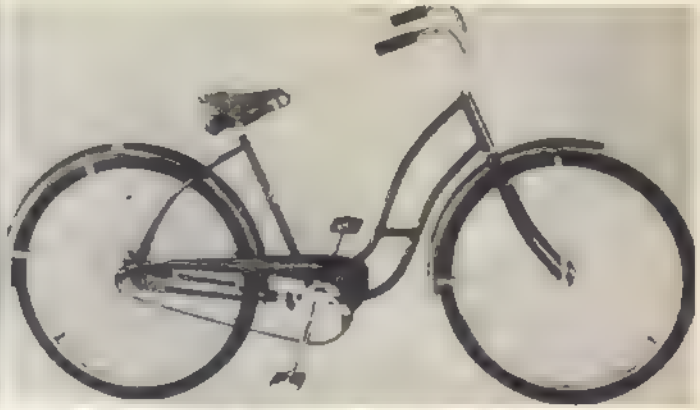
POPULAR BICYCLES FOR BOYS AND GIRLS



AMF SHELBY AIRFLO SPECIAL BICYCLES

These beautiful [illegible] and de[illegible] to give years of [illegible] service. [illegible] 75 middleweight frame, narrow forged fork, narrow [illegible] fender, [illegible] Shelby Airflo [illegible] look, enameled [illegible] carrier, full length [illegible] and [illegible] saddle seat, [illegible] steel [illegible] and rims. Girls models in Flamboyant blue with white enamel trim and Boys models in Flamboyant red with white enamel trim.

No.	Model	Ship. Wt.	Retail
F-2067354350	Boys	[illegible] lbs	65.50
F-2068354350	Girls	48 lbs	65.50
F-2047354247	Boys	52 lbs	62.50
F-2048354247	Girls	[illegible] lbs	62.50
F-2027354090	Boys	43 lbs	61.95
F-2028354090	Girls	43 lbs	61.95



AMF SHELBY FLYER BICYCLE

Here is a Shelby bicycle available in models for both boys and girls that [illegible] sleek and handsome. Lightweight, it is easy [illegible] and [illegible] and heavy enough for the 75 middleweight frame. Has narrow forged fork, narrow ribbed fenders, [illegible] chrome rims, stem and crank. Girls [illegible] Flamboyant blue with white enamel trim and Boys models in Flamboyant red with white enamel trim.

No.	Model	Ship. Wt.	Retail
F-2067853850	Boys	[illegible] lbs	57.95
F-2068853850	Girls	53 lbs	57.95
F-2047853650	Boys	48 lbs	54.95
F-2048853650	Girls	48 lbs	54.95
F-2027853547	Boys	[illegible] lbs	53.95
F-2028853547	Girls	41 lbs	53.95

SHELBY TRAVELER DELUXE LIGHTWEIGHT BICYCLES

Here are [illegible] bicycles that will thrill boys and girls alike with their [illegible] and [illegible] features. The Hertz Motor [illegible] with [illegible] chain, [illegible] Size 26" with 37 chrome rims. Boys color Burgundy with [illegible] Girls color Sky Blue with gold trim.

No. 5118ST4630 Boys [illegible] RETAIL 69.95
No. 5138ST4630 Girls [illegible] RETAIL 69.95

Shelby Traveler [illegible] pump, travel bag, reflector, and battery light. Boys and girls models black with gold trim.

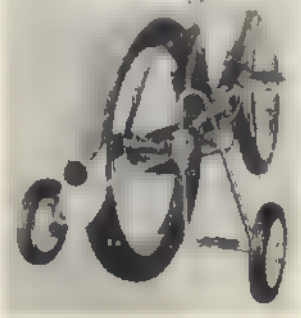
No. 5121ST4567 Boys 26 RETAIL 67.95
No. 5141ST4567 Girls [illegible] RETAIL 67.95

26" AMF ROADMASTER FLYING FALCON DELUXE

Here is a [illegible] that [illegible] absolute pleasure to ride. Built [illegible] and [illegible] front caliper brake and narrow [illegible] 1.75" and weight white sidewall [illegible] two [illegible] and with chrome [illegible] chrome rims and [illegible] safety reflector pedals. Boys' color Flamboyant [illegible] seat. Girls' colors Flamboyant blue with blue [illegible]

No. F-166956900 Girls [illegible] RETAIL 102.95
No. F-165956900 Boys 6 RETAIL 102.95

Saf-t-Rider



SAF-T-RIDER SIDE WHEELS

These deluxe side wheels easily attach [illegible] cycle to [illegible] the [illegible] of [illegible] bicycle [illegible] sturdy [illegible] wheels with 7 x 1.25 [illegible] tires. Feature extra [illegible] design with [illegible] step [illegible] passenger. May be adjusted or easily removed.

No. F 10105332 RETAIL 4.95

STANDARD SIDE WHEELS

Prevent costly and harmful spills when your [illegible] or girl comes to ride [illegible] bicycle with these side wheels. Made [illegible] 16 and 20 inch tricycles and have 3/4 rubber tires on [illegible] wheels. Easy to attach, clamp may be permanently [illegible] of bicycle. Braces may be easily [illegible] or removed.

No. F 10005287 RETAIL 3.95

POPULAR BICYCLES FOR BOYS AND GIRLS

14" PARK CYCLE

For the little grown ups who want a two-wheeler, this 14" bicycle with 1¾" semi pneumatic tires and white wheels is just what you wanted. Same accessories as the 16" Park Cycle except no luggage carrier. Finished in Red, White and Blue baked on enamel. Also complete with training wheels.

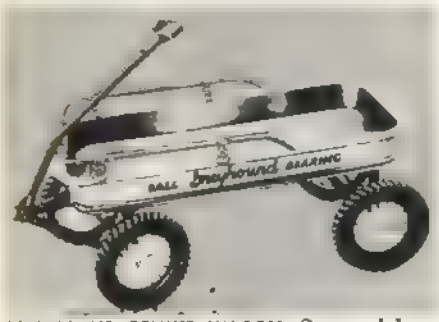
No 505M1587 . Ship. wt. 35 lbs. RETAIL 22 95

16" DELUXE PARK CYCLE

Safe, sturdy bicycle for the kiddies that just are not ready for big brother's bike. All the trimmings such as luggage carrier, red plastic handle grips with multi-colored streamers, knuckle guards, red vinyl saddle with white piping and white wheels. The cross bar is removable so it may be used for either boys or girls. 16" heavy guage multi-spoke ball bearing wheels with 1¾" semi-pneumatic tires. Constructed of 1¼" heavy guage steel tubing with 2" head. Handlebar is chrome plated and adjustable. Finished in baked-on Red and White enamel. Complete with steel safety wheels.

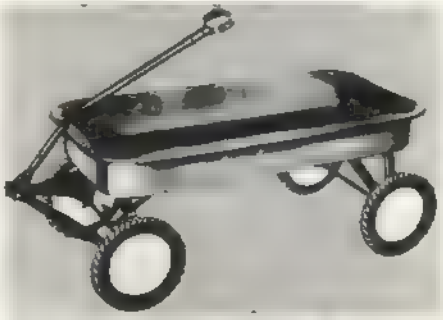
No 506M2005 ..... Ship. wt. 37 lbs. RETAIL 28 95

Quality Built STEEL WAGONS by Greyhound



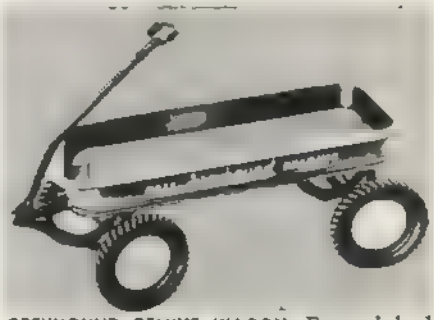
GREYHOUND DELUXE WAGON Super deluxe with chrome-plated guard rail! 10" ball bearing wheels with 1¾" tractor-type semi-pneumatic tires. Single unit front and rear gears. Beautiful baked-on blue and yellow enamel finish. Body 35x16½x4½

755T1114 Ship. wt. 35 lb. Retail. $16.75



GREYHOUND DELUXE WAGON. The "Crown Prince of Wagons" for small fry! 7" ball bearing wheels with 1¼" tractor-type semi-pneumatic tires. Unique single unit front and rear gears. Brilliant baked-on red enamel finish. Body size 30x13½x3½"

405T567 . Ship. wt. 18 lb. Retail .$8.55



GREYHOUND DELUXE WAGON. Rugged body made from stamped-and-drawn one piece cold rolled steel. Has 10" ball bearing wheels with 1¾" tractor-type semi-pneumatic tires; single unit front and rear gears. Baked-on red enamel finish. Body 35x16½x4½".

703T850....Ship. wt. 35 lb...Retail..$12.80

SIDEWALK SKATES

RUBBER TIRED SKATES. Roller skates by Roll-King! Designed for smooth skating. Axles mounted on rubber blocks. Ball-bearing wheels. Hard rubber tires roll quietly. Adjustable steel frames have rubber toe and heel plates. Rubber pads on leather straps. Wt. 5 lbs.

RKRA463 .....Retail.... $6.95

CLIPPER ROLLER SKATES. Speedy — these skates will make any boy or girl champion of the block! Heavy gauge steel wheels have 10 ball-bearings each. Bright nickel-plated finish keeps its new look year after year. Straps of quality leather. Wt. 6 lbs.

612T217 ..... Retail $3.25

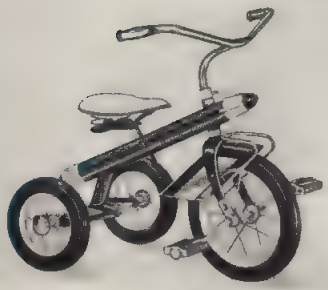
BUDDY SKATES. A wonderful gift for any little boy or girl in the 3-to-6 year old age group. These jolly skates for beginners have bright red leather straps laced with plaid. Wing nut extension for size adjustment. No key to lose. Plated. Wt. 6 lbs.

650T153 .....Retail $2.29

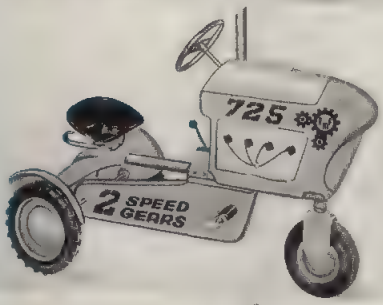
OLYMPIC ROLLER SKATES. Whiz along on balloon-type ball-bearing wheels of rugged steel. These skates are for boys or girls — extend to fit feet. Finished in bright satin nickel that's rust resistant — strapped with leather. Wt. 6 lbs.

115T330 ..... Retail $4.95

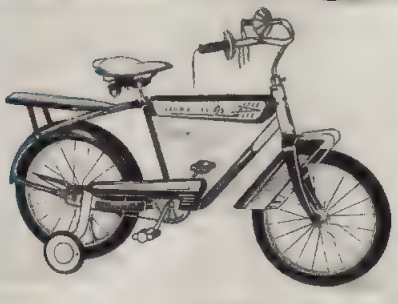
Wow! Mister, you just [illegible] with AMF Wheels & Goods



New AMF JUNIOR Trike . . . All the sweeping good looks of the de luxe series yet priced for quick sales to your customers. 10" to 16" wheel sizes help you tap a big, profitable market.



New AMF Two-Speed Tractor . . . Exclusive front knee-action actually swallows bumps. Has realistic exhaust pipe, motor block, spark plugs, impossible-to-strip gears.



New AMF JUNIOR ROADMASTER . . . Convertible, it's the dream of the "in-between" set. White trim on flamboyant green finish lends extra zest to the Flite-line design of this terrific value.

New AMF ROADMASTER Pleasure Liner . . . This old favorite never looked smarter than in 1957. From Brite-Finish Rocket Ray headlight to luggage carrier bumper guards, it's a thing of beauty.

ROOM 814, 200 FIFTH AVENUE, N. Y. 16, N. Y.
ROOM 1420, MERCHANDISE MART, CHICAGO 54, ILL.

Look what AMF Wheel Goods has for us in 1957!

ROOM 814

"I'll take a hundred"

New AMF ROADMASTER Jet Pilot . . . Smoothly re-styled from rear reflector to front light. Rich gold trim on tank. Carries out "jet-age" styling to perfection.

New AMF JUNIOR Tubular Trike . . . A really outstanding styling job has been done on this great best-seller. Looks like luxury . . . is luxury . . . but sells at the price you like.

New AMF SHELBY Flying Cloud . . . Really "sings" with style and value. Two-tone sports saddle and handsome grips complete a beautiful bike.

New AMF Station Wagon . . . The young suburban set will love the real electric headlights and horn and roomy trunk compartment. The stunning paint treatment of this smart car design defies comparison.

AMF JUNIOR TRIKES & SIDEWALK BIKES • AMF CARS, TRACTORS & STROLLERS
AMF ROADMASTER & AMF SHELBY MIDDLEWEIGHT BICYCLES
HERCULES ENGLISH LIGHTWEIGHT BICYCLES

New AMF JUNIOR Trike . . . Missile-type nose and tail assemblies are added to the wonderful Flite-line styling. Trim carries out the missile theme with futuristic design.

New AMF Wrecker . . . Complete with electric flasher light. New massive cab-over-engine design. Easier-pedaling drive adjustable to three positions. Child sits higher for more leverage. A great buy.

New AMF SHELBY Airflo Deluxe . . Flashes with styling excitement and trim inspiration. A really new use of color and accessories make this bike a "must order".

New AMF ROADMASTER Flying Falcon . . . The bike that rides like a sports car, looks like a sports car. New racy front carrier, powerful searchbeam light.

ROOM 814, 200 FIFTH AVENUE, N. Y. 16, N. Y.
ROOM 1420, MERCHANDISE MART, CHICAGO 54, ILL.

AMF

ACME Instruments for Band and Orchestra

Made by the York Band Instrument Company.

Instruments made to our exacting specifications, under our own trade name, by the world-renowned York Band Instrument Co. of Grand Rapids Acme trumpets, trombones and cornets are famous for superb quality of tone, flexibility of scale and ease of response Preferred by accomplished artists . . . choice of beginners too.

Every Acme instrument is hand tempered of finest brass, polished, engraved and perma-lacquered Precision machined valves are leak proof and hand-honed for smooth operation. Each instrument is fully guaranteed against defects due to faulty material or workmanship for twenty years from date of purchase. Shipped from Michigan.

ACME MASTER CORNET, TRUMPET, TROMBONE Unquestionably the finest in the world! Deluxe, custom-built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo Flexible of scale, absolute in response, and always under the control of the performer . . . they are preferred by the greatest artists of our time . . . an excellent choice for beginners too.

Capable of executing every effect a modern arranger can devise . . . Acme Master cornet, trumpet and trombone are equipped with a patented device for micromatic tuning . . . leakproof, precision-fitted, hand-honed valves that are feather light, fully responsive and easy in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls are made of pure nickel silver.

All necessary accessories are included with each instrument. Cases are sold separately. (See description at right).

761-015	D11950	Master Cornet and Accessories . $225.00
761-023	D11950	Master Trumpet and Accessories..... 225.00
761-031	D10450	Master Trombone and Accessories.. 195.00

ACME STANDARD . . . CORNET, TRUMPET, TROMBONE. Constructed with all the care and perfection of the masters, by the makers of America's finest medium priced band instruments. Recommended for and used extensively by the music student in high school and college who wants a moderately priced instrument, Acme Standard cornets, trumpets and trombones look, feel and perform like those of much higher price because of their light, easy action and smooth tonal quality. Finest materials and workmanship make them top-notch performers. Made of golden brass . . . polished and lacquered to a fine lustre.

Acme Standard trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing

Slides of the Acme Standard Trombone are perfect Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made. Accessories are included with each instrument. Cases are sold separately.

761-072	D6450	Standard Cornet and Accessories . $120.00
761-080	D6450	Standard Trumpet and Accessories . 120.00
761-098	D6950	Standard Trombone and Accessories 129.50

ACME ARTIST . . . CORNET, TRUMPET and TROMBONE Superb instruments with easy, responsive tone, perfect intonation and sensational action . . . cornet, trumpet and trombone are all capable of every effect an arranger can devise, a musician can execute.

Patented tuning device permits micromatic tuning and enables the player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection . . . give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim. All necessary accessories are included.

761-049	D7950	Artist Cornet and Accessories . $150.00
761-056	D7950	Artist Trumpet and Accessories . . . 150.00
761-064	D7950	Artist Trombone and Accessories .. 150.00

CASES FOR CORNETS, TRUMPETS, TROMBONES. Choice of regular Gladstone cases with fabricoid coverings and plush linings or deluxe Gladstone cases covered with finest quality fabricoid, lined with silk plush and leather bound. All have convenient fitted compartments for accessories. These handsome cases are necessary for keeping and carrying your instrument safely.

761-106	D1750	Cornet Deluxe Gladstone Case..... . $32.00
761-114	D895	Cornet Regular Gladstone Case... 16.50
761-122	D1750	Trumpet Deluxe Gladstone Case . 32.00
761-130	D895	Trumpet Regular Gladstone Case... 16.50
761-148	D2995	Trombone Deluxe Gladstone Case..... 54.50
761-155	D1895	Trombone Regular Gladstone Case..... 35.00

1955
$1,000,000
1956
$1,500,000
Mindy
THE MILLION DOLLAR BABY
1957
HOTEL NEW YORKER
921
What's Behind the
GREENBACK
DOOR
HOTEL NEW YORKER
During the Toy Fair
March 6-15
ACTIVE DOLL CORPORATI
144 Spencer Street, Brooklyn 5

Allis-Chalmers Materials-Handling Equipment

Fork Trucks

Platform Trucks

Industrial Tractors

Table of Models, Sizes, and Specifications

Chore Boy Platform Trucks Models	Capacity, Lbs	Deck Area	Engine	Clutch	Speeds Fwd & Reverse	Length over, inches	Width overall inches	Height over I inches	Speed of Travel	Turning radius inches	Wheel-base inches	Weight, Lbs
CB20	*2,000	19 sq. ft.	13.3 HP Wisconsin	8" Single Plate, Dry Ind type	1 F 1 R	97	40	50	10 MPH	73	62	1300

*3500 with Cushion Tires.

Tractor Models	Drawbar Pull Lbs	Weight Lbs.	Length Ins	Width Ins	Height Ins	Under-Clearance at Center	Turning Radius Outside	Wheel-base Ins.	Tires	Max. Speed	Max. Horse power
TG-24	2,400	3 250	81¾	42	62	8¾	101¼	45	Pneu	13½	49
TG-30	3 000	4,200	81¾	42	62	8¾	101¼	45	Pneu	13½	49
JG-230P	3,000	4,155	107	58	61	9½	118	62	Pneu.	26.7	74
JG-230N	3,000	4,010	102	58	61	9½	118	62	Pneu	26.7	74
JG-230	3,500	5,640	102	66	61	9½	118	62	Pneu	25	74
JG-230WL	3,000	6,455	125	58	66	8	148	85	Pneu	26.7	74
JG-230WN	4,500	6 220	102	66	61	9½	118	62	Pneu	25	74
JG-230PLD	4,400	5,635	154	64	65	8	166	93	Pneu	25	74
JG-230PLS	3 800	4 815	142	64	63	8	166	93	Pneu	25	74
HB-75	7,500	12,200	123½	70⅜	66	14	177	72	Pneu	15	74
HA-75*	7,500	12,400	123½	70⅜	66	14	177	72	Pneu.	15	74
HB-90	9,000	13,200	125½	70⅜	66	14	178½	72	Pneu.	15	74
HA-90*	9,000	13,400	125½	70⅜	66	14	178½	72	Pneu.	15	74
HB-120	12,000	15,780	125½	86	66	14	178½	72	Pneu.	10⅝	74
HA-120*	12,000	15,980	125½	86	66	14	178½	72	Pneu.	10⅝	74

*With Torque Converter. Note. All models are available with Allis-Chalmers Diesel power.

FORK LIFT TRUCK MODELS	Capacity Lbs.	Load Center	Free Lift†	Outside Turning Radius	Height of Lift†	Height of Mast† Extended	Height of Mast† Lowered	Length (Less Forks)	Width	Tires	Weight
FB20-15	2000	15"	12"	62¾"	120"	142 8"	83"	62¾"	32"	Cush.	3785
FPB20-15	2000	15"	12"	60⅝"	120"	142⅛"	83"	60¾"	35"	Pneu	3965
FB20-24	2000	24"	12"	62¾"	120"	142⅛"	83"	62⅝"	32"	Cush	4110
FPB20-24	2000	24"	12"	69⅝"	120"	142⅛"	83"	66⅝"	35"	Pneu	4185
FT30-15*	3000	15"	12"	70"	120"	146⅜"	83"	74⅝"	38"	Cush	4955
FT30-24*	3000	24"	12"	72"	120"	146⅜"	83"	76⅝"	38"	Cush	5715
FTP30-24*	3000	24"	12"	86"	120"	146⅜"	86"	88"	43"	Pneu	6575
FT40-18*	4000	18"	12"	72"	120"	146⅜"	83"	76⅝"	38"	Cush	6210
FT40-24*	4000	24"	12"	77½"	120"	146⅜"	83"	81½"	38"	Cush	6530
FTP40-24*	4000	24"	12"	86"	120"	146⅜"	86"	91"	43"	Pneu	7320
FTB50 24*	5000	24"	12"	79½"	120"	146⅜"	83"	84"	39"	Cush	7280
FT50-24*	5000	24"	4⅛"	82½"	120"	152.5"	83"	88¾"	42"	Cush.	7850
FT60-24*	6000	24"	4⅛"	88"	120"	152 5"	83"	93"	42"	Cush	8980
FTP60-24*	6000	24"	4⅛"	111"	120"	152 5"	86"	106¾"	65⅛"	Pneu	10835
FT70-24*	7000	24"	6½"	85⅝"	114"	146¾"	85"	95½"	43½"	Cush.	9695
FT80-24*	8000	24"	6½"	96"	114"	146¾"	85"	100½"	43½"	Cush.	9805

*Also available with Allis-Chalmers Diesel power †Lift, Free Lift, and Height of Mast. VARIABLES.

they make your harvest sing

From fields of ripened grain, beans, sorghums and seed . . . crops pour into the bins of Allis-Chalmers combines at harvest time. When these modern harvesters move into the field, it's payday for hundreds of thousands of farmers.

These easier harvests are made possible by the combines shown on this page. Recognized for *free-flowing capacity* and *crop-saving ability*, they are used and trusted by more farmers than any other harvest machines.

For farms everywhere . . . no matter the size . . . there's a time-saving, money-saving Allis-Chalmers combine for profitable harvesting of more than a hundred crops.

You can read satisfaction in the faces of your neighbors who combine their crops with Allis-Chalmers equipment. They are confident of smooth, steady performance . . . that makes their harvest *sing!*

Why not join them? This year!

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WIS.

ALL-CROP Harvesters

GLEANER-BALDWIN Combines

"The greatest name in Harvesting"

ALL-CROP and GLEANER-BALDWIN are Allis-Chalmers trademarks.

ALLIS-CHALMERS

CHAPEL BELLS

Striking design of classic origin, a pleasing departure from conventional proportions. Goes well with all china. Soft butter finish.

STERLING SILVER
925/1000 FINE

CHASED ROMANTIQUE

Richly endowed with chased scroll and flower effects of the romantic Louis XV period, yet becomes the mode of the day. Bright butter finish.

Illustrations Actual Size *Trade Marks

PLACE SETTINGS

	RETAIL EACH
With Luncheon Size Knife & Fork	
1S1-1523T—5-Pc. Place Setting	$27.27
1S2-1728T—6-Pc. Place Setting	31.82
With Dinner Size Knife & Fork	
1S3-1727T—5-Pc. Place Setting	$30.91
1S4-1981T—6-Pc. Place Setting	35.45

Place Setting Contents

5-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES

	RETAIL EACH
1S5-228T—Teaspoons	$4.09
1S6-330T—Luncheon-Dessert Knives*	5.91
1S7-343T—Luncheon-Dessert Forks	6.14
1S8-394T—Dinner Knives*	7.95
1S9-482T—Dinner Forks	8.64
1S10-318T—Salad Pastry-Fish Forks	5.68
1S11-305T—Cream Soup Spoons	5.45

FANCY PIECES

	RETAIL EACH
1S12-254T—Butter Spreaders, Flat Handle	$4.55
1S13-254T—Butter Spreaders, Hollow Handle	4.55
1S14-140T—Coffee Spoons (After Dinner)	2.50
1S15-356T—Dessert-Cereal-Oval Bowl Soup Spoons	6.36
1S16-305T—Iced Beverage Spoons	5.45
1S17-228T—Cocktail-Oyster Forks	4.09

CARVING SETS

	RETAIL EACH
1S18-2139T—Roast Carver & Fork*	$38.64
1S19-3239T—Roast Carver, Fork & Steel*	57.96
1S20-1143T—Steak Carver & Fork*	20.45

FANCY SINGLE PIECES

	RETAIL EACH
1S21-305T—Bonbon-Nut Spoon	$5.45
1S22-457T—Butter Knife	8.18
1S23-257T—Butter Pick-Olive Fork	5.23
1S24-358T—Cheese Server*	6.36
1S25-610T—Cold Meat Fork	10.91
1S26-381T—Cream-Sauce Ladle	6.82
1S27-689T—Gravy Ladle	12.50
1S28-381T—Jelly Server	6.82
1S29-241T—Lemon Fork	4.32
1S30-597T—Pie Server*	10.88
1S31-953T—Salad Serving Fork	17.05
1S32-953T—Salad Serving Spoon	17.05
1S33-356T—Sugar Spoon	6.36
1S34-457T—Sugar Tongs	8.18
1S35-597T—Table Serving Spoon	10.88
1S36-838T—Tomato Server	15.00

*Hollow Handle, Mirror Finish—Stainless Steel Blades.

Illustrations Actual Size *Trade Marks

Prices Do Not Include Excise Tax

DELLA ROBBIA

Sheer beauty translated with charm and spirit from the works of Luca Della Robbia, famous 15th century sculptor. Bright butler finish.

STERLING SILVER 925/1000 FINE

BRIDAL BOUQUET

The loveliness of many flowers gathered in deep bold relief in a special kind of delicate charm and rare freshness, an artistic triumph.

Illustrations Actual Size *Trade Marks

PLACE SETTINGS

	RETAIL EACH
With Luncheon Size Knife & Fork	
1S1-1523T—5-Pc. Place Setting	$27.27
1S2-1778T—6-Pc. Place Setting	31.82
With Dinner Size Knife & Fork	
1S3-1727T—5-Pc. Place Setting	$30.81
1S4-1981T—6-Pc. Place Setting	35.45

Place Setting Contents

5-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader.

STAPLES

	RETAIL EACH
1S5-228T—Teaspoons	$4.09
1S6-330T—Luncheon-Dessert Knives*	5.91
1S7-343T—Luncheon-Dessert Forks*	6.14
1S8-394T—Dinner Knives*	7.05
1S9-482T—Dinner Forks	8.64
1S10-318T—Salad-Pastry-Fish Forks	5.68
1S11-305T—Cream Soup Spoons	5.45

FANCY PIECES

	RETAIL EACH
1S12-254T—Butter Spreaders, Flat Handle	$4.55
1S13-254T—Butter Spreaders, Hollow Handle*	4.55
1S14-149T—Coffee Spoons (After Dinner)	2.50
1S15-356T—Dessert-Cereal-Oval Bowl Soup Spoons	6.36
1S16-305T—Iced Beverage Spoons	5.45
1S17-229T—Cocktail-Oyster Forks	4.09

CARVING SETS

	RETAIL EACH
1S18-2159T—Roast Carver & Fork*	$38.64
1S19-2238T—Roast Carver, Fork & Steel*	37.96
1S20-1143T—Steak Carver & Fork*	20.45

FANCY SINGLE PIECES

	RETAIL EACH
1S21-305T Bonbon-Nut Spoon	$ 5.45
1S22-457T Butter Knife	8.18
1S23-292T—Butter Pick-Olive Fork	5.23
1S24-356T—Cheese Server*	6.36
1S25-510T—Cold Meat Fork	10.91
1S26-381T—Cream Sauce Ladle	6.82
1S27-689T—Gravy Ladle	12.50
1S28-381T—Jelly Server	6.82
1S29-241T—Lemon Fork	4.32
1S30-597T Pie Server*	10.68
1S31-953T—Salad Serving Fork	17.05
1S32-953T—Salad Serving Spoon	17.05
1S33-356T—Sugar Spoon	6.36
1S34-457T—Sugar Tongs	8.18
1S35-587T—Table Serving Spoon	10.68
1S36-836T—Tomato Server	15.00

*Hollow Handle. Mirror Finish—Stainless Steel Blades.

Illustrations Actual Size *Trade Marks

Prices Do Not Include Excise Tax

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish

**Trade Marks*

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	181-1523T	$27.37
6 Piece Place Setting	182-1778T	31.82
With Dinner Size Knife & Fork		
5 Piece Place Setting	183-1727T	$30.91
6 Piece Place Setting	184-1981T	35.45

Place-Setting Contents

5 Pieces: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

8 Pieces: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		RETAIL EACH
Teaspoons	185-229T	$4.09
Luncheon-Dessert Knives*	186-330T	5.91
Luncheon Dessert Forks	187-342T	6.14
Dinner Knives*	188-394T	7.05
Dinner Forks	189-482T	8.64
Salad-Pastry-Fish Forks	1810-218T	5.68
Cream Soup Spoons	1811-305T	5.45

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1812-234T	$4.55
Butter Spreaders, H.H.*	1813-234T	4.55
Coffee Spoons (After Dinner)	1814-140T	2.50
Dessert-Cereal-Oval Bowl Soup Spoons	1815-358T	8.36
Iced Beverage Spoons	1816-305T	5.45
Cocktail-Oyster Forks	1817-229T	4.09

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1818-215ST	$38.64
Roast Carver, Fork & Steel*	1819 323ST	57.96
Steak Carver & Fork*	1820-114ST	20.45

**Hollow Handle. Mirror Finish—Stainless Steel Blades.*

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1821-305T	$ 5.45
Butter Knife	1822-457T	8.18
Butter Pick-Olive Fork	1823-282T	5.23
Cheese Server*	1824-356T	6.36
Cold Meat Fork	1825-610T	10.91
Cream-Sauce Ladle	1826-381T	6.82
Gravy Ladle	1827-698T	12.50
Jelly Server	1828-381T	6.82
Lemon Fork	1829-241T	4.32
Pie Server*	1830-397T	10.68
Salad Serving Fork	1831-852T	17.05
Salad Serving Spoon	1832-852T	17.05
Sugar Spoon	1833-356T	6.36
Sugar Tongs	1834-457T	8.18
Table-Serving Spoon	1835-597T	10.68
Tomato Server	1836-838T	15.00

MISCELLANEOUS		RETAIL EACH
Baby Spoon, Straight Handle	1837-152T	$ 2.73
Baby Spoon & Fork Set	1838-304T	5.45
Child's 3-Pc. Knf., Fk. & Spn. Set	1839-838T	15.00

Prices Do Not Include Excise Tax

*Southern Charm**

SOLID STERLING SILVER

A smart, new contemporary design that brings together in harmony the time-honored decorative motifs of leaf, bead and flowers from the earliest periods of decorative art . . . to lend their acknowledged beauty and enduring charm to this lovely pattern.

Its concaved surfaces beautifully reflect the highlights and shadows that gracefully dance amid reflections of soft lights from the lovely crystals and china that complete the table ensemble

It is made in "service" weights . . . strong and durable, to insure a lifetime of use with pride and satisfaction to its owner. Soft, lustrous finish.

*Trade Marks

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	1S1-1522T	$27.37
6 Piece Place Setting	1S2-1778T	31 82
With Dinner Size Knife & Fork		
5 Piece Place Setting	1S3-1727T	$36.81
6 Piece Place Setting	1S4-1981T	35.45
Piece-Setting Contents		
5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon		
6 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader		

STAPLES		RETAIL EACH
Teaspoons	1S5-228T	54.00
Luncheon-Dessert Knives*	1S6-330T	5.81
Luncheon-Dessert Forks	1S7-343T	6.14
Dinner Knives*	1S8-394T	7.95
Dinner Forks	1S9-422T	8.64
Salad-Pastry-Fish Forks	1S10-316T	5.68
Cream Soup Spoons	1S11-305T	5.45

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1S12 254T	$4.55
Butter Spreaders, H.H.*	1S13-254T	4.55
Coffee Spoons (After Dinner)	1S14-140T	2.50
Dessert-Cereal-Oval Bowl Soup Spoons	1S15-356T	6.36
Iced Beverage Spoons	1S16-305T	5.45
Cocktail-Oyster Forks	1S17-228T	4.09

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1S18 2159T	$38 64
Roast Carver, Fork & Steel*	1S19-3238T	57.96
Steak Carver & Fork*	1S20-1143T	20.45

*Hollow Handle. Mirror Finish—Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21-305T	$ 5.45
Butter Knife	1S22-457T	8.18
Butter Pick-Olive Fork	1S23-292T	5.23
Cheese Server*	1S24-356T	6.36
Cold Meat Fork	1S25-610T	10.91
Cream-Sauce Ladle	1S26-581T	8.82
Gravy Ladle	1S27-695T	12.52
Jelly Server	1S28-581T	8.82
Lemon Fork	1S29-241T	4 32
Pie Server*	1S30-597T	10.68
Salad Serving Fork	1S31-957T	17.05
Salad Serving Spoon	1S32-957T	17.05
Sugar Spoon	1S33-398T	6.36
Sugar Tongs	1S34-457T	8.18
Table-Serving Spoon	1S35-587T	10.68
Tomato Server	1S36-838T	15.00

MISCELLANEOUS		RETAIL EACH
Baby Spoon, Straight Handle	1S37-152T	$ 2.73
Baby Spoon & Fork Set	1S38-394T	5 45
Child's 3-Pc. Knf., Fk. & Spn. Set	1S39-836T	15.00

Prices Do Not Include Excise Tax

A product of
the ALVIN *silversmiths*
subsidiary of
the GORHAM MFG. CO.

Back of handles are beautifully modeled with delicate protective tapered border. Pattern name embossed in all teaspoon handles.

Moderne Blade

Illustrations Actual Size

*Rosecrest**

SOLID STERLING SILVER

Love and Roses belong to the young in heart . . . and here in this fresh, new ALVIN creation we find one of today's most fashionable patterns that expresses the lovely sentiment of love and roses in beautiful sterling silver.

Slender, graceful, beautifully balanced handles assure hand comfort in use, and make this one of those precious services that becomes more and more cherished as the years pass by. Its beautiful reflections and highlights are softened by its smooth butler finish that lends charm to the table ensemble. All blades are Mirror-Finish, Stainless Steel.

**Trade Marks*

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	181-1523T	$27.27
6 Piece Place Setting	182-1779T	31.82
With Dinner Size Knife & Fork		
5 Piece Place Setting	183-1727T	$30.91
8 Piece Place Setting	184-1981T	35.45
Place-Setting Contents		
5-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon		
6 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader		

STAPLES		RETAIL EACH
Teaspoons	155-328T	$4.09
Luncheon-Dessert Knives*	156-330T	5.91
Luncheon-Dessert Forks	157-341T	6.14
Dinner Knives*	158-394T	7.65
Dinner Forks	159-421T	8.64
Salad-Pastry-Fish Forks	1510-318T	5.68
Cream Soup Spoons	1511-305T	5.45

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1512-254T	$4.55
Butter Spreaders, H.H.*	1513-254T	4.55
Coffee Spoons (After Dinner)	1514-140T	2.50
Dessert-Cereal-Oval Bowl Soup Spoons	1515-356T	8.36
Iced Beverage Spoons	1516-305T	5.45
Cocktail-Oyster Forks	1517-228T	4.09

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1518-215ST	$38.64
Roast Carver, Fork & Steel*	1519-323ST	57.96
Steak Carver & Fork*	1520-114ST	20.45

* Hollow Handle. Mirror Finish—Stainless Steel Blades.

PLACE SETTINGS		RETAIL EACH
Bonbon-Nut Spoon	1521-305T	$ 5.45
Butter Knife	1522-457T	8.18
Butter Pick-Olive Fork	1523-292T	5.23
Cheese Server*	1524-336T	6.36
Cold Meat Fork	1525-519T	10.91
Cream-Sauce Ladle	1526-381T	8.82
Gravy Ladle	1527-698T	12.50
Jelly Server	1528-521T	9.32
Lemon Fork	1529-241T	4.32
Pie Server*	1530-597T	10.68
Salad Serving Fork	1531-953T	17.05
Salad Serving Spoon	1532-953T	17.05
Sugar Spoon	1533-358T	8.36
Sugar Tongs	1534-457T	8.18
Table-Serving Spoon	1535-597T	10.68
Tomato Server	1536-838T	15.00

Prices Do Not Include Excise Tax

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.

Showing beautifully designed back of handles with name embossed in each

Luncheon Knife, Moderne Blade

Prince Eugene*

SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender—and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, complete open-stock pattern . . . furnished in beautiful soft Butler finish. All Blades are Mirror-Finish, Stainless Steel. Illustrated . . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.

*Trade Marks

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5-Piece Place Setting	1S1-1879T	$33.64
6-Piece Place Setting	1S2-2158T	38.64
With Dinner Size Knife & Fork		
5-Piece Place Setting	1S3-2070T	37.05
6-Piece Place Setting	1S4-2349T	42.05

Place Setting Contents
5 Piece: Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon
6-Piece: Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon, Flat Handle
Butter Spreader

STAPLES		RETAIL EACH
Teaspoons	1S5-292T	$ 5.23
Luncheon-Dessert Knives*	1S6-381T	6.82
Luncheon Dessert Forks	1S7-469T	8.41
Dinner Knives*	1S8-444T	7.95
Dinner Forks	1S9-597T	10.68
Salad-Pastry-Fish Forks	1S10-381T	6.82
Cream Soup Spoons	1S11-356T	6.38

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1S12-279T	$5.00
Butter Spreader, H.H.*	1S13-279T	5.00
Coffee Spoons (After Dinner)	1S14-152T	2.73
Dessert-Cereal-Oval Bowl Soup Spoons	1S15-419T	7.50
Iced Beverage Spoons	1S16-358T	6.38
Cocktail-Oyster Forks	1S17-254T	4.55

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1S18-2285T	$40.91
Roast Carver, Fork & Steel*	1S19-3428T	61.36
Steak Carver & Fork*	1S20-1270T	22.73

* Hollow Handle. Mirror Finish Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21-356T	$ 6.38
Butter Knife	1S22-508T	9.09
Butter Pick-Olive Fork	1S23-343T	6.14
Cheese Server*	1S24-381T	6.82
Cold Meat Fork	1S25-838T	15.00
Cream-Sauce Ladle	1S26-469T	8.41
Gravy Ladle	1S27-787T	14.09
Jelly Server	1S28-444T	7.95
Lemon Fork	1S29-292T	5.23
Pie Server*	1S30-648T	11.59
Salad Serving Fork	1S31-1143T	20.45
Salad Serving Spoon	1S32-1143T	20.45
Sugar Spoon	1S33-444T	7.95
Sugar Tongs	1S34-508T	9.09
Table-Serving Spoon	1S35-761T	13.64
Tomato Server	1S36-940T	16.82

MISCELLANEOUS		
Baby Spoon, Straight Handle	1S37-152T	$ 2.73
Baby Spoon & Fork Set	1S38-304T	5.45
Child's 3-Pc. Knife, Fork & Spoon Set	1S40-940T	16.82

Prices Do Not Include Excise Tax

French Scroll*

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high lights created by its soft undulating surfaces . . . gives life to this lovely pattern.

Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.

*Trade Marks

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	151-1523T	$27.27
6 Piece Place Setting	152-1778T	31.82
With Dinner Size Knife & Fork		
5 Piece Place Setting	153-1727T	$30.91
6 Piece Place Setting	154-1981T	35.45
Place-Setting Contents		
5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon		
6 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader		

STAPLES		RETAIL EACH
Teaspoons	155-228T	54.09
Luncheon-Dessert Knives*	156-339T	5.91
Luncheon-Dessert Forks	157-342T	6.14
Dinner Knives*	158-394T	7.05
Dinner Forks	159-492T	8.64
Salad-Pastry-Fish Forks	1510-318T	5.68
Cream Soup Spoons	1511-305T	5.45

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1512-254T	$4.55
Butter Spreaders, H.H.*	1513-254T	4.55
Coffee Spoons (After Dinner)	1514-140T	2.50
Dessert-Cereal-Oval Bowl Soup Spoons	1515-358T	6.36
Iced Beverage Spoons	1516-305T	5.45
Cocktail-Oyster Forks	1517-228T	4.09

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1518-2159T	$38.64
Roast Carver, Fork & Steel*	1519-3258T	57.96
Steak Carver & Fork*	1520-1143T	20.45

*Hollow Handle, Mirror Finish — Stainless Steel Blades.

FANCY SINGLE PIECES		EACH
Bonbon-Nut Spoon	1521-305T	$ 5.45
Butter Knife	1522-457T	8.18
Butter Pick-Olive Fork	1523-232T	5.23
Cheese Server*	1524-356T	6.36
Cold Meat Fork	1525-610T	10.91
Cream-Sauce Ladle	1526-381T	6.82
Gravy Ladle	1527-699T	12.50
Jelly Server	1528-381T	6.82
Lemon Fork	1529-241T	4.32
Pie Server*	1530-597T	10.68
Salad Serving Fork	1531-953T	17.05
Salad Serving Spoon	1532-953T	17.05
Sugar Spoon	1533-356T	6.36
Sugar Tongs	1534-457T	8.18
Table-Serving Spoon	1535-587T	10.68
Tomato Server	1536-938T	15.00

Prices Do Not Include Excise Tax

Spring Bud

A New Flower Is Born

IN SOLID STERLING SILVER

To Enrich All Of Your Tomorrows

The classic simplicity of this lovely pattern in modern design by THE ALVIN SILVERSMITHS dramatizes the spirit of youth as portrayed by nature, the master designer, in the evolution of a single flower.

Perfect form and contour, gracefulness and poise, all contribute to make "SPRING BUD" a pattern certain to remain in everlasting good taste. Soft lustrous butler finish

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	1S1-1523T	$27.27
6 Piece Place Setting	1S2-1778T	31.82
With Dinner Size Knife & Fork		
5 Piece Place Setting	1S3-1727T	$30.91
6 Piece Place Setting	1S4-1981T	35.45

Place-Setting Contents

5-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon.

6-Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		RETAIL EACH
Teaspoons	1S5-2297	54.09
Luncheon-Dessert Knives*	1S6-3307	5.91
Luncheon-Dessert Forks	1S7 3437	6.14
Dinner Knives*	1S8-2947	7.05
Dinner Forks	1S9-4237	8.64
Salad-Pastry-Fish Forks	1S10-3187	5.68
Cream Soup Spoons	1S11-3057	5.45

FANCY PIECES		RETAIL EACH
Butter Spreaders, Flat Handle	1S12-254T	$4.55
Butter Spreaders, H.H.*	1S13-254T	4.55
Coffee Spoons (After Dinner)	1S14-140T	2.50
Dessert-Cereal-Oval Bowl Soup Spoons	1S15-356T	6.36
Iced Beverage Spoons	1S16-305T	5.45
Cocktail-Oyster Forks	1S17-228T	4.09

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1S18-2159T	$38.64
Roast Carver, Fork & Steel*	1S19-3238T	57.86
Steak Carver & Fork*	1S20-1143T	20.45

* Hollow Handle. Mirror Finish—Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21-305T	$ 5.45
Butter Knife	1S22-457T	8.18
Butter Pick-Olive Fork	1S23-282T	5.23
Cheese Server*	1S24-356T	6.36
Cold Meat Fork	1S25-610T	10.91
Cream-Sauce Ladle	1S26-381T	6.82
Gravy Ladle	1S27-682T	12.18
Jelly Server	1S28-381T	6.82
Lemon Fork	1S29-241T	4.32
Pie Server*	1S30-597T	10.68
Salad Serving Fork	1S31-952T	17.05
Salad Serving Spoon	1S32-952T	17.05
Sugar Spoon	1S33-356T	6.36
Sugar Tongs	1S34-437T	7.82
Table-Serving Spoon	1S35-597T	10.68
Tomato Server	1S36-836T	15.00

Prices Do Not Include Excise Tax

ALVIN STERLING

by the Alvin Silversmiths . . .

French Scroll

. . . fantasy of scrolls, exquisitely crafted

Southern Charm

. . . delicate shell border, concave surfaces

Rosecrest

. . carved roses on slim, tapered shafts

This is a six-piece Place Setting.
It includes the following pieces

Knife
Fork
Salad Fork
Teaspoon
Cream Soup Spoon
Butter Spreader

Specify pattern
- **Rosecrest**
- **French Scroll**
- **Southern Charm**
- **Bridal Bouquet**
- **Chased Romantique**
- **Della Robbia**
- **Chapel Bells**

5-pc. Place Setting (no butter spreader)

126-359	A1548	Luncheon Size	$28.00
126-367	A1750	*Dinner Size	31.75

6-pc. Place Setting (with butter spreader)

126-375	A1792	Luncheon Size	$32.50
126-383	A2004	*Dinner Size	36.25

52-pc Set . . . complete service for 8. Includes eight 6-pc. place settings, 2 tablespoons, butter knife and sugar spoon.

126-391	A16404	Luncheon Size	$296.75
126-409	A17805	*Dinner Size	326.75

*Dinner size is ⅛" longer than Luncheon size. Either is correct for formal or informal use

Place settings and complete sets are furnished with individual anti-tarnish flannel rolls at no extra charge

OPEN STOCK . . . prices are each

126-417	A234	Teaspoon	$ 4.25
126-425	A345	Luncheon Fork	6.25
126-433	A332	Luncheon Knife	6.00
126-441	A484	*Dinner Fork	8.75
126-458	A402	*Dinner Knife	7.25
126-466	A332	Salad Fork	6.00
126-474	A304	Cream Soup Spoon	5.50
126-482	A249	Butter Spreader	4.50
126-490	A359	Oval Soup Spoon	6.50
126-508	A304	Iced Drink Spoon	5.50
126-516	A139	Small Coffee Spoon	2.50
126-532	A484	Butter Knife	8.75
126-540	A359	Sugar Spoon	6.50
126-557	A595	Tablespoon	10.75
126-573	A690	Gravy Ladle	12.50
126-599	A608	Cold Meat Fork	11.00

Important: *Use separate order blank for items listed below. Allow 60 days for delivery.*

126-524	R222	Oyster Fork	$ 4.00
126-581	R374	Cream or Sauce Ladle	6.75
126-607	R925	Salad Fork (serving)	16.75
126-615	R925	Salad Spoon (serving)	16.75
126-623	R595	Pie Server	10.75
126-631	R291	Olive Fork	5.25
126-649	R374	Jelly Server	6.75
126-664	R1105	Steak Carve Set, 2-pc.	20.00
126-672	R3185	Roast Carve Set, 3-pc.	57.75

RETAIL PRICES on this page include 10% Federal Excise Tax

ALVIN STERLING

by the Alvin Silversmiths . . .
subsidiary of Gorham Manufacturing Co.

Chateau Rose

. . . Alvin's most popular pattern

Open Stock . . . Spring Bud and Chateau Rose

OPEN STOCK . . . prices are each. *Specify Spring Bud or Chateau Rose*

126-417	A234	Teaspoon	$ 4.25
126-425	A345	Luncheon Fork	6.25
126-433	A332	Luncheon Knife	6.00
126-441	A484	*Dinner Fork	8.75
126-458	A402	*Dinner Knife	7.25
126-466	A332	Salad Fork	6.00
126-474	A304	Cream Soup Spoon	5.50
126-482	A249	Butter Spreader	4.50
126-490	A359	Oval Soup Spoon	6.50
126-508	A304	Iced Drink Spoon	5.50
126-516	A139	Small Coffee Spoon	2.50
126-532	A484	Butter Knife	8.75
126-540	A359	Sugar Spoon	6.50
126-557	A393	Tablespoon	10.75
126-573	A690	Gravy Ladle	$ 12.50
126-599	A608	Cold Meat Fork	11.00

Important *Use separate order blank for items below. Allow 60 days for delivery.*

126-524	R222	Oyster Fork	$ 4.00
126-587	R374	Cream or Sauce Ladle	6.75
126-607	R925	Salad Fork (serving)	16.75
126-615	R925	Salad Spoon (serving)	16.75
126-623	R595	Pie Server	10.75
126-631	R291	Olive Fork	5.25
126-649	R374	Jelly Server	6.75
126-664	R1105	Steak Carve Set, 2-pc.	20.00
126-672	R3185	Roast Carve Set, 3-pc.	57.75

RETAIL PRICES on this page include 10% Federal Excise Tax.

ALVIN STERLING

by the Alvin Silversmiths

Spring Bud

. . . Alvin's beautiful new pattern

Ten magnificent patterns shown here and on the following pages . . . crafted for a lifetime of proud and correct entertaining in lustrous, solid silver. Alvin's newest . . . the lovely Spring Bud pattern, a design of classic simplicity so perfect in form and contour that it embraces all periods. Choose Spring Bud, Chateau Rose . . . choose any of Alvin's beautiful patterns to lend elegance to your table . . . today and through years of tomorrows. Place settings and complete sets are furnished in anti-tarnish flannel rolls at no extra charge.

Place Settings . . . Complete Sets . . .

Place Settings. *Spring Bud* or *Chateau Rose*

5-pc. Place Setting (no butter spreader)

126-359 A1548 Luncheon Size . **$28.00**
126-367 A1750 *Dinner Size **31.75**

6-pc. Place Setting (with butter spreader)

126-375 A1792 Luncheon Size . **$32.50**
126-383 A2004 *Dinner Size **36.25**

Complete Sets. *Spring Bud* or *Chateau Rose*

52-pc. Set. Eight 6-pc. place settings; 2 table spoons, butter knife, sugar spoon.

126-391 A16404 Luncheon Size **$296.75**
126-409 A17805 *Dinner Size ... **326.75**

*Dinner size is ½" longer than Luncheon size. Either is correct for any occasion.

RETAIL PRICES on this page include 10% Federal Excise Tax.

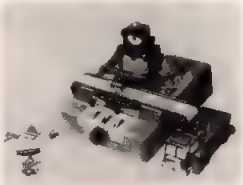
In '57 shop 1107

FANNER 50, smoking cap pistol, patterned after the Colt .45 six-shooter of the Old West. Revolving cylinder permits rapid fanning 50 perforated roll caps; leather holster. $2.50 retail. Mattel, Inc. 5432 W. 102nd st., Los Angeles, Calif.

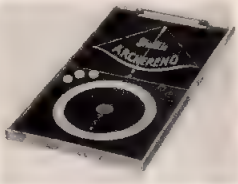
BETSY McCALL is 8" tall, hard plastic, sleeping eyes. Jointed limbs. Saran hair. Has 18 costumes, four mink outfits. Retails at $2.25, undressed. Costumes (incl. mink) range from $1.50 to $5.98. American Character Doll, 1107 Broadway, N. Y. C.

RANCH TRUCKS, set of five, black and white plastic. Horse transport, covered chuck wagon, patrol truck and two open ranch trucks. Each vehicle approx. 2" x 5" x 2½". Packed in ranch box. $2.29 sugg. ret. Pyro Plastics, Pyro Park, Union, N. J.

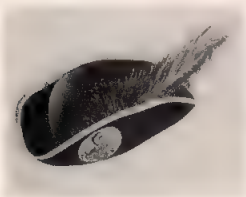
#5617 RADAR PATROL sidewalk bike is 47" long, 30" high. Cross brace is removable to convert to girl's bike. Features incl. electric mike with loudspeaker and amplifier, stencilled windshield, aerial. Garton Toy Co., Sheboygan, Wis.



BIG MAX and his Electronic Conveyor. Battery operated. Bends over, picks up metal ingots to be placed on conveyor belt. Ingots dump into truck (incl.). High impact plastic. 12" x 12" x 8¼". $8.98 ret. Remco Industries, 113 N. 13, Newark, N. J.



#400A ARCHERENO, table shuffle archery game. Exclusive rebound principle gives equivalent of 60" of shuffleboard action. 16" x 30". In four colors. Hard-finish Duron surface. Retails $3.98. Capitol Games, 200 Fifth ave., N. Y. C.



BUCCANEER hat is model of one worn by Robert Shaw in CBS TV show "The Buccaneers." Ostrich plumes. 100% felt. Small, medium, large sizes. Sugg. ret. price $1.50. Newark Felt Novelty Co., 12-24 Beacon st., Newark, N. J.

AMERICAN HERITAGE SET of copper-clad stainless steel Revere Ware miniatures, containing nine pieces. Sauce pan, skillet, sauce pot, tea kettle, coffee pot, mixing bowl. $9.98. Revere Copper and Brass, Rome, N. Y.

"MIRACLE FIBRE" WESTERN HATS claimed as first 58c retailer with design pattern in fibre. Available in 5 styles including Gene Autry autographed model. Benay-Albee Novelty Co., Inc., 52-01 Flushing ave., Maspeth 78, N. Y.

Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

ALL SHIPMENTS ARE F. O. B. PENNSYLVANIA FACTORY

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion a full set is soon in your possession—to give pleasure for a lifetime

All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and bread gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect

		Sugg. Retail
837225W1376-	5-Pc Place Setting	$ 21.50
837240X16957-	53-Pc Place Service for 8	264.95
837270X31520-	93-Pc Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just about-to-bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection

		Sugg. Retail
838123W1085-	5-Pc Place Setting	$ 16.95
838240X13280-	53-Pc Place Service for 8	207.50
838270X24544-	93-Pc Place Service for 12	383.50

5 Pc Place Setting 1 each 10½" dinner, 8⅝" salad, 6⅝" bread and butter, cup, saucer. Ship. wt. 5 lbs

53-Pc Set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers, 1 each 14¼" platter, 10⅝" baker, creamer, sugar bowl with cover. Ship. wt. 40 lbs

93-Pc Set, 12 each dinner, salad, bread and butter, fruit dishes, 8⅝" rim soups, cups, saucers, 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt & pepper shakers

2 "HATHAWAY". A restrained floral decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home

		Sugg. Retail
837525W1021-	5-Pc Place Setting	$ 15.95
837540X12304-	53-Pc Place Service for 8	192.25
837270X22640-	93-Pc Place Service for 12	333.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

		Sugg. Retail
838425W1149-	5-Pc Place Setting	$ 17.95
838540X14128-	53-Pc Place Service for 8	230.75
838670X26336-	93-Pc Place Service for 12	411.50

3 "MIDAS"—Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware, white or colored linen. Always in good taste—never out of style

		Sugg. Retail
837825W1213-	5-Pc Place Setting	$ 18.95
837940X14902-	53-Pc Place Service for 8	232.85
838070X27747	93-Pc Place Service for 12	432.55

6 "DOWRY"—Today's trend is Victorian but contemporary. This modern combines both by blending precious Mock Orange blossoms with graceful foliage and a sparkling platinum trim.

		Sugg. Retail
838725W860-	5-Pc Place Setting	$ 13.75
838840X10877-	53-Pc Place Service for 8	169.95
838970X20800-	93-Pc Place Service for 12	312.50

Kirk

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ALL SHIPMENTS ARE F. O. B. PENNSYLVANIA FACTORY

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All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and bread gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect.

			Sugg. Retail
837225W1376-	5 Pc.	Place Setting	$ 21.50
8373240X16957-	53 Pc.	Place Service for 8	264.95
8374270X31525-	93 Pc.	Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just about to bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

			Sugg. Retail
838125W1085-	5 Pc.	Place Setting	$ 16.95
8382240X13280-	53 Pc.	Place Service for 8	207.50
8383270X24544-	93 Pc.	Place Service for 12	383.50

5 Pc. Place Setting: 1 each 10½" dinner, 8½" salad, 6¾" bread and butter, cup, saucer. Ship. wt. 5 lbs.

53 Pc. Set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers; 1 each 14¾" platter, 10½" baker, creamer, sugar bowl with cover. Ship. wt. 40 lbs.

2 "HATHAWAY"—A restrained flora, decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home.

			Sugg. Retail
837525W1031-	5 Pc.	Place Setting	$ 18.95
8376240X12306-	53 Pc.	Place Service for 8	199.25
8377270X22640-	93 Pc.	Place Service for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

			Sugg. Retail
838625W1149-	5 Pc.	Place Setting	$ 17.95
8385240X14128-	53 Pc.	Place Service for 8	220.75
8386270X26336-	93 Pc.	Place Service for 12	411.50

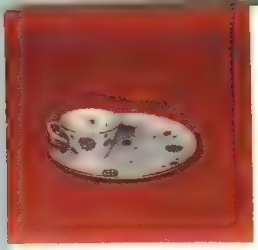
93 Pc. Set, 12 each dinner, salad, bread and butter, fruit dishes, 8⅝" rim soups, cups, saucers; 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt & pepper shakers.

3 "MIDAS"—Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware, white or colored linen. Always in good taste—never out of style.

			Sugg. Retail
837825W1213-	5 Pc.	Place Setting	$ 18.95
8379240X14902-	53 Pc.	Place Service for 8	232.85
8380270X22747-	93 Pc.	Place Service for 12	433.55

6 "DOWRY"—Today's trend is Victorian and contemporary. This pattern combines both by blending precious Mock Orange blossoms with graceful foliage and a sparkling platinum trim.

			Sugg. Retail
838725W880-	5 Pc.	Place Setting	$ 13.75
8388240X10877-	53 Pc.	Place Service for 8	169.95
8389270X20000-	93 Pc.	Place Service for 12	312.50



Fine Imported China

The Fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first selection. Modern Coupe and Traditional Rim shapes to please every taste. ALL SHIPMENTS are F. O. B. New York Warehouse. EXCLUSIVE METASCO IMPORTS

COMPOSITION OF SETS

57 pc Service for 8: 8 each Dinner plates, Bread and Butter Plates, Soups, Fruit Dishes, Teacups and saucers. 1 each Creamer, Sugar and cover, 14" Platter, Baker plus 4 EXTRA CUPS. Shipping Wt. 45 lbs.

98 pc Service for 12: 12 each Dinner Plates, Salad Plates, Bread and Butters, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each Creamer, Sugar and Cover, Baker, Sauceboat, Platter 12", Platter 16", Salad Bowl plus 6 EXTRA CUPS. Shipping Wt. 75 lbs.

7 V Snack Set

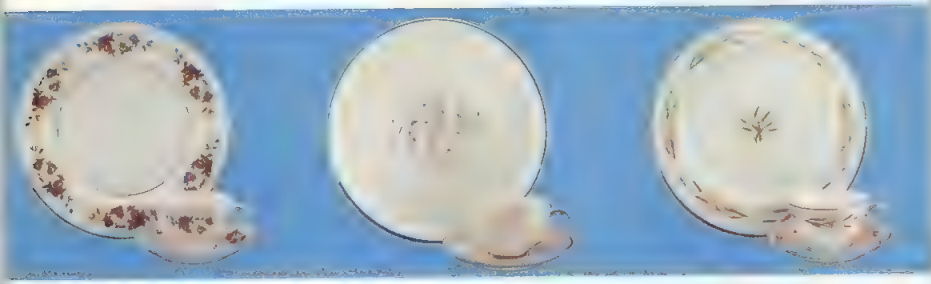
Service for 4, consists of 4 each Teacups and 4 8½" Plates with thumb indentation and well for cup. Decorated in popular pink and gray with Platinum edging, on pure white translucent china. Ship Wt 4 lbs.

	Sugg. Retail
5165M6W267- 8 pc Service for 4	$ 4.00

Starlight

Tea Service for 6. Hand decorated in 22 kt. gold on translucent fine china. Consists of 6 full size Teacups and Saucers, 6 7½" Dessert Plates, 1 Teapot, and cover, 1 Creamer and Sugar with Cover. Ship Wt 5 lbs.

	Sugg. Retail
5164M20X1000- 23 pc. Service for 6	$15.00



Rose Garland

Dainty pink Tea Roses with gray leaves gracefully placed around the rim over a pure white body with Platinum trim, pleases all those desiring service in a traditional fashion

	Sugg. Retail
8179Z43X2667-57 pc Service for 8	$40.00
8180Z85X4934-98 pc Service for 12	74.00

Serenada

The soft color combination of pink and gray executed in a modern scroll effect, makes Serenada the perfect setting for those whose tastes are in the sophisticated modern. Pure white body trimmed in shining Platinum

	Sugg. Retail
8175Z43X3867-57 pc. Service for 8	$58.00
8176Z85X6467-98 pc Service for 12	97.00

Gold Wheat

The ever popular wheat in soft tones of tan, green and gray on an ivory body with 22 kt gold trim make this a universally loved traditional pattern.

	Sugg. Retail
8177Z43X2800-57 pc Service for 8	$42.00
8178Z85X5334-98 pc Service for 12	80.00

Pampas

South America inspired this delicate treatment of flowing fronds in muted shades of grays, tans and pinks. Modern pure white coups shape with platinum trim

	Sugg Retail
8173Z43X3867-57 pc. Service for 8	$58.00
8174Z85X6467-98 pc. Service for 12	97.00

Autumn

Graceful leaves are smartly spaced around the border in lovely shades of greens, browns, and yellows, trimmed in gleaming gold to add color to any dining occasion.

	Sugg. Retail
8171Z43X3867-57 pc. Service for 8	$58.00
8172Z85X6467-98 pc Service for 12	97.00

Silver Wheat

A versatile and dramatic design that is at home in a variety of settings. Soft gray decoration with luxurious Platinum trim, pure white body

	Sugg Retail
8169Z43X3867-57 pc Service for 8	$58.00
8170Z85X6467-98 pc Service for 12	97.00

In rare instances delivery of sets may be delayed 30 to 45 days because of fluctuating Steamship schedules beyond our control.

Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

DELIVERY APPROX 30 DAYS, F O B, PENNA. FACTORY
NO C O D ORDERS

Kirk CHINA — America's Finest

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set is soon in your possession—to give pleasure for a lifetime.

All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and broad gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect

			Sugg. Retail
740001X1376-	5-Pc	Place Setting	$ 21.50
740002X16957-	53-Pc	Place Service for 8	264.95
740003X31520-	93-Pc	Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just-about-to-bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

			Sugg. Retail
740010X1085-	5-Pc	Place Setting	$ 16.95
740011X13280-	53-Pc	Place Service for 8	307.50
740012X24544-	93-Pc	Place Service for 12	383.50

2 "HATHAWAY"—A restrained floral decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home

			Sugg. Retail
740004X1021-	5-Pc	Place Setting	$ 15.95
740005X13304-	53-Pc	Place Service for 8	192.25
740006X22640-	93-Pc	Place Service for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

			Sugg. Retail
740013X1149-	5-Pc	Place Setting	$ 17.95
740014X14128-	53-Pc	Place Service for 8	220.75
740015X26336-	93-Pc	Place Service for 12	411.50

5-Pc Place Setting 1 each 10½" dinner, 6¾" salad, 6¾" bread and butter, cup, saucer. Ship. wt. 6 lbs.

53-Pc Set, 8 each dinner, salad, bread and butter, fruit dishes, cups saucers, 1 each 14¾" platter, 10¾" baker, creamer, sugar bowl with cover. Ship. wt. 40 lbs.

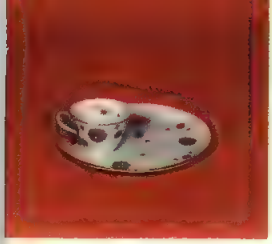
93-Pc Set, 12 each dinner, salad bread and butter, fruit dishes, 8¾" rim soups, cups, saucers, 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter relish tray, salt & pepper shakers

3 "MIDAS"—Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware, white or colored linen. Always in good taste—never out of style.

			Sugg. Retail
740007X1213-	5-Pc	Place Setting	$ 18.95
740008X14902-	53-Pc	Place Service for 8	232.85
740009X27747-	93-Pc	Place Service for 12	433.55

6 "DOWRY"—Today's trend is Victorian but contemporary. This pattern combines both by blending precious Mock-Orange blossoms with graceful fo iage and a sparkling platinum trim.

			Sugg. Retail
740016X880-	5-Pc	Place Setting	$ 13.75
740017X10877-	53-Pc	Place Service for 8	169.95
740018X20000-	93-Pc	Place Service for 12	312.50



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COMPOSITION OF SETS

57 pc Service for 8: 8 each Dinner plates, Bread and Butter Plates, Soups, Fruit Dishes, Teacups and saucers 1 each Creamer, Sugar and cover, 14" Platter Baker plus 4 EXTRA CUPS Shipping Wt 45 lbs

98 pc Service for 12: 12 each Dinner Plates, Salad Plates, Bread and Butters, Soup Plates, Fruit Dishes, Teacups and Saucers, 1 each Creamer, Sugar and Cover, Baker, Sauceboat, Platter 12", Platter 16", Salad Bowl plus 6 EXTRA CUPS. Shipping Wt 75 lbs

7 V Snack Set

Service for 4, consists of 4 each Teacups and 4 8½" Plates with thumb indentation and well for cup. Decorated in popular pink and gray with Platinum edging, on pure white translucent china. Ship. Wt. 4 lbs.

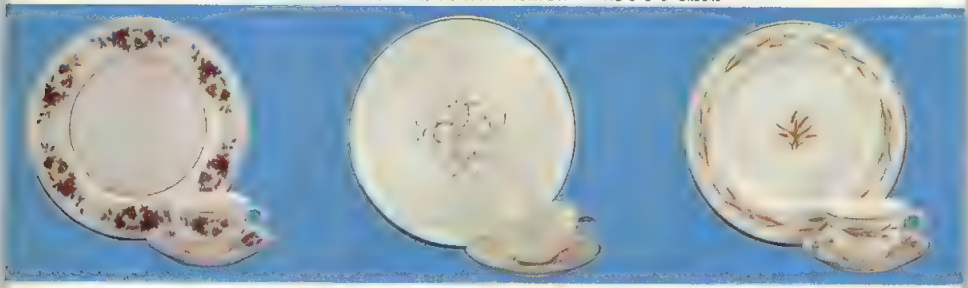
	Sugg. Retail
741014X267- 8 pc. Service for 4	$ 4.00

Starlight

Tea Service for 6. Hand decorated in 22 kt gold on translucent fine china. Consists of 6 full size Teacups and Saucers, 6 7½" Dessert Plates, 1 Teapot, and cover, 1 Creamer and Sugar with Cover. Ship. Wt. 5 lbs

	Sugg. Retail
741013X1000- 23 pc. Service for 6	$15.00

DELIVERY APPROX 15 TO 30 DAYS, F. O. B. NEW YORK CITY NO C. O. D. ORDERS



Rose Garland

Dainty pink Tea Roses with gray leaves gracefully placed around the rim over a pure white body with Platinum trim, pleases all those desiring service in a traditional fashion

	Sugg. Retail
741011X2667- 57 pc. Service for 8	$40.00
741012X4934- 98 pc. Service for 12	74.00

Serenada

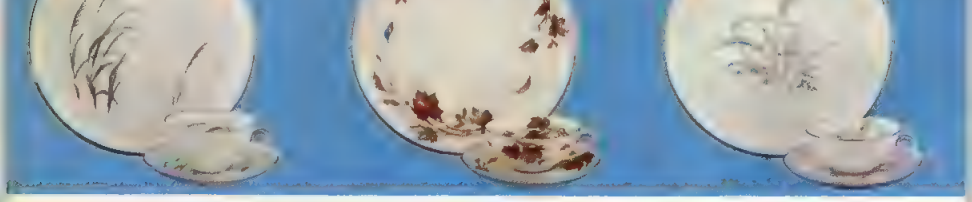
The soft color combination of pink and gray executed in a modern scroll effect, makes Serenada the perfect setting for those whose tastes are in the sophisticated modern. Pure white body trimmed in shining Platinum.

	Sugg. Retail
741007X3867- 57 pc. Service for 8	$58.00
741008X6467- 98 pc. Service for 12	97.00

Gold Wheat

The ever popular wheat in soft tones of tan, green and gray on an ivory body with 22 kt gold trim make this a universally loved traditional pattern

	Sugg. Retail
741009X2800- 57 pc. Service for 8	$42.00
741010X5334- 98 pc. Service for 12	80.00



Pampas

South America inspired this delicate treatment of flowing fronds in muted shades of grays, tans and pinks. Modern pure white coupe shape with platinum trim.

	Sugg. Retail
741005X3867- 57 pc. Service for 8	$58.00
741006X6467- 98 pc. Service for 12	97.00

Autumn

Graceful leaves are smartly spaced around the border in lovely shades of greens, browns, and yellows, trimmed in gleaming gold to add color to any dining occasion

	Sugg. Retail
741003X3867- 57 pc. Service for 8	$58.00
741004X6467- 98 pc. Service for 12	97.00

Silver Wheat

A versatile and dramatic design that is at home in a variety of settings. Soft gray decoration with luxurious Platinum trim, pure white body

	Sugg. Retail
741001X3867- 57 pc. Service for 8	$58.00
741002X6467- 98 pc. Service for 12	97.00

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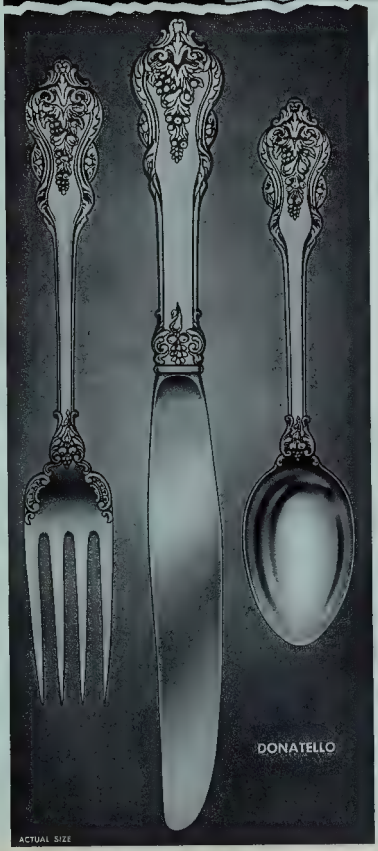
sterling by **Amston**

NATIONALLY ADVERTISED

...for those who seek perfection!

STERLING (SOLID) SILVER FLATWARE 925/1000 FINE



DONATELLO

Inspired by Donatello the great master of the Italian Renaissance, Amston's fine silversmiths have wrought a modern masterpiece in its newest sterling pattern. In dramatic eloquence, Amston has captured the poetry of motion and rhythm of detail, the surpassing grace and dignity which distinguish the genius of Donatello.

Extra heavy weight, complete open stock pattern. Illustration shows luncheon knife and fork and teaspoon in actual size.

PLACE SETTINGS

1S1-1694T	5-Pc.—Luncheon Size	$30.34
1S2-1927T	6-Pc.—Luncheon Size	34.50
1S3-1894T	5-Pc.—Dinner Size	33.93
1S4-2127T	6-Pc.—Dinner Size	38.09

COMPOSITION OF PLACE SETTING

6-Piece: Teaspoon, Knife, Fork, Ind. Salad Fork, Cream Soup Spoon, Butter Spreader.

5-Piece: As above minus Butter Spreader.

STAPLE DOZENS		*Retail Dozen*
1S5-3574T	Teaspoons	$64.00
1S6-4213T	*Luncheon Knives	75.45
1S7-4823T	Luncheon Forks	86.36
1S8-4746T	*Dinner Knives	85.00
1S9-6701T	Dinner Forks	120.00
1S10-3909T	Salad Forks	70.00
1S11-3807T	Cream Soup Spoons	68.18
1S12-2792T	Butter Spreaders, F.H.	50.00
1S14-1675T	Coffee Spoons	30.00
1S15-5025T	Dessert Spoons	90.00
1S16-3909T	Iced Teaspoons	70.00
1S17-2792T	Oyster Forks	50.00

SERVING PIECES		*Retail Each*
1S22-503T	Butter Knife	$9.00
1S25-838T	Cold Meat Fork	15.00
1S27-754T	Gravy Ladle	13.50
1S30-571T	*Pie Server	10.23
1S31-1015T	Salad Serving Fork	18.18
1S32-1015T	Salad Serving Spoon	18.18
1S33-418T	Sugar Spoon	7.50
1S35-670T	Tablespoon	12.00

CUTLERY		*Retail Set*
1S18-1954T	*2-Pc. Roast Set	$35.00
1S20-1117T	*2-Pc. Steak Set	20.00

52 PIECE SET — Service for 8 — consisting of 8 each luncheon knives and forks, teaspoons, cream soup spoons, individual salad forks, butter spreaders, 2 tablespoons, 1 butter knife, 1 sugar spoon.
1S104-17673 ..... *Retail* $316.50

76 PIECE SET — Service for 12 — consisting of 12 each luncheon knives and forks, teaspoons, cream soup spoons, individual salad forks, butter spreaders, 2 tablespoons, 1 butter knife, 1 sugar spoon.
1S106-25379 ..... *Retail* $454.50

*Hollow handle. Mirror finish stainless steel blades.

Prices do not include Federal Excise Tax.

sterling by **Amston**

NATIONALLY ADVERTISED

...for those who seek perfection!

STERLING (SOLID) SILVER FLATWARE 925/1000 FINE

DONATELLO

ECSTASY

Ecstasy Athene Puritan

HEAVY WEIGHT PATTERNS

RETAIL PRICE LIST
Federal Excise Tax Not Included

PLEASE SPECIFY PATTERN DESIRED

PLACE SETTINGS		*Retail Set*
1S1-1448T	5-Pc.—Luncheon Size	$25.94
1S2-1662T	6-Pc.—Luncheon Size	29.78
1S3-1624T	5-Pc.—Dinner Size	29.06
1S4-1838T	6-Pc.—Dinner Size	32.90

COMPOSITION OF PLACE SETTING

6-Pc.: Teaspoon, Knife, Fork, Ind. Salad Fork, Cream Soup Spoon, Butter Sprd.

5-Piece: As above minus Butter Spreader.

STAPLE DOZENS		*Retail Dozen*
1S5-2736T	Teaspoons	$49.00
1S6-3645T	*Luncheon Knives	65.27
1S7-4299T	Luncheon Forks	77.00
1S8-4467T	*Dinner Knives	80.00
1S9-5584T	Dinner Forks	100.00
1S10-3406T	Salad Forks	61.00
1S11-3295T	Cream Soup Spoons	59.00
1S12-2569T	Butter Spreaders, F.H.	46.00
1S13-2569T	†Butter Sprds., H.H.	46.00
1S14-1521T	Coffee Spoons	27.24
1S15-4858T	Dessert Spoons	87.00
1S16-3630T	Iced Teaspoons	65.00
1S17-2457T	Oyster Forks	44.00

SERVING PIECES		*Retail Each*
1S22-447T	Butter Knife	$8.00
1S25-559T	Cold Meat Fork	10.00
1S27-670T	Gravy Ladle	12.00
1S28-391T	Jelly Server	7.00
1S30-559T	*Pie Server	10.00
1S31-894T	Salad Serving Fork	16.00
1S32-894T	Salad Serving Spoon	16.00
1S33-335T	Sugar Spoon	6.00
1S35-559T	Tablespoon	10.00

CUTLERY		*Retail Set*
1S18-1842T	*2-Pc. Roast Set	$33.00
1S20-1005T	*2-Pc. Steak Set	18.00

*Hollow handle. Mirror finish stainless steel blades.
†Ecstasy is supplied with hollow handle butter spreaders only.

ATHENE

PURITAN

AMSTON'S NEWEST PATTERN... DONATELLO... EXTRA HEAVY WEIGHT

The magnificence of the Renaissance lives once again in this inspired new extra heavy weight pattern by Amston.

STAPLE DOZENS		*Retail Dozen*
S5-3574T	Teaspoons	$64.00
S6-4213T	*Luncheon Knives	75.45
S7-4823T	Luncheon Forks	86.36
S8-4746T	*Dinner Knives	85.00
S9-6701T	Dinner Forks	120.00
S10-3909T	Salad Forks	70.00
S11-3807T	Cream Soup Spoons	68.18
S12-2793T	Butter Spreaders, F.H.	50.00
S14-1675T	Coffee Spoons	30.00
S15-5025T	Dessert Spoons	90.00
S16-3909T	Iced Teaspoons	70.00
S17-2792T	Oyster Forks	50.00

PLACE SETTINGS		*Retail Set*
1S1-1694T	5 Pc.—Luncheon Size	$30.34
1S2-1927T	6-Pc.—Luncheon Size	34.50
1S3-1894T	5-Pc.—Dinner Size	33.93
1S4-2127T	6-Pc.—Dinner Size	38.09

COMPOSITION OF PLACE SETTING

6-Piece: Teaspoon, Knife, Fork, Ind. Salad Fork, Cream Soup Spoon, Butter Spreader.
5-Piece: As above minus Butter Spreader.

*Hollow handle. Mirror finish stainless steel blades.

Prices do not include Federal Excise Tax.

SERVING PIECES		*Retail Each*
1S22-503T	Butter Knife	$9.00
1S25-838T	Cold Meat Fork	15.00
1S27-754T	Gravy Ladle	13.50
1S30-571T	*Pie Server	10.23
1S31-1015T	Salad Serving Fork	18.18
1S32-1015T	Salad Serving Spoon	18.18
1S33-418T	Sugar Spoon	7.50
1S35-670T	Tablespoon	12.00

CUTLERY		*Retail Set*
1S18-1954T	*2-Pc. Roast Set	$35.00
1S20-1117T	*2-Pc. Steak Set	20.00

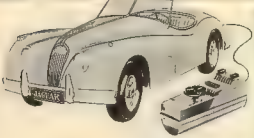
Amazing "Brainy" Seems to Think for Himself!

LIGHTNING "BRAINY BUG". Doggedly works itself out and around obstacles in its path! Antenna making contact with any object automatically changes its direction! Flashing nose light; brilliantly colored. Battery electric motor
98X13768334 Battery not incl... Retail **$4.98**

Mimics your actions, plays musical tune!

POWER DUMP TRUCK. Remote control, with true-to-life steering by wheel on control box! Left, right, forward, reverse! Manually operated plunger for dump. Hauls many times its own weight! Batt. elect. motor.
98X13798267 Battery not incl. Retail **$3.98**

MONKEY SEE, MONKEY DO. Child plays one set of keys, monkey mimics actions on the other! 4-key musical tunes; attractive nursery colors. Educational, amusing. Manually operated. 8½x4½x8½".
98X13808134 ..... Retail **$1.98**



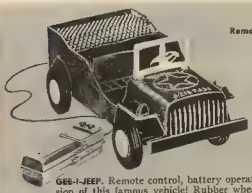
JAGUAR SPORTS CAR. Remote control, super realistic action and detailing! Steers left, right, forward and reverse—all controlled from steering wheel on control box. Powered by flashlight batteries, husky electric motor. Real lights! 8¾" long. Rugged plastic
98X13818267 Battery not incl.. . Retail **$3.98**

Actual Revolving Target! "Electric Eye" Shot control!

ELECTRONIC SHOOTING GALLERY. Using the electric eye principle, "Bulls Eye" hit sounds buzzer and lights "Hit" sign! Battery powered electric motor-driven revolving target. futuristic hitho target and plastic gun. Revolving jungle action target teaches coordination. 22¾" long.
98X13778534 Battery not incl . . Retail **$7.98**

Steers, climbs, hauls loads!

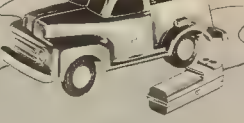
ANDY GARD REMOTE CONTROL TRACTOR. Steers right or left, has amazing climbing power! Rubber cleated tread, separate detachable farm trailer. Hauls heavy loads! Climbs! Steering wheel control box. Batt. not incl. 11" lg.
98X13828267 ..... Retail **$3.98**



Remote Control!

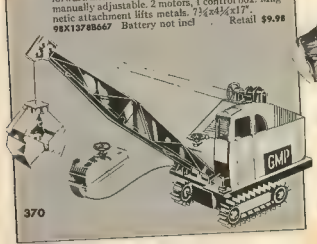
GEE-I-JEEP. Remote control, battery operated version of this famous vehicle! Rubber wheels take the turns, help it climb and maneuver like its rugged real-life counterpart! Forward and reverse with remote control! 6½"x2½"x3".
98X13868134 Battery not incl. Retail **$1.98**

REMOTE CONTROL FIRE CHIEF CAR. Bright red, with flashing red dome light and real siren! Forward and reverse, powered by elect motor. Simple remote control box. 9½" long.
98X13878199 Battery not incl. Retail **$2.98**

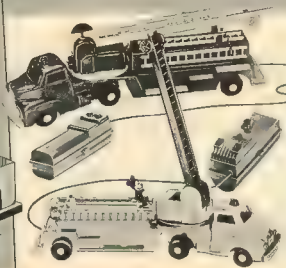


Remote Control! Authentic!

BELL TELEPHONE SERVICE TRUCK. Remote control model in authentic green, with official emblem. Runs forward and reverse by remote control; battery electric motor. 7" long.
98X13858134 Battery not incl Retail **$1.98**



ANDY GARD ELECTRIC MAGNETIC CRANE. All remote controlled bucket loads and unloads automatically! Motor powered crane raises and lowers bucket—forward and reverse. steers left or right! Cab, boom manually adjustable. 2 motors, 1 control box. Magnetic attachment lifts metals. 7¾x4¾x17".
98X13798667 Battery not incl . Retail **$9.98**

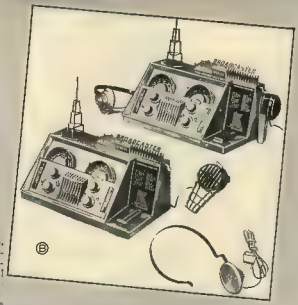


REMOTE CONTROL FIRE ENGINE. Bright red, with white accessories; has realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action; jack-knife action in reverse. Dual rubber wheels. 16 x 3¾ x 3¾". Battery not incl.
98X13848334 Retail **$4.98**

MICKEY MOUSE ELECTRIC LADDER FIRE TRUCK. Remote control raises and lowers aerial extension ladders; drives forward or reverse. White body, gold color ladders, trim. Mickey Mouse, Pluto ride along! 16 x 3¾ x 3¾
98X13838534 Retail **$7.98**

IT'S EASIER TO ORDER BY MAIL!

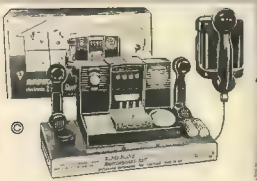
TALK! HEAR! SIGNAL! BUZZ! REALISTIC SWITCHBOARD SET

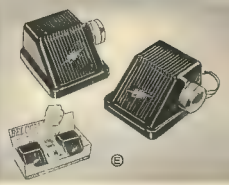


(A) ZIMPHONE 2-PHONE SET WITH SWITCHBOARD. Phones are full adult size, yet fit child's hand; have built-in loud signal buzzer, power boosted design to produce realistic voice transmission, high fidelity. Double-end plug-in jacks on wire coil. Switchboard includes 4 colored switch plugs for play; phone wire attaches through rear. Includes batteries
98X13718B34 Wt. 2 lbs . . ..Retail **$5.00**

(B) AMATEUR BROADCAST RADIO STATIONS. Youngsters learn to send and receive international Morse Code, learn radio terminology used by "hams" throughout the world! 2 realistic stations, 2 earphones and headbands, 2 hand mikes, 2 code sending keys Stations 9½" high, 6" deep, 9" wide, volume control, meter; complete instructions included with set.
98X13658460 Wt. 2 lbs. Retail **$8.00**

REAL 2-WAY MORSE CODE SET!





(C) ZIMPHONE ELECTRIC 2-PHONE SWITCHBOARD SET. Complete working telephone system—switchboard functions like professional unit! Talk and hear loud, clear—ring, buzz, switch phones thru board! 4 lights, 4 switches, master on off switch. Includes batteries, wire, 2 phones.
98X13728790 . . . . . Retail **$10.95**
EXTENSION PHONE. 1 for 3-way, 2 for 4-way!
98X13708180 Phone, wire, hanger. Ret **$3.00**

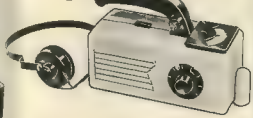
(D) DELUXE ZIMPHONE 2-PHONE CRADLE SET. Signal light button—push-button on cradle lights up when phone is in use, just like the most recent phone developments! Press 1 button to ring and talk, press other when through! Professional 2-way sound transmission; powered by 4 batteries (included). Dial rings bell loud and clear. Fun for all!
98X13698540 2 Phone set Retail **$9.00**

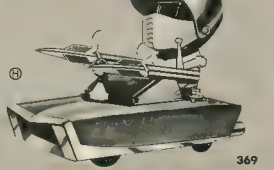
(E) BEL-COM INTERCOM SET. A practical toy with an abundance of play value—handy, too, for the entire family as a professional communication device! 2 complete loudspeaker stations, wire, and instructions complete this self-contained, battery-powered set. Each station has RCA loudspeaker with exceptional clarity, tone and volume. 4-battery operation (not incl.)
98X1362B480 . . . . . .Retail **$8.00**

(F) BELL "MEGASCOPE." Spaceman's favorite! Acoustically designed for the youngster to amplify his voice. Additional features include: 4-power 13¾" telescope; code signal light for sending Morse code, or for use as flashlight; signal buzzer; "disintegrator," warning siren; space gun! Half a dozen toys in one! Super impact Styron plastic for long life.
98X1363B240. . . . . Retail **$4.00**

(G) DELUXE "GEIGER COUNTER." Authentic replica of the real Geiger Counter—detects all ferrous metals! Earphone, count flasher, meters all operate when metal is "detected"! Includes 100 shares of stock, mining license, claim stake, prospectus and registration card. All the equipment necessary to make a bonanza "find"! 7" long, 4½" high; strong plastic.
98X1364B234 . . . . .Retail **$3.50**

(H) "THE BRAIN": MISSILE-SHOOTING ROBOT VEHICLE. You pre-set performance pattern on printed circuit—"The Brain" moves and acts accordingly! Dozens of variations! Has 2 guided missile launching platforms, fires them when and where you choose! Arms move, bulbs flash, car travels! Amazing electronic marvel! Safe to use! 4-battery operation (included). Plastic.
98X1368B720 10"x3"x7". . . . .Retail **$12.00**





A VARIETY OF TOYS FOR GIRLS and BOYS

USEFUL EDUCATIONAL

"PATTY" PLAYTIME DOLLS

- WALKS and SITS.
- Head Moves as She Walks.
- Sleeping Eyes.
- Moving Arms.
- Dynel Hair to Curl.
- Unbreakable.

DRESSED IN THE FOLLOWING COLORFUL COSTUMES

- MAJORETTE
- ICE SKATER
- ROLLER SKATER
- SCHOOL GIRL
- BRIDE

Specify model when ordering
774001K130
Each **$1.98**
774001K120 (6 or more) Each 1.98

HOOVER VACUUM CLEANER by Brumberger

BATTERY OPERATED

AN EXACT MOTORIZED SCALE MODEL OF THE ORIGINAL

REALLY PICKS UP DIRT!

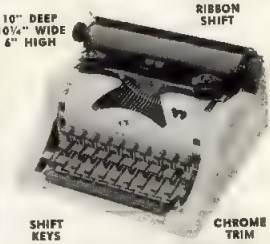
Absolutely safe. Operates on flashlight batteries. Does not have to be plugged into electric socket. Miniature motor runs. Works brooms, puffs-up dust bills bag. Handle adjustable. Top unbreakable 2-ply. Hi-impact styrene. Comes with batteries. Ship wt. 1 lb.
5656213K654 Each **$10.00**

NAXON TOY ELECTRIC CLOTHES WASHER

14" high. Full gallon tub . . . lots of suds and splash action! Heavy enamel baked on enamel. Capable power plant with 6 D cell . . . uses tiny amount of current. Aluminum agitator. Safety features as large Machines. Fully guaranteed. CLA cord and plug. Ship wt. 8 lbs.
290013K647 Each **$9.95**

MIRRO ALUMINUM TOY TREASURE CHEST

Complete aluminum set like Mirro's famous Tea Pot and Tea Vector that whistles. Open water holes for cooking & serving. Plenty of fuel. Vector lasts 8 to 10 hours. Imports Tea Pot is also planed. Other pieces imported. Soft, dull rust-proof for outdoor use. Ship wt. 2 lbs.
314K270 Set **$3.95**



10" DEEP
10¼" WIDE
6" HIGH

RIBBON SHIFT

SHIFT KEYS

CHROME TRIM

Tom Thumb TOY TYPEWRITER

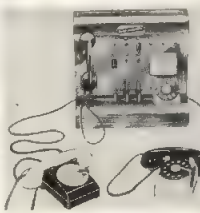
FINGER TIP SPACER . . . STANDARD ½" RIBBON

LETTERS ARRANGED SAME AS STANDARD KEYBOARD . . . INDIVIDUAL KEY OPERATION

BALL BEARING CARRIAGE . . . FINELY FINISHED
640001K176 Ship Wt. 10 lbs
Each **$17.95**

New Betty Crocker BAKING SET

23 pieces. Newest General Mills mixes: white, yellow, devils food, spice cake, white, chocolate, chocolate, nut, peanut flavor frosting, ginger cookie, brownie, fudge, ginger cookie, brownie. 2 Mirro aluminum bowls, 3 cake pans, 7 cookie cutters, 5 tools, cookie sheet and muffin. Recipe instruction book.
502013K420 Ship Wt. 5 lbs Each **$5.00**



"Ring-A-Phone" SWITCHBOARD

- Bright Red Front
- Interlocking Aluminum Sides for Extra Sturdiness
- No Sharp Edges

2 plug-in cords and 1 w. 6 jacks, like phone set. Lid pops up to reveal ringing phone, ready to receive. Lid 11½" long, 10½" high, 6½" wide. Ship wt. 6 lbs.
4490021K325 Each **$4.98**

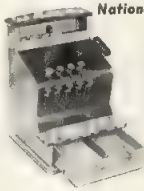
MICRO MIX-KIT

Powered By Motor

Actually mixes. No pouring, no wires. Can be tilted. Detachable stand. Also Operates on flashlight batteries. 1.250 H.P. Motor. 10" high. Has mixing bowl, spoon, cookie sheet, cup-cake tin. Ship Wt. 2 lbs.
4490021K325 Each **$4.98**

Wall Talking TELEPHONE BANK

Play phone, bank, talking, call in one. Plastic, pick up telephone, ringing, flashing lights. Bank wants to receive coins or operator. Number Please. Wants number, receive call. Talk and listen. Bank receives the 25¢ coins. Ship Wt. 2 lbs.
5621K200 Each **$3.00**



National Jr. CASH REGISTER

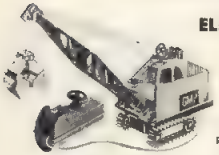
PUSH THE KEY . . . the correct amount is set on the dial. No sale pops up in the window.

PUSH THE BAR . . . the drawer "pops open" and bell rings.

- All Chrome
- Aluminum Top and Shelf
- 2 Rows Keys
- Largest Size on Market . . . 9½" High, 7½" Deep, 6½" Wide

Ship wt. 4 lbs.
4490021K325 Each **$4.98**

OUTSTANDING TOY SELECTION



ANDY GARD ELECTRIC MAGNETIC CRANE

ALL REMOTE CONTROLLED
BUCKET LOADS and UNLOADS AUTOMATICALLY

• • •

MOTOR POWERED CRANE
RAISES and LOWERS BUCKET
FORWARD and REVERSE, STEERS

Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment. Colors, orange and black. Powered with two independent electric motors by battery control case switch. 7¼" x 4⅛" x 17" Ship. wt. 4 lbs.

78200HK654 Each $9.98

FIRE ENGINE

RED and WHITE ACCESSORIES

• • •

REALISTIC FLASHING DOME LIGHT and SOUNDING SIREN

• • •

18" EXTENSION LADDER and REMOVABLE AUXILIARIES

• • •

FORWARD and REVERSE ACTION

Jack-knife action in reverse. Dual rubber wheels. 16" x 4" x 3⅜". Ship. wt. 2 lbs. Sturdy . . . will take all the hard use an active youngster can give it and still retain its bright newness.

78200HK325 Each $4.98

MG SPORTS CAR

A MODEL OF THE POPULAR MG SPORTS CAR . . .
STEERS LEFT OR RIGHT, FORWARD OR REVERSE

• • •

GLOWING LIGHTS

• • •

PROVEN ELECTRIC MOTOR

Authentic steering wheel action from battery case control box. Brilliant's control. 8¼" x 2" x 2¼". Ship. wt. 2 lbs. For that future sports car driver there is only is no other toy he'd rather have. Why not order it for Christmas!

78200HK260 Each $3.98

ELECTRONIC SHOOTING GALLERY

USES ELECTRIC EYE PRINCIPLE

• • •

BATTERY POWERED ELECTRIC MOTOR-DRIVEN REVOLVING TARGET

• • •

LITHO METAL WITH FUTURISTIC PLASTIC GUN

"Bulls-Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill. 22¾" x 6" x 11¾" Ship. wt. 8 lbs. Ideal for that small TV watching cowboy of yours.

78200HK321 Each $7.98

ADJUSTOMATIC BELT TWIN HOLSTER SET

BELT AND HOLSTER BACK OF BLACK AND WHITE FLORAL DESIGN COWHIDE

Large nickel plated western buckle. Red wood bullets. Belt has a special feature, permitting adjustment of waist from 22" to 30". Hanger and holster pocket. Embossed back on white leather belt. Embossed with horse's head and shield. Nickel plated Cowboy jewelry. Leather by Western Style pistols. Shipping wgt. 5 lbs.

43300HK340 Set $4.95

STREAMLINER "Ride 'Em" AIRPLANE

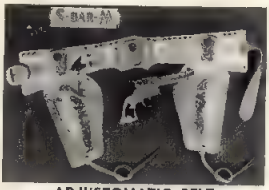
SHIP. WT. 11¾ Lbs.

PROPELLER SPINS AUTOMATICALLY

CLICKER NOISEMAKER—COMFY SEAT

Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Hard baked finish 2 coat metallic ALUMINUM painted body. RED enamel wings and wheels. Length 25" wing spread 27". Height 11"

63100HK718 Each $11.00



ADJUSTOMATIC BELT TWIN HOLSTER SET

KING SIZE! GENUINE COWHIDE FULLY LINED WITH FELT

Belt and holster strikingly decorated with a profusion of spots, conchas, jumbo jewels and silver bullets. Special feature of this set is trash holster pocket shield with cowboy scene engraving. BELT HAS SPECIAL FEATURE PERMITTING ADJUSTMENT OF WAIST FROM 23" to 33". Available in Black and White with Nickel-plated shield or White and Tan with Golden shield. Two Texan Repeater Cap pistols. Ship. wt. 4 lbs.

43300HK586 Set $8.95

The "JUVENILE" CHEST

Clear select ponderosa pine. Satin soft light finish. Size 30½" x 15" x 11½". A wonderful gift for a child. Inside dimensions 27" x 14" x 8½". Ship. wt. 25 lbs. F.O.B. Missouri City, No C.O.D. orders accepted.

62700HK430 Each $21.50

SPARTUS JUNIOR CAMERA OUTFIT

- Brown Mahogany Plastic Case
- Ground and Polished 50 MM Precision Lens
- Fixed Focus • Fully Guaranteed
- Takes 16 Pictures on Standard 127 Film
- Eye-Level View Finder
- For Indoors or Outdoors

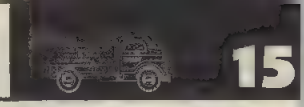
Set includes Spartus 127 camera, instructions, gadget bag, 4 G.E. bulbs, plug-in flash gun, 2 Burgess batteries, roll Eastman film.

4040HK500 Complete $8.50

"CIRCUS PARADE" TOY CHEST

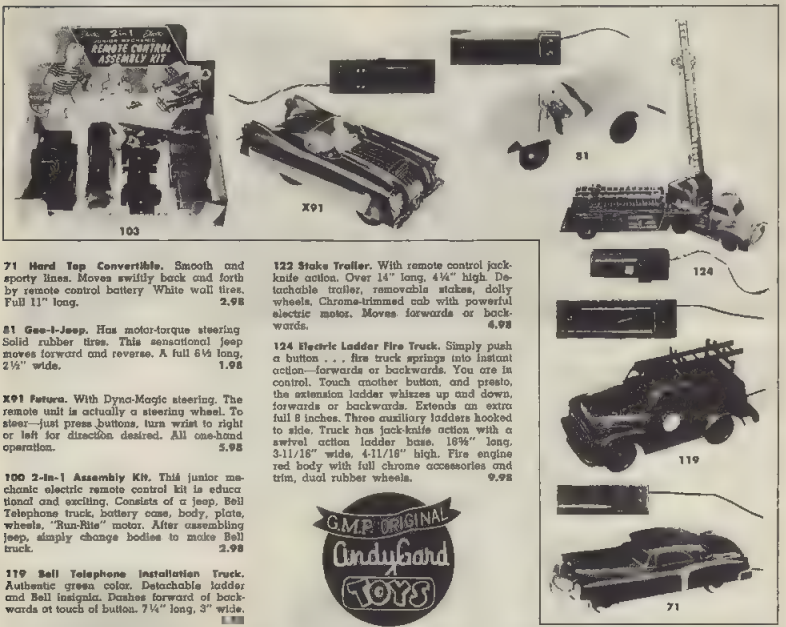
Sturdy ponderosa pine, sequined decorated in three colors. Clear finish. Genuine pine veneer facing. 30½" x 14½" x 13½". Ship. wt. 25 lbs. F.O.B. Missouri City. No C.O.D. orders accepted.

62700HK995 Each $14.50



General MOLDS

REMOTE CONTROL VEHICLES. *Each has a battery-operated electric motor. The remote control unit fits easily in the hand for instant action in maneuvering the vehicles forward or in reverse. Some of these units are equipped with a steering device that actually turns vehicle to right or left. Bodies made of tough plastic, rubber tires.*



71 Hard Top Convertible. Smooth and sporty lines. Moves swiftly back and forth by remote control battery White wall tires. Full 11" long. **2.98**

81 Gee-I-Jeep. Has motor-torque steering Solid rubber tires. This sensational jeep moves forward and reverse. A full 6½ long, 2½" wide. **1.98**

X91 Futura. With Dyna-Magic steering. The remote unit is actually a steering wheel. To steer—just press buttons, turn wrist to right or left for direction desired. All one-hand operation. **5.98**

100 2-in-1 Assembly Kit. This junior mechanic electric remote control kit is educational and exciting. Consists of a jeep, Bell Telephone truck, battery case, body, plate, wheels, "Run-Rite" motor. After assembling jeep, simply change bodies to make Bell truck. **2.98**

119 Bell Telephone Installation Truck. Authentic green color. Detachable ladder and Bell insignia. Dashes forward of backwards at touch of button. 7¼" long, 3" wide.

122 Stake Trailer. With remote control jack-knife action. Over 14" long, 4¼" high Detachable trailer, removable stakes, dolly wheels. Chrome-trimmed cab with powerful electric motor. Moves forwards or backwards. **4.98**

124 Electric Ladder Fire Truck. Simply push a button . . . fire truck springs into instant action—forwards or backwards. You are in control. Touch another button, and presto, the extension ladder whizzes up and down, forwards or backwards. Extends an extra full 8 inches. Three auxiliary ladders hooked to side. Truck has jack-knife action with a swivel action ladder base. 18⅝" long, 3-11/16" wide, 4-11/16" high. Fire engine red body with full chrome accessories and trim, dual rubber wheels. **9.98**

G.M.P. ORIGINAL Andybard TOYS

MATTEL

510 ALL-METAL BONNEVILLE SALT FLATS SPECIAL. Sleek racing car, 12" long, 5½" wide, 2¾" high. Equipped with rubber wheels, powerful speed-streak friction motor and safety rubber bumpers. In assorted brilliant Tu-Tone metallic colors, red, blue and bronze. Each in display box. **2.00**

GAMA

No. 100 GAMA. The "hit and go" car. Won't run off table. Automatically backs up and turns upon hitting the slightest obstacle—a pencil, your finger, glass, etc. Equipped with brake. 6½" long. **2.95**

THOMAS TRUCK

MOBILE SEARCHLIGHT UNIT TRUCK. Rugged plastic body and trailer with 6 rubber tires. Generator battery housing has a switch with flasher button for battery operated searchlight in trailer. Searchlight elevates to any angle and revolves 320°. Base calibrated for beam direction. All metal trailer hitch. 18" overall length. **4.95**

MORMAC

350 ELECTRIC BUS. A replica of a modern bus. Can be steered in any direction by remote control unit. Runs forward, reverse, circles. Electric motor with gear drive for power. 14" long, 3" wide. Individually boxed. **6.00**

• SPILLS—THRILLS—SPINS WITH SCHUCO IMPORTED TOYS
• IMPORTED FRENCH GYROSCOPES AND BIKE PUT-PUT

SCHUCO

IMPORTED TRICK VEHICLES. Each performs a variety of patterns that will delight "youngsters" of all ages. All metal with rubber wheels and powerful, long running wind-up motors. In brilliant, high gloss, scratch-proof finishes

No. 1070 Grand Prix Racer. Original Ferrari hot-rod with removable wheels and tires, steering wheel, brake, rubber-cushioned bumper. Rear view mirrors, windshield and wrench and tire iron. 6½" long. **4.50**

No. 1111 Fox Somersault Car. Performs quick circles, somersaults, lands on its four wheels and continues on its course. Can also be used as a free-wheeling toy. Has automatic motor shut-off when picked up. 5¾" long. **2.85**

No. 2002 Akustica. Complete with 2 long-running clock-work motors—one for the horn and one for forward motion. Has hand brake, real car steering mechanism. Can be used as a free-wheeling toy. 5¾" long. **3.60**

No. 4001 Examico. Streamlined sports convertible coupe, 5¾" long. Has 4 speeds forward, neutral and reverse. Shifts like a real auto. Equipped with clutch, hand brake and has real car steering mechanism. **3.75**

No. 4002 Techo-Examico. 3 speeds forward, 1 reverse and neutral. Speedometer indicates automatically the selected gear and speed attained. Has "big car" steering and hand brake clutch. 8¼" long. **5.75**

No. 4003 Combinato. Has gear shifting mechanism on steering wheel. Speedometer indicates selected gear and speed attained. 3 speeds forward, reverse and neutral. Two motors—one for forward motion and one for horn. Pinion-type wheel steering. 7½" long. **7.00**

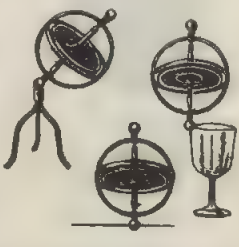
No. 1001 Mirako-Car. Runs on any surface without falling off. Automatically turns when reaching edge of any table, cigarette carton, etc. 4½" long. **1.29**

No. 1005 Cherry Motorcycle. Has lever for traveling straight, in circle or in an oval. Ideal for playing on the table. 5" long. **2.60**

No. 1006 Motodrill Cycle. Runs in circles at a daring angle . . . spin-turns at intervals . . . then continues on its speedy way. 5" long. **2.00**

No. 1050 Studio Racer. With real car steering mechanism, removable wheels and tires, visible differential, detachable steering wheel. Complete with tool kit. Powerful wind-up motor. 5½" long. **4.50**

IMPORTED GYROSCOPE



FRENCH IMPORTED GYROSCOPE. Many amusing and educational experiments can be performed with this all metal instrument. It can be balanced on the edge of glasses, fingers, on a taut string, etc. In box complete with winding cord. **1.00**

BIKE PUT-PUT

BIKE PUT-PUT. Attachment for bicycle to produce sound of motor bike. Fits any bicycle and is easy to attach and remove. **.79**

ANIMATED ANTIQUE TRAIN LAMP

Fire and smoke seem to pour from this animated lamp! Brass plated base with turnoff switch. 11 inches high—6¼" diameter.

No. 763 ..... each $4.25

ANIMATED FOREST FIRE LAMP

Realistic forest fire scene with mountain waterfall. Brass plated base with turnoff switch. 11" high—6¼" diameter.

No. 761 ..... each $4.25

ANIMATED NIAGARA FALLS LAMP

Breathtaking view of Niagara Falls . . . water appears to pour over the falls. Brass plated base with turnoff switch. 11 inches high—6¼" wide.

No. 762 ..... each $4.25

ANIMATED OLD MILL—WATERFALL LAMP

Mountain stream cascades over falls and water wheel. Brass plated base with turnoff switch. 11" high—6¼" diameter.

No. 765 ..... each $4.25

ANIMATED RIVER BOAT LAMP

Watch the "Robert E. Lee" and the "Natchez" race on the Mississippi! Life-like action the minute you turn on the switch. 11" high—6¼" diameter.

No. 764 ..... each $4.25

GIANT FOUNTAIN OF YOUTH LAMP

Ponce de Leon discovers "The Founatin of Youth" . . . turn the shade and you'll discover a youth who disappears when you'd rather not have him around! 11" high—6¼" diameter.

No. 851 ..... each $5.25

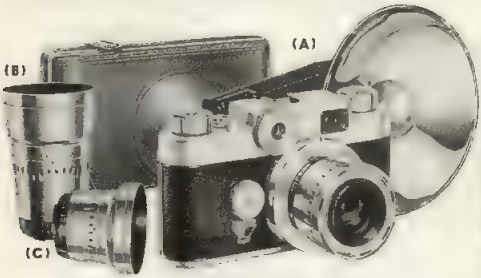
ADJUSTABLE BRIDGE LAMP

Attractive, modernistic lamp with gooseneck for easy adjustment. Brass metal finish with matching parchment shade.

No. 44/115 ..... each $5.00

DISTINGUISHED LEADER AMONG FINE AMERICAN CAMERAS

argus



ARGUS C-44 Camera

(A)

35MM MINIATURE

FOUR-ELEMENT 50MM f:2.8 ANASTIGMATIC ARGUS CINTAGON LENS IS EXTRA FAST, COLOR-CORRECTED AND HARD-COATED . . . FEATURES DEPTH-OF-FIELD SCALE ON LENS BARREL

[illegible] combined with [illegible] from 3 ft. to infinity [illegible] 1/10 to 1/300 sec. plus bulb [illegible] shutter speeds, and [illegible] Body-type shutter [illegible] tripod socket, auto [illegible] Ship wt 1 lb. **$117.00**

92331K3600 Camera [illegible] Unit . . .

(B) ARGUS C-44 TELEPHOTO LENS

[illegible] the C-44 35mm [illegible] **$59.50**

92418K4750 Each

(C) ARGUS C-44 WIDE ANGLE LENS

Rigid [illegible] Wide Angle lens for the C-44 35mm [illegible] coated, color corrected anastigmat auto- [illegible] rangefinder for [illegible] focus scale on lens barrel. [illegible] Ship wt 1 lb. **$56.50**

92358K4520 [illegible]

ARGUS C-44 VARIABLE POWER VIEWFINDER

[illegible] with telephoto [illegible] **$14.50**

92368K1130 Ship wt 1 lb. [illegible]

ARGUS C-3 Camera

(A)

35MM MINIATURE

50MM, f:3.5 ANASTIGMATIC CINTAR LENS, COLOR-CORRECTED AND HARD-COATED . . . STOPS TO f:16—CAN BE EASILY INTERCHANGED WITH ARGUS C-3 ACCESSORY WIDE ANGLE OR TELEPHOTO LENSES

• • •

SEXTANT-TYPE RANGEFINDER COUPLES TO REGULAR AND ACCESSORY LENSES FOR ACCURATE FOCUSING. THREE FEET TO INFINITY

• • •

ACCURATE SHUTTER SPEEDS FROM 1/10 to 1 300 SEC. and BULB

Synchronization for flash is built-in, and flash [illegible] of camera without wires or brackets. Color-match setting [illegible] shutter speeds [illegible] Body-type shutter [illegible] 24 oz. Other [illegible] flash automatic exposure counter [illegible] film take up [illegible] Ship wt [illegible] **$69.50**

92008K5550 Camera Case and Flash

(B) ARGUS C-3 TELEPHOTO LENS

Telephoto Lens [illegible] to the C3 transformer [illegible] normal [illegible] anastigmat [illegible] normal [illegible] focus [illegible] stops to f:22 [illegible] and filter holder, snap-on [illegible] Ship wt 1 lb. **$49.50**

92028K3650 Lens Each

(C) ARGUS C-3 WIDE ANGLE LENS

Wide Angle [illegible] the regular [illegible] focus [illegible] stops to f:16 [illegible] and filter holder [illegible] Ship wt 1 lb. **$49.50**

92038K3970 Lens [illegible] Each

ARGUS C-4 Camera

35MM MINIATURE

50MM f:2.8 ANASTIGMATIC CINTAR LENS IS EXTRA FAST, COLOR-CORRECTED AND HARD-COATED

• • •

SUPERIMPOSED-IMAGE-TYPE RANGEFINDER COMBINED WITH OPTICAL VIEWFINDER AND COUPLED TO LENS FOR ACCURATE FOCUS THREE FEET TO INFINITY

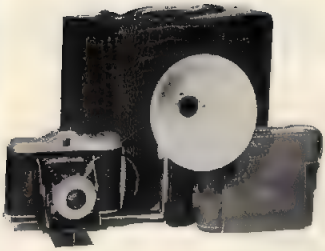
Super-accurate shutter with [illegible] and bulb [illegible] Color-matic setting [illegible] easy for outdoor [illegible] built-in and flash [illegible] shutter wind prevents double exposures. Die cast [illegible] grain and satin-metal finish [illegible] only 8 oz. Other features include [illegible] automatic exposure counter [illegible] film take-up [illegible] **$84.50**

92418K0755 Ship wt. 4 lbs. Camera 8.85

92008K665 Ship wt. 1 lb. Case 8.25

92058K660 Ship wt 1 lb. Flash

Ansco



Ansco

f4.5 SPEEDEX TRAVEL CAMERA OUTFIT

TOP QUALITY MODEL FOR 2¼" SQUARE PICTURES WONDERFUL FOR COLOR!

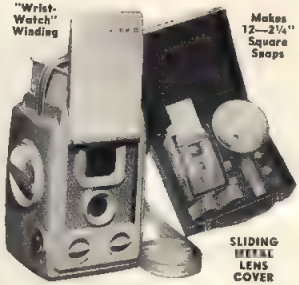
• • •

SET INCLUDES:
SPEEDEX CAMERA
TOP GRAIN COWHIDE CAMERA CASE
DELUXE TRAVEL CASE
FLASH UNIT WITH FLASH SHIELD

HARD COATED, SHARP CUTTING f4.5 LENS

1/200 second flash synchronized shutter. Optical eye-level subject finder. All-metal body, richly trimmed. Compact—lightweight. Uses size 120 film. Ship wt. 8 lbs.

1456K2963 Complete Kit . **$39.95**



ANSCO FLEX "11" OUTFIT

ANSCOFLEX "11" CAMERA . . . ANSCOFLEX FLASH UNIT . . . ANSCOFLEX GENUINE LEATHER CASE . . . 2-ROLL 620 ALL-WEATHER PAN FILM . . . 4 BANTAM FLASH BULBS . . . DELUXE TRAVELERS CASE

British-tan simulated leather travelers case. 2-tone grey and silver metal bodied camera, matching flash unit and grey leather carrying case. "Picture Window" viewer, fool-proof push-button operation. Built in yellow filter makes sharp pictures as close as 4 ft.

1451K1078 Complete. **$27.95**

Ansco

SUPER REGENT

LVS. JN417 35MM

Agfa Solinar f/3.5, 4 element, hard coated lens • Lens apertures calibrated in ⅓ stops utilizing new Light Value System • Shutter and aperture cross coupled for automatic exposure compensations • Synchro-Compur M X V flash shutter • Mathematical progression of speeds from 1 to 1/300 sec • Self-timer • Lens coupled coincident spot rangefinder combined with viewfinder • Unit focus lens • Film-type reminder dial • Automatic film transport and exposure counter • Depth of field scale. Ship. wt. 3 lbs.

1455K0844 Camera. Each.. **$89.50**
1426K400 Eveready Leather Case 6.95
1424K561 Flash Gun . . 7.95

Ansco

SPEEDEX SPECIAL "R"

FOLDING CAMERA and CASE

Agfa Apotar f/4.5 hard coated anastigmat lens • Prontor M-X synchronized shutter from 1 to 1/200 sec plus "B" • Independent rangefinder • Self timer • Double exposure prevention • Depth of field indicator • Precision all-metal construction • Takes 12, 2¼" sq pictures on size 120 roll. Camera and genuine Leather Case. Ship. wt. 4 lbs.

1427K3042 Complete . **$61.95**
FLASH GUN. Ship. wt. 1 lb.
1424K561 Each 7.95

CAMERA TAKES 2¼"x2¼" PICTURES ON 620 FILM

RAYMOND LOEWY DESIGN

Ansco 35MM

MEMAR CAMERA

Agfa Apotar f/3.5 lens hard coated and color corrected • Helical focusing from 42 inches to infinity • Quick snap diaphragm calibrated from f/3.5 to f/16 • Prontor SVS shutter M X V synchronized, with speeds from 1/25 to 1/200 sec plus "B" • Built in self timer, viewfinder • Depth of field scale • Thumb lever rapid film transport • Film-type reminder dial • Double exposure prevention.

1440K3021 Camera. Ship. wt. 3 lbs. . **$39.50**
1441K491 Case. Ship. wt. 1 lb. . . . 6.95
1424K561 Flash Gun. Ship. wt. 1 lb. Each 7.95

Ansco 35MM

MEMAR CAMERA OUTFIT

Contains: f/3.5 Memar 35MM camera. Universal flash unit, top-grain leather camera case, one 20 exp. mag. 35MM Anscochrome film, traveler case. Ship. wt. 8 lbs.

1437K4301 Complete. **$56.25**

Ansco **READY FLASH** *Outfit*

READYFLASH CAMERA . . . ROLL ALL-WEATHER PAN FILM . . . TYPE 1 FLASH UNIT . . . 4 FLASH BULBS . . . DELUXE TRAVELERS CASE

Here's the popular, streamlined ANSCO Ready Flash Camera as part of a brand new, completely different, picture taking outfit. Camera is all metal, with a pebble grained finish and gleaming black plastic trim. Waterproof, scuff resistant, deluxe travelers case is finished in glowing warm British tan, simulated leather.

1450K841 Complete. **$11.95**

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.—249

SEE THE AMAZING 17' AQUA-QUEEN AT THE NEW YORK & PHILADELPHIA BOAT SHOWS!

UNLIMITED HYDROS SET THE PACE

(Continued from page 66)

regatta were the E service runabouts won by Harry Bickford, Hampton, Va., and the F service runabouts. Forest Johnson's Prowler from Miami, Fla., won the latter title when driven by Howard Hibbert, also Miami.

The 266 c.i. hydros, capable of straightaway speeds up to 120 mph, showed a healthy 21 percent growth in the number of craft registered with 97 boats in competition. The national honors for this class went to William Ritner, Sr., Merion, Pa., whose Wa Wa Too, driven by Henry Lauterbach, Portsmouth, Va., won at New Martinsville, W. Va., Sept 22-23.

The popular stock 136 c.i. hydros also held their title event at the same New Martinsville regatta with Skeeter Johnson driving Sidney Johnson's craft from Cambridge, Md., taking the top spot.

Mac Wiefering, of Dayton, Ky., replaced Ray Smith of St. Louis, Mo., and Ralph Manning, Ashland, Ky., as national champion of the 225 c.i. hydro class when he won at Melbourne, Ky., on Sept. 15. That same week end Newport Beach, Cal., staged a regatta that was designated as the title event in three classes, 135 c.i. hydros, E racing runabouts and Cracker Boxes. Jack Salmon, Pico, Cal., driving Frank Neely's 135 from El Monte, Cal., took his class honors, replacing 1955 champ John S. Corea, Dos Palos, Cal. Ed Brown of Sacramento, Cal., won in the E racing runabouts while Carl Maginn, Glendale, Cal., took top honors in the Cracker Boxes.

The first national inboard title event held last year was staged Feb. 15-16 in St. Petersburg, Fla., for the 91 c.i. hydros and the C racing runabouts. J. D. Smith, Cincinnati, O., triumphed in the 91s while William A. Selden, St. Petersburg, won the C runabout competition

Jack Colcock, Seattle, took honors in the nation's most populous inboard class when he won the U. S. title in the 48 c.i. hydros at Merced, Cal., July 15. At that regatta Ernest Rose, Patterson, Cal., won the class championship in the B racing runabouts with his Lil Bee, replacing Woody Eldredge, Merced, the 1955 champion. The 44 c.i. runabout title went to Robert Mutschler, Ocean City, N. J., at Millville, N. J., Sept. 23, and Bernard Tool, Beach Haven, N. J., took the Jersey Speed Skiff award at Cambridge, Md., in August. Last class championship to be decided was the Pacific One-Design Hydroplane (PODH) honors which were won by Marion Beaver, Parker, Ariz., at Lake Mead, Nev., Oct. 13-14. Beaver, Forest Johnson in the F service runabouts and Selden in the C racing runabouts were the only inboard champions to repeat their 1955 wins

☆ ☆ ☆

REFERENCE PLAQUES SEALED IN PLASTIC

Gifts for skippers of motor and sail yachts are always in order. The Lighthouse, Inc., 17 Court Street, Plymouth, Mass., has long specialized in this type item and its illustrated catalog is eagerly scanned by all nautically minded skippers. Among recent offerings are beautifully printed and plastic-sealed plaques depicting a number of interesting subjects. One illustrates all of the flags and numerals of the International Signal Code Another illustrates the standard day and night weather signals and storm warnings. Another illustrates many of the single flag signal hoists and gives their meaning. Still another describes the new phonetic alphabet which was adopted recently. A new plaque called a Buoy Guide illustrates all of the standard forms of buoys and describes their characteristics. It shows the form of lights employed and describes the sound signals used on some types. The plaques are all substantial and durable. They are drilled in the corners and chrome-plated screws are supplied with them for mounting on bulkhead or walls.

ARGUS 35mm CAMERAS

(A) ARGUS C-4 35MM CAMERA OUTFIT—Powerful 50mm anastigmatic f2.8 Cintar Lens . . . extra fast, color corrected and hard-coated. Superimposed-image-type rangefinder is combined with optical viewfinder and coupled to lens for accurate focus, 3-ft. to infinity. Super accurate Shutter with gear controlled speeds from 1/10 to 1/300 sec. and bulb (B). Color-matic settings make correct shutter, aperture and distance adjustments quick and easy for outdoor black-and-white or color. Synchronization at all speeds is built-in and Flash Unit locks on without wires or brackets. Combined film-shutter wind prevents double exposures. Outfit includes: C-4 Camera, Eveready Leather Case with shoulder strap and Single Base Flash Unit. Sh. wt. 4½ lbs.
18P16X7760 . . . . . **List $99.50**

(B) ARGUS C-3 35MM CAMERA OUTFIT—Features 50mm, f/3.5 anastigmatic Cintar Lens . . . color-corrected and hard-coated, stops to f/16 and can be easily interchanged with Argus C-3 accessory Wide Angle or Telephoto lenses. Sextant-type rangefinder couples to regular and accessory lenses for accurate focusing, 3-ft. to infinity. Accurate shutter speeds from 1/10 to 1/300 sec. and bulb (B). Synchronization for flash is built-in, and Flash Unit plugs into side of camera without wires or brackets. Has "color-matic" settings. Complete with C-3 Camera, Leather Case and Flash Unit. Sh wt. 4½ lbs.
1P62X5350 . . . . . **List $69.50**

ARGUS C-3 WIDE ANGLE LENS—Doubles the picture area . . . 35mm hard-coated, color-corrected anastigmat Color-matic settings and click stops at f/4.5, 5.6, 8, 11, 16. Optical viewfinder snaps on over rangefinder window. Sh. wt. ½ lb.
17P18X3845 . . . . . **List $49.50**
5P30X380 CARRYING CASE FOR WIDE ANGLE LENS List 4.95

ARGUS C-3 TELEPHOTO LENS Brings objects twice as close 100mm color-corrected, coated anastigmat lens with color-matic settings and click stops settings at f/4.5, 5.6, 8, 11, 16, 22 Viewfinder mask snaps into viewfinder window. Lens caps, sun shade and filter holder Sh. wt ½ lb.
17P19X3845 . . . . . **List $49.50**
5P29X380 CARRYING CASE FOR TELEPHOTO LENS List 4.95

(C) ARGUS C-44 35MM CAMERA OUTFIT — Features completely new four-element 50mm f/2.8 anastigmatic Argus Cintagon Lens is extra fast color-corrected and hard-coated Has depth-of-field scale on lens barrel, and precise bayonet-type mount for true lens interchangeability. Superimposed-image-type rangefinder is combined with optical viewfinder and coupled to lens for accurate automatic focusing from 3-ft. to infinity. Super accurate, behind-the-lens shutter has complete selection of gear-controlled speeds from 1/10 to 1/300 sec. plus bulb (B). Synchronized for flash at all shutter speeds, and for "M" (20 millisecond) and "X" (zero) delay flash equipment. Lock-on type flash unit fits accessory shoe on camera or on accessory flash extension bracket, uses all midget base flash lamps, and has push-button ejector. Has "Color-matic" settings. Combined film shutter wind prevents double exposures. Comes complete with C-44 Camera, Leather Case and Flash Unit.
18P13X8995 (Sh. wt. 4½ lbs.) . . . . . **List $117.00**

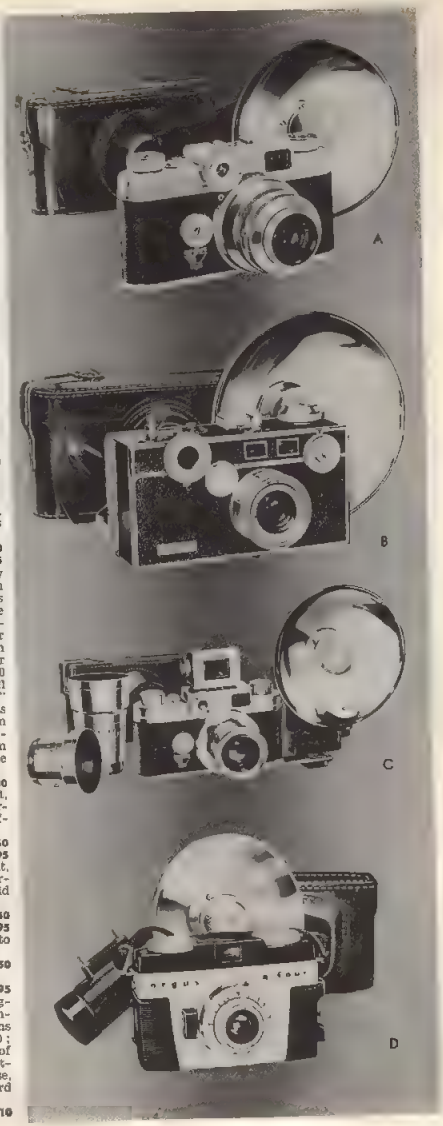
ARGUS C-44 WIDE ANGLE LENS — 35mm f/4.5, four-element, hard-coated, color-corrected, anastigmat. Features "Color-matic" settings, click stops from f/4.5 to f/22, depth-of-field scale on barrel, built-in sun shade and filter holder.
17P22X4350 (Sh. wt. 1 lb.) . . . . . **List $56.50**
5P32X380 CARRYING CASE FOR WIDE ANGLE LENS List 4.95

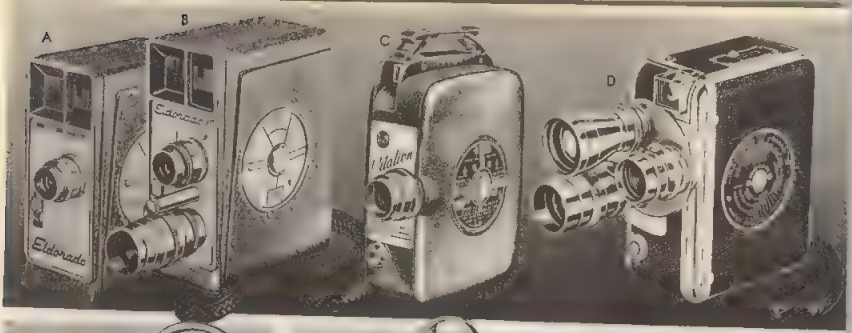
ARGUS C-44 TELEPHOTO LENS — 100mm f/3.5, four element, hard-coated, color-corrected, anastigmat, Features "Color-matic" settings, click stops from 3.5 to f/22, depth-of-field scale on barrel, built-in sun shade and filter holder.
17P26X4580 (Sh. wt. 1 lb.) . . . . . **List $59.50**
5P33X380 CARRYING CASE FOR TELEPHOTO LENS . . List 4.95

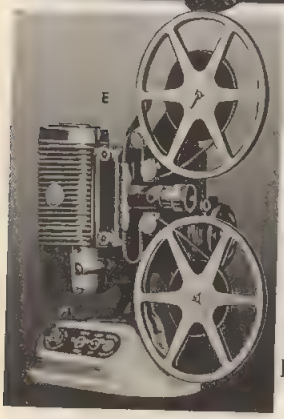
VIEWFINDER — For Argus C-44 Wide Angle and Telephoto Lenses. Sh. wt. ¼ lb.
6P13X1095 . . . . . **List $14.50**

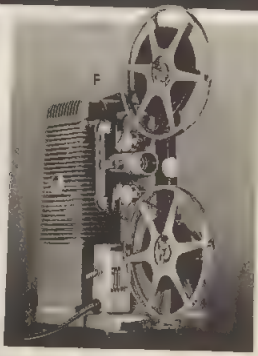
FLASH BRACKET—For use with Viewfinder. Sh. wt. ¼ lb.
6P14X150 . . . . . **List $1.95**

(D) ARGUS A-4 35MM CAMERA OUTFIT—44mm, f/3.5 anastigmatic Cintar lens is color-corrected and hard-coated. Finger-tip focusing from 2½ ft. to infinity; between-the-lens shutter with speeds from 1/25 to 1/200 sec. and bulb (B); full range of aperture settings. Flash Gun plugs into side of camera without wires or bracket. Has "Color-matic" settings. Outfit includes. Argus A-4 Camera, Leather Case, Flash Gun, 2 flash batteries, 5 blue Flashbulbs, Flash Guard and a roll of color Film.
18P24X3315 (Sh. wt. 5 lbs.) . . . . . **List $43.10**









DE JUR 8mm MOVIE CAMERAS - PROJECTORS

(A) "ELDORADO" 8MM ROLL FILM MOVIE CAMERA — *Has f1.9 fixed focus coated lens.* Simplified loading room for free finger access and a sprocketless film path make loading the Eldorado so simple it can be done in the dark. Built-in guide helps you select correct lens settings for color or black and white film under varying weather conditions. Easy-to-read footage indicator enables user to gauge quickly how much footage has been used. Automatically resets when film is loaded. The lens of the single lens Eldorado may be unscrewed and a telephoto or wide angle lens screwed into its place. You'll also like the fool-proof locking device that gets you into your own movies, the single frame control for special effects, and big window view finder. Sh. wt. 3 lbs
1P23X4495 . . . . . **List $59.95**
COMPARTMENT CARRYING CASE
5P157X710 (Sh. wt. 2 lbs.) . **List $10.95**

(B) "ELDORADO" TWIN LENS TURRET 8MM MOVIE CAMERA—*Complete with 2 lenses.* Same as above except has f1.9 fixed focus lens and f3.5 fixed focus telephoto lens. Sh. wt. 3¼ lbs.
1P24X7505 . . . . . **List $99.95**
COMPARTMENT CARRYING CASE
5P157X710 (Sh. wt. 2 lbs.) . **List $10.95**

(C) "CITATION" 8MM ROLL FILM MOVIE CAMERA—*Has f2.5 universal focus* click-stop lens. Simple, fool-proof drop-in loading requires no mechanical skill 4 operating speeds include slow motion. Enclosed viewfinder etched for telescopic lens. With footage counter and handy exposure guide Sh. wt. 3¼ lbs
1P30X3650 . . . . . **List $77.50**
AS ABOVE—Except *f1.9 fixed focus lens.*
1P31X5510 . . . . . **List $89.50**
5P157X710 Compartment Carrying Case. (Sh. wt. 2 lbs.) . . . . . **List $10.95**

(D) "FADEMATIC TURRET" 8MM MAGAZINE MOVIE CAMERA—*Has f1.9 focusing mount lens.* Accommodates wide angle and telephoto lenses (*not included*). Fadematic control—makes Hollywood tricks — fade-in, fade-out, lap-dissolves . . . smooth flow from one scene to the next with professional touch. 6 variable speeds from 12 to 64 frames per second, including slow motion. Simple locking device lets you get into your own movies. Single frame control for still shots. Zoom viewfinder shows you exactly what each lens is filming — normal or telephoto . . . magnifies scene to match lens view. Sh. wt. 3¼ lbs.
1P32X12445 . . . . . **List $174.50**
SAME AS ABOVE—Except without turret.
1P33X10295 . . . . . **List $142.50**
COMPARTMENT CARRYING CASE
5P157X710 (Sh. wt. 2 lbs.) **List $10.95**

(E) "750" 8MM MOVIE PROJECTOR WITH CASE — *Has f1.6 MagnaVision (extreme wide angle) projection lens.* For brilliant projection of both black and white and color film . . . forward, still, or reverse. Reverse action with the flick of a switch for comedy effects, action studies. 32 minutes of uninterrupted projection per 400 foot reel at normal speed. Double claw guarantees smooth operation and protects film. AC or DC
4P26X12350 (Sh. wt. 25 lbs.) **List $166.00**

(F) "500" 8MM MOVIE PROJECTOR—*Forward, reverse, and still projection. f1.6 coated projection lens* for sparkling pictures. Only three adjustments—tilting . . . framing . . . and focusing. 300-ft. film capacity. Room light outlet specially built in rear of projector to avoid groping in the dark for room light . . . turn projector on lamp goes off . . . turn projector off lamp goes on. Projector is compact . . . only 14¾" high. AC only Sh. wt. 14 lbs.
4P27X5625 . . . . . **List $74.95**
5P36X650 CASE FOR "500" . . **List 8.95**

(G) "NITE 'N' DAY MOVIE MATES — Complete with 8mm Eldorado Camera (1P23) as described in copy "A"; "500" 8mm projector (4P27) as described in copy "F"; leather camera carrying case; 12"x16" beaded screen; and a 2-lite floodlight bar. Sh. wt. 19 lbs.
18P23X10462 . . . . . **List $139.50**

seem expensive to the salesperson or to one customer may seem to be quite inexpensive to another customer. It is best to let the customer decide whether he feels the toy is expensive rather than planting the idea in the customer's mind that it is too much.

2. *Build Up Value.* Sales of toys are not completed until value exceeds the price in the customer's mind. Some toy salespeople hold that price should be kept from the customer until he has a clear picture of the value. This, they say, makes price seem small when it is quoted.

FROM PRICE TO VALUE

Other toy salespeople feel that it is best to quote the price first and then build up value. This gives the customer a measuring stick for the value and makes it easier for the customer to visualize the value he is getting.

Perhaps a middle ground would be best for most toy salespeople. First, build up value in the customer's mind. Next, quote the price. Then, amplify the value to be sure it exceeds price in the mind of the customer.

Regardless of when the price is quoted in the sale, there is one selling stratagem the successful toy salesperson uses to build up value . . . he prefaces the price with a value building adjective. For instance:

"This sturdy swing and glider is only. . . ."

"Your daughter will enjoy this set of toy dishes for only. . . ."

TAKE THE EDGE OFF

3. *Minimize the Price.* There are several ways a toy retailer and salesperson can minimize the price quotation. This helps put the emphasis on the value rather than on the price and eliminates the price stumbling block for the salesperson. Here are three specific ways to keep the consideration of price at a minimum:

—"Only" as a preface to price makes the price seem smaller to the customer. This should be used sparingly and sincerely by the toy salesperson to have the greatest effect. When used for the highest-priced toy in the store, it naturally tends to have an insincere ring to the customer.

DON'T STRETCH THE PHRASE

—When a salesperson says "Twenty-nine dollars and ninety-five cents," the price seems larger than when he says "twenty-nine, ninety-five." The customer will fill in the dollars and cents of the quoted price, but the salesperson minimizes the price by leaving the words out of his price quotation.

—Instead of quoting the price for a big ticket toy like an electric train set at its full price, some salespeople in toy departments having an easy payment plan quote the down payment and monthly payment price. This puts the emphasis on the monthly payment price rather than the full price of the train. It helps to minimize the price and make it seem smaller than the value the customer is receiving.

THE 2 TOP PROMOTIONAL DOLLS FOR '56 *AND* '57

R&B Littlest Angel®

Kneels, Sits, Walks, Turns Head,
Washable Saran Hair, Jointed knees!

R&B Sweet Pea®

12" all vinyl baby doll that drinks and wets!

NOW *PLUS* NEW DOLL

BE SURE TO
SEE AT
TOY FAIR

R&B TURNS DOLLS INTO DOLL-AR$

ROOM 1451

ARRANBEE R&B DOLL CO., INC.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

NAT'L GAMES' NESTED BLOCKS STACK TO HEIGHT OF 4 FEET

Giant-sized nested blocks which stack to a nearly four-foot high "skyscraper" will be displayed by National Games, Inc., at the Toy Fair, James K. Makrianes, president, has announced.

The largest block of the set of five is 10" by 10" by 10", the smallest 6" by

6" by 7". Each is a different color and each side of each block has a different full-color picture of a bunny, chick, duck pony, doll, flag, boat, teapot, train, fruit, or birthday cake.

For children 1-6, the blocks are finished in a high-gloss, non-toxic lacquer which is thoroughly washable and highly scuff-proof.

The sturdy strength of the blocks, retailing for $4.98, is proved by the fact that each will support a 200-pound man. This suggests their use not only for building and making play trains, but as TV or tea-party seats for toddlers.

The Giant Nested Blocks will be on display at National's exhibit in Room 527, The New Yorker Hotel, during the Toy Fair. National Games is located at 91 Church Street, in the city of West Springfield, Mass.

GUND APPOINTS AD MANAGER AND PUBLIC RELATIONS FIRM

The Gund Mfg. Company, 200 Fifth Avenue, New York City, one of the country's largest manufacturers of stuffed toys and animals, has announced two appointments: that of Arthur Pine Associates, New York, as publicity-public relations counsel; and that of Irving Tuckman as general advertising manager.

Mr. Tuckman has been associated with Gund for the past six years in the capacity of advertising assistant.

Oak Rubber Purchases 4-Story Factory Building in Ravenna

The Oak Rubber Company program of expansion and diversification took a big step forward recently with the purchase of the former Rediern plant in the Cleveland Worsted Mills in Ravenna, Ohio. A large brick factory building with four floors and 125,000 square feet of floor space, the property also includes several smaller buildings and covers about four acres of land.

Located on the main lines of both the Pennsylvania and Baltimore & Ohio railroads, the plant also offers truck docks and ample parking facilities. The acquisition will enable the nationally known firm to meet the challenge of rapidly expanding markets in a booming economy.

For years one of the world's largest toy balloon manufacturers, Oak also makes a large line of latex toys for infants. In 1956, the successful introduction of a new inflatable playball for beach, pool, and home reportedly taxed the productive capacity of the present plant to the utmost. Further development of this line for 1957 aggravated the space problem.

Now Oak announces the firm's diversification into the plastics field. At the Toy Fair the first items in a brand new line of flexible plastic toys will be shown. Oak's president, W. R. Collette, sees in this field a bright future, with new materials and new processes constantly adding to the potential. The new manufacturing facilities will enable the company to take full advantage of the opportunities in plastics as well as to expand still farther in latex balloons and toys, he advises.

Brookglad's "Poor, Pitiful Pearl"

Shown above in recessed wall displays in the 200 Fifth Avenue showroom of the Brookglad Corporation are samples of "Poor, Pitiful Pearl," described by the manufacturer as "a wistful, pathetic creature that cries out for adoption."

Complete with a long saran wig that needs combing and tattered clothes that need fast attention, "Pearl" is an 18" all-vinyl number that retails for $9.98 together with the accessories required in order to make her acceptable to her sisters in doll society. She has moving eyes, and is wired to sit, stand, kneel or bend.

The home of Yankiboy Playclothes, the Sackman Bros. plant in Telford, Pa. In the column directly at right is a reproduction of the company's corporate seal—dated 1907.

Sackman Observes 50th Anniversary

If Toy Fair visitors who stop in at the spacious, 2,800-square-foot Sackman Bros. showroom at the Toy Center (Rooms 460-4) this year sense an atmosphere of perhaps even greater than usual activity and enthusiasm at the home of "Yankiboy" playclothes, the reason should be no great mystery.

For 1957 will go down in toy trade history as the 50th anniversary of this firm, a company that can proudly point to a long record of manufacturing and merchandising "firsts," not the least of which was its pioneering in the field of playclothes back in 1907.

When the late Charlie Sackman first hung up the Sackman Bros. shingle in a small but busy loft in downtown New York 50 years ago, playclothes, like many other things found in the modern toy and juvenile department, were as unknown as the [illegible] buses that have replaced the horse cars that used to ply the streets not far from the Sackman workroom.

But Charlie Sackman and the ambitious young men who were gradually added to the firm's budding organization soon began to come up with a never-ending succession of forward-looking ideas and innovations that have continued through the years right to this day. Of course, the foundation, the all-encompassing idea that Mr. Sackman hit upon in those earliest days of his new business was playclothes, the field which the firm so successfully embarked on five decades ago and has specialized in ever since.

Oldtimers who knew Mr. Sackman will recall how he used to recount his reason for launching such a wholly new line. He used to say, "Every youngster has to wear clothes and, of course, play activity is the biggest thing in an active youngster's life in the early stages of his development. So, we simply put the two together and thought up the obvious answer—playclothes."

It wasn't long after the first samples of the new Sackman playclothes were shown to buyers and shipments began to leave the factory that the appropriate tradename, "Yankiboy," was adopted. Like all ideas that are sound in concept and whose execution fills a genuine need, "Yankiboy" playclothes lost little time in demonstrating their appeal to the trade and public. Over the years, distribution of "Yankiboy" playclothes continued to gradually expand until now, in 1957, it would be difficult to find a Main Street in any city in the country where one can't walk into a toy or juvenile department and not find an assortment of "Yankiboy" playclothes.

Right from the start, and down through the years, "Yankiboy" playclothes have always included a full selection of Indian, policeman, fireman, baseball and cowboy suits—but, as in everything else in this fast-

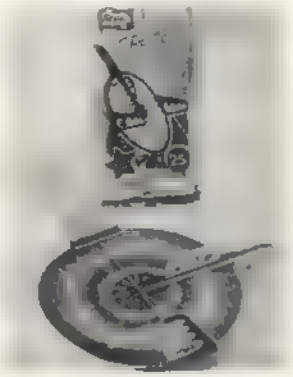
A page taken from the March 1909 issue of PLAYTHINGS magazine shows—at bottom—a typical Sackman trade ad of that day—offering not only playsuits but a velvet doll named "Daisy Dolly."

"TROPHY" GLIDERS AND PLANES INTRODUCED BY CRAFCO CORP.

Now making its entry into the toy and hobby field is an aeronautically-engineered line of balsa gliders and rubber-powered planes. It is the "Trophy" line manufactured by Crafco Corporation, Santa Barbara, Calif.

"The heart of any glider line," says Carl Robinette, president of Crafco, "is a good 10¢ number. So we designed a smooth-flying 'Flying Saucer' — and offer the 'Saucers' in the popular 10¢ and 25¢ sizes. There are six numbers in the line, ranging in price from 10¢ to 69¢ (each a new and original model), and offering a complete variety without duplication.

"[illegible] peak flying performance, we



designed an all-plastic cabin into which the wings of the plane are inserted. By predetermining the correct dihedral, youngsters are assured top flying performance."

So that dealers can start off with a well-balanced assortment in all price groups at a minimum of investment, Milt Grey Associates, the national marketing organization for Crafco, has developed a revolving counter merchandiser. Occupying less than one square foot of counter space, the "Trophy-Go-Round" provides maximum display and easy self-service. Also available is a "Peg-Rak" unit for stores using pegboard displays.

All of the kits are packed in attractively-designed, tough poly bags, 12 or 24 to a colored display carton. "The Sampler Assortment," says Milt Grey, "costs just $4.42. The counter merchandiser is a special [illegible] on every 'Trophy' glider . . . whether selling for 10¢ or 69¢."

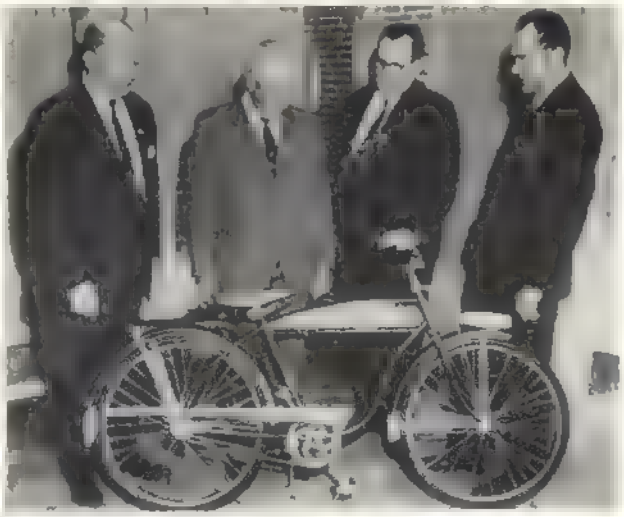
National distribution began in February.

MAKERS OF SARGENT LINE OCCUPY NEW HEADQUARTERS

The Art Crayon Company, Inc., and American Artists' Color Works, Inc., manufacturers of Sargent school supplies, craft sets and artists' materials disclose that by March 1 they will have moved to larger showroom and office space in suite 1202, 200 Fifth Avenue, New York City.

The air-conditioned rooms will have on exhibit the complete Sargent line and will serve as headquarters for sales personnel covering the Eastern seaboard. Merchandise will continue to be shipped from the companies' factory in Hazleton, Pa.

'57 Sales Gain for Bicycles Seen by AMF Executives



AMF Wheel Goods leader statesmen, left to right, Bert Evans, sales representative; Otto Oberwegner, sales assistant, and Homer Mueller, assistant to the president, AMF Wheel Goods Division, boasting a combined total of more than 100 years in the industry, preview the new 1957 AMF Roadmaster Jet Pilot bicycle with Frank Cankar, far right, bicycle sales manager of the AMF Wheel Goods Division, during the recent annual national sales meeting in Little Rock, Arkansas.

In his presentation of the 1957 models Mr. Cankar, bicycle sales manager of AMF Wheel Goods Division, predicted that sales of AMF Roadmaster and Shelby bicycles will show marked gains this year over 1956 and 1955.

"The new streamlined 'sports-car' styling of both lines, together with our extensive advertising and sales promotion program, will further strengthen our position in the industry," said Mr. Cankar. "We expect to obtain our share and more of the increased business resulting from the new interest in bicycling as an adult pastime," he added.

AMF Cycle Company's expanded advertising and sales promotion activities for the year were discussed by Joseph Cully, advertising and sales promotion manager. Other key talks during the meeting were made by Mr. Mueller and Edward W. [illegible]rth, vice-president and general manager, AMF Cycle Company.

Also attending the meeting were Conde Hamlin, deputy group executive of American Machine & Foundry Company's General Products Group, Harold G. Cutright, director of sales, AMF's General Products Group; Norman Wintermantel, president, AMF Wheel Goods Division; and Guy F. Campbell, Jr., executive vice-president, AMF Wheel Goods Division. Fletcher D. Richards, Inc., AMF's advertising agency, was represented at the meeting by Sanford Smith, vice-president, and Jack Keane, account executive.

Included in the meeting was a tour of AMF Cycle Company's 217,000 square-foot plant, called the most modern bicycle manufacturing facility in the country.

"LOU" COOPER NAT'L SALES MANAGER AT U. S. PLASTIC

Dix Tovell, president of U. S. Plastic Company, Pasadena, Calif., announces the appointment of J. L. "Lou" Cooper as national sales manager. Cooper, formerly a toy sales representative in the Pacific Coast states, has been identified with U. S. Plastic, one of the west's largest manufacturers of

"Lou" Cooper

plastic toys for the past seven years.

New sales representatives for U. S. Plastic Company include Marathon Sales Company, with headquarters in St. Paul; Earl Miller of Los Angeles; Charles Leznick, with headquarters in Longview, Wash.; and Larson & Hoffman Company of St. Louis.

Winner of the national sales and sales potential contest as conducted by U. S. Plastic was J. H. Gross of Boston, Mass. His reward was two tickets to the Rose Bowl game and a two-day visit to Las Vegas.

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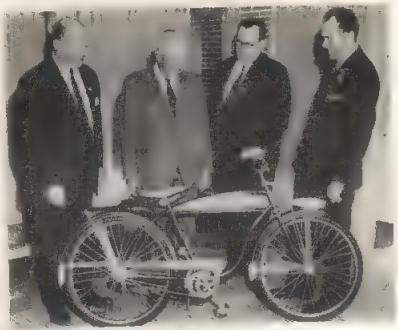

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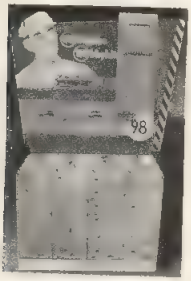
PLASTIC RAILROAD KITS ADDED BY JOHN A. ENGLISH & COMPANY

A complete new line of low cost plastic railroad kits was unveiled at the Hobby Industry Show by John A. English & Co., Inc., Morrisville, Pa.

Called Hobbyline Hobbykits, the introductory assortment consists of a freight series of six cars in many different color combinations, and three steam-type locomotives ranging in price from 98¢ to $1.98.

"Since freight equipment is the perennial favorite," says Paul Lindner, vice-



president of the firm, "we're leading off with this series of 26 different kits.

"Naturally," he adds, "we plan on new releases throughout the year to add continuing impetus to the new line."

All kits are packaged in a full color box, and come with NMRA couplers. When built, they may be operated on regular HO track.

"Probably one of the greatest selling features," says Mr Lindner, "is that the cars are pre-colored. Each has been spray-painted to conform with the prototype road name. After the customer has applied the decals, he has an exact replica of the real thing."

The Baldwin Berkshire

A sampler assortment of 24 kits is available to dealers in a multi-colored display carton for $28.75 list price. March deliveries are scheduled.

ENLARGED N. Y. HEADQUARTERS FOR VANITY FAIR ELECTRONICS

Vanity Fair Electronics Corporation, Brooklyn, N. Y., manufacturers of children's acoustical phonographs and a complete line of adult amplified phonographs, announce that they have moved their sales offices from Room 1460 to Room 1453 in the 200 Fifth Avenue Building. The new showroom is nearly twice as large as their previous location.

Vanity Fair is represented by Colman and Hirschmann, who have their showroom at 200 Fifth Avenue, New York City

More Licensees Selected to Make Capt. Kangaroo Items

Marvin Sugarman and "Captain Kangaroo"

With the announcement of additional licensees, renewals and new items, CBS-TV's "Captain Kangaroo" continues its growth in the merchandising field.

Ideal Toy Corporation, one of the "Kangaroo" program's first year sponsors, has now joined the licensee ranks, kicking off with a complete line of beach balls, water rings, wading pools and other inflatable novelties.

Rainbowcraft has initiated a plan for using "Captain Kangaroo" as the theme for their 1957 Play-Doh line. According to Joe McVickers, the president of Rainbowcraft, special emphasis has been put on "traffic-stopping" packaging for the items.

The Oak Rubber Company has been signed to produce a line of official "Captain Kangaroo" balloons, squeeze toys and vinyl blocks

The Baby Barry Company, another new licensee, is preparing a miniature "Captain Kangaroo" for Toy Fair introduction

Other new licensed items produced by pioneer "Kangaroo" merchandisers include finger paints (Hassenfeld Bros., Inc., Pawtucket, R. I.), wooden activity toys (Holgate Bros. Company, New York City), hand puppets (The Rushton Company, Atlanta) and "Captain Kangaroo" dolls in various sizes (American Character Doll Company, New York City)

The second "Kangaroo" Dell Comic Book has already appeared, and the second Simon & Schuster Golden Book will be on the stands very shortly

According to Marvin H. Sugarman, director of merchandising for the Hamilburg Agency, which handles "Kangaroo" products in conjunction with CBS Enterprises, Inc., "these renewals and additions are not only a concrete indication of successful merchandising in the show's first year, but a vote of confidence in 'Captain Kangaroo's future acceptance by the public."

The launching and establishing of "Kangaroo" products in 1956 was accomplished by an extensive promotion plan which included appearances by the show's star, Bob Keeshan, at key outlets throughout the country and use of the "Treasure House" theme by many top stores. These tested merchandising techniques, according to Mr. Sugarman, will be continued and expanded in the future as new licensees are signed

First entry by the "Kangaroo" merchandising operation into the clothing field will be executed by Sackman Bros., who are licensed to produce the official "Captain Kangaroo" playsuit

KUSAN'S "KOTTONTAIL" RABBIT-ON-A-LEASH TOY

The illustrated friskly "Kottontail" is a new novelty toy from Kusan, Inc., Nashville, Tenn., that hops and jumps after a

luscious-looking carrot on the end of an 18" leash.

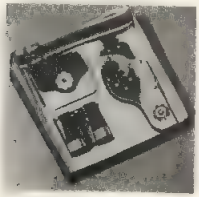
Made with an extra-tough plastic "pelt," the "Kottontail" is gift-packaged in a practical "hutch"-type box.

The item retails for $1 98

EXPLORER'S SET COMBINING BINOCULARS, HOLSTER OUTFIT

For the young cowboy or cowgirl who has a hankering to get away from it all and lead a backyard expedition to uncharted territory, Keyston Bros., one of the nation's largest manufacturers of Jr. Cowboy holster sets, asserts it has just the item to get this kind of adventure on the road

The new product is called an Explorer's



Set, and features a standard-size pair of binoculars, complete with compass, an all-leather pouch and carrying case. The set also includes a large single holster with hair on-cowhide front, a sure shot repeater gun, and an adjustable leather belt with buckle

Keyston feels that the would-be explorer field is relatively untapped territory, and that the cry for new frontiers to conquer —a continuing one for both youngsters and toy merchandisers—is answered by this appealing set. Its price is $3.98 retail

PROFESSIONAL-TYPE SWIM GEAR IN FAVOR, NOTES GLOBE RUBBER

Just returned from a cross-country trip, during which he met with key accounts in major markets, sales manager Ben Benjamin of Globe Rubber Products Corporation reports that "the big swing is to professional styling in swim gear."

To illustrate his findings, Mr. Benjamin points to the rapidly increasing demand for his company's Seville Skin Divers line of swimming accessories These are masks and

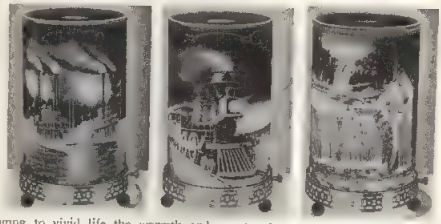
fins made in black rubber and featuring the resort styling that is favored by professional and serious skin divers

Though Globe's other swim lines in green rubber and natural gum type rubber continue in popularity, Mr. Benjamin feels that the professionally styled gear will attain even greater sales volume as more swimmers discover the sport of skin diving and become more highly skilled in the art. What is more, he believes, many swimmers, even though they do not skin-dive will want to own the type of equipment used by the professionals

Model of X-3 Turbo-Jet Plane Latest Kit in Lindberg Line

Illustrated here is the plane after which one of Lindberg Products' newest kit projects is modeled. Officially called the X-3, the plane was built to explore the efficiency of turbo-jets and small-span double-wedge airfoils at speeds up to 2,000 mph. Its triangular-shaped cockpit acts to reduce the effects of the thermodynamic heating and drag at supersonic speeds. Overall, the plane's design was selected after tests of 60 different configurations had determined the one most suitable for sustained flights at extremely high speeds.

"Pictorial Souvenir" Subjects Feature New Econolite Lamps



Bringing to vivid life the warmth and color of a well-remembered era, Econolite Corporation, 8900 Bellanca Avenue, Los Angeles 45, announces three "pictorial souvenir" additions to its popular line of scenes-in-action lamps

The new creative originals by Econolite are designed as companion sellers to the *Forest Fire*, *Niagara Falls*, *Butterfly* and *Tropical Fish*, making a total of 34 subjects now available in this novelty series.

Utilizing the same structural design of predecessors in the series, the new lamps have dual plastic, full color shades, brass-plated filigree bases, and the "hallmark of Econolite quality"—sapphire-jeweled bearing mechanisms. All carry the Underwriters' Laboratories' approval label and are equipped with a turn off switch and bulb. The size is 6¼" by 11" in height. Each lamp is cartoned for ease of shipping by the dealer

One of the "pictorial souvenir" subjects in the new series is "Historic Showboats." Here two famous Mississippi riverboats, the "Robert E. Lee" and the "Natchez" come steaming out of the past with stacks belching fire and smoke in an all-out race for riverboat supremacy

Another subject, called "Famous Trains," reproduces on opposite sides of the shade two historically well-known locomotives, the "General" and the equally noted "John Bull." Realistic flames and smoke pour from the old-time oversize funnels.

The third lamp in the series is in a different mood This subject is a reproduction in realistic color and action of an old New England mill scene, with the water of a tree-shaded stream spilling through the creepy old mill wheel

Sales of Econolite animated novelty lamps in 1956 doubled those of any previous year says sales manager Albert Schwartz

150 MILLION BOOKS, PUZZLES

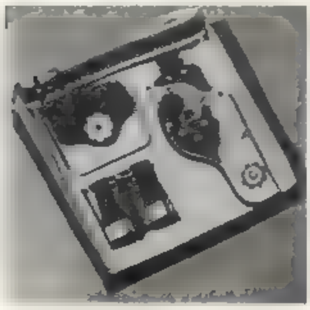
Western Printing and Lithographing Company has since 1935 produced more than 150 million copies of various books and puzzles based on The Lone Ranger They include coloring books storybooks cut-out books, comic books and picture puzzles.

In addition, Grosset & Dunlap have published 18 Lone Ranger novels since 1937, with a total sale of almost 2 million copies

EXPLORER'S SET COMBINING BINOCULARS, HOLSTER OUTFIT

For the young cowboy or cowgirl who has a hankering to get away from it all and lead a backyard expedition to uncharted territory, Keyston Bros., one of the nation's largest manufacturers of Jr. Cowboy holster sets, asserts it has just the item to get this kind of adventure on the road.

The new product is called an Explorer's



Set, and features a standard size pair of binoculars, complete with compass, small leather pouch and carrying case. The set also includes a large single holster with hair-on-cowhide front, a sure-shot repeater gun, and an adjustable leather belt with buckle.

Keyston feels that the would-be explorer field is relatively untapped territory, and that the cry for new frontiers to conquer—a continuing one for both youngsters and toy merchandisers—is answered by this appealing set. Its price is $3.98 retail.

PROFESSIONAL-TYPE SWIM GEAR IN FAVOR, NOTES GLOBE RUBBER

Just returned from a cross-country trip, during which he met with sales agents in major markets, sales manager Ben Benjamin of Globe Rubber Products Corporation reports that "the big swing is to professional styling in swim gear."

To illustrate his findings, Mr. Benjamin points to the rapidly increasing demand for his company's Seville Skin Divers line of swimming accessories. These are masks and

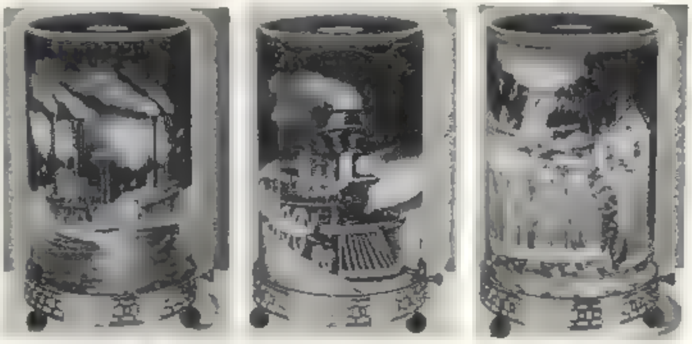
fins made in black rubber and featuring the resort styling that is favored by professional and serious skin divers.

Though Globe's other swim lines in green rubber and natural gum type rubber continue in popularity, Mr. Benjamin feels that the professionally-styled gear will attain even greater sales volume as more swimmers discover the sport of skin diving and become more highly skilled in the art. What is more, he believes many swimmers, even though they do not skin dive, will want to own the type of equipment used by the professionals.

Model of X-3 Turbo-Jet Plane Latest Kit in Lindberg Line

Illustrated here is the plane after which one of Lindberg Products' newest kit projects is modeled. Officially called the X-3, the plane was built to explore the efficiency of turbo-jets and small-span double-wedge airfoils at speeds up to 2,000 mph. Its triangular-shaped cockpit acts to reduce the effects of the thermodynamic heating and drag at supersonic speeds. Overall, the plane's design was selected after tests of 60 different configurations had determined the one most suitable for sustained flights at extremely high speeds.

"Pictorial Souvenir" Subjects Feature New Econolite Lamps



Bringing to vivid life the warmth and color of a well-remembered era, Econolite Corporation, 8900 Bellanca Avenue, Los Angeles 45, announces three "pictorial souvenir" additions to its popular line of action lamps.

The new creative originals by Econolite are designed as companion sellers to the *Forest Fire*, *Niagara Falls*, *Butterfly* and *Tropical Fish*, making a total of 34 subjects now available in this novelty series.

Utilizing the same structural design of predecessors in the series, the new lamps have dual plastic cylinder shades, brass-plated filigree bases and the "hallmark of Econolite quality"—sapphire-jeweled bearing mechanisms. All carry the Underwriters' Laboratories' approval label and are equipped with a turn-off switch and bulb. The size is 7" by 11" in height. Each lamp is cartoned for ease of shipping by the dealer.

One of the "pictorial souvenir" subjects in the new series is "Mississippi Showboats." Here two famous Mississippi riverboats, the "Robert E. Lee" and the "Natchez" are shown steaming past the past city docks, belching smoke and sparks into the evening river sky.

Another subject called "Famous Trains" reproduces on opposite sides of the shade two historically well known locomotives, the "General" and the equally noted "John Bull." Realistic flames and smoke pour from the old-time oversize funnels.

The third lamp in the series is in a different mood. This subject is a reproduction in realistic color and action—of an old New England mill scene, with the water of a tree shaded stream spilling through the sleepy old mill wheel.

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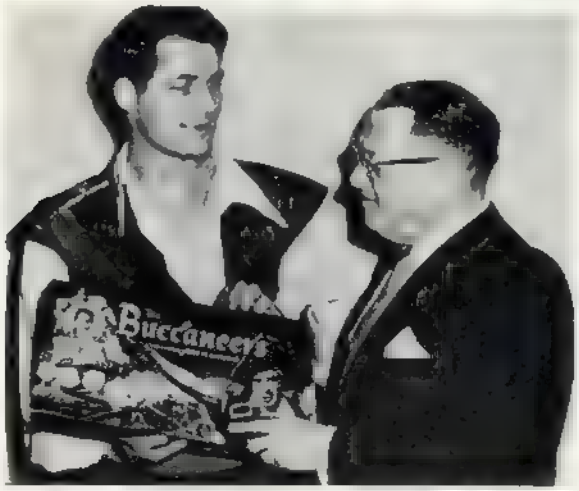
My Fair Lady Doll, Put Out by Eegee Dolls, Bows in at Fair

With all the excitement characteristic of a gala opening the My Fair Lady Doll makes her debut at the Toy Fair. The packaging, designed by Robert Zeidman Associates, industrial designers, New York City, was planned to mirror the elegance of the George Bernard Shaw person at a glance and to recapture the delights of the show for girls of all ages.

Bold gold stripes against the creamy white of the lid are framed in the tall, restraining glossy black of the box itself. Against this dramatic background are a strong black lorgnette mask strikingly outlined in clear magenta, billowing folds of gold curtains and several of the leading characters from the show postured in black outline.

Inside the box, framed against a curved harmonic insert of a scenic prop from the show, stands the My Fair Lady Doll herself, tastefully and beautifully gowned in the black and white velour and lace tradition of the Victorian era. Manufactured by Eegee Dolls, Brooklyn, N. Y., the 20" doll retails for $12.98.

Sea-Action Game Based on TV Show Introduced by Transogram



Actor Robert Shaw, currently starring as Dan Tempest in the weekly CBS TV series "The Buccaneers," congratulates Charles S. Raizen, president of Transogram, on the dramatic four color package label of the new tie-in game. A sea-action board game of strategy and skill, it is being introduced to the trade during the Toy Fair as one of Transogram's "hot" 1957 numbers, retailing at $1.98.

The show itself, first viewed over CBS last December, has been gaining steadily in popularity among youngsters and teenagers. With a full year's run scheduled, Mr. Raizen said he anticipated wide consumer recognition and acceptance of "The Buccaneers" game. Aside from the tie-in, he stated, the game can stand on its own as "challenging and thoroughly exciting entertainment."

Licensor for The Buccaneers is Murray Milrod of MRW Associates.

NEW PERSONNEL DIRECTOR AT DOUGHBOY INDUSTRIES

In another move designed to produce top efficiency in all phases of its operation, Doughboy Industries of New Richmond, Wisc., has just established a new, streamlined personnel department and picked a well-known expert to run the program.

Thomas E. Koop, formerly of Northwest

Thomas E. Koop

Orient Airlines and once with the United States Employment Service has been named personnel director of the firm. He will have charge of screening, testing and interviewing new employees and will work in close cooperation with all officials and department heads.

One of his biggest assignments will involve the personnel of the large Doughboy factory where the pools and toys are manufactured. He will work with supervisors and division heads in final selection of employees. The program for the future will call for special training for different types of work in the operation.

CLINT DILLION JOINS SALES STAFF OF W. B. STOWERS

Clint E. Dillion has been added to the sales staff of W. B. Stowers & Associates, manufacturers' representatives in Room 314, Dallas Merchandise Mart. Mr. Dillion

Clint E. Dillion

has been in the toy business in the southwest for the past three years.

"As may be recalled," states Mr. Stowers, "Robert L. Harper joined me January 1 last year. With Mr. Dillion, there are now three of us traveling the southwest territory intensively with six top toy lines."

Ungar Sales Reps Convene for 3-Day Meeting in California

On January 29 Ungar toy sales representatives from all parts of the country assembled for a three-day sales conference at the Ungar factory in Los Angeles.

The purpose of the meeting was to outline the company's sales plans for 1957 and to have the management become better acquainted with the newly-appointed representatives, states Sidney D. Ungar, president of Ungar Electric Tools, Inc.

Those attending were: Robert Wagonhurst of Sidebottom & Wagonhurst, San Francisco; Harry D. Knight, Chicago; Leon B. Ungar, Los Angeles; Sheldon Sayles, White Bear Lake, Minn.; Arthur Bloch, Dallas; Bob Bauer, St. Anne, Mo.; Welcome G. Young, Boston; Bert Gabriel, New York City; Mac Hanson, Atlanta; Sam Belasco, Cleveland; and Pete Dillman, Mt. States Sales Company, Denver.

Kramer & Rosen Appointed to Represent Alan-Jay Plastics

Marty Kramer

Joe Rosen

Marty Kramer and Joe Rosen, of the firm of Kramer & Rosen, 1133 Broadway, New York City, Room 428, announce that they have been appointed sales representatives for metropolitan New York and New Jersey by Alan-Jay Plastics, makers of scented toys for infants and soft plastic squeeze toys.

The two men are also representing, in the east, Panda Products Corporation, Buffalo, N. Y., manufacturers of polyurethane foam toy blocks; and Brumberger Sales Corporation, Brooklyn, N. Y., manufacturers of intercom and signal sets, shoe viewers and projectors, mail-box banks and other items.

Messrs. Kramer and Rosen, who call on all types of trade, advise that they look forward to welcoming their many customers who will be in New York for the Toy Fair.

FUNNIES BY THE MILE

If all The Lone Ranger newspaper comics ever printed were placed on a continuous sheet, they would make a comic strip 48,447,007 miles long—one that would reach from here to the moon and back over 22 times.

PAIR OF ELVIS PRESLEY PAINT BY NUMBER SETS BY PEERLESS

Two Elvis Presley paint-by-number portrait sets, the #1521 to retail at $1.98 and the #1501 to retail at $1.59, have been placed on the market by Peerless Playthings, 255 Bergen Turnpike, Ridgefield Park, N. J.

Sales aids such as counter cards, mats

and window streamers will be available from the company in connection with the new sets.

The #1501 contains, two 7" by 9½" numbered and mounted portrait pictures of Elvis, six large ready-to-use jars of oil paints, one artist brush, a bottle of brush cleaner, a cleaner pan and instructions. Box size is 12¼" by 10".

The #1521, the deluxe set, has a 12¼" by 9¾" antique finish frame; one 7" by 9½" numbered and mounted portrait picture of Elvis, a finished full-color picture of the singer, and the same accessory items as listed for the #1501. Box size is [illegible]" by 12⅝".

K & O MODELS ANNOUNCES NEW INBOARD MODEL, THE HOLIDAY

A model of a 33-foot inboard cabin cruiser, the Holiday, has been introduced at $3.49 retail by K & O Models, Inc., of Van Nuys, California.

The new [illegible] is powered by a single flashlight battery and becomes one of the two smallest boats in the veteran boat company's large Fleet Line. It is 11" long, operates from a new push button control, and [illegible] operating light mounted halfway between the cabin and the bow.

A detachable red and white cabin has on its top an [illegible] and handrails. On the mahogany stained deck are chrome [illegible] scoops, a flag standard, rudder light and control switch. A red and white lifebuoy is mounted aft.

ANIMATED SANTA CLAUS FIGURE FROM JEE-BEE

A life-size animated Santa Claus for window or floor use is available from Jee-Bee Toy Creations, 41[illegible] E. 8th Street, Kansas City, Mo.

Swaying from side to side and waving his right arm winningly, Jee-Bee's 66" tall Santa, with real hair beard, is style #606 in a new line of Santas, animated and stationary. It is handsomely clothed in rich red velveteen, plush-trimmed, with plastic boots and belt.

PUBLIC RELATIONS, ADVERTISING FIRM HEADED BY GENE SCHNEIDER

Gene Schneider Associates, a public relations and advertising consulting firm specializing in toy and playthings programs, has opened its new offices at 45 E. 34 Street, New York City

The new firm, which will handle toy accounts exclusively, offers integrated public relations, advertising, and sales promotion services

A complete "Do-It-Yourself" public relations program, especially packaged to be

Gene Schneider

activated by the toy manufacturer himself, is one of the features of the service offered by this new office. This program outlines an overall yearly public relations campaign, individually prepared for each manufacturer and designed to give him maximum return for the minimum effort.

Mr. Schneider brings many years of toy promotion experience to his new company, both as consultant and as a manufacturer. He was formerly an officer of George Peabody & Associates, where his accounts included the American Character Doll Company. He was also associated with the Arranbee Doll Company as public relations and advertising manager. During 1954 and 1955 he was a manufacturer himself, as president of the Ben-Wig Corporation.

Sayco Doll Corporation, Service Mfg. Company, and Maco Toys are three of the toy manufacturers presently being serviced by Gene Schneider Associates

The advertising and merchandising division of the new firm will be under the direction of Sol R. Fried, who has been for the past seven years associated with one of the leading advertising agencies in the toy field

DO-IT-YOURSELF BEANIE CHALLENGES YOUNGSTERS

The do-it-yourself trend took a new turn recently with the introduction of a do-it-yourself novelty Beanie by Benay-Albee Novelty Company.

The 59¢ kit includes plastic strips of different colors, each of which carries a raised, multicolored figure from the annals of Walt Disney's world. A large needle, specially suited to the perforations on each strip, simplifies the task of stitching the pieces together to form a beanie. When the hat is completed, a pom-pom fits neatly on top to provide the finishing touch.

17-Inch Model of Large Pools A U.S. Fiber Aid to Display

The problem of displaying wading pools, which often take up too much space on the showroom floor, is said to have been solved by U. S. Fiber and Plastics Corporation in connection with its new "Million-Air" rigid-wall Koroseal line.

The company is offering a 17" model of its pool, large enough to attract attention yet small enough to fit on a counter. The model, with blue sidewalls and a yellow bottom, is an exact replica of the larger pools which this year range in diameter from 50" to 22 feet

Details of the welded steel wire wall construction and inflatable safety bumper can be easily seen on the model. Accompanying the model pool is a four-color 17" by 14" display card showing one of the firm's large-size family pools in use Copy urges: "Get in the swim."

The rigid-wall pools are circular and can be assembled without screws, nuts or bolts. In packing the pool, the wire fencing is rolled up so that it can fit into a small space, thus facilitating economical storing and handling, the company says. The carton that holds a six-foot, 15-inch-diameter pool, for example, is only 12" by 12" by 14".

According to U. S. Fiber, the pools have exceptionally long life expectancy. Steel wire of high tensile strength (115,000 pounds per square inch) is used for the fencing; it is given a triple coating of zinc, after welding, to provide a smooth, clean, weather-protected finish

Heavy-gauge B. F. Goodrich Koroseal vinyl is used for the liner. This material is virtually weatherproof and will not crack rot or mildew, states the maker

"Giant" Features Lowe Item

In the current Cinemascope movie, "Giant," the late James Dean can be observed "hitting the jackpot" with F. S. Lowe's popular Little Lucky Slot Machine, a $1 retailer

The latter operates just like a regulation size machine When the handle at the side is pulled down, the wheels spin and the combination shows up in full colors An award chart shows the winners. No coin is needed for the item, made of brilliant gold-plated plastic

Urb's Home Ice-Skating Rink Offered in 4 Different Sizes

A home ice-skating rink that is ideal for use in the backyard and can be set up in less than a half hour is now being stocked by department and specialty stores. It can be used wherever temperatures drop below freezing

Manufactured by the Urb Products Corporation, 55 Meadows Street, Brooklyn 6, N Y., the rink consists of two rings of Masonite ¼" Tempered Presdwood strips bolted together to hold a specially formulated plastic liner. Circular in shape, the rinks are made in 15, 20, 24 and 35-foot diameters

Purpose of the liner is to keep the water from seeping into the ground before it freezes. The "Masonite" rings, one of which fits inside the other, hold the liner in place, enclose the water inside the rink, and prevent the liner from being damaged by skates. The rink can even be set up on ground that is not entirely level, according to Urb.

With the rink, a layer of ice only 2½" thick is sufficient for skating. Because the rings prevent water from running off, the rink is easy to resurface by spraying, the manufacturer claims

"Miss America Doll" Prominent During Atlantic City Pageant

Sayco, manufacturer of the official Miss America Doll and one of the co-sponsors of the Atlantic City Pageant for the selection of Miss America, was very much in evidence during the week of the contest

It began with the arrival of Little Miss America winner of a year-long contest conducted by Sayco in toy departments coast to coast. She turned out to be pretty nine year-old Patricia Marino of East Boston, Mass. She was greeted at Atlantic City by Sayco's vice-president in charge of promotion, Mel Rosenblum. The morning before, she had appeared on Dave Garroway's network TV show.

Her first function was to welcome the 51 Miss America candidates. Later, she took part in the evening parade, riding on a float surrounded by hundreds of Sayco Miss America Dolls dressed in coronation robes and transparent pink evening gowns

The Dennis Shop in Atantic City and many other restaurants, hotels and boardwalk merchants featured the doll on display

$3 AUTOGRAPH ANIMAL, GUND'S SCRIBBLE SEAL

Those who practice the well-established hobby of autograph collecting are foremost in the market for Gund Mfg. Company's novel Autograph Animals

Fifteen inches long and available in pink

or blue, the Gund number illustrated here is the Scribble Seal, poplin-covered and cotton-stuffed. With a quality ball-point pen attached for fast and easy autographing, the Seal is individually boxed and retails for $3.

According to Gund, the Autograph Animals are so appealing that celebrities can hardly resist signing them.

ADORN ELECTS REIGEL TO POST OF VICE-PRESIDENT

Robert J. Reigel has been elected vice president in charge of sales of Adorn Plastic Specialists, Inc., Chicago. The appointment was announced by Jerome J.

Robert J. Reigel

Kahn, president of the vinyl plastic fabricating firm.

Mr. Reigel was formerly distributor sales manager of Chicago Standard Transformer Corporation. In his new position he will administer Adorn's sales program as well as make extensive trips to call on the trade

DOLLS DO DOUBLE-DUTY

From the 14th to the 19th century, fashion dolls served the dressmakers of England and the Continent as "ambassadors of the latest vogue." In 1391 the Queen of England received a set of dolls that displayed the modes then current at the French court. After they had served this purpose they became the treasured toys of royal youngsters. Such dolls became obsolete when in the 19th century the French began illustrating fashions in book and album form

Halsam Effects Loew's Theatre Tie-In for New Skyline Sets

Halsam Products Company has completed details for a national tie-up with Loew's Theatres for the promotion of American Skyline construction sets, it was announced recently by Harold Elliott, chairman of the board, and Sam Gross, president of Halsam. The company is located at 3610 Touhey Avenue, Chicago 45.

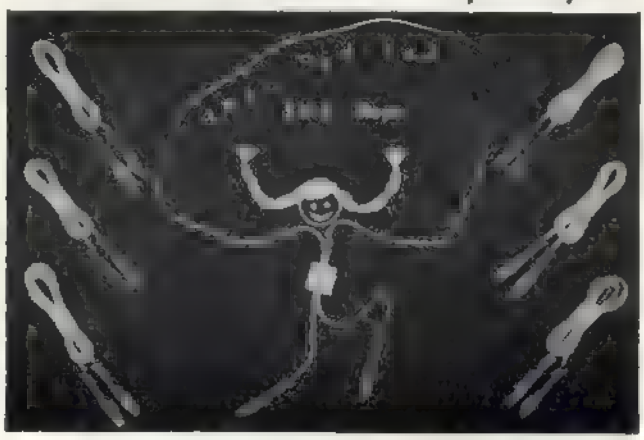
The promotion, timed for the release of the John Wayne film, "The Wings of Eagles," will be multilateral. A dramatic Skyline display including model skyscrapers and a railroad station—complete with working HO gauge trains—will be set up in the lobbies of leading theatres across the country.

During the weeks this display is on exhibition, an American Skyline Building Contest will be run on the local level in connection with promotion of the movie. Color Contest blanks, in mat form, will appear in local newspapers, with prizes of deluxe Skyline sets and theatre passes [illegible]

Local representatives of Loew's Theatres have received a brochure detailing the handling of this operation, with additional hints as to how the contest can be amplified to include department store, radio and TV participation. Photos of top prize-winners will be given to dailies in the area where they reside.

Last season the demand for American Skyline far exceeded the supply, states Halsam. However, the company has greatly increased its production facilities [illegible]

New John Badal Skip-Ropes



Colorful plastic, high-quality skip-ropes will be shown at the Toy Fair in the John Badal Company's space, Room 1221, Hotel Sheraton-McAlpin.

Known as the Lass & Lad Quality Skip-Ropes, the products are termed washable, long-lasting and weather resistant. Made of plastic cord, the ropes come in various pastel colors. They are packed in 36-dozen bundles, assorted.

Retail on the ropes is 29c for the Regular, 7'02 feet long; 39c for the DeLuxe, 7'02 feet long; and 49c for a DeLuxe number 9'33 feet long.

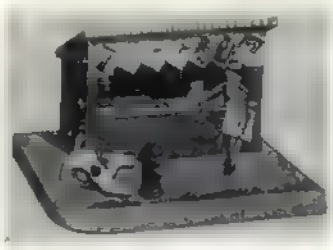
NEW STEAM LOCOMOTIVE, NEWS STAND ACCESSORY BY LIONEL

A new #746 Norfolk and Western Class J steam locomotive and an animated newsstand are among the new additions at Lionel this year.

The locomotive, an authentic replica of

the original, has a bullet-nosed jacket following the contour of the boiler and is [illegible] by a broad red stripe at the running board level. The accompanying tender is striped [illegible]

Equipped with [illegible] exclusive Magne-traction, the engine features an illuminated



headlight, a smoke generator that puffs real smoke, a two-tone whistle and a powerful worm-geared motor. Length overall is 20".

An accessory with a humorous touch, the animated newsstand has a dealer who can be moved to the front of the counter by the touch of the controller button. The same action causes the newsboy to turn to offer his papers and a lively pup to begin chasing his tail around in excitement.

The newsstand can be used with Lionel "O" or "027" gauge sets.

NEW SALES APPOINTMENTS ANNOUNCED BY HOLGATE TOYS

James V. Dunleavy, president of Holgate Toys, Inc., has announced the following new appointments to the sales force for 1957.

Walter Hesser, Hillsdale, N. Y., will cover New England; Thomas Smith, Republic Building, Chicago—Wisconsin, Missouri, Illinois and eastern Iowa; John Argall, Denver—the mountain states; F. A. V. Milan Company, San Francisco—Merchandise Mart—the west coast; G. Pitcher, Harrisburg, Pa.—southern Pennsylvania, New Jersey, Washington, D. C., Delaware and Maryland; Eddy Associates, Memphis—the southeast.

Fred K. Curtis, headquartered in the New York City office of Holgate, will continue to cover, Ohio, Michigan, Indiana, Kentucky and western Pennsylvania. Leo Hopkins, at the Dallas Merchandise Mart, will, as before, cover the southwest.

With three additional experienced designers assisting Jarvis Rockwell, head designer, the 16 new additions to the '57 line promise, says Mr. Dunleavy, to give Holgate the best year in its history.

BARDELL'S NEW ROCK-IT RIDER HAS ROCKING AND ROLLING ACTION

A new (patent pending) rolling in motion is combined with rocking action in Bardell's new Rock-It Rider. This combination of motions produces a realistic action, giving the child the sensation of riding through space.

The youngster sits in this big rocket

(over four feet long) and guides it through "outer space" with as much or as little movement as he likes. Since the youngster himself controls the movement, the Rock-It Rider can be enjoyed by a one-year-old as well as a seven year old. To make it even more practical for the child, there are three adjustments for setting the ease of obtaining the action, depending on the age of the child using the toy.

The test models, it is said, proved the Rock-It Rider to be very popular with the youngsters. The item will be available to all stores through their local toy jobbers.

Manufactured by Bardell Mfg. Corporation, Steger, Ill., it will be exhibited in Room 879, McAlpin, at the Fair.

SIMON & SCHUSTER DISTRIBUTING CAPITOL'S YOUNG COLLECTOR KITS

Simon and Schuster, Inc., announces that effective March 5, it will become the sole trade distributor of all boxed items produced by the Capitol Publishing Company. These include a number of novelty books and an extensive list of boxed hobby kits.

Working with Cyrus Porter, president of Capitol Publishing, Simon and Schuster will redesign and refurbish the full line of Young Collectors boxed kits, which previously sold at prices ranging from $2.95 to $4.95. A new one is scheduled for the very near future and all of the kits will now be available at a uniform price of $2.95. Each kit contains 25 specimens and a 96-page booklet, with over 100 illustrations, written with the help of experts from the American Museum of Natural History, the Smithsonian Institution, the New York Botanical Garden and the American Numismatic Society.

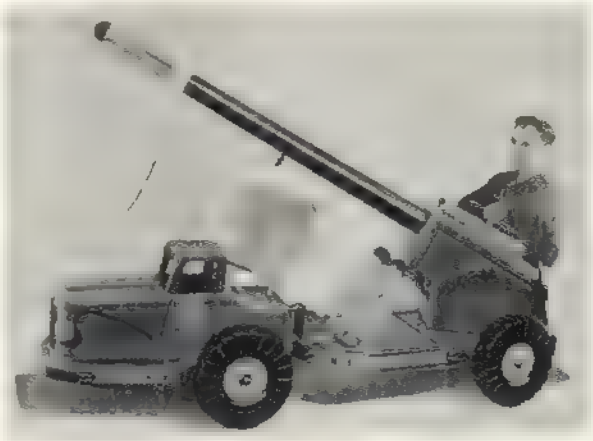
Simon and Schuster and Capitol will also bring out this Spring a new line of "hobby-starters" — Capitol Junior Adventure Kits. The first two — Let's Collect Rocks and Minerals and Let's Collect Seashells, will each contain 10 specimens and a 32-page illustrated booklet and will retail for $1. each.

Georgene Novelties' Showroom Refurbished for the Toy Fair

Pictured above is the recently refurbished 200 Fifth Avenue, New York City, showroom (Room 514) of Georgene Novelties, manufacturers of soft dolls, including the popular "Raggedy Ann" and "Raggedy Andy" numbers.

Georgene's David Carton advises that he will be on hand in the showroom to welcome Toy Fair visitors and show them the company's line of new and established items that are being offered this year.

New Ny-Lint Missile Launcher Added to Firm's Weapons Line



Described as the most satisfying addition to their growing line of toy weapons is the new 1957 Ny-Lint Missile Launcher (catalog #2600). While this all-mechanical toy has the power to drop its projectiles as far as 60 feet away, and is "amazingly accurate" at this range, the sponge-nosed plastic missiles are so light and soft as to be virtually harmless.

This toy is all-mechanical in operation as compared with the popular Ny-Lint Electronic Cannon introduced last year. The launcher mount swivels full circle on the sturdy truck base; the barrel is elevated or lowered by a self-locking handwheel; a button near the gunsight triggers the missile. The heavy truck is in two parts with a pivoted connection to provide easy and flexible travel over rough terrain. Three missiles are stored in a clip on the launcher platform. A radar screen back of the cab rotates freely to pinpoint vital offshore targets.

Resemblance to coast defense armament is carried out in the special blue color of this Missile Launcher. Its finish is glossy, durable, sprayed on baked enamel, as on all Ny-Lint Toys. Construction is all-welded, of 20-gauge or heavier steel throughout. Big shiny black rubber tires on cream-colored wheels give the weapon easy mobility. It is a big and sturdy toy, 31½" long, 8¾" wide, and 18⅜" high with barrel raised. The retail price is $9.95.

The #2600 All-Mechanical Missile Launcher is a product of Ny-Lint Tool & Mfg. Company, 1823 16th Ave., Rockford, Ill.

NAT'L GAMES' NESTED BLOCKS STACK TO HEIGHT OF 4 FEET

Giant-sized nested blocks which stack to a nearly four-foot high "skyscraper" will be displayed by National Games, Inc., at the Toy Fair, James K. Makrianes, president, has announced.

The largest block of the set of five is 10" by 10" by 10", the smallest 6" by

6" by 7". Each is a different color and each side of each block has a different full-color picture of a bunny, chick, duck pony, doll, flag, boat, teapot, train, fruit, or birthday cake.

For children 1-6, the blocks are finished in a high-gloss, non-toxic lacquer which is thoroughly washable and highly scuff-proof.

The sturdy strength of the blocks, retailing for $4.98, is proved by the fact that each will support a 200-pound man. This suggests their use not only for building and making play trains, but as TV or tea-party seats for toddlers.

The Giant Nested Blocks will be on display at National's exhibit in Room 527, The New Yorker Hotel, during the Toy Fair. National Games is located at 91 Church Street, in the city of West Springfield, Mass.

GUND APPOINTS AD MANAGER AND PUBLIC RELATIONS FIRM

The Gund Mfg. Company, 200 Fifth Avenue, New York City, one of the country's largest manufacturers of stuffed toys and animals, has announced two appointments: that of Arthur Pine Associates, New York, as publicity-public relations counsel; and that of Irving Tuckman as general advertising manager.

Mr. Tuckman has been associated with Gund for the past six years in the capacity of advertising assistant.

Oak Rubber Purchases 4-Story Factory Building in Ravenna

The Oak Rubber Company program of expansion and diversification took a big step forward recently with the purchase of the former Rediern plant in the Cleveland Worsted Mills in Ravenna, Ohio. A large brick factory building with four floors and 125,000 square feet of floor space, the property also includes several smaller buildings and covers about four acres of land.

Located on the main lines of both the Pennsylvania and Baltimore & Ohio railroads, the plant also offers truck docks and ample parking facilities. The acquisition will enable the nationally known firm to meet the challenge of rapidly expanding markets in a booming economy.

For years one of the world's largest toy balloon manufacturers, Oak also makes a large line of latex toys for infants. In 1956, the successful introduction of a new inflatable playball for beach, pool, and home reportedly taxed the productive capacity of the present plant to the utmost. Further development of this line for 1957 aggravated the space problem.

Now Oak announces the firm's diversification into the plastics field. At the Toy Fair the first items in a brand new line of flexible plastic toys will be shown. Oak's president, W. R. Collette, sees in this field a bright future, with new materials and new processes constantly adding to the potential. The new manufacturing facilities will enable the company to take full advantage of the opportunities in plastics as well as to expand still farther in latex balloons and toys, he advises.

Brookglad's "Poor, Pitiful Pearl"

Shown above in recessed wall displays in the 200 Fifth Avenue showroom of the Brookglad Corporation are samples of "Poor, Pitiful Pearl," described by the manufacturer as "a wistful, pathetic creature that cries out for adoption."

Complete with a long saran wig that needs combing and tattered clothes that need fast attention, "Pearl" is an 18" all-vinyl number that retails for $9.98 together with the accessories required in order to make her acceptable to her sisters in doll society. She has moving eyes, and is wired to sit, stand, kneel or bend.

The home of Yankiboy Playclothes, the Sackman Bros. plant in Telford, Pa. In the column directly at right is a reproduction of the company's corporate seal—dated 1907.

Sackman Observes 50th Anniversary

If Toy Fair visitors who stop in at the spacious, 2,800-square-foot Sackman Bros. showroom at the Toy Center (Rooms 460-4) this year sense an atmosphere of perhaps even greater than usual activity and enthusiasm at the home of "Yankiboy" playclothes, the reason should be no great mystery.

For 1957 will go down in toy trade history as the 50th anniversary of this firm, a company that can proudly point to a long record of manufacturing and merchandising "firsts," not the least of which was its pioneering in the field of playclothes back in 1907.

When the late Charlie Sackman first hung up the Sackman Bros. shingle in a small but busy loft in downtown New York 50 years ago, playclothes, like many other things found in the modern toy and juvenile department, were as unknown as the [illegible] buses that have replaced the horse cars that used to ply the streets not far from the Sackman workroom.

But Charlie Sackman and the ambitious young men who were gradually added to the firm's budding organization soon began to come up with a never-ending succession of forward-looking ideas and innovations that have continued through the years right to this day. Of course, the foundation, the all-encompassing idea that Mr. Sackman hit upon in those earliest days of his new business was playclothes, the field which the firm so successfully embarked on five decades ago and has specialized in ever since.

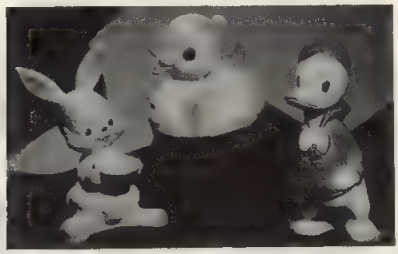
Oldtimers who knew Mr. Sackman will recall how he used to recount his reason for launching such a wholly new line. He used to say, "Every youngster has to wear clothes and, of course, play activity is the biggest thing in an active youngster's life in the early stages of his development. So, we simply put the two together and thought up the obvious answer—playclothes."

It wasn't long after the first samples of the new Sackman playclothes were shown to buyers and shipments began to leave the factory that the appropriate tradename, "Yankiboy," was adopted. Like all ideas that are sound in concept and whose execution fills a genuine need, "Yankiboy" playclothes lost little time in demonstrating their appeal to the trade and public. Over the years, distribution of "Yankiboy" playclothes continued to gradually expand until now, in 1957, it would be difficult to find a Main Street in any city in the country where one can't walk into a toy or juvenile department and not find an assortment of "Yankiboy" playclothes.

Right from the start, and down through the years, "Yankiboy" playclothes have always included a full selection of Indian, policeman, fireman, baseball and cowboy suits—but, as in everything else in this fast-

A page taken from the March 1909 issue of PLAYTHINGS magazine shows—at bottom—a typical Sackman trade ad of that day—offering not only playsuits but a velvet doll named "Daisy Dolly."

Trio of New Easter Playthings From the Sun Rubber Company



"Begging Rabbit," "Dippy Duckling" and Donald Duck, the latter in a new costume, are heading the Sun Rubber Company's Easter toy parade this year. All were created in the firm's new vinyl laboratories and molded by an exclusive Sun patented process

Company predictions are that the "Begging Rabbit," brand new in Sun's 1957 line of more than 100 items, will be a top Easter and spring season seller and will also have year round appeal. The flesh colored rabbit holds a brilliant red basket in its arms. It squeaks and whistles when squeezed

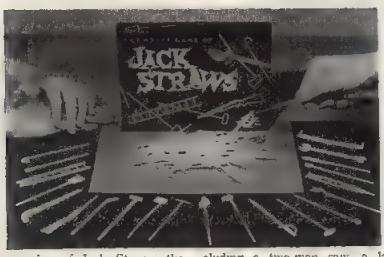
Sun's "Dippy Duckling" is an all vinyl floating tub or pool toy 5" high It is colored yellow and red and quacks when squeezed Over retail counters "Dippy Duckling" will sell for $1, "Begging Rabbit" for 79¢

The third performer in Sun's special Easter offering is an old favorite, Donald Duck, decked out in a new, brilliant red jacket Standing 8" in height, he'll accommodate with a quack when squeezed. His retail price is $1

Other vinyl floating and squeeze toys Sun is offering in its 1957 spring line include "Spot" the dog; "Cleo," the fish; "Susie So-Soft" kitten and "Wiggy Wags" dog.

Inquiries about these and all Sun products should go to the Sun Rubber Company Barberton, Ohio

Plastic Jack Straws Set in Qubic Games' Line for '57



A plastic version of Jack Straws, the oldtime favorite that featured a boxful of miniature wooden rakes, shovels, ladders and other items and challenged the player to hook out straws without disturbing the pile, has been announced by Qubic Games, 54 Warner Street, Springfield 8, Mass

Retailing for $1.50, the plastic Jack Straws set contains about 50 straws each 3½" long, made in bone-color styrene; over 20 different varieties of shapes, including a two-man saw, a ladder, gun, rake, crutch, shovel, hoe, axe and key-hole saw, and a hook and rules

The box, 7½" by 5½" by 1", is decorated with reproductions of various straws Packing is one dozen to the carton; weight, 5 pounds.

REPTILIAN ANODYNE

In rural Mexico, superstitious folks place a toy alligator under a sick person's pillow, "to eat up the pain"

MASTER INDUSTRIES, MAKER OF STUFFED TOYS, TO EXPAND

Master Industries, Inc., 111 E. 6th Street, St. Paul, Minn., reports through spokesman Oscar D. Berris, treasurer, that sales of their stuffed toy line rose to a record high last year "With the addition of several new numbers for 1957," said Mr Berris, "we expect even larger figures this year." Production facilities, he further advised, are to be doubled

At the time of its founding some years ago, Master Industries decided to emphasize quality rather than price in its stuffed toys. Displaying a flair for the unusual, the company's designer supplemented the standard Teddy Bear, Panda and similar-

"Lazy Mule"

ly traditional stuffed toy items with such provocatively named animals as the "Drowsy Bear," "Countess," a Pekingese, "Old Sarge," an English bulldog, "Lazy Mule," and many others—all of which will be shown during the Toy Fair in Room 1408 in the Hotel New Yorker

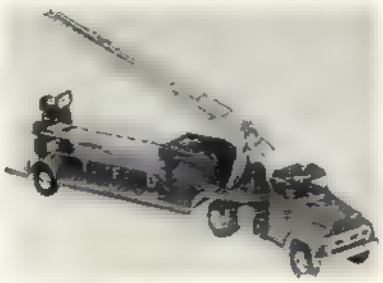
"Though we've never sacrificed quality for price," Mr. Berris commented, "we've always tried to hold down our costs in order to maintain reasonable prices to the consumer without cutting dealer profits Since we're greatly concerned with the welfare of the children who play with Master Toys, we take special precautions to insure safely attached eyes and colorfast, non-toxic and non-allergic fabrics."

Aside from its home office showrooms, Master Industries maintains showrooms in space 1428, Merchandise Mart, Chicago, space 672, Merchandise Mart, Dallas; and at 1124 South Hope Street, in the city of Los Angeles

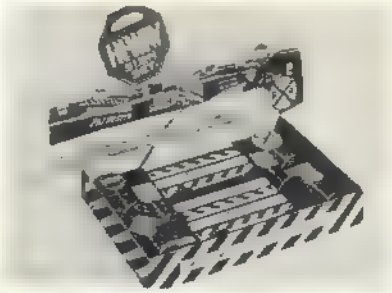
VALLEY MFG. COMPANY NAMES TWO NEW REPS

Valley Mfg Company, Bay City, Mich., reports the appointment of two new sales representatives for their line of pool tables and bumper pool numbers. They are Julius Levenson, 1107 Broadway, New York City; and Anderson Sales Company, 2330 W. 3 Street, Los Angeles

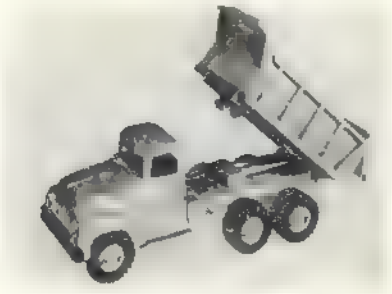
John Ryan, national sales manager for Valley Mfg. Company, says "These two firms are recognized as tops in their field They will be selling all of our models—items in the adult, junior and toy classifications"



#48 Hydraulic Aerial Ladder



#AC-300 Hi-Way Sign Set



#42 "Big Mike" Dual Dump Truck

#B-210 Road Builder Set

#B-202 Tonka Stock Farm

Metal Vehicles for '57:

Tonka Announces Biggest Line Ever—38 Numbers

With expanded production facilities at its disposal, Tonka Toys, Inc., enters the new year with the biggest line of metal vehicles and accessories in its 11-year history. Fifteen of the firm's 38 models are new for 1957, as are seven accessory packages.

The new models, as well as others in the line, will be introduced at the Toy Fair in Rooms 729-730 of the Hotel New Yorker, as well as in Room 208 at 200 Fifth Avenue, which is the company's New York office.

Like any "automotive" manufacturer, Tonka Toys has restyled its vehicles, which are turned out by 500 workers in 83,200 square feet of factory area. In addition to new body styling (including hood air intakes, wrap-around windshields, brighter colors, use of metallic paint, etc.) scale-model realism is again enhanced by the use of 20-gauge steel. Chromate finishing of plated surfaces, baked vehicle enamel, authentic design and durable protective packaging.

Last year's most popular item, the Sprinkler Pumper, is still part of the line and is sold separately ($8.98) or in the three-vehicle fire department. The company states it was unable to meet demand on this water-squirting miniature in 195[illegible].

Packaged in two-color illustrated cartons, the seven accessories include: a scraper blade with mounting bracket for attachment to all dump trucks in the line (suggested retail: $1.49), a stake trailer which attaches to the pickup truck for hauling "livestock" and other cargoes ($1.98); a "hi-way" sign set with six metal road signs and two barriers in attractive counter display package ($2.98). Tonka farm animals, six pieces of livestock of polystyrene for use with sundry vehicles ($1.49); a stock corral which is a wooden unit measuring 19" across and equipped with a loading chute ($1.49); a "V" blade snow plow with mounting bracket to fit all Tonka dump trucks ($1.98); and the Tonka box trailer for use with Tonka's hitch-equipped pickup truck ($1.98).

Seven toy sets, all contained in display packages, augment a variety of individual units. These include the Tonka Fire Department ($27.95); Tonka Trailer Rental Set ($7.98); Road Builder Set ($24.95); State Hi-Way Department ($19.95); Tonka Stock Farm ($7.98); Tonka Trailer Fleet ($16.95); and Tonka Truck-Trailer Rental ($9.95).

Hydraulically-operated, the 3-in-1 Hi-Way Service Truck is expected to be one of the most popular of the new toys. It comes equipped with an attachable scraper blade and "V" type snow plow at a suggested retail price of $7.98. With two-position tailgate and drop-down sides, this dump truck is in the 1" to 18" scale proportion like all Tonka Toys.

Twin hydraulic mechanisms operate the "Big Mike" dual dump truck. Retailing at $7.98, it is the heaviest dump truck in the line with tandem dual wheels.

Another number is the Pickup and Stake Trailer, which makes a toy arrival for $4.98. The two-wheel trailer, which hitches easily to the truck, is equipped with a removable stake panel through which the polystyrene animal can be loaded.

Following this farm theme, the Tonka Stock Farm ($7.98) includes six polystyrene farm animals, a wooden corral and aluminum ramp and a large stock truck. This set can be used as a part of many games and activities.

Other new toys in the Tonka line include: a Pickup with Box Trailer ($4.98), a unit which employs a handy hitch for attaching the metal trailer; Truck-Trailer Rental ($9.95), a set including a Farm Stake Truck, Pickup model, Stake Trailer and Box Trailer; Tonka Trailer Rental Set ($7.98), the lowest-priced set in the line, which utilizes the Pickup model with two box trailers and a stake trailer; Steam Shovel ($3.98), newly designed and featuring a crank operated mechanism with rotating cab; Shovel and Carry-All ($7.98), including the new shovel and a trailer which has removable ramps and a winch for simple loading and unloading; Thunderbird Express ($5.98), a newly-styled freighter with large doors for loading and unloading; Hydraulic Dump Truck ($4.98), which is equipped with hydraulic dumping mechanism and has a two-position tailgate for dumping or spreading operations.

And the Road Builder Set ($24.95), a deluxe package that consists of six construction type toys—a manually-operated dump truck, road grader, steam shovel, carry-all trailer, "Big Mike" hydraulic dump truck, and scraper blade; Tonka Stock Rack with Animals ($5.98), a heavy-duty truck with sliding gate accompanied by three polystyrene animals; Gasoline Truck ($4.98), a colorful, big unit patterned after the real thing; and the Hydraulic Aerial Ladder ($12.98), a firebuff's dream which features hydraulic action to lift the ladder for extension to its 36-inch height, a tiller man's seat and revolving ladder base.

Disney Merchandise To Be "Everywhere" At the Toy Fair

Above: the Mickey Mouse Club merchandise identification symbol.

WALT DISNEY'S Mickey Mouse Club merchandise, popularized by the most well-known children's daytime television show, is expected to be a main attraction at this year's Toy Fair.

Approximately 90 of the Walt Disney Character Merchandising manufacturers will be participating at the Fair. All types of games, mechanical toys, dolls, stuffed toys, novelty items, pistols, puppets, typewriters, foam rubber toys, "make-it-yourself" kits, musical instruments as well as many others will be seen

Joining such Disney-licensed "old-timers" as Louis Marx, Hassenfeld Bros., Gund, Transogram, Fisher-Price, Whitman and Jaymar will be Radio & Steel Mfg Company, showing coaster wagons, scooters, and miniature coaster wagons; Globe Union, Inc., roller skates; Empire Plastic Corporation, a mechanical flip-book with reels; Spec-Toy-Culars, Inc., miniature plastic musical toys; Raylite Electric Corporation, Christmas light decorations Aladdin Industries, Inc., metal lunch kits, Northwestern Products, bagatelle games and pin ball games; and American Mirror Works, novelty mirrors

The Mickey Mouse Club has an estimated total daily audience of 18,967,500 made up of 15,382,500 children and 3,858,000 adults. It is seen in some 7,587,000 homes An audience of this size reportedly gives the Mickey Mouse Club show one of the widest exposures of any daytime television program

With Disney re-releasing Cinderella nationwide in major cities at Easter, merchandise based on the characters from the all-cartoon fairytale will also be incorporated into the manufacturers' Fair exhibits

Of great importance to buyers will be Johnny Tremain merchandise. A full-length live action film set in the Pre-Revolutionary War days of Boston, Johnny Tremain will be released to theatres in June Heavy television promotion on the film is scheduled for both Disney TV shows At least one Disneyland TV Show (one hour) will be largely devoted to the new film

"Cinderella" merchandise may be seen in the Toy Fair showrooms of various manufacturers.

Besides the television and theatre exhibition, a comic strip based on Tremain will appear in newspapers. Retailers across the United States are already planning to have Johnny Tremain merchandise on their counters by the release date in June, according to Disney spokesmen.

Manufacturers showing Tremain items at the Fair include: Bantam-Lite, Inc., Hempstead, N. Y., novelty flashlights; Bayshore Industries, Inc., Elkton, Md., toy make-up kit; Benay Albee Novelty Company, Maspeth, N. Y., hats; Ben Cooper, Inc., Brooklyn, N Y, costumes; Dell Publishing Company, New York City comic books; L. M. Eddy Mfg. Company, Inc., Framingham, Mass., play outfits; Gund Mfg. Company, New York City, hand puppets; Jaymar Specialty Company, Brooklyn, N. Y., puzzles; Louis Marx & Company, New York City, revolutionary guns, pistols, canteens; Oak Rubber Company, Ravenna, Ohio, balloons; Simon & Schuster, New York City, big and little Golden Books; Transogram Company, Inc., New York City, paint sets; Whitman Publishing Company, Racine, Wisc., coloring books.

A third significant news item for merchandisers coming from the Walt Disney office is the announcement of a new night-time television adventure series based on "Zorro," an exciting historical figure of early California history. "Zorro" will be a live-action TV series of 39 weekly half-hour adventures scheduled to begin in October

An over-all total of 130 hours of new television programming for 1957-58 is on the agenda for Walt Disney Productions, including new programming for Disneyland, the Mickey Mouse Club and the addition of "Zorro." Disney will produce new material for the Mickey Mouse Club, which will be a half-hour rather than an hour daytime show, when starting its third year in October

In his own interest, he must sell you the finest

Your neighborhood service station dealer knows that he *must* supply only the finest products and services in order to keep you as a steady customer and friend. So when he sells you Atlas Perma-Guard non-evaporating anti-freeze you can be *sure* that your car will be safely protected against temperature extremes all Winter long. Avoid the last-minute rush. Get your Atlas Perma-Guard today—before cold weather sets in. **ATLAS PERMA-GUARD* ANTI-FREEZE**

RECOMMENDED AND SOLD BY LEADING SERVICE STATIONS IN THE UNITED STATES

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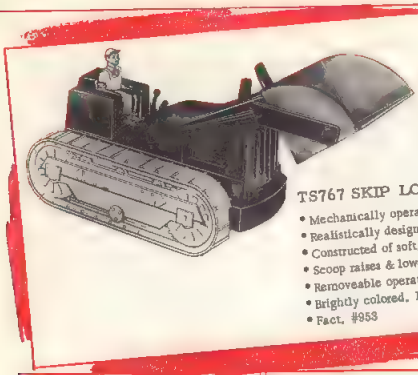
ROAD GRADERS...TRACTORS

COAST TO COAST STORES



TS767 SKIP LOADER

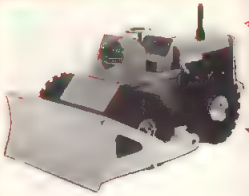
- Mechanically operated toy skip loader
- Realistically designed and detailed
- Constructed of soft, unbreakable poly
- Scoop raises & lowers, trips to dump
- Removeable operator. Visible engine
- Brightly colored. 10 1/2 inches long
- Fact. #953 95¢

TS775 HI-LIFT LOADER

- A high lift loader with scoop bucket
- Rugged heavy gauge steel construction
- Finish is bright, baked enamel colors
- Lever raises bucket. Locks in position
- Dummy diesel motor is made of plastic
- 15 1/2 inches long. Huge rubber tires
- Fact. #1755 $2.89

TS779 ROADER GRADER

- Ruggedly constructed steel road grader
- Finished in bright baked enamel colors
- Driver operates steerable front wheels
- Adjustable blade for roughest ground
- Equipped with 6 huge rubberized tires
- Grader measures 17 x 5 x 6 inches
- Fact. #1759 $2.98



TS786 POWER DOZER

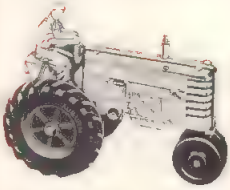
- All steel, heavy gauge bulldozer
- Front scraper can be raised or lowered
- Steering wheel actually steers unit
- Rolls on huge donut-type solid wheels
- Finished in bright yellow baked enamel
- 12" long, 7 1/2" wide, 5 1/2" high
- Fact. #1757 $3.79

TS799 TOURNATRACTOR

- It's a combination tractor and dozer
- All welded 20 ga. steel construction
- Adj. locking blade. Pivoted tow bar
- Huge 4 3/16 x 1 7/16" rubber tires
- Finished with sprayed baked enamel
- 14 3/4" long, 8" wide, 6 1/2" high
- Fact. #1900 $6.95

TS880 VINYL TRACTOR

- 4" long, 2 3/8" wide and 3" high
- Constructed of durable, tough vinyl
- Finished in bright assorted colors
- Soft, flexible, safe. Will not mar
- A tractor for all your "farm needs"
- Packed 3 dozen in assorted colors
- Fact. #810 19¢

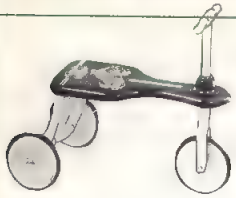


TS883 VINYL TRACTOR

- 5 1/2 inches long, 3 1/2 inches high
- Constructed of durable, tough vinyl
- Assorted colors with silver trim
- Driver, radiator, engine are silver
- Soft, flexible, safe. Will not mar
- Packed 3 dozen in assorted colors
- Fact. #513 29¢

TS889 VINYL TRACTOR

- 7 1/4" long, 5" high, 3 3/4" wide
- Durably constructed of all vinyl
- Assorted colors with silver trim
- Yellow & orange wheels. Metal axles
- Operator is realistically decorated
- Packed 1 dozen in assorted colors
- Fact. #572 79¢

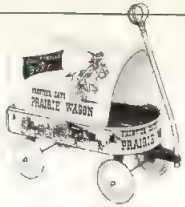


TS705 KIDDIE KAR

- Steel construction with wood seat
- 6" disc wheels 1/2" rubber tires
- Beautiful colored lustre-lume finish
- Easy steering front wheel handles
- Overall size 19 3/4 x 9 3/4 inches
- Packed 1 in a carton, knocked down
- Fact. #650 $4.98

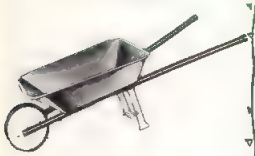
TS708 WAGON

- Sturdily constructed of all steel
- Finished with red baked-on enamel
- Wagon bed; 14 3/4 x 7 1/4 x 2 inches
- Double disc wheels, aluminum color
- Measure 3 3/4 inches in diameter
- Built for the roughest kind of play
- Fact. #9 $1.39



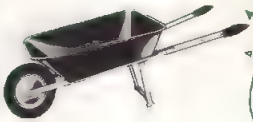
TS710 PRAIRIE WAGON

- Western designed "Frontier Days" wagon
- Metal construction, with rolled edges
- The swinging tail-gate has snap-lock
- Tubular steel handle. Has printed hood
- Wagon bed 14 1/2 x 7 x 2 3/8 inches
- Overall size is 29 1/2 x 13 1/2 inches
- Fact. #138 $1.89



TS712 WHEELBARROW

- One - piece all steel body construction
- Bright red baked-on enamel finish
- Bed; 14 x 12 x 5" with rolled edge
- Solid disc, aluminum color, wheel
- Tubular steel handle with rubber cap
- Overall size is 8 3/4 x 29 inches
- Fact. #26 $1.59



TS717 WHEELBARROW

- All steel wheelbarrow with rubber tire
- Green body, aluminum colored handles
- Bed is 17 x 17 x 6" with rolled edges
- Tubular steel handles with rubber grips
- Useful toy for the little "gardener"
- Overall size is 33 x 10 3/4 inches
- Fact. #31 $2.79

TS730 SCOOP-A-LOAD

- Ruggedly build Scoop-A-Load Conveyor
- All, heavy-gauge, steel construction
- Rear loading scoop is crank operated
- Conveyor belt carries load to the top
- Four rugged tires - Plated hub caps
- Size; 18" long, 3 1/2" wide, 8" high
- Fact. #5329 $2.39

TS753 POWER SHOVEL

- With automatic scooping operation
- All action controlled by single crank
- Loads, unloads, raises and lowers boom
- All steel, heavy gauge construction
- Revolving cab; rubber tractor treads
- 18" long, 6 1/4" wide, 13 1/4" high
- Fact. #1781 $4.39

TS758 STEAM SHOVEL

- A strong, "Sit-N-Ride" Steam shovel
- All, heavy-gauge, steel construction
- The removeable flat roof forms seat
- Large steering handle has double grip
- The shovel will swing, dig and dump
- Length is 23 3/4 inches with boom up
- Fact. #5844 $5.89

TS762 MOBILE DERRICK

- Construction derrick with latest design
- All heavy gauge steel constructed toy
- Wheels make tower swing complete circle
- Control the direction of the boom etc.
- Mounted on wide base with rubber tires
- Derrick measures 9 x 8 x 24" overall
- Fact. #5737 $5.89

STOP for catalogs, check the first page of the Henry Katz section.

always a good showing

AUTO-MAGIC PROJECTOR and THEATER

special announcement

Worcester Toy Co., the manufacturer of high quality plastic toys has added the popular Auto-Magic Projector and Theater to their fine line of plastic playthings by the purchase of the Stephens Products Co.

featuring Walt Disney's **"MICKEY MOUSE CLUB"**

Kids will have a barrel of fun running their own movie theatre with this realistic Mickey Mouse Club Projector and Theatre. Pictures can also be shown on walls, ceilings or any other flat surface.

INTERNATIONAL SALES REPRESENTATION

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Suite 540
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WORCESTER TOY CO. WORCESTER, MASS.

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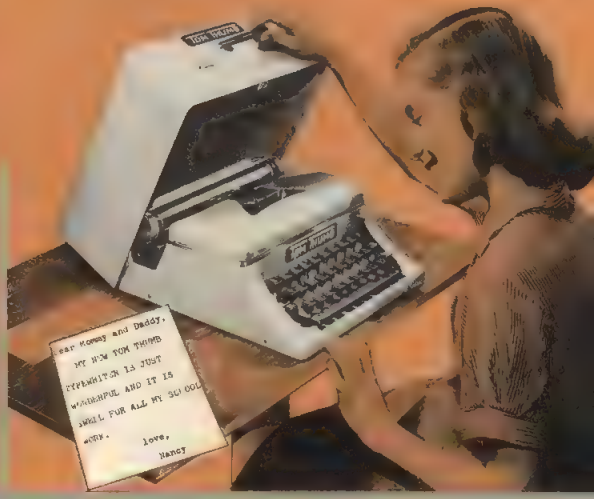
for catalogs, check the first page of the Henry Katz section.

they're "all new"



all eyes are on the latest in . . . Tom Thumb typewriters and cash registers.

they're sure sellouts . . . order early!

Tom Thumb

typewriters and cash registers

INTERNATIONAL SALES REPRESENTATION
THE
HENRY KATZ
ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.

WESTERN STAMPING CO. JACKSON, MICH.

"See BORGFELDT first (it pays)

HYDRANT BANK

Replica of Approved Fire Pump

•

Made of durable cellulose acetate handsomely finished in an eye-catching red body with black or gold trim.

3 Sizes — Giant, Medium & Small

Retails at Popular Prices

Write for Details

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44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.

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"See BORGFELDT first (it pays)

PULP EASTER RABBITS

More Colorful Than Ever

The Leading Line of Its Kind Made in America

ALSO

"CHICKEE" EASTER GRASS

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with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for Spring, Summer and Fall

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*Write For American Flyer Promotion Kit

Football

Official size, weight, balance. Rugged and long-wearing

BABE PARILLI FOOTBALL UNIFORM . . . when the whistle blows to start that neighborhood football game, send your junior-size football hero on the field in this outfit—guaranteed to help him make a touchdown! (Note to Mother: Save his other clothes from gridiron wear and tear.) Outfit includes tough red tenite helmet with adjustable chin strap, fiber shoulder pads, sturdy fabric pants and easy-to-wash red-and-white cotton knit jersey. Specify boy's sizes S (4 to 7 yrs.), M (7-11) or L (11-14). Shipped from Ohio.
808-816 D835 Parilli Uniform **$13.25**

E **VOIT COLLEGIATE FOOTBALL** . . . official size, shape, weight . . . balanced for dependable performance. Water- and scuff-proof rubber cover, fabric lined. With inflating needle.
808-832 B535 Voit Football; Tan with white stripes..... **$7.95**

F **OTTO GRAHAM FOOTBALL** . . . by Wilson. Full grain pebbled cowhide, lockstitch construction. Triple lining, rawhide lacing, rubber valve bladder. Tan with white stripes.
808-824 B875 Otto Graham Football **$12.00**

Training Equipment

BOXING GLOVES. Durable construction. Wine color sheepskin leather, fabric lined with goat hair filler. Deep-laced with well-padded wrists. 8 and 10 oz. feature 1" foam cellulose safety pad. Set includes 2 prs. and book, "How to Box Like a Champion."
808-840 B420 4-oz., up to 8 yrs. Set. **$ 6.50**
808-857 B735 8-oz., up to 14 yrs. Set. **10.95**
808-865 B865 10-oz., Adult size. Set . **12.85**

ROLLFAST BICYCLE EXERCISER . . . seat height adjusts for adult or child use. Endorsed by athletic directors; prescribed by doctors for reducing and exercising. Features a speed and mileage indicator . . . convenient pedaling control and resistance roller. Stands solidly on 4 rubber-tipped legs. Has silver-gray, chip resistant enamel finish. From Ind.
806-158 D5300 Ship. wt., 56 lbs.....**$79.95**

STRIKING BAG and PLATFORM . . . a lively model with muscle-building bounce! Valve-type bag (inflating needle included) is medium sized . . . made of durable 3-ply leather grain Duratex. 22" steel rebound ring has universal joint swivel and hook for attaching bag. Braces of hardwood, finished in dark blue, are securely bolted to ring.
808-873 C715 Bag and Platform. **$11.95**

Body-Building Equipment

YORK ARISTOCRAT WEIGHT TRAINING SETS. Build muscles, keep healthy, have fun with this superior set of bar bells. Chrome-plated, extra heavy duty Locktite wrenchless collars—4 each of 1¼, 2½, 5 and 10-lb. plates. 4-ft. knurled, machined and chrome-plated steel bar with chrome-plated hand fittings and revolving sleeve. Machined ends. Pair of solid steel 14" dumbbell-swingbells with revolving handles of molded polished aluminum. Training courses included.
808-899 D1975 York Bar Bell, 110 lbs. Shipped from Penn... **$28.95**
808-907 D1365 York Bar Bell. 70 lbs. Shipped from Penn... . . **18.95**

SIX-IN-ONE WHITELY BAR-BELL SET . . . the complete home gym! Includes a bar-bell combination, 5-cable chest pull, rowing machine, wall pull exerciser, one-arm dumbbell and a pair of Grip-O-Steel. Combination is made up of fine strong nickel-plated springs with new Sal-Tee grip handles, two wooden bars, one pair of hand grips and one pair of plated stirrups. Now you can keep yourself in condition in the privacy of your own home. Book "You Know How to Super Strength" gives a modern Muscle Culture course.
808-881 B598 Bar-Bell Set **$9.95**

FIGURE SETS

COAST-TO-COAST STORES

TS1030 WESTERN PLAYTIME

- Giant 48 piece western action set
- 8 harness horses, 8 western horses
- 8 cowboys and Indians, 6 fences
- Stage coach and covered wagon of metal
- Figures & horses of soft, safe plastic
- Easy to set up and take apart again
- Fact. #1598 $1.89

TS1002 JUNGLE ANIMALS

- Realistically detailed jungle animals
- Of flexible, soft, "rubber-like" vinyl
- In bright, safe, harmless, colors
- 20 assorted types of jungle animals
- Fun for children of any age group
- Packed in 5-color window display box
- Fact. #122 69¢

TS1004 SOLDIERS

- Unbreakable combat soldiers & weapons
- 75 piece set of "rubber-like" vinyl
- Includes: soldiers in fighting poses
- Rifles, pistols, holsters, belts
- Helmets, shovel and the American Flag
- Interchangeable weapons. In poly bag
- Fact. #481 98¢

TS1007 FIREMEN

- 75 pieces are made of flexible vinyl
- Contain: firemen in realistic poses
- Helmets, rope coils, gas masks, axe
- Belts with flashlight, pikes & ladders
- Excellent toys for hours of enjoyment
- Packaged in gay, two color poly bag
- Fact. #475 98¢

TS1010 FARMERS

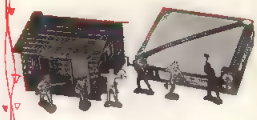
- Interchangeable tool and farmer set
- Realistic detailed miniature models
- All of flexible, unbreakable vinyl
- Farmers, pitchfork, rake, kerchiefs
- Hoe, shovel, spade, axe, saw & hats
- Packaged in colorful polyethylene bag
- Fact. #479 98¢

TS1015 CAR ASSORTMENT

- Assortment of 50 different model cars
- Realistically detailed in soft vinyl
- Name of cars are engraved in trunk
- Assorted red, green, yellow and blue
- Excellent toy for year around fun
- Packed in clear polyethylene bag
- Fact. #471 98¢

TS1023 COWBOY & INDIANS

- Large western action playtime set
- All unbreakable "rubber-like" vinyl
- Cowboys with interchangeable parts
- Such as hats, kerchiefs, guns, etc.
- A corral for fencing in animals
- Packed in clear polyethylene bag
- Fact. #487 98¢



TS1026 LOG CABIN SET

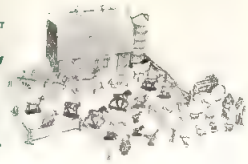
- A log cabin with Indians & frontiersmen
- Easily assembled high impact log cabin
- 8 rubber like Indians & frontiersmen
- Each are in realistic fighting poses
- Safe, harmless, non-toxic colors
- Packed in 3 color window display box
- Fact. #995 89¢

TS955 METAL BARN SET

- A bright, lithographed metal barn
- With cupola on top and attached silo
- Barn measures 8 1/2 x 5 3/4 x 4 1/4"
- With nine vinyl plastic farm animals
- 4 pieces of fence form barn yard
- Barn and animals, complete in box
- Fact. #195 98¢

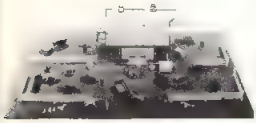
TS967 FARM SET

- Complete up-to-the minute farm set
- Large metal hipped-roof type barn
- 14 solid plastic farm animals
- Plastic farm tractor & implements
- Barn 13 5/8 x 9 1/4 x 9 1/4 inches
- Knocked down. Easy to assemble
- Fact. #3923 $2.98



TS972 LARGE FARM

- Tough high impact plastic barn & silo
- Barn 10 3/16 x 7 1/2 . Silo 2" dia.
- Soft vinyl team & wagon. 4" tractor
- A choice selection of vinyl animals
- 36 toys plus 9 pc. high impact fence
- In a strong 10 1/2 x 13 1/2 inch box
- Fact. #953 $3.49



TS977 FARM SET

- Farm set, complete in every detail
- Large metal hipped roof-type barn
- Complete with plastic farm animals
- Plastic farm tractor & 7 implements
- Barn 13 5/8 x 9 1/4 x 11 3/4 inches
- 10 sections of white, log-type fence
- Fact. #3939 $4.79

TS986 HORSES & COWS

- Realistic detailed horse & cow ass't.
- Of soft, flexible, rubber-like vinyl
- Decorated in saafe, non-toxic colors
- Each is approximately 4 inches long
- Factory packed 4 dozen ass't to carton
- Each animal indiv. packaged in cello
- Fact. #107 10¢ ea.

TS991 FARM SET

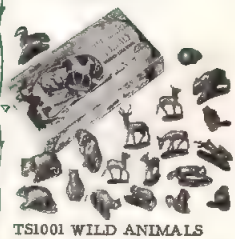
- Six piece "rubber-like" vinyl farm set
- Realistically detailed and designed
- Consists of truck, horse, cow, farmer
- Wife & one medium size farm animal
- Finished in gay, safe, harmless colors
- Packed in 3 color window display box
- Fact. #991 59¢

TS996 FARM ANIMALS

- 20 piece assortment of farm animals
- Animals made of "rubber-like" vinyl
- Soft, safe, sanitary & scratchproof
- Excellent toys for year around play,
- Party favors or holiday decorations
- 4 1/2 x 3 1/2 x 4 1/2" barn-like box
- Fact. #101 69¢

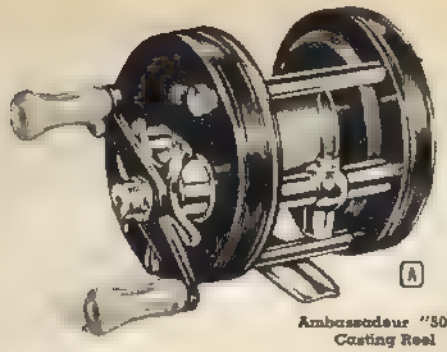
TS998 FARM ANIMALS

- 50 piece unbreakable farm animal set
- Realistically detailed in soft vinyl
- Sanitary, flexible and scratchproof
- Every animal you will want around farm
- Poultry, cows, calves, pigs, lambs, etc.
- Packaged in bright, two color poly bag
- Fact. #483 98¢



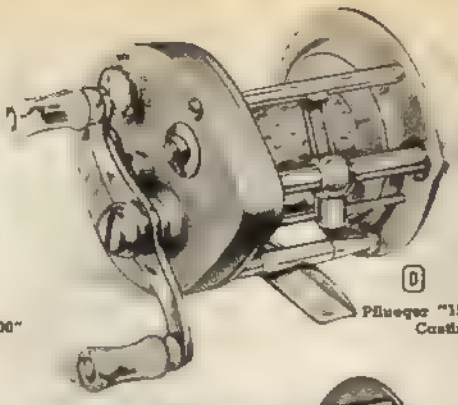
TS1001 WILD ANIMALS

- Twenty North American animals
- Authentically detailed in soft vinyl
- Soft, safe, sanitary & scratchproof
- Packed in 5 color window display box
- Include bears, deer, skunk, beaver, etc.
- Fact. #301 69¢



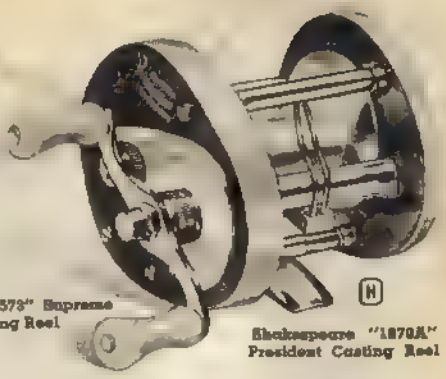
A

Ambassadeur "5000" Casting Reel



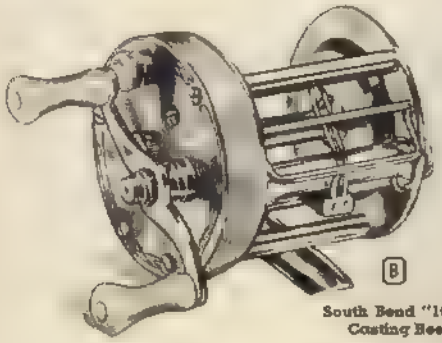
D

Pflueger "1573" Supreme Casting Reel



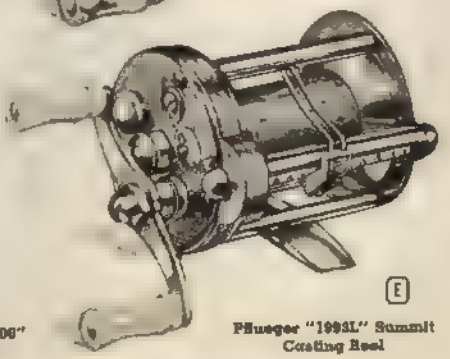
H

Shakespeare "1870A" President Casting Reel



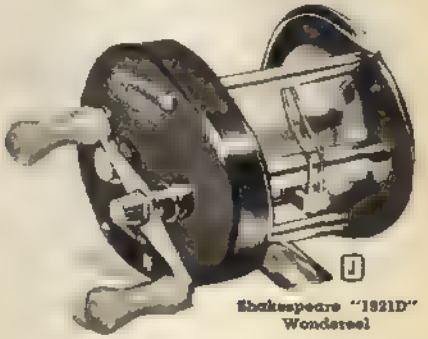
B

South Bend "1000" Casting Reel



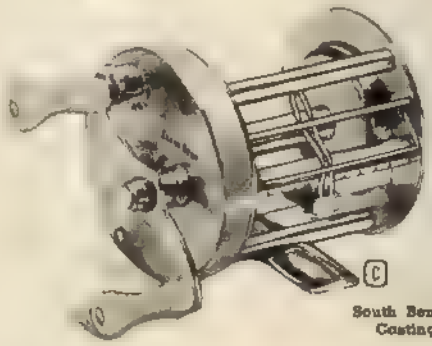
E

Pflueger "1993L" Summit Casting Reel



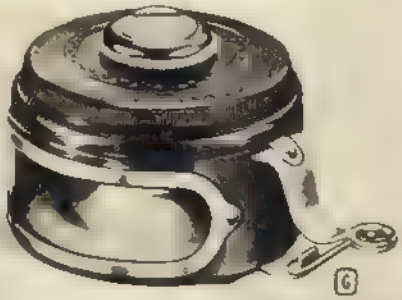
J

Shakespeare "1921D" Wondereel



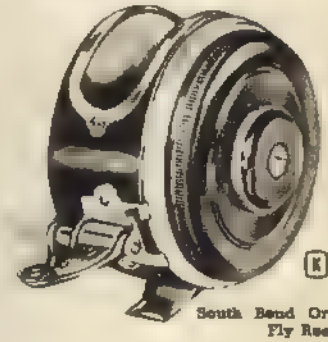
C

South Bend "400" Casting Reel



G

Shakespeare Tru-Art Fly Reel



K

South Bend Oreno-Matic Fly Reel

Dependable Reels for Baitcasting and Flycasting

A AMBASSADEUR "5000" REEL

Swedish-made baitcasting reel that features famous Star Drag with anti-reverse click. Designed with free-running spool, level-wind mechanism, and centrifugal brake to assure positive backlash control. Spool disengages automatically. Mechanical spool-cap brake—graduated scale for lure adjustments. Casts 1/8-oz. to 2-oz. lures. Nylon gears and bushings. Anodized aluminum with maroon finish. Reel comes complete with leather case and spare parts. Capacity: 180 yds. 6-lb. monofilament line

45-4660 A 2700—Actual wt. 8.75 oz. . . . **$45.00**

B SOUTH BEND "1000" CASTING REEL

Designed with many "quality" features to give top casting performance. Ball-wire braking action prevents line snarls, backlashes — does spool thumbing automatically. Brake is applied the moment lure strikes the water. Knurled nut on head cap adjusts for lures of various weights. Spiral-cut quadruple-multiplying gears. Phosphor-bronze bearings and bushings. Plastic headcap ring and handles. Chromed brass frame. Special construction permits oiling without removing parts. Capacity: 100 yds. 20-lb. line.

45-1013 A 1050—Actual wt. 9 oz. **$17.50**

C SOUTH BEND "400" CASTING REEL

Dependable casting reel at a moderate price. Features ball-wire braking action to eliminate backlashes. Knurled nut adjusts reel for different lures. Smooth-running spiral-cut gears, phosphor-bronze bearings, and insert-type bushings. Durable chrome-plated frame. 3-piece take-down assures fast, thorough cleaning. Capacity: 100 yds. 20-lb. test line

45-1005 A 660—Actual wt. 7.75 oz. **$11.00**

D PFLUEGER "1573" SUPREME REEL

Built with the finest in scientific and mechanical precision! Adjustable anti-backlash regulator and Cub Handle Drag keep line breakage at a minimum. Level-wind mechanism prevents snarling, assures trouble-free operation. Light-weight, one-piece spool for fast action. Aluminum alloy frame with new patent-process finish. Complete with reel bag, accessories, and spare parts. Capacity: 150 yds. 15-lb. line.

45-3373 A 2100—Actual wt. 7.5 oz. **$35.00**

E PFLUEGER "1993L" SUMMIT REEL

For all fresh water baitcasting. Features anti-backlash device, "jeweled" oil caps, bronze gears, phosphor-bronze bushings. Diamalloy frame, aluminum spool. Capacity: 125 yds. 15-lb. line

45-3381 A 957—Actual wt. 7.75 oz. **$15.95**

"1993M" Summit Monofil Reel. As above, but with extra-strong machined spool for monofilament line. Capacity: 275 yds. 8-lb. line.

45-4652 A 1077—Actual wt. 7.75 oz. **$17.95**

G SHAKESPEARE TRU-ART FLY REELS

Automatic horizontal models—a flick of the finger takes up slack line! Tempered steel silent-wind. Double stainless steel line guards for stripping line from either side. Knurled ring and friction clutch to control spring tension. Stainless steel rod clip. Anodized aluminum alloy frame—green finish. Choose from two models—line capacities given below.

Model "1837". 80 yds. "G", 34 yds. "D" line.

45-1088 A 780—Actual wt. 9.37 oz. **$13.00**

Model "1835". 50 yds. "G", 26 yds. "D" line.

45-1070 A 720—Actual wt. 9.13 oz. **$12.00**

H SHAKESPEARE "1870A" PRESIDENT

Fine direct-drive reel with "Automatic Thumb" spool-cap drag, stainless steel bearings, carboloy bushings. Carriage and carriage screw are hard chrome plated. Oiling spool cap and crank ring for easy lubricating. Green anodized aluminum frame with pearl-white plastic trim. Plastic arbor. Capacity: 100 yds. 15-lb. line.

45-1054 A 1950—Actual wt. 6 oz. **$32.50**

Shakespeare "1870" Casting Reel. Same as above, but with stainless steel frame.

45-4629 A 2250—Actual wt. 8.8 oz. **$37.50**

J SHAKESPEARE "1921D" WONDEREEL

Direct-drive construction for accurate casts. Anti-backlash mechanism. Spool cap makes it speedy or adjusts for no-backlash casting. Quiet nylon gears, stainless steel bearings, phosphor-bronze bushings. Anodized aluminum alloy frame with green finish. Easy to clean and lubricate. Capacity: 100 yds. 15-lb. test line.

45-1450 A 780—Actual wt. 6 oz. **$13.00**

K SOUTH BEND ORENO-MATIC FLY REEL

Fine vertical models that strip line freely—retrieve up to 25 yds. at a time. Perfectly balanced to prevent casting. Automatic line brake gives full control. Stainless steel rod clip, chromed line guards. Trigger folds for storing. Knurled headcap adjusts spring tension. Maroon anodized finish, polished metal trim. Choice of two models—line capacity given below.

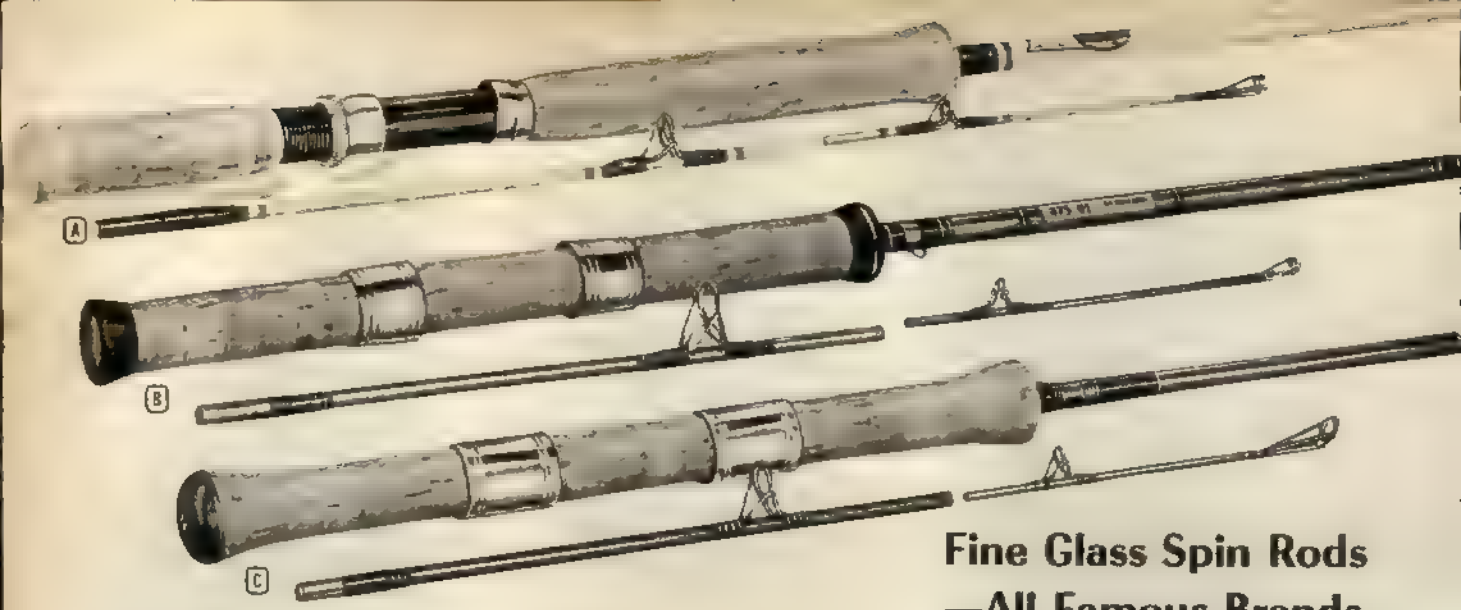
"1140" Oreno-matic. 80 yds. "G" level line.

45-1039 A 750—Actual wt. 9.5 oz. **$12.50**

"1120" Oreno-matic. 50 yds. "G" level line.

45-1021 A 720—Actual wt. 8.5 oz. **$12.00**

More baitcasting and flycasting reels in Catalog 571—pages 14-17, 23, 28



Fine Glass Spin Rods —All Famous Brands

Ⓐ SHAKESPEARE "1267" SPIN WONDEROD
- **All-purpose rod—for lures or live bait**
- **Handsome durable Wonderod white finish**

Two-piece fiberglass rod handles lures up to ½ oz. or live bait! Flexible, but strong. Wonderod white finish. Black anodized aluminum welted ferrule. Stainless steel ring guides with carboloy tip-top. Red and black nylon Perma-winds. Screw-locking ring, sliding-hood fixed reel seat. Specie cork grip. Cloth bag, aluminum case

46-4503 A 1677—6½ ft. Medium action. **$27.95**
46-1228 A 1677—7 ft. Medium action... **$27.95**

Shakespeare "1266" Spin Wonderod. Same as above, but anodized aluminum sliding ring-lock reel seat. Cloth bag, fiber case.

46-1251 A 1377—7½ ft. Medium action **$22.95**

Ⓑ MITCHELL "475" COMPANION SPIN ROD
- **New live action! 2-pc. tubular glass shaft**
- **Hand-fitted ferrule for extra strength**

Live and sensitive action. Flexible multi-layered hollow fiberglass construction. Serrated hand-fitted ferrule assures extra strength at joint. Agate gathering guide and tip-top can't wear out—smooth diamond-ground surface reduces friction, makes line last longer. Special reinforced feather-weight line guides of chrome-plated stainless steel. Black and yellow windings. Anodized aluminum ring-lock reel seat. Protective rubber end cap on select specie cork handle. Flannel case screw-cap fiber tube

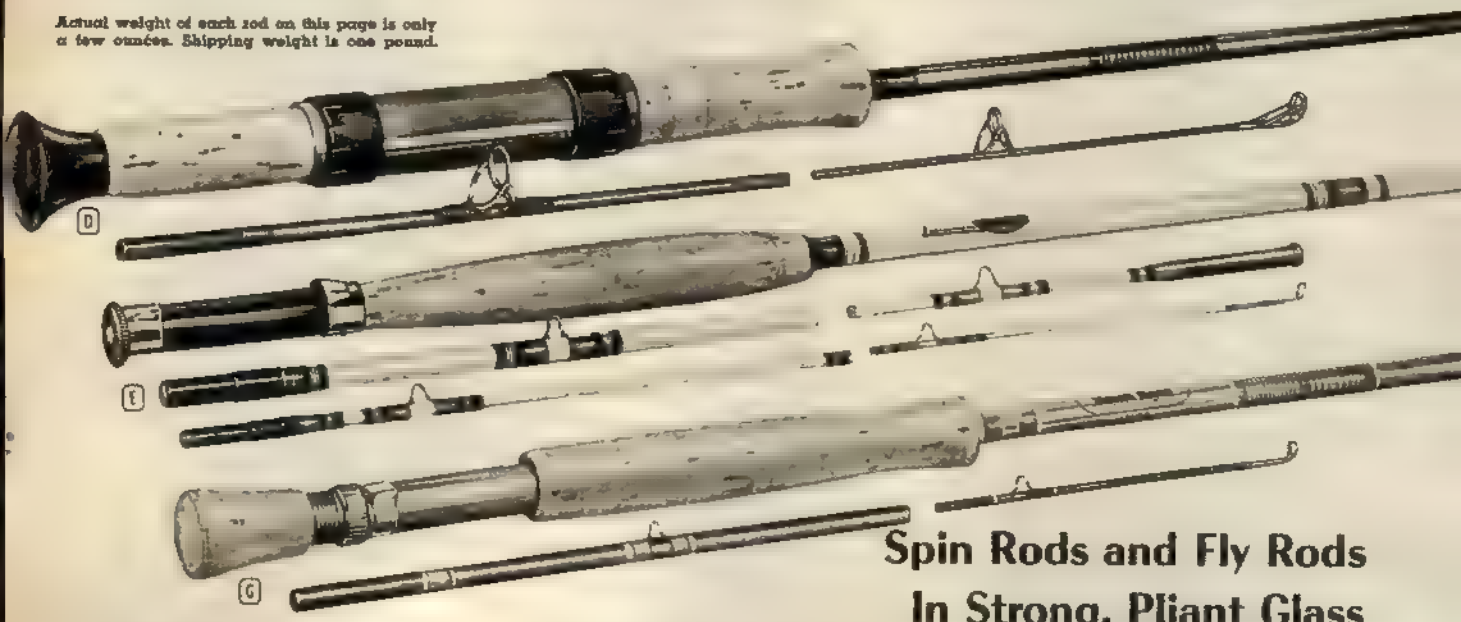
46-1087 A 1410—6 ft. Extra light action **$23.50**
46-3876 A 1410—6½ ft. Light action....**$23.50**
46-3984 A 1410—7 ft. Medium action....**$23.50**

Ⓒ HEDDON "130" STANDARD PAL ROD
- **Reasonably priced 2-piece glass spin rod**
- **V-type chrome-plated guides and tip-top**

Skillfully crafted in every detail—an outstanding value! Two-piece tubular glass rod is flexible—gives precise action. Clear natural finish—hand-rubbed for added beauty. Black anodized ferrule. V-type chrome guides and tip-top to direct line. Keeper plate holds hook safely, conveniently. Brown and buff windings for long wear. Anodized aluminum reel bands on select cork handle. Includes protective cloth bag and sturdy fiber case

46-3190 A 1197—6½ ft. Light action....**$19.95**
46-4750 A 1197—6½ ft. Medium action. **$19.95**
46-3208 A 1197—7 ft. Light action..... **$19.95**
46-4768 A 1197—7 ft. Medium action....**$19.95**

Actual weight of each rod on this page is only a few ounces. Shipping weight is one pound.



Spin Rods and Fly Rods In Strong, Pliant Glass

Ⓓ SOUTH BEND "4369" GLASS SPIN ROD
- **Fast-Lock reel seat for easy mounting**
- **Foul-free chrome-plated guides and tip-top**

Years of rod-designing "know-how" are molded into this fine medium-action rod. Two-piece hollow glass shaft has Aqua-Therm green finish. Process-drawn black alloy ferrule. New foul-free actionized wire frame guides and tip-top of chrome-plated stainless steel. Exclusive Guide-Lok coated winds of red spiral over silver. Nylon Fast-Lock reel seat gives top control of rod and reel. Shaped specie cork grip has black rubber butt cushion. Black shockproof wind check adapter. In protective cloth bag.

46-1699 A 957—6½ ft. Medium action...**$15.95**
46-1707 A 957—7 ft. Medium action . **$15.95**
46-4016 A 957—7½ ft. Medium action **$15.95**

Ⓔ SHAKESPEARE "1380" WONDEROD
- **Top quality fiberglass—won't warp or rot**
- **Nine snake guides keep line flowing freely**

Three-piece white fiberglass fly rod. Black anodized aluminum ferrules—welted, waterproofed. Nine stainless steel snake guides, rustproof chrome-plated tip-top. Black resinated nylon Perma-winds—black snaplock reel seat. Extra-select specie cork grip has ½ in. rings. In cloth bag and deluxe waterproof aluminum case

46-1277 A 2640—8½ ft. Light action.....**$44.00**
46-1285 A 2640—8½ ft. Medium action **$44.00**
46-3851 A 2820—9 ft. Light action.....**$47.00**

Shakespeare "1280". Similar to above, but two-piece white fiberglass fly rod

46-1442 A 2310—7¾ ft. Light action. .**$38.50**

Ⓖ SOUTH BEND "3370" FLY ROD
- **2-pc. glass rod for powerful precise action**
- **Sturdy rust-resistant guides and tip-top**

Tough, pliant, hollow glass construction—with Aqua-Therm green finish. Two-piece fly rod with plenty of power—you get sensitive action with the lightest fly. Featherlight coral anodized ferrule made of strong alloy. Nine stripping and snake guides of corrosion-resistant monel metal. Colorful nylon winds in coral spiral pattern, white tipped. Keeper ring. Positive-locking reel seat has hidden hood and hand-fitting cork grip with extended cork butt cap. Heavy cloth bag, watertight aluminum case

46-1582 A 1497—8 ft. Medium action....**$24.95**
46-1590 A 1497—8½ ft. Medium action..**$24.95**
46-3828 A 1497—9 ft. Medium action... **$24.95**

See Catalog 571 for other spinning rods—pages 6-11; fly rods on pages 24-27.

FINE TOYS

1969T510—Model's Hat Box Set (2 Pc. Set). Designed for that little darling who wants "grown-up" luggage—who wants to act and look like a model. Matched ensemble includes 11" diameter Hat Box, 12" wood frame Vanity, both with smart protective bindings, brass plated snap catches, white handles. Beautiful washable covering that resembles natural rawhide. Free sheet of gold decal initials included. Wt. 5 lbs. Mfr's. Sugg. Retail $7.49

1970T749—"Dancer's Delight." A Ballerina in silver shoes and straps for dancing. An exquisite 42" doll with pink satin bodice, skirt and panties. Fluffy overlay of netting, with silver stars. Silver trimmed ruffles. Pony-tail wig. Wt. 4½ lbs. Mfr's. Sugg. Retail $9.98

1848T1123—Paul Winchell's "JERRY MAHONEY"

Ventriloquist dummy. 32" tall with a simultaneously moving mouth and head (unbreakable plastic) and painted face. He wears a gabardine suit, white shirt and brown and white shoes. Packed in a corrugated carrying case. Twelve-page instruction book instruction book included. Wt. 4 lbs.

Mfr's. Sugg. Retail $14.98

★ **NOTICE**—All prices quoted here [illegible] the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett's [illegible] sell. See Trade Information.

1971T638 The "Aristocrat" Musical French Poodle

The aristocrat of 5th Avenue Poodles. Made in combination long-pile plush. This is a demand number. Will sell on sight. Sparkling eyes, long lashes. Ribbon and flower trim. Colors White, Pink and Blue. Swiss musical movement. Mfr's. Sugg. Retail $8.50

1972T563 The "Countess" Musical Pekingese

Sparkling safety attached eyes with felt eyepiece. Beautifully styled. Black pom-pom nose. Embroidered mouth and perky red felt tongue. Soft bushy tail. This is indeed a toy for that very special child. Apricot and White color combination. Swiss musical movement. Sugg. Retail $7.50

1973T450 The "No Account" Airedale

Countess' companion is this beautifully styled Airedale "No Account." Irresistible, with mischievous gleam in his sparkling eyes. Long eyelashes. Gray whiskers. Black pom pom nose. Sit or stand. Made of long gray pile in combination with short pile plush. Size 15. Mfr's. Sugg. Retail $6.00

1974T563 The Puffy Musical Doll

Satin hand painted face. De-lustered in hi-pile plush. Very soft and cuddly. Contrasting ribbon bows. Trimmed with flowers and streamers. Color is Pink and White. Doll has Swiss musical movement.

Mfr's. Sugg. Retail $7.50

Elephant

1975TF2250—Without question the most beautiful and unusually designed toy. Entirely different from any other on the market. Created with the following objectives in mind. (1) As a beautiful window display; (2) T.V. companion for that extra special youngster, (3) A hassock for the den, recreation room, or living room; (4) A toy for the nursery. Built with a sturdy steel frame. Hand stuffed and shaped. Hand embroidered facial expressions. Will support weight up to 200 pounds. Stands 26" high and is 32" long. Colors Pink or Gray. F.O.B. Minnesota Factory. Ship. wt. 21 lbs. Mfr's. Sugg. Retail $30.00

Elephant on Rocker

1974TF2813—Same as above except it is made with chromium plated steel rockers to enable the youngster to safely rock. Scientifically balanced for the maximum safety. F.O.B. Minnesota Factory. Ship. wt. 27 lbs. Retail $37.50

Donkey

1977TF2250—An ideal and unusually designed toy. Artistically styled and made of the highest standard craftsmanship. Created with the following objectives in mind. (1) As a beautiful window display, (2) T.V. companion for that extra special youngster; (3) A hassock for the den, recreation room, or living room, (4) A toy for the nursery. Built with a sturdy steel frame. Hand stuffed and shaped. Hand embroidered facial expressions. Will support weight up to 200 pounds. Stands 26" high and is 32" long. Color Beige. F.O.B. Minnesota Factory. Ship. wt. 21 lbs. Mfr's. Sugg. Retail $30.00

Donkey on Rocker

1978TF2813—Same as above except it is made with chromium plated steel rockers to enable the youngster to safely rock. Scientifically balanced for the maximum safety. F.O.B. Minnesota Factory. Ship. wt. 27 lbs. Retail $37.50

aphid?

THERE'S good news about the spotted alfalfa aphid. For the first time since it hit this country four years ago, the pest has been stalled on just about all fronts.

New insect enemies, fungus diseases, chemicals, resistant varieties and weather are all helping slow it down.

No one is counting out the aphid yet—it's the worst alfalfa pest ever. But this year's lull is giving us time to beef up controls.

In California, where ladybird beetles and small imported wasps have cut numbers in the southern part of the state, scientists are now carrying the predator fight into northern counties.

California scientists are also pushing the use of Systox to kill aphids without harming friendly insects.

Meanwhile, farmers in many parts of the west are seeding Lahontan alfalfa, the Nevada variety that resists the aphid.

In the South and Southwest where the aphid's attack fizzled during its favorite February-to-June months, scientists are stepping up the fight.

"We're trying fungus diseases and imported parasites," says Oklahoma A & M scientist D. E. Howell. "We hope to be ready if it builds up again."

In four North Carolina counties, a county agent's spray program helped check a build-up this spring.

Midwestern scientists are speeding up work on aphid-resistant alfalfa. Purdue University researchers have developed resistance in varieties that are adapted to the Midwest. Wisconsin scientists are selecting for resistance in their new Vernal alfalfa.

Farmers and scientists are coming up with better chemical control, too. Nozzle "drops" on high pressure booms, for example, force malathion or parathion sprays down into the alfalfa to get aphids hiding in the undergrowth.

New sprays using such chemicals as methyl parathion, Phosdrin and Thimet also look good in tests.

Scientists warn that the aphid could still flare up yet this year.

"Wet weather seems to be holding it back. But damage could still be bad if we get a dry, late fall," says Missouri scientist Stirling Kyd.

"A fall build-up could be disastrous in our 'alfalfa economy'," adds Wisconsin scientist John Medler. Fall infested stands would have a tough time surviving the winter. End

FASTER HEALING

with **SUPER-STICK**
New rounded ends. They stick better, protect better. Won't loosen in water.

Barracuda BOATS

The Barracuda Aluminum Boats are new — Advanced marine designs built for speed and easy handling on rough water; maximum safety; no maintenance; maximum performance from medium sized motors; guaranteed leak proof seams; carrying handles fore and aft; styrofoam floatation chambers; pressed-in spray rails; triple strength prow and transom. Six strong, durable, natty models to choose from for a lifetime of pleasure on the water.

BARRACUDA MAJOR

This feather weight flat bottom boat has metal seats, non-skid floor and many other deluxe features. Easily transported – a fine companion for your next fishing or pleasure cruise. You will be proud to own this safe, easily handled boat.

Model	Length	Beam	Weight	Retail
MJ-12A14175	12 ft.	48 in.	85 lbs.	$189.00
MJ-14A17250	14 ft.	49 in.	110 lbs.	$230.00

BARRACUDA HAWK

A low cost vee-bottom boat; treated wooden seats non-skid floor. A roomy lightweight, extra-wide boat designed for safety and comfort. Planes easily and handles beautifully with medium HP motors. Excellent for rough water use and built to give a lifetime of pleasure.

[redacted]	Length	Beam	Weight	Retail
HK-12A17075	12 ft.	52 in.	95 lbs.	$227.50
HK-14A20250	14 ft.	52 in.	125 lbs.	$270.25

BARRACUDA QUEEN

Has exciting features and advanced styling. It is exceptionally fast and planes easily with medium sized motor. A steering wheel can easily be mounted on the dashboard at the rear of the 60-inch reinforced aluminum deck.

Model	Length	Beam	Weight	Retail
QN-14A26580	14 ft.	59 in.	195 lbs.	$354.50

BARRACUDA EAGLE

New streamlined design — this husky craft is designed for pleasure or fishing comfort. Constructed of 52S aluminum .064 and .081 thickness. The round bilge transom is swept forward into the spray eliminating vee-bow. The new design permits the Eagle to plane easily with a medium sized motor. It's safe, dependable and seaworthy. Built to give years of satisfaction.

Model	Length	Beam	Weight	Retail
EG-14A23100	14 ft.	58 in.	175 lbs.	$308.25

BARRACUDA KING

The dazzling performance, ease of handling, safety and sparkling beauty offers many hours of cruising pleasure. Study the additional features and specifications which are yours when you own a Barracuda King: round bilge transom, treated wooden seats, oak motor supports, non-slip inside bottom finish. The King has twin decks with walk-thru design.

Model	Length	Beam	Weight	Retail
KG-14A29995	14 ft.	59 in.	210 lbs.	$399.95

BARRACUDA SURF RAIDER

A lithe runabout with a streamlined hull that's lightning fast and tightly maneuverable. One full and two bilge keels molded into hull. Wide beam eliminates yaw or pitch. Wide ledge type spray rails and built-in flotation tanks insure passenger safety and comfort. Ideal for large motors. Wt. 310 lbs., Cap. 710 lbs., Beam 61".

	Length	
SR-14A66400	14 ft.	Retail $871.65

Make *Peterson* Your Choice for *1957*

CLIPPER RUNABOUT

100% fiberglas and polyester resin lamination. Nickel plated brass or stainless steel hardwafe. Porcelain white hull and deck. Argus green fleck interior. Varnished, white pine seats and back rests. Air chamber flotation.

Length	Width Stern	Width Amid.	Depth Stern	Depth Bow	Weight	Rec. Motor Size	Deck Length
14'	52"	58"	20"	21"	295	35 HP	66"

2034FG52468 ..... Retail $695.00

FLASH UTILITY OUTBOARD

The flash is an all-purpose boat, desirable for either fishing or cruising. Planked with western red cedar strips. Full length oak splash rails. Interior varnished with 3 coats marine spar varnish. Exterior white and green.

Length	Width Amid.	Depth Stern	Depth Amid.	Weight	Rec. Motor Size
14'	53"	19"	21"	250	7½-16 H.P.
12'	52"	19"	20"	230	7½-16 H.P.

1314 A24491 ..... Retail $329.95
1312A21967 ..... Retail $309.95

SKIMMER RUNABOUT

An exceptionally fast runabout that is maneuverable and safe at all speeds. Double ribbed with heavy, steam bent oak ribs. Keels, stems, gunwales of selected oak. Phillipine mahogany bow and mid-decks and trim. Two tone of Newport blue and Mist Green. Interior and decks varnished to high gloss with marine varnish.

Length	Beam Width Stern	Beam Width Amid	Depth Bow	Depth Amid.	Weight	Rec. Motor Size
14'	52"	57"	26"	23"	315	10 to 35 HP
12'	52"	54"	25"	22"	225	10 to 25 HP

1414A35437 ..... Retail $465.00
1412MD30761 ..... Retail $419.00

ANGLER FIBERGLAS

100% fiberglas and polyester resin hull. Aluminum gunwales, deck and stern braces. Four 12 inch bulkhead transverse type seats combined with hull for air chamber flotation.

Length	Width Stern	Width Amid.	Depth Stern	Depth Amid.	Weight	Rec. Motor Size
13'8"	47"	50"	18½"	20"	185	Up to 10 HP

2014A25442 ..... Retail $359.95

PORTAGER CARTOP

The "Portager" is ideal for carrying on top of a car. Can be paddled like a canoe or it can be rowed like a row boat. Northern white cedar planking and ribs. Fiberglas and plastic laminated covering. Three 10" seats. Duck boat color.

Length	Width Amid.	Depth Bow	Depth Amid.	Weight	Rec. Motor Size
13'6"	45"	20"	15"	65	Up to 3.5

1614A18225 ..... Retail $239.95

KINGFISHER RESORT MODEL

The Resort Model is the choice of fishermen and guides for its ease of handling and seaworthiness. Planked with western red cedar, compressed seam construction. Gunwales are of selected oak. Interior finished with the best marine varnish. Out-

Length	Width Stern	Width Amid.	Depth Stern	Depth Amid.	Weight	Rec. Motor Size
14'	38"	51"	18"	20"	180	Up to 7.5

1214A18638 ..... Retail $249.95

BASEBALL GLOVES

(a) **BEACH CATCHER'S GLOVE**—Popular hinged model with greased palm, jute padded. Rolled imitation leather bound and laced leather crotch with whipping on top loops. Shearling padded wrist strap. Shpg. wt. 4 lbs.
32A373-3C1030 *Yogi Berra Model* **$15.45**

(b) **"BILLY MARTIN" MODEL BY WILSON**—A large size glove of good quality tan cowhide. Full welted seams, full leather lining, closed wrist and finger tip lacing. Felt pad with hand formed heel. Roll leather binding, leather laced crotch. Shpg. wt. 3 lbs.
32A374-1C900 *Five-Finger Glove* **$12.95**
32A375-8C900 *Same, Left Handed Player* **12.95**

(c) **"GUS TRIANDOS" BIG SCOOP MODEL BY WILSON**—Good grade cowhide leather. Extended palm pocket for improved fielding and easier play. Fully leather lined palm, snap action design. Adjustable leather laced wrist strap. Palm crotch lacing. Greased palm, felt pad, and adjustable leather thumb and finger loops. Full oiled. Shpg. wt. 3 lbs.
32A380-8C730 *Regular* **$10.45**
32A381-6C730 *Same, Left Handed Player* **10.45**

(d) **"RAY JABLONSKI" AUTOGRAPH BY WILSON**—High quality 4-finger glove. Large size. Good quality tan cowhide, full leather lining, felt pad, hand formed heel, leather binding, grease set pocket and laced wrist. Full oiled, streamlined fingers and leather finger tip lacing. Shpg. wt. 3 lbs.
32A382-4C730 *Ball Hawk, Regular* **$10.45**
32A383-2C730 *Same, Left Handed Player* **10.45**

(e) **"TRIPLE PLAY" GLOVE BY REACH**—A 4-finger glove made of oiled glove leather, 3 quarters lined and has streamlined fingers. Full welted, laced heel and flat imitation binding. Solid web in trap. Finger tip laces and palm extension through crotch. Shpg. wt. 3 lbs.
32A376-6C450 *Fielder's Glove, Regular* . **$6.45**
32A377-4C450 *Same, Left Handed Player* .. **6.45**

(f) **FRANK THOMAS MODEL BY WILSON**—For the future stars of the game. A cowhide glove with full leather lining, felt padding with hand-formed heel, laced wrist, full welted seams, streamlined fingers, leather finger tip facing and greased pocket. Shpg. wt. 3 lbs.
32A378-2C700 *Five-Finger Model, Regular* . **$10.00**
32A379-0C700 *Same, Left Handed Player* **10.00**

(g) **PROFESSIONAL MODEL BY REACH**—A large size glove, made of oiled glove leather. Full lined and welted. Streamlined fingers and rolled imitation leather binding. Heel and finger tips are laced and trap is of solid web. Shpg. wt. 3 lbs.
32A384-0C730 *Five-Finger Model, Regular* . . **$10.45**
32A385-7C730 *Same, Left Handed Player* **10.45**

(h) **"DON ZIMMER" MODEL BY WILSON**—Quality features at a low price in this cowhide 4-finger glove. Full leather lining, felt padding with stuffed heel, full welted seams with streamlined fingers and leather finger tip lacing. Leather laced. Full oiled and greased pocket. Shpg. wt. 3 lbs.
32A386-5C495 *Ball Hawk, Regular* **$7.45**
32A387-3C495 *Same, Left Handed Player* **7.45**

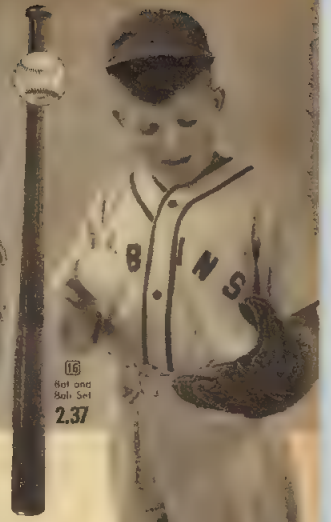
11 Ball And Glove Set **3.95**

14 Warren Spahn **9.95**

13 Hoot Evers **3.84**

12 Lou Boudreau **4.95**

15 Pro Model Our Finest! **13.44**



16 Bat and Ball Set **2.37**

If He's A Ball Fan . . . This Is It

11 WILSON BALL AND GLOVE SET . . . start him off with equipment of the champions! Irv Noren model 4-finger glove of top grain cowhide; plastic bindings throughout; half leather lined. Regulation size horsehide ball with felt center construction. Wear on left hand.
52 J 7139. (3 lbs. 4 oz.) .....Set **3.95**

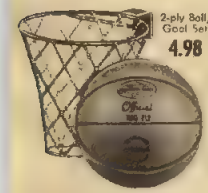
12 WILSON "LOU BOUDREAU" 3-finger "Ball Hawk" . . . quality glove for the young player. All-leather with plastic binding; formed pocket with leather laced-down ball trap. Leather lined; interlaced fingers. (1 lb. 11 oz.)
52 J 7039 **Wear on Left Hand** **4.95**
52 J 7040. **Wear on Right Hand.** 4.95

13 "HOOT EVERS" full-size fielder's glove . . . a top value for your Christmas $$! Genuine oil-treated cowhide; full ball trap; half leather lining. Plastic binding; leather laced heel; interlaced fingers (1 lb. 14 oz.)
52 J 7019 **Wear on Left Hand** **3.84**
52 J 7020. **Wear on Right Hand**.....3.84

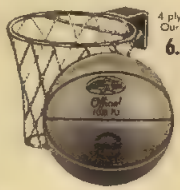
14 "WARREN SPAHN" deluxe stopper glove crafted of genuine cowhide . . . with features actually recommended by professional players! All-leather laced heel and finger webbing; cowhide lining; "Perma-pack" padding (1 lb. 15 oz.)
52 J 7024. **Wear on Left Hand**.... **9.95**
52 J 7025. **Wear on Right Hand.** 9.95

15 OUR BEST "PRO MODEL" fielder's glove. Give your boy the finest baseball glove! Of top grain cowhide with 4½-in. solid ball trap. Cowhide lining; laced-in pad. Adj. wrist strap. Natural willow finish. (1 lb. 15 oz.)
52 J 7063. **Wear on Left Hand**....**13.44**
52 J 7064 **Wear on Right Hand**.....13.44

16 WILSON BAT AND BALL SET. Low in price yet of fine construction . . . to give many happy hours of baseball thrills! Regulation size ball with horsehide cover, felt center. Bat is Wilson Jr. model with durable ash finish. Approx. 31-in. long . . . just right for the "little leaguer."
R52 J 7138 Mailable. (5 lbs.). .Set **2.37**



2-ply Ball, Goal Set **4.98**



4 ply Set, Our Best **6.95**

Wilson Basketball **4.98**

Shoes Only **3.98** Sure Grip Rubber Cleats

2 PLY BASKETBALL and Goal set . . low Spiegel price! Regulation size balanced rubber ball . . . no dead spots. Official valve type bladder, flat white lacing. Regulation 3/8-in. steel goal with net. Sturdy mounting brackets. Mailable (8 lbs.)
R52 J 8375W. 2-Pc. Set **4.98**

4-PLY BASKETBALL and Goal set . . . our finest! Durable 4-ply construction with rubber impregnated twill lining . . . resists wear under any playing conditions! Official valve-type bladder. Regulation size ½-in steel goal; net Mailable (9 lbs.)
R52 J 8376W 2-Pc. Set **6.95**

WILSON BASKETBALL . . . sturdy, long wearing. Normally lists for $6—you save over $1 now! Tough moulded rubber construction with valve-type bladder; regulation size and weight. Color Tan. Needle incl Mailable Shpg wt. 4 lbs
R52 J 8371 **4.98**

"LITTLE LEAGUE" OUTFIT

Cotton flannel uniform.
Zip pants, shirt, socks.
Cap, hard rubber ball **6.95**

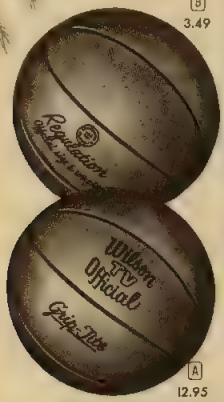
Everything the young player needs packaged in handy carrying case! Incl. package of felt letters to personalize shirt. Size 6-8-10-12-14. See size Chart 7, pg. 240.
52 J 7268. State size (3 lbs.) . . . Outfit 6.95

OFFICIAL "LITTLE LEAGUE" shoes with rubber cleats. Split leather uppers, heel pad, shank support. Yellow laces. Boy's sizes 1 to 8 with ½ sizes; D width (med.) Allow for wear over heavy socks.
52 J 7710. State size. (2 lbs.). Shoes **3.98**

See Page 239 for new, lower credit terms . . . longer time to pay

Outfits Say Merry Christmas

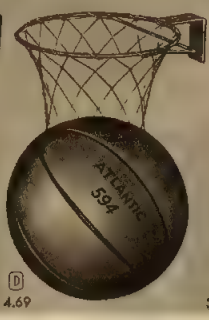
OFFICIAL SIZE AND WEIGHT



B 3.49

A 12.95

C 7.45



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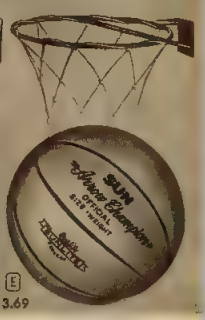

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OFFICIAL SIZE BASKETBALLS—FOR RUGGED PRACTICE OR PLAY

Best Quality Set

A OFFICIAL WILSON BASKETBALL. Designed to meet official tournament and game specifications. Sturdy Nylon wound carcass for durability and liveliness has finest genuine full grain leather cover. Grip-Tite process gives ball that tacky, good grip feel—more baskets, better dribbling. Wide channel cemented seams. Butyl bladder. Official throughout—size and weight. Ball is uniformly round, perfectly balanced. Needle incl.
60 T 5819—Ship. wt. 3 lbs.....12.95

B TEXHIDE LEATHER BALL. Popular laceless style, durable pebble-grain artificial leather cover. Off. size and weight. Just right for practice or playground. With needle.
60 T 5307—Ship. wt. 2 lbs. 4 oz. 3.49

Better Quality Set

C SEAMLESS RUBBER COLLEGE BASKETBALL. Sturdy "Seaflex" construction consists of strong cellulose fiber threads wound around heavy bladder and vulcanized with cover to form a perfectly uniformly round waterproof unit. Official size and weight. Deep pebble grain cover, wide striped seams provide easier ball handling and longer service life on any surface. Official size orange-colored 29/32-in. round steel goal has heavy net that fastens through angle steel loops under rim. Select this set to surprise your variety star".
60 W 5322 M 3-Pc. SET. Ship wt. 11 lbs..... 7.45

60 W 5294 – BALL, NEEDLE ONLY. Ship. wt. 2 lbs. 4 oz... 5.45

60 W 5256 M—GOAL NET ONLY Wt. eq. 9 lbs. Pr. 4.98, Ea. 2.65

D OFFICIAL SIZE AND WEIGHT Atlantic Seamless Rubber Ball. Waterproof, laminated rubber cover and bladder for longer service life. Deep pebble grain gives sure-grip ball handling, more accurate shots, better control. New wider channel cemented seams. Official size orange-colored goal has 29/32-in. round steel rim. Sturdy medium weight seine net lacing around rim. An ideal practice set built for rugged play to develop ball skill and stamina. A complete outfit to gladden any boy's heart. *Matlable.*
60 W 5320 M—Set. Wt. 9 lbs 4.69

60 W 5293—BALL AND NEEDLE. Ship. wt. 2 lbs. 4 oz. . 3.49

60 W 5255 M—GOAL AND NET. Wt. eq. 7 lbs. Pr. 3.19. Ea. 1.69

Good Quality Set

E THERE'S FUN AND EXCITEMENT in every lively bounce of this official size and weight molded all-rubber basketball, with its bright Yellow color. Ideal for developing the youngster's shooting eye and skill. Pebble-grained surface and striped seams provide more accurate ball control. Regulation size goal has 29/32-in. steel rim, with sturdy net. Surprise him this Christmas with a complete 3-piece set and watch his eyes glow with appreciation. And watch him develop the skill at the game.
60 T 5326 M—Wt. 8 lbs...Set 3.69

BASKETBALL ONLY WITH NEEDLE.
60 W 5299—Wt. 2 lbs. 4 oz...2.69

GOAL AND NET ONLY. Wt. eq. 5 lbs.
60 T 5254 M—Pair 2.39, Ea. 1.29

FOR MORE GIFT IDEAS SEE COMPLETE SPORTS LINE—FALL GENERAL CATALOG—PAGES 856-895.

F 5.79

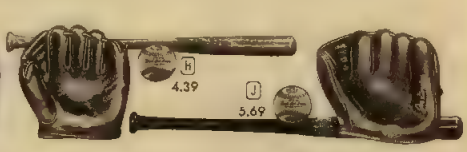
MUSIAL "PRO-LEAGUER"

- Built-in hinged Felt Pad
- Rawlings 'Streamlined Back"
- 4-finger "Playmaker" model

F BETTER QUALITY, "good buy" glove of tan cowhide—oiled. Endorsed by "Stan the Man". Has Rawlings "Streamlined Back" (see above), for shape retention. Fully sheepskin lined. Adjustable ball trap. Hinged felt pad. Deep-well, ball-hugging pocket. Ship. wt. 1 lb. 5 oz.
60 W 4230 Wear on Left Hand. 5.79
60 W 4231—Wear on Right Hand 5.79

CHOOSE YOUR CHRISTMAS GIFTS NOW PAY LATER—SEE CREDIT DETAILS P 32E.

G 8.45



H 4.39

J 5.69

"Eddie Mathews" Playmaker Glove

G MADE BY RAWLINGS, top maker of Big League equipment. Newly restyled 4-finger glove of Better Quality, oiled top grain Cowhide. Full Cowhide leather lining. New laced pocket for sure catches. Pro-laced crotch. Preformed, hand-sewn felt pad. Full, wide Streamlined Back feature, (see above), conforms to natural curve of hand. Leather-laced fingers and heel. Solid leather ball trap. Leather bindings. Ship. wt. 1 lb. 8 oz.
60 W 4215—Wear on L.H. 8.45
60 W 4216—Wear on R.H. 8.45

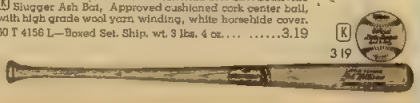
DEE FONDY FIRST BASEMAN'S MITT. Full size. Good quality top grain Cowhide, oiled. Extra-wide U crotch. 2-tunnel adj. web trap. Plastic-lined palm and thumb. Wt. 1 lb. 6 oz.
60 T 4258—Wear on L.H...3.79
60 T 4259—Wear on R.H...3.79

Surprise the Little Leaguer With a Set

H 3-PC. GLOVE, BALL, BAT SET. George Kell Cowhide Glove. 1-pc. palm, thumb. Front welted seams. Durable plastic lined palm. Laced fingers. Sandlot League Baseball, yarn wound, horsehide cover. Adirondack *R.* Ash Bat. A complete set that will delight your little leaguer.
60 T 4160 M—3-Pc. SET. Wear on Left Hand. Ship. wt. 4 lbs..... 4.39
60 T 4161M 3-Pc. SET. Wear on Right Hand. Ship. wt. 4 lbs.....4.39
60 T 4162—GLOVE ONLY. Wear on Left Hand. Ship. wt. 1 lb. 8 oz. 2.95
60 T 4163—GLOVE ONLY. Wear on Right Hand. Ship. wt. 1 lb. 8 oz. 2.95

J 3-PC. GLOVE, BALL, BAT SET. Full size Joe Gordon, leather lined, top grain Cowhide Glove. 5-finger model. Sandlot League Baseball, yarn wound, horsehide cover. Official size Ebony finish L. *R.* League size bat to hit those homers.
60 T 4157 M—3-Pc. SET. Wear on Left Hand. Ship. wt. 4 lbs. 5.69
60 T 4158 M—3-Pc. SET Wear on Right Hand. Ship. wt 4 lbs. 5.69
60 W 4205—GLOVE ONLY Wear on Left Hand Wt. 1 lb. 8 oz. 3.89
60 W 4206—GLOVE ONLY Wear on Right Hand. Wt. 1 lb 8 oz. 3.89

K OFFICIAL LITTLE LEAGUE BASEBALL-BAT SET. Louisville Slugger Ash Bat, Approved cushioned cork center ball, with high grade wool yarn winding, white horsehide cover.
60 T 4156 L—Boxed Set. Ship. wt. 3 lbs. 4 oz.... .....3.19



K 3.19

BUY 6-piece group and SAVE over $20 - MODERN, VERSATILE

Baumritter's Famous Viko . . . Black Tubular Steel That Gives Years of Carefree Family Service

Viko . . . America's price-style-quality favorite has all the answers to your decorating and budget needs! Beauty, long, long life and low cost, adds up to an unbeatable combination. Chairs are covered in leather-like textured tweed plastic that wipes clean with a damp cloth. All pieces accented by smart brass touches that add new lustre to your living room. Table tops of mar and stain resistant plastic, neutral grey colors. Use this group anywhere!

COVERING: Metallic Tweed, rubber backed Colors Toast or Turquoise (Specify color when ordering)

SET OF 6 PIECES: Includes 2 Pc Sectional, Club Chair, Cocktail table, Step Table, Corner Table

		Retail
F2058 A11950	Set of 6 Pc Wt 205 lbs	$189.95
F2039 A6850	2 Pc. Sectional, Wt 100 lbs	$ 83.50
F2040 A2590	Club Chair Wt 35 lbs.	$ 35.00
F2041 A1195	Cocktail Table. Wt. 20 lbs.	$ 16.25
F2042 A1350	Step Table Wt. 20 lbs	$ 18.25
F2043 A1975	Corner Table Wt. 20 lbs.	$ 26.95

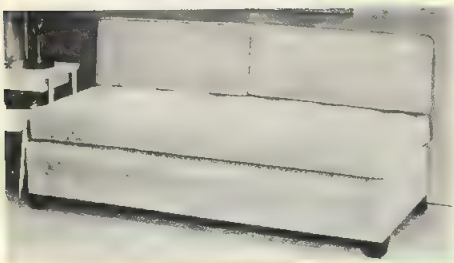
ARM CHAIR. Illustrated at right. Ht. 28", Seat 19½" x 19½" COVERING· Popular Tweed Plastic. Colors: Charcoal or Turquoise. (Specify color when ordering)

PAIR OF ARM CHAIRS Ship. wt. 40 lbs.
F2045 A1595 Retail $24.95

SINGLE ARM CHAIR. Ship wt. 20 lbs
F2044 A875 Retail $12.95

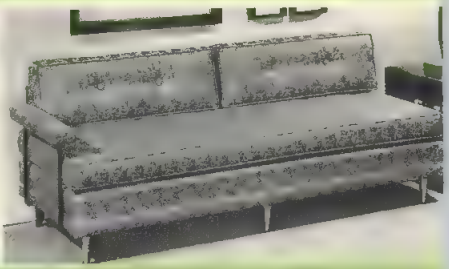
MORE FURNITURE IN ANNUAL CATALOG

EVERY ROOM IN THE HOUSE rates a prominent place in Sears Annual Catalog No. 86. Look to this big, complete catalog whatever your home needs. Keep it close by for handy reference. Write us for authorization to visit our Minneapolis display rooms where all types of furniture and carpeting are on display.



REAR OPENING TWIN STUDIO COUCH. Special "Flex Arch" supported 36 coil tempered wire spring base provides extra support for both sitting and sleeping. Sturdy steel frame construction. Link fabric undersection. Easy rolling casters. Steel angle back rest Walnut finished legs. Top quality cross garnetted layer cotton felt upholstery over heavy latex coated interstitched sisal fibre insulating pad 126 coil tempered "Premier" wire innerspring unit. Innerroll edge. Button tufted in diamond formation. 2 15" x 37" x 4½" box edge innerspring filled cushions. Self welt trim on base, top mattress and cushions NYLON reinforced TWEED cover. Colors Charcoal, Green, Red, Brown. Specify. Ship. wt. 145 lbs. FOB Chicago

F2086 A6850 Retail $104.75



SECTIONAL LOUNGE. Heavy all steel angle frame with "No-Sag" construction and soft ends. "Top Quality" cross garnetted layer cotton felt upholstery over heavy latex coated interstitched sisal fibre insulating pad base. Six 4½" brass tipped conical wood legs. Flat steel arm with upholstered arm rests. 126 coil tempered "Premier" wire innerspring unit Button tufted in diamond formation. Two wedge shaped innerspring bolsters 4" x 7" x 11" x 36", self welt trim. NYLON reinforced TWEED dover Colors: Charcoal, Green, Red, Brown FINE FRIEZE cover. Colors: Lt. Green, Turquoise, Beige, Gold. Ship wt. 120 lbs. FOB Chicago.

F2084 A6850 Nylon/Tweed Cover. Specify Color. Retail $104.75
F2085 A7950 Fine Frieze Cover. Specify Color. Retail $124.50

BB 24' Big roomy cabin available as cabin cruiser, sport fishermen or open utility

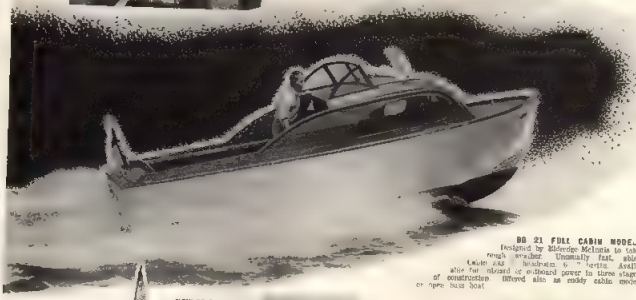
Relax and Enjoy Yourself!

BEETLE

FIBERGLAS BOATS

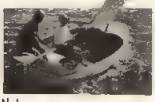
No worries, no work when you own one of the famous Beetle Fiberglas Boats. Built to last a lifetime—cannot leak, rot or rust. Outside colors are molded in, practically no maintenance is required. And Beetle Boats are far out ahead in performance, in ease of handling, in seaworthiness. They're designed and built to give you the most in carefree, economical boating.

INTERIOR OF BB 21 FULL CABIN MODEL. Nice roomy galley with fiberglas sink and ice box. Fully enclosed head is optional.



BB 21 FULL CABIN MODEL. Designed by Eldridge Mclonie to take rough weather. Unusually fast, with [illegible] headroom [illegible] Avail able for inboard or outboard power in three stages of construction. Offered also as cuddy cabin model or open bass boat

"TECH" DINGHY. Designed by M.I.T. Used by nearly 50 colleges as well as many yacht clubs and camps. For sample id handle safe. Length [illegible] Beam 5'. All BB sailboats built lightweight but be sure [illegible] Rotation and complete [illegible] centerboard boxes with [illegible] operated [illegible] for racing or lowering board. Special [illegible] discounts for camp clubs.



NEW BB 16' SLOOP. Suitable [illegible] performance on all [illegible] of sailing. Broad Fiberglas [illegible] stylish cabin. Comfortable seats [illegible] roomy cockpit. Write today for full information about this sensational new sloop.

BB SWAN. Perfect family [illegible] Comfortable [illegible] Length [illegible] Beam [illegible]

BB 14' BAITCASTER. Has wide [illegible] beam [illegible] sides for extra stability and dryness. Exceptional for fishing or family use. Available with two cross-seats and centerboard.

BB 25' BEACHER. Fast, sleek runabout with [illegible] spray rails and hull is molded in fiberglas. Built in [illegible]

BE SURE – ORDER NOW FOR SPRING DELIVERY!
Only a small deposit is required.

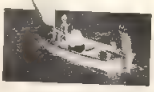
B B Beetle FIBERGLAS BOAT CO. INC.

Foot of Grinnell St., New Bedford 4, Mass.
World's Largest Molders of One-Piece Fiberglas Boats

For complete details

- Visit us at the New York Boat Show
- Write for free descriptive literature
- Phone collect WYman 9-6433 (New Bedford, Mass.)

BB GULL. All purpose boat for [illegible] rowing, [illegible] Length [illegible] Beam [illegible] Also available in 8' [illegible] at BB Sailor. Both boats offered with [illegible] sailing equipment.



Relax and Enjoy Yourself!

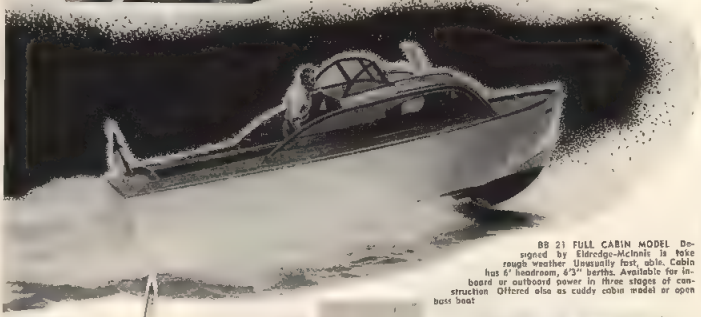
BEETLE

FIBERGLAS BOATS

BB 24 Big roomy inboard available as cabin cruiser, sport fisherman or open utility.

INTERIOR of BB 21 Full Cabin Model. Note compact galley with fiberglas sink and ice box. Fully enclosed head is opposite.

No worries, no work when you own one of the famous Beetle Fiberglas Boats. Built to last a lifetime—cannot leak, rot or rust. Outside colors are molded in, practically no maintenance is required. And Beetle Boats are far out ahead in performance, in ease of handling, in seaworthiness. They're designed and built to give you the most in carefree, economical boating.



BB 21 FULL CABIN MODEL Designed by Eldredge-McInnis is take rough weather. Unusually fast, able. Cabin has 6' headroom, 6'3" berths. Available for inboard or outboard power in three stages of construction. Offered also as cuddy cabin model or open bass boat

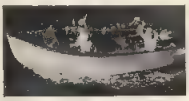
"TECH" DINGHY Designed by M I T. Used by nearly 30 colleges as well as many yacht clubs and camps. Fast, simple to handle, safe. Length 12'6", beam 5'

All BB sailboats have lightweight hollow aluminum spars, flotation, and completely enclosed centerboard boxes with easily operated lever for raising or lowering board.

Special fleet discounts for camps, clubs.

NEW BB 16' SLOOP Outstanding performer on all points of sailing. Roomy, fiberglas-topped shelter cabin. Comfortable seats in cockpit. Centerboard. Write today for full information about this sensational new sloop.

BB SWAN Perfect family or racing boat. Comfortable, stable, dry. Extra buoyancy wide decks, high freeboard. Ideal for young or old. Many hundreds in use. Length 12'8", beam 6'4"



BB 1 BAITCASTER Has wide 6'2" beam, high sides for extra stability and dryness. Exceptional for fishing or family use. Available with two cross-seats and center deck

BB 15' RELAXER Fast, sleek runabout with deck, spray rails and hull all molded in fiberglas. Built-in flotation

BE SURE — ORDER NOW FOR SPRING DELIVERY!

Only a small deposit is required.

BB Beetle FIBERGLAS BOAT CO. INC.

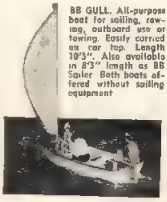
Foot of Grinnell St. New Bedford 3, Mass.

World's Largest Molders of One-Piece Fiberglas Boats

FOR COMPLETE DETAILS:

- Visit us at the New York Boat Show
- Write for free descriptive literature
- Phone collect WYman 9-6433 (New Bedford, Mass.)

BB GULL. All-purpose boat for sailing, rowing, outboard use or towing. Easily carried on car top. Length 10'3". Also available in 8'3" length as BB Sailer. Both boats offered without sailing equipment



BELLE DOLLS

Announce

THE OPENING OF NEW SHOWROOM AT

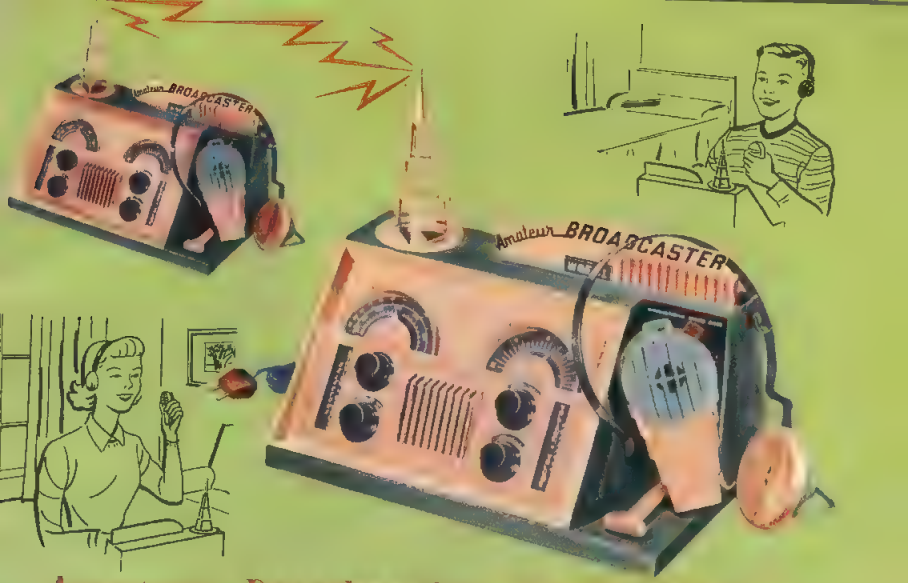
1107 BROADWAY

ROOM 1208

Andy Fleischhacker Ada Capo Dave Uchill

BELLE DOLL & TOY CORP.

FACTORY: 33 NASSAU AVE. BROOKLYN 22, N. Y.



Amateur Broadcasting Radio Stations

- Operate your own Amateur Radio Station.
- Send voice or code messages.
- Operates up to one mile with additional wire.
- Complete with earphones, microphones and code keys.
- Operates on flash light batteries.

2 complete broadcasting units...

Amateur Broadcast Radio Stations provide youngsters 6 to 14 a practical and enjoyable way to learn to send and receive the International Morse Code, plus learning radio terminology used daily by amateur radio operators throughout the world.

The youngster can communicate with his playfellow over a distance up to one mile with either code or voice.

Each package contains two stations, two earphones, two microphones, two telegraph key sets, wire with plug in connections, and instructions.

MODEL No. 500
Suggested Retail $8.95

6 to master carton, 19 lbs

ATTRACTIVELY PACKAGED in set-up display cartons

Bell PRODUCTS

SALES REPRESENTATIVES

EAST
Robert Patterson & Associates
200 FIFTH AVENUE
NEW YORK 10, N. Y.

CENTRAL
Kronzien, Kronzien & Dunlap
209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

WEST
Robert Patterson & Associates
Don Da Costa
3579 WEST 3rd STREET
LOS ANGELES 5, CALIFORNIA

SOUTH
Sheldon Co.
P. O. BOX 3111
GREENSBORO, N. C.

BEL-COM

TWO-WAY *Loudspeaker* INTERCOM SYSTEM

Practical toy with lots of play value. Handy for entire family as professional communication device, too. Saves time and steps. Has new "Genuine R.C.A." loud speaker for High Fidelity voice reproduction, newly engineered microphone for exceptional clarity. Jet black cabinets with contrasting silver microphones. Battery operated.

Set-up display carton.

MODEL No. 103

Suggested Retail $8.95

12 to master carton, 28 lbs

ARMORED COMBAT ACTION GAME

Through the ages every boy has spent his leisure hours playing Toy Soldier. Now, here's a real action soldier game "Armored Combat" that provides many hours of play and tests the skill of the youngsters, as they try to shoot down enemy forces.

- TWO ARMY TANKS IN CAMOUFLAGE COLORING
- 10 BEAUTIFULLY DETAILED SOLDIERS
- TANKS AUTOMATICALLY FIRE 10 PELLETS
- TWO BAGS OF PELLETS INCLUDED
- SAFE, ABSOLUTELY HARMLESS.

MODEL No. 700 . . . . . Suggested Retail $3.98

12 to master carton, 24 lbs

Bell PRODUCTS

BELL PRODUCTS COMPANY

ST. LOUIS, MISSOURI

IN OREGON, Darrell Perry, lineman, helps bring some 52 miles of telephone line into Powder River Valley. This $50,000 project connected 56 ranch families with the world and helped them overcome fire, grazing and water problems.

IN KANSAS, Mrs. Dorothy Veach, operator in Abilene, helps serve 200 rural customers each day. Her home is a 240-acre farm. Because of her background, she understands farm problems. "That's why I always try to be extra helpful on rural calls," she says.

IN ARIZONA, Cecil J. Smith, right, manager at Willcox, spends a good deal of time out in the fields talking to farmers and cattlemen. From such conversations came telephone service to farmers like J. J. McAllister, left, who lives 14 miles from town.

BEST TELEPHONE CROP IN TEN YEARS!

More telephones were added in rural areas during 1956 than any year in the past decade. Across the land, thousands of telephone men and women worked together to bring you more and better service.

These people are typical of those in the telephone office in your town . . . and those out on the lines and in our laboratories. They work toward a common goal—more and better rural service. During the past year this Bell System team brought telephone service to about 350,000 customers and improved service for hundreds and thousands more. . Truly they are working together to bring people together.

We'll continue that job in the years to come.

Working together to bring people together

BELL TELEPHONE SYSTEM

.22 and .25 cal. Pistols and Revolvers

HI-STANDARD

"Sport-King"—.22 caliber hammerless automatic pistol. A rapid fire .22 for hunters, trappers and campers as well as target shooters. Comfortable thumb-rest grip, perfectly balanced . . . a good gun for moving targets. Glareproofed sights. New positive safety lock. Square notch rear sight; push button takedown; steel stop lug. Magazine holds ten .22 cal. long rifle cartridges. Choice of 4½" (37 oz.) or 6¾" (40 oz.) barrels, or both.

296-525 A3352 4½" barrel	$43.75
296-533 A3552 6¾" barrel	43.75
296-541 A4152 4½"-6¾" Combination	51.75

HI-STANDARD

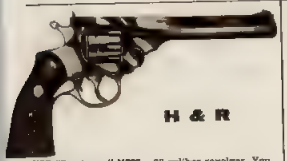
Hi-Standard "Duro-Matic"—.22 caliber hammerless automatic pistol for the shooter who wants a smaller, lighter gun at lower cost. Rapidly interchangeable barrels are deeply rifled for precise accuracy. Positive cross-bolt safety, slide lock. Square-notched rear sight. Diamond checkered grips. Magazine holds ten .22 caliber long rifle cartridges. Choice of 4½" (31 oz.) barrel or 6½" (34 oz.) barrel, or both interchangeable barrels.

296-566 A3046 4½" barrel	$37.50
296-574 A3046 6½" barrel	37.50
296-582 A3609 4½"-6½" Combination	45.00

HI-STANDARD

Hi-Standard "Sentinel"—.22 caliber revolver. A hip-snug 5-shot thoroughbred that you'll enjoy for plinking on a camping trip or shooting for score on the range. Fires .22 short, long or long rifle . . . either high speed or regular cartridges. Single stroke multiple ejection. Rebounding hammer, automatic safety lock. Movable, square notched rear sight. High tensile steel barrel and cylinder; aluminum alloy frame. Blue finish. Balanced for easy, fast handling. 3" barrel (23½ oz.) or 6" barrel (26 oz.).

296-608 A2838 3" barrel	$34.95
296-616 A2838 6" barrel	34.95



H & R

H&R "Sportsman" M999—.22 caliber revolver. You get absolute accuracy, clean trigger pull, super action, and perfect balance with this newly redesigned model . . . more handsome, more accurate than ever before. Fires .22 caliber short, long, or long rifle cartridges . . . regular or high speed. Capacity: 9 shots. 6" barrel has bull's-eye broach rifling. Single or double action. Top breaking action with automatic ejection. Front sight adjusts for elevation, rear sight for wind age. Checkered walnut grip. Blue finish. Weight 30 ounces.

296-665 A4025 Sportsman Revolver	$49.75

BERETTA

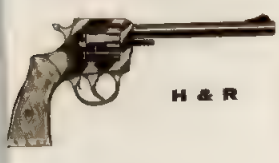
Beretta "Bantam"—.25 caliber automatic pistol. The world's most attractive .25 caliber pistol. Equipped with pearl handle, it is magnificently handsome. Tiny! . . . the Beretta is only 4½ inches long, weighs only 12 ounces, yet its magazine holds 8 shots. Equipped with squeezer safety, indicator pin shows when pistol is cocked. A keen pocket or purse gun . . . a proud possession for any man or woman. Length of barrel 2½ inches. Choice of chrome finish with pearl handle or blued finish.

296-723 A3400 Chrome & Pearl	$43.50
296-731 A2495 Blued Finish	32.00

ASTRA

Astra .25 Cal. Vest Pocket Automatic Pistol. Made in Spain with painstaking care . . . the Astra .25 caliber automatic has amazing accuracy, lots of stopping power. Yet, it is only 4¾ inches long . . . fits easily into pocket or purse. Automatic and manual safeties at thumb, hand grip, and magazine disconnector. This gun has a fine, smooth feed system, fool-proof loading indicators, anti-jerk squeeze-type trigger. Magazine holds six shells. Choice of chrome finish with pearl handle or blued finish

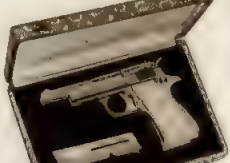
296-798 A3000 Chrome & Pearl	$40.00
296-806 A2240 Blued Finish	29.90



H & R

H & R M922 .22 Caliber Revolver. Here's a gun that loves to go after small game and pests . . . or anywhere else split second action is important. Chambered for short, long, or long rifle .22 caliber cartridges . . . regular or high speed. One quick thrust extracts all nine empty shells. Single or double action. H & R patented safety rim cylinder is positively locked to independent cylinder latch. Crown Lustre blued finish. Checkered resite grips.

296-681 A2408 6" barrel, 26 oz.	$29.75
296-699 A2400 Bantamweight . . . smaller model of gun above. 2½" barrel, 20 oz.	$29.75



Star .22 Caliber Automatic Pistol . . . a beautiful presentation pistol at the price of an ordinary hand gun! A real show piece, the pride of any "gunbug's" collection . . . it's completely hand engraved from hammer to muzzle: has unbreakable simulated pearl handle grips. A show-off gun that's a working gun, too . . . one that knows how to knock down small game and pests, or run up a proud score on the target range. Compact and lightweight. Magazine holds 10 .22 caliber long rifle cartridges. Comes complete with case and extra chromed magazine.

296-822 A4140 4¼" barrel	$55.25

Deluxe Pistol Carrying Case . . . pride of any hand gun owner! Beautiful calf grain vinyl on the outside . . . lined with heavy fleece inside. Has all around zipper, lies flat when open to become a handy place to lay down gun during target practice. Close it . . . gun is completely protected by thick fleece lining. Two compartments, one for gun, one for cleaning equipment, ammunition, other accessories. Case is large enough to carry any pistol or revolver. Comes complete with padlock and two keys . . . keeps youngsters from handling gun.

296-491 A300 Deluxe Pistol Case	$5.00

Wonderful, Lifelike Action Dolls

(A) BETSY WETSY WEEPING AND WETTING DOLL. Vinyl body, plastic head; sleeping eyes and lashes. When Betsy drinks liquid she wets her diaper; by pressing soft body, real looking tears flow from eyes! Crying voice. Layette includes dress, slip, kimono, booties, bonnet, etc. Carry-suitcase.
98X10418B000 13½" Size. Wt. 2½ lbs. . **$12.00**
98X10428B000 16" Size. Wt. 3 lbs. **$15.00**

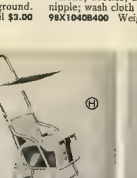
(B) IDEAL'S "REVLON KISSING PINK" DOLL. Full-formed figure of a teenager, and the face of an angel. "Turning Waist" enables her to bend forward, backward and to pirouette completely around. Vinyl head with rooted Saran wig that can be washed and waved. "Magic Touch" skin, high heel shoes, nylon stockings. Clothes include Kissing Pink dress, crinoline, panties, necklace.
98X10458B1334 22½" Size . . . . . Retail **$20.00**
98X10448B1067 20" Size . . . . . Retail **$16.00**
98X10438B000 18" Size . . . . . Retail **$12.00**

(C) "WALT DISNEY'S 12" MOUSEKETEER DOLL." An adorable characterization of a Mouseketeer as seen on the Mickey Mouse Club! Miss "Mouseketeer" is moulded of soft lifelike vinyl plastic, movable head, jointed arms and legs. She wears a cute cotton skirt which is removable and flairs out to give the effect of twirling motion. Her hair, of course, is identical to that worn by real mouseketeers and has a little painted bow centered between two black mouse ears. Her sweater has the Mickey Mouse club insignia in relief with the face of Mickey in black on a white background.
98X1062B200 Weight 1 lb. . . . . Retail **$3.00**

(D) 12" HEINZ BABY DOLL WITH FEEDING AND DISHWASHING SET. Cuddly all vinyl drink and wet baby doll. Complete with a sturdy dolly trunk with metal hardware and colorful plastic handle. Included in the trunk is a feeding and dishwashing set consisting of a real sink constructed of styrene that actually holds water, real dishes, cereal bowls, aprons, milk bottle and nipple. Bottle brush, tiny sponge, soap flakes and, for drying, a miniature dish towel. In addition there is a variety of Heinz cereals in little packets that offer realism to the feeding set. Wt. 5 lbs.
98X1060B667 . . . . . Retail **$10.00**

(E) 12" HEINZ BABY DOLL WITH FEEDING AND DISHWASHING SET. As above, but in a suitcase of colorful corrugated board complete with handle. The suitcase is reusable for dolly clothes. Contents as above set. Weight 3 lbs.
98X1061B400 . . . . . Retail **$6.00**

(F) 11½" BETSY WETSY DOLL. She cries real tears! America's most popular drink, wet and tear doll has all the features every little girl wants most. Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. The only crying doll with separate baby fingers and toes! Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. Betsy comes in a colorful box with a layette including kimono; booties; diaper; safety pins; bottle and nipple; wash cloth and cotton powder puffs
98X1040B400 Weight 2 lbs. . . . . Retail **$6.00**



Juvenile Doll Strollers, Carriages and Shoppers

(G) HEDSTROM DOLL STROLLER. Reclining back rest; adjustable foot rest. Chrome tubular frame and pusher; White tires with enamel baked wheels. Hand brake, removable hood; 7" wire wheels; chromed hub caps. Bed length, reclining 25", width 12½". Seat 11"x11"; pusher height 28½". Bright, lasting colors. Beige lining. Steel construction. Wt. 21 lbs.
96B8360B1130 . . . . . Retail **$16.95**

(H) HEDSTROM FOLDING DOLL SHOPPER. Cushion seat and backrest Laminated vinyl body; canopy hood with fringe. Fully collapsible; adjustable wire dasher; chromed tubular pusher. 5" wheel discs, ⅝" White tires; aluminum finish wheels. Dimensions: 6¾"x8½" wide Push er height is 28¾". Brightly colored exterior; Beige inside lining Shipping weight 9 lbs.
96B8361B730 . . . . . Retail **$10.95**

(J) FOLDING DOLL STROLLER. Fully collapsible frame; adjustable sun visor. Removable shopping bag, foot rest. Heavy gauge bar steel construction, simulated leatherette body. Bright aluminum frame; Red and White candy cane shopping bag; Red body with contrasting piping. 5½" spoke wheels. ⅝" rubber tires. Seat: 8½"x8½"x 10½". 23½" handle.
96B8363B250 Wt. 4 lbs. . **$4.25**

(K) FOLDING DOLL CARRIAGE. 3 bow folding hood with bracket hub and lock; fully collapsible frame Aluminum finish with Red and White body and contrasting piping. Heavy gauge bar steel, simulated leatherette body. 5½" spoke wheels, ⅝" rubber tires. 18" long. 8¾" wide. 15½" high; 23½" handle from the floor. Just like mother's big carriage! Weight 5 lbs.
96B8364B250 Retail **$4.25**

POOCHIE. Soft and sleepy, this pooped pup is perfect for babies, a hit with teenagers and adults as well. Poochie's pedigree includes a coat of hygienically clean rayon pile fabrics, pure foam rubber stuffing, non-toxic coloring, imported eyes riveted to stay. Specify: Blue, Pink, or Brown. 20" long, in sealed pliofilm. Wt. 2 lbs.
98X10788334 . Retail **$5.00**

SPARKY. Poochie's wide-awake brother made of the same fine materials and foam rubber stuffed. Sparky sits, stands, lies down, even shakes hands. Riveted eyes, clever wool felt trimming. Everyone loves him Sits 11" high. Shpg wt. 2 lbs.
98X10798400.. . . . .Retail **$6.00**

MUSICAL ROLLING KITTEN. Wind the tail and see it roll and play music. High quality rayon plush, stuffed soft, and with a silk ribbon bow. Guaranteed Swiss music box plays a favorite tune while kitty cavorts. 6" high x 7" long Shpg. wt. 1 lb.
98X10858300 . . .Retail **$4.00**

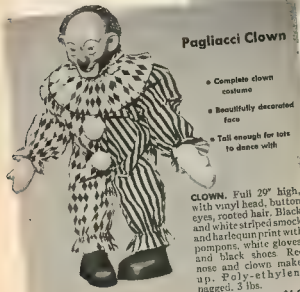
ROVER BOY. A sleepy foam-rubber filled pooch with a look in his eyes that makes you want to hug him. High quality plush and a handsome ribbon bow around his neck. Comes in sanitary white. Guaranteed against all defects. Wt. 1 lb.
98X1102B234 . Retail **$4.00**

NUN DOLL. A doll that a girl will love and cherish. The black habit is celanese taffeta with a heavy plastic headpiece and yoke. Silver-colored crucifix attached. Plastic body; moving eyes, head, arms, and legs. Wt. 2 lbs
98X10888334 16" ..Ret. **$5.00**
98X10898200 12½" Ret. **$3.00**

KANGAROO. A friendly playfellow from "down-under." Really two stuffed toys in one—baby kangaroo sits in own pouch, can be taken out and used as a hand puppet for more play value. Pink and White
98X11048334 2 lbs....Ret. **$5.00**

MUSICAL FIREHOUSE DOG. Ready to follow the engines in his jaunty fire hat. White Dalmatian print; heavy leash chain around neck. Imported Swiss musical unit plays children's favorite songs. Shipping weight ¾ lb.
98X11018364.....Retail **$5.50**

ELMER THE BEAR. Curly and lovable. Elmer is quality plush with novelty arms, eyes that roll in his head. Jumbo size and honey brown in color, this fellow will be baby's best pal or sister's cuddly bedfellow
98X1103B400 2¾ lbs **$6.00**

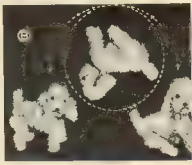


CLOWN. Full 29" high, with vinyl head, button eyes, rooted hair. Black and white striped smock and harlequin print with pompons, white gloves, and black shoes. Red nose and clown make-up. Poly-ethylene packed, 3 lbs.
98X10768400. **$6.00**

(A) TUMBLING MUSICAL DOG. Turns sommersaults and plays music at the same time. This tan and brown plush puppy is a delightfully unique stuffed toy
98X11008234 Wt. 6 oz... . . . . .Retail **$4.00**

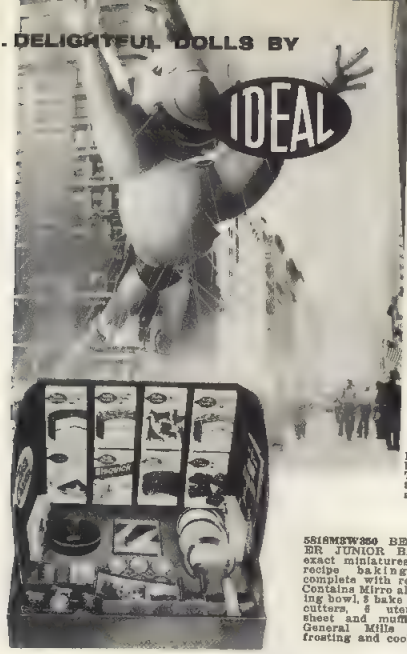
(B) FLIPPY THE WONDER PUP. Wind him and watch him do back flips. Four flips per winding—and he lands on his feet. Permanent key. Curly plush, with glass eyes, plastic collar. 11"x11"x6". Wt. 2 lbs
98X10848534 Specify: Gray, Brown or Black **$8.00**

(C) BOMBO THE WONDER APE. He does four back flips with each winding Brown rayon plush with vinyl face and ears, plastic collar. Wt. 2 lbs
98X10838600 10"x11"x6" wide. . . Retail **$9.00**



IT'S EASIER TO ORDER BY MAIL!

...DELIGHTFUL DOLLS BY IDEAL



IDEAL TOYS brings the famous Thanksgiving Day Parade to television viewers all over America

5818M3W350 BETTY CROCKER JUNIOR BAKING SET, exact miniatures of mother's recipe baking equipment, complete with recipe booklet. Contains Mirro aluminum mixing bowl, 8 bake pans, 7 cookie cutters, 6 utensils, cookie sheet and muffin pan. Also General Mills cake mixes, frosting and cookie mixes. **Retail: $5.00**

5819M7W1050 BETSY WETSY DOLL, 16" TALL WITH WIG AND SUITCASE. America's most lovable drink and wet doll now cries real tears! Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed; the curly wig can be washed and combed. Complete in deluxe suitcase with layette of 2 dresses, bonnet, booties, and toilet accessories. A delight! ....**Retail: $15.00**

5820M6W840 Same as above, 13½" tall. **Retail: $12.00**

5821M5W700 Same as above, 12½" tall, no suitcase. .....**Retail: $10.00**

5825M6W1400 REVLON KISSING PINK DOLL, 22½" TALL, with the new TURNING WAIST that enables her to bend forward, backward and pirouette completely around. Made of "Magic Touch" skin, the nearest thing to a real skin touch! High fashion wardrobe includes Kissing Pink dress, crinoline and panties, pearl necklace; and for her legs —nylon stockings and high-heeled shoes. Her vinyl head with rooted Saran wig can be washed and set. .....**Retail: $20.00**

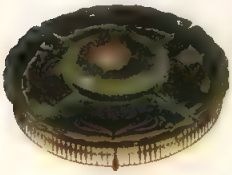
5826M5W1120 Same as above, 20" tall **Retail: $16.00**

5827M4W840 Same as above, 18" tall. **Retail $12.00**

5824M6W1050 MAGIC LIPS DOLL with the sweetest expression molded into her life-like vinyl head. Brings her lips together and says "Ma-Ma" when her back is pressed twice. Also has three tiny baby teeth and her very own toothbrush! Her rooted Saran hair can be washed and waved, and her vinyl-coated body can be bathed and powdered. Magic Lips wears a dainty organdy dress with slip, panties, socks and shoes. 24". **Retail: $15.00**

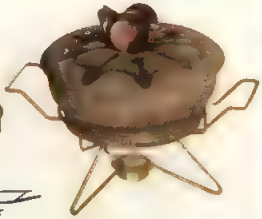
5822M6W1050 POSIE WALKER DOLL, 23" TALL, with MAGIC KNEE action that lets Posie kneel to pray, sit in a chair, take a stroll if you lead her, or she can bend her knees in life-like poses! Her head turns from side to side with each step. Her Vinyl Magic Flesh head with rooted Saran hair can be shampooed and set. Her eyes close when she sleeps. Smartly dressed in frock, slip, panties, socks and shoes **Retail: $15.00**

5823M5W700 Same as above, 17" tall. **Retail: $10.00**

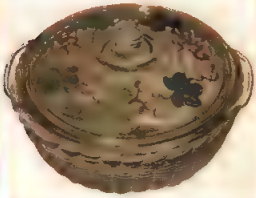


REVOLVING LAZY SUSAN. Delightful crystal-glazed California pottery dishes rotate on a pierced, brass plated base. Sectional dishes are softly tinted...casserole cover is topped with red apples. 12x5¾".
716-829 B470 Leaf Green **$6.95**
717-793 B470 Dawn Gray **6.95**

REVOLVING 18" LAZY SUSAN...4 sectional dishes of crystal-glazed California pottery... exquisite handmade apple motif on casserole lid. Brass-plated revolving stand has graceful handles, rubber-tipped legs.
716-506 B810 Leaf Green **$11.95**
717-801 B810 Dawn Gray **11.95**



2-QT. CASSEROLE with WARMER... matches pieces at left with its handmade apple motif. Food stays deliciously hot in the California pottery casserole over the brass plated warmer. Candle incl. 12¼x10".
717-819 B470 Leaf Green **$6.95**
717-827 B470 Dawn Gray **6.95**



2-QT. CASSEROLE in WICKER BASKET.. from the famous Gay Fad Studios. Pyrex dish with its attractive hand painted ivy lid.. slips from oven into basket. Food stays hot, basket stays cool. Use basket too, for serving rolls and fruit.
710-533 B300 Casserole and Basket. ..**$4.50**

SUNDIAL CASSEROLE... combines modern mirror finished black semi-porcelain with contrasting sundial lid and brass warmer. Oven-proof semi-porcelain 2 qt. casserole. Uses candle, sterno or alcohol. 8½" high.
716-795 B468 Pink and Black **$6.95**
716-803 B468 Turquoise and Black..... **6.95**

GIFTS

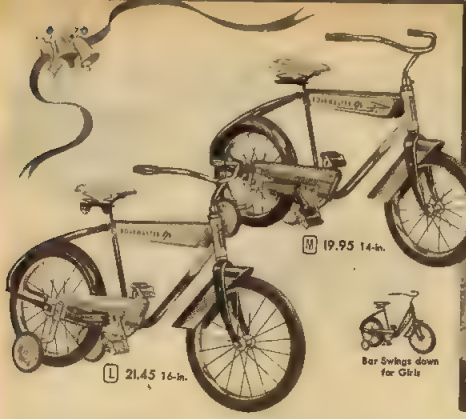
Exciting new treasures that pleasantly recall the gift-occasion every time they serve!

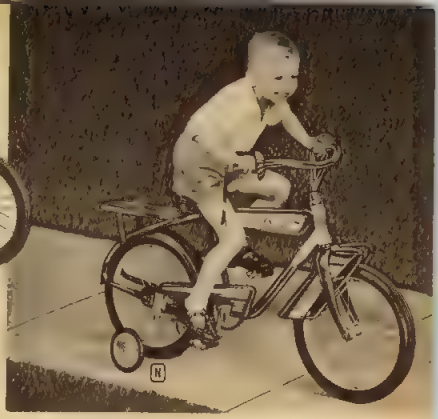
To clever hostesses thrill family and friends by serving cocktails, hors d'oeuvres, casseroles, salads and snacks of any kind in these fascinating party-air accessories ...they're so colorful, so versatile

8-PC. "VINTAGE" MIXER SET... by Gay Fad. Includes 32-oz. martini mixer, stirrer and six 3½-oz. footed cocktail glasses. Rich intaglio effect design, hand-decorated in turquoise blue, 24K gold and white against crystal glass backgrounds.
710-764 B535 Mixer Set **$7.95**

KENWOOD SAUCY SUSAN... adds a piquant touch to the party! Brass holder revolves smart black and white oven-proof semi-porcelain pieces: 4 covered condiment jars with white plastic serving spoons, salt and pepper shakers, oil and vinegar cruets.
716-811 B665 Size: 12x8x9" **$9.95**

7-PC. BEVERAGE SET. of finest Solana Ware pottery. Its modern style, exquisite colors create a party atmosphere every day. Set includes: gracefully shaped, 100-oz. aqua pitcher with ice guard and six 16-oz. tumblers in a rainbow of colors.
717-835 B625 Beverage Set **$9.95**





"Roadmaster" Convertible Bikes

NOW WITH NEW PATENTED "SAF-T-BRAKE", HEAVY-DUTY COASTER BRAKE

It's NEW! Heavy crank-arm, direct-to-wheel brake

It's POSITIVE! Exclusive pedal brake for easy and safe stops

It COASTS! Provides easier and smoother riding fun

It's SAFER! Stops even if chain breaks or slips off

(L) (M) (N) AMF "Junior" Roadmasters now equipped with exclusive new pedal brake! These bikes for children 2 to 7 years old are designed for safety, easy-riding and years of use. For boys or girls (tank crossbar swings down—see cut). Balancer wheels are removable when child learns to ride.

(L) (M) STANDARD ROADMASTERS. For Boys or Girls. Modern "Flite-line" styling. Sturdy 1¼-in. tubular steel frame, 1½-in. head; heavy steel fork. Ball bearing wheels with riveted "twin ten" spokes, 1¾-in. semi-pneumatic tires. Chrysler oil-ite bearings in adj. crank hanger. Flite-line chainguard. Adjustable chromed handlebars with plastic grips. Adjustable vinyl-top, coilspring saddle. 2-pc. bicycle-type pedals. Baked-on enamel finish "Silver" wheels. Ship. wts. 38 lbs. and 35 lbs.

(L) 48 T 5370R—16-in. Wheels; leg reach 20–24 in. Ebony black, white and coppertone finish. 21.45

(M) 48 T 5371R—14-in. Wheels; leg reach 18–22 in. Indian red finish, white trim. 19.95

DE LUXE ROADMASTER

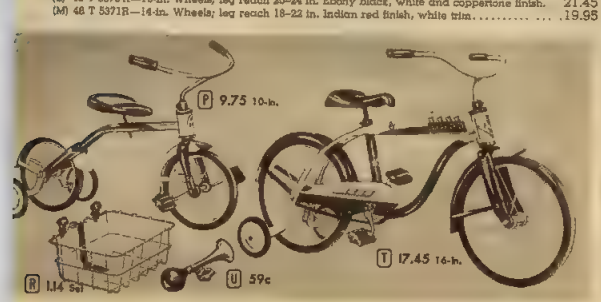
$24.45 16-in.

- "Flamboyant" green baked enamel finish
- Chromed handlebars, truss-rods, springs
- Red handgrips, guards, streamers, pedals
- De luxe saddle with double coilsprings

(N) Has handy luggage-carrier for errands. New coaster brake, other features at left. Sturdy 1¼-in. tubular steel frame, 1½-in. head, heavy-gauge fork. Sleek "Flite-line" fenders, chainguard. Padded 2-tone vinyl saddle. Ball bearing wheels with riveted "twin ten" spokes, 1¾-in. semi-pneumatic tires. Adjustable crank hanger with Chrysler oilite bearings. 2-pc. "Jewelone" pedals. Green, white, "silver" trim. Ship. wt. 42 lbs.

48 T 5369 R—For Boys or Girls. Leg Reach 20–24 in. $2.50 Down or Cash 24.45

LEG REACH: Measure child from crotch to ball of foot. Use your Credit to buy. Pay only 10% Down, balance in convenient monthly payments. See Page 328 for Wards Monthly Payment Plan. Bikes are mailed partly assembled to save on shipping charges, instr. included.



"Motor Cop" Bike, Basket and Horn

(P) 10-IN. "MOTOR COP" BIKE. For boys or girls. Sturdy 1¼-in. tubing frame, 2-in. head, reinforced fork, bronze bushings. Wire spoke wheels, nylon bearings. Metal saddle, handlebars with plastic grips are adjustable. Rubber pedals, 1-in. semi-pneumatic tires. Red, white trim. Wt. 18 lbs.

48 T 5850 MO—Leg Reach 15 to 18 in. 9.75

(R) WIRE BASKET WITH HORN. For bikes, velocipedes. Basket 10 x 7 in. Clamps, bolts included. 6¾-in. chromed metal 1 tone horn.

48 W 5409—Basket, Horn. Wt. 1 lb. 4 oz. . . . 1.14

48 W 5405—Basket only. Ship. wt. 1 lb. 79c

New "Hot Rod" Bike

(T) "HOT ROD" BIKE. Outstanding value—would be $19.95 in many stores. Tank crossbar easily removable for girls. Sturdy 1¼-in. steel frame; heavy-gauge steel fork. Adjustable enameled handlebars; new English-type saddle is adjustable. Multi-spoke, full ball bearing wheels; semi-pneumatic 1½-in. tires. 2-pc. pedals. Flamboyant blue enamel; red and white trim. Leg reach 19–22 in.

48 T 5363 R—16-in. Wheels. Ship. wt. 33 lbs. 17.45

(U) 2-TONE METAL BIKE HORN. Chrome color metal, heavy rubber bulb. Clamps for attaching.

48 T 5411—7½ in. long. Ship. wt. 6 oz. 59c

Hawthorne Bikes

(V) 16-IN. DE LUXE MODEL. New Departure coaster brake, kick stand. Built to quality standards similar to Wards full-size Hawthornes. 1-in. steel tubing frame, 1½-in. ball bearing head; ball bearings in front hub, rear brake, sprocket. Bicycle crank, full-length chainguard, double crown fork. Adj. chromed rubber-grip handlebars; adj. vinyl-top saddle; 2-pc. pedals. Replaceable tangent spoke wheels, 1¾-in. semi-pneumatic tires. Blue and red enamel, white trim. Leg reach 18–24 in. Ship. wt. 37 lbs.

48 W 5827 R—Boys' $3 Down, or Cash 28.95

49 W 5828 R—Girls' $3 Down or Cash 28.95

STANDARD MODEL. Smaller chainguard; enameled handlebars, single spring saddle. Has coaster brake. Wt. 36 lbs. $3.00 Down.

48 T 5820 R—Boys' Bike . . . . . Cash 25.95

49 T 5821 R—Girls' Bike. . Cash 28.95

NOTE: R after Catalog Number means *Not Mailable;* shipped promptly by Freight, Truck or Express.

Town and Country Transport

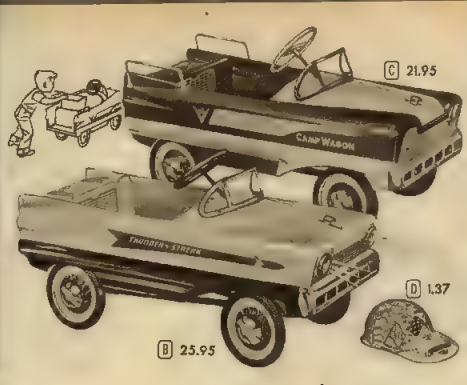
CASH $19.95 $2 DOWN

- Massive Cab-Over-Engine Design—Like Real Truck
- Higher Seat Gives Driver Easier Pedaling Action
- "Prairie" Gold Enamel Finish with Green Trim

A EXCITINGLY NEW AND DIFFERENT . . . Wards big TRANSPORT for truckers aged 2 to 6. High cab adds to the realism, gives little driver full view of the "road" ahead.

Hinged tailgate opens and latches shut. Smooth ball bearing pedal drive. Rubber pedals adjust to 3 positions—makes car usable for years to come. Easy to steer and maneuver. Tough fiber seat pad. Double disc 8-in. wheels; 1-in. solid rubber tires. Heavy steel body; embossed headlights; plated hub caps; silvered windshield (no glass). Durable baked-on enamel finish keeps Transport bright as a dollar. About 42 in. long.

48 W 5442 R—Ship. wt. 40 lbs. $2.00 Down . . . . . or Cash 19.95



4 Newest Sports Cars...Each

B THUNDER STREAK WITH FREE SPORTSTER HELMET. "Years ahead" styling . . . *real* headlights and horn (battery not incl.) . . . trunk compartment with hinged cover. Easy-riding ball bearing pedal drive; pedals adjust to 3 positions. Red and White 8-in. simulated wire wheels, solid rubber tires. Fiber seat pad. "Silver" windshield (no glass), bumpers and grille. Plated hub caps. "Alpine" white enamel finish; red, yellow and gray trim. Abt. 40 in. long. Ship. wt. 36 lbs. $3.00 Dn.

48 T 5484 R—Helmet (D) incl. . Cash 25.95

60 W 13257—8V Battery. Wt. 2 lbs. Ea. 79c

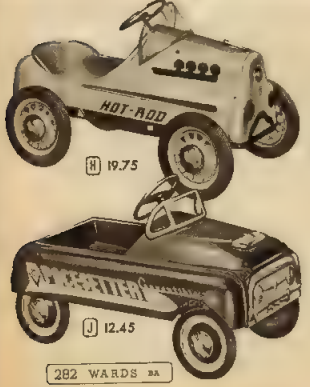
C CAMP-WAGON WITH SPORTSTER HELMET. Roomy trunk compartment with hinged cover. Handrails for second rider Smooth ball bearing pedal-drive; pedals adjust to 3 positions. Red and white 7½-in. disc wheels, solid rubber tires Fiber seat pad; "silver" bumpers, grille Plated hubs and hood ornament. Green baked enamel finish; white trim. About 40 in. long. Ship. wt. 37 lbs. $2.50 Dn.

48T5483 R—Helmet (D) incl. . Cash 21.95

D SPORTSTER HELMET. Colorful plastic.

48 T 1701—Ship. wt. 6 oz. 1.37

A VARIETY OF VEHICLES TO SUIT EVERY LITTLE DRIVER



E AIR FORCE JEEP. Lots of room in back to take a buddy along. Realistically styled; welded steel body with ball bearing rear axle hangers. Adjustable pedals; 2-level seat with side hand rails. Semi pneumatic, chevron-tread tires on 8-in. wheels. Retractable steel windshield (no glass). Tow ring on rear bumper for hauling "maneuvers." Air Force Blue baked-on enamel finish with realistic insignia. Easy to steer and pedal.

48 W 5829 MO—About 41 in. long. Wt. 30 lbs. 16.95

F HOOK AND LADDER FIRE ENGINE. Bright yellow ladders, plated Bell, rear platform, "FD" decal provide plenty of realism for little "smoke-eaters." Ball bearing pedal drive adjusts to 3-positions. Dummy windshield; sturdy fiber seat pad. Welded 7½-in. disc wheels, rubber tires. Plated hub caps, white hand rails. Steel body with Red and white baked enamel finish, "Silver" trim.

48 T 5486 R—About 39 in. long. Wt. 32 lbs. 16.45

G SPACE CRUISER. Kiddies will be thrilled sitting at the controls at this ship from "outer space." Flying Saucer gun adds to the fun. Previously sold at Wards for $23.95. Exclusive ball bearing chain drive mechanism for extra easy pedaling. Swivel-type front wheel turns easily. Heavy steel chassis stays right on course during "interplanetary travel." Bucket-style adjustable saddle. Double disc nylon bearing wheels: 10-in. rear, 8-in. front. Semi pneumatic rubber tires. White enamel finish with red and yellow trim. Ship. wt. 51 lbs.

48 T 5802 R—About 48 in. long. Special Value. . 18.45

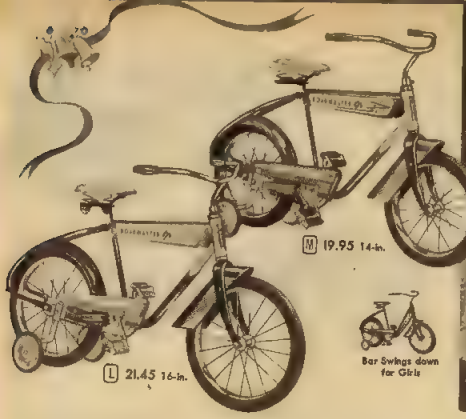
H HOT ROD RACER. For the little "speed" enthusiast. Designed like real midget racer—right down to the artillery-type, nylon bearing 10-in. wheels. Easily operated chain drive with ball bearing pedal cranks. Sturdy, all-steel body. Puncture-proof, semi-pneumatic rubber tires. Plated radiator ornament and hub caps. Plastic racing windshield. Bright yellow finish with red and black trim. About 35 in. long.

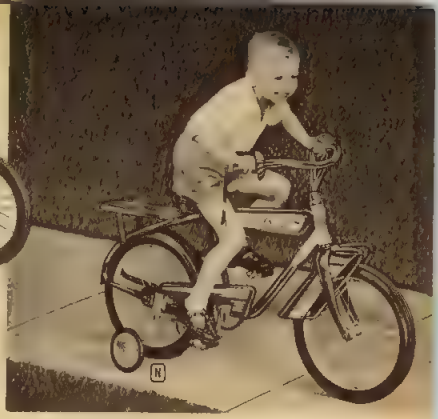
48 T 5800 R—Ship. wt. 38 lbs. 19.75

J PACESETTER CONVERTIBLE. Many features of expensive cars at low price. Sleek, up-to date styling; modern grille; chromed headlights, hood ornament. Pedals adjust to 3 positions; ball bearing drive? Special steering mechanism permits driver to turn in smaller circles. Red fiber seat pad. Rubber-tired 7½-in. wheels. Steel body. Baked-on Blue enamel; red, white trim. Abt. 36 in. long.

48 W 5444 R—Ship. wt. 28 lbs. 12.45

NOTICE: "R" after Cat. No. means shipped promptly from Stock by Freight, Truck or Express. Other items *Mailable*. All items on these two pages shipped partly assembled; instructions. Terms Page 328.





"Roadmaster" Convertible Bikes

NOW WITH NEW PATENTED "SAF-T-BRAKE", HEAVY-DUTY COASTER BRAKE

It's NEW! Heavy crank-arm, direct-to-wheel brake

It's POSITIVE! Exclusive pedal brake for easy and safe stops

It COASTS! Provides easier and smoother riding fun

It's SAFER! Stops even if chain breaks or slips off

(L) (M) (N) AMF "Junior" Roadmasters now equipped with exclusive new pedal brake! These bikes for children 2 to 7 years old are designed for safety, easy-riding and years of use. For boys or girls (tank crossbar swings down—see cut). Balancer wheels are removable when child learns to ride.

(L) (M) STANDARD ROADMASTERS. For Boys or Girls. Modern "Flite-line" styling. Sturdy 1¼-in. tubular steel frame, 1½-in. head; heavy steel fork. Ball bearing wheels with riveted "twin ten" spokes, 1¾-in. semi-pneumatic tires. Chrysler oil-ite bearings in adj. crank hanger. Flite-line chainguard. Adjustable chromed handlebars with plastic grips. Adjustable vinyl-top, coilspring saddle. 2-pc. bicycle-type pedals. Baked-on enamel finish "Silver" wheels. Ship. wts. 38 lbs. and 35 lbs.

(L) 48 T 5370R—16-in. Wheels; leg reach 20–24 in. Ebony black, white and coppertone finish. 21.45

(M) 48 T 5371R—14-in. Wheels; leg reach 18–22 in. Indian red finish, white trim. 19.95

DE LUXE ROADMASTER

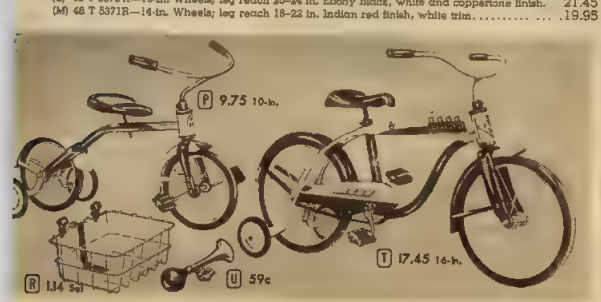
$24.45 16-in.

- "Flamboyant" green baked enamel finish
- Chromed handlebars, truss-rods, springs
- Red handgrips, guards, streamers, pedals
- De luxe saddle with double coilsprings

(N) Has handy luggage-carrier for errands. New coaster brake, other features at left. Sturdy 1¼-in. tubular steel frame, 1½-in. head, heavy-gauge fork. Sleek "Flite-line" fenders, chainguard. Padded 2-tone vinyl saddle. Ball bearing wheels with riveted "twin ten" spokes, 1¾-in. semi-pneumatic tires. Adjustable crank hanger with Chrysler oilite bearings. 2-pc. "Jewelone" pedals. Green, white, "silver" trim. Ship. wt. 42 lbs.

48 T 5369 R—For Boys or Girls. Leg Reach 20–24 in. $2.50 Down or Cash 24.45

LEG REACH: Measure child from crotch to ball of foot. Use your Credit to buy. Pay only 10% Down, balance in convenient monthly payments. See Page 328 for Wards Monthly Payment Plan. Bikes are mailed partly assembled to save on shipping charges, instr. included.



"Motor Cop" Bike, Basket and Horn

(P) 10-IN. "MOTOR COP" BIKE. For boys or girls. Sturdy 1¼-in. tubing frame, 2-in. head, reinforced fork, bronze bushings. Wire spoke wheels, nylon bearings. Metal saddle, handlebars with plastic grips are adjustable. Rubber pedals, 1-in. semi-pneumatic tires. Red, white trim. Wt. 18 lbs.

48 T 5850 MO—Leg Reach 15 to 18 in. 9.75

(R) WIRE BASKET WITH HORN. For bikes, velocipedes. Basket 10 x 7 in. Clamps, bolts included. 6¾-in. chromed metal 1 tone horn.

48 W 5409—Basket, Horn. Wt. 1 lb. 4 oz. . . . 1.14

48 W 5405—Basket only. Ship. wt. 1 lb. 79c

New "Hot Rod" Bike

(T) "HOT ROD" BIKE. Outstanding value—would be $19.95 in many stores. Tank crossbar easily removable for girls. Sturdy 1¼-in. steel frame; heavy-gauge steel fork. Adjustable enameled handlebars; new English-type saddle is adjustable. Multi-spoke, full ball bearing wheels; semi-pneumatic 1½-in. tires. 2-pc. pedals. Flamboyant blue enamel; red and white trim. Leg reach 19–22 in.

48 T 5363 R—16-in. Wheels. Ship. wt. 33 lbs. 17.45

(U) 2-TONE METAL BIKE HORN. Chrome color metal, heavy rubber bulb. Clamps for attaching.

48 T 5411—7½ in. long. Ship. wt. 6 oz. 59c

Hawthorne Bikes

(V) 16-IN. DE LUXE MODEL. New Departure coaster brake, kick stand. Built to quality standards similar to Wards full-size Hawthornes. 1-in. steel tubing frame, 1½-in. ball bearing head; ball bearings in front hub, rear brake, sprocket. Bicycle crank, full-length chainguard, double crown fork. Adj. chromed rubber-grip handlebars; adj. vinyl-top saddle; 2-pc. pedals. Replaceable tangent spoke wheels, 1¾-in. semi-pneumatic tires. Blue and red enamel, white trim. Leg reach 18–24 in. Ship. wt. 37 lbs.

48 W 5827 R—Boys' $3 Down, or Cash 28.95

49 W 5828 R—Girls' $3 Down or Cash 28.95

STANDARD MODEL. Smaller chainguard; enameled handlebars, single spring saddle. Has coaster brake. Wt. 36 lbs. $3.00 Down.

48 T 5820 R—Boys' Bike . . . . . Cash 25.95

49 T 5821 R—Girls' Bike. . Cash 28.95

NOTE: R after Catalog Number means *Not Mailable;* shipped promptly by Freight, Truck or Express.

Town and Country Transport

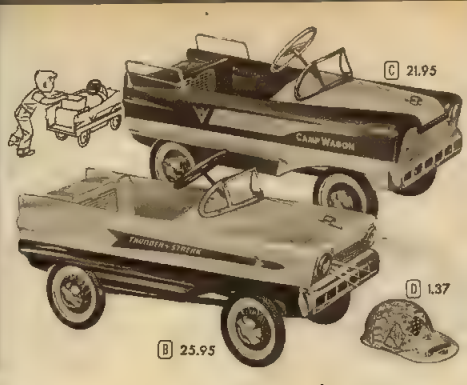
CASH $19.95 $2 DOWN

- Massive Cab-Over-Engine Design—Like Real Truck
- Higher Seat Gives Driver Easier Pedaling Action
- "Prairie" Gold Enamel Finish with Green Trim

A EXCITINGLY NEW AND DIFFERENT . . . Wards big TRANSPORT for truckers aged 2 to 6. High cab adds to the realism, gives little driver full view of the "road" ahead.

Hinged tailgate opens and latches shut. Smooth ball bearing pedal drive. Rubber pedals adjust to 3 positions—makes car usable for years to come. Easy to steer and maneuver. Tough fiber seat pad. Double disc 8-in. wheels; 1-in. solid rubber tires. Heavy steel body; embossed headlights; plated hub caps; silvered windshield (no glass). Durable baked-on enamel finish keeps Transport bright as a dollar. About 42 in. long.

48 W 5442 R—Ship. wt. 40 lbs. $2.00 Down . . . . . or Cash 19.95



4 Newest Sports Cars...Each

B THUNDER STREAK WITH FREE SPORTSTER HELMET. "Years ahead" styling . . . *real* headlights and horn (battery not incl.) . . . trunk compartment with hinged cover. Easy-riding ball bearing pedal drive; pedals adjust to 3 positions. Red and White 8-in. simulated wire wheels, solid rubber tires. Fiber seat pad. "Silver" windshield (no glass), bumpers and grille. Plated hub caps. "Alpine" white enamel finish; red, yellow and gray trim. Abt. 40 in. long. Ship. wt. 36 lbs. $3.00 Dn.

48 T 5484 R—Helmet (D) incl. . Cash 25.95

60 W 13257—8V Battery. Wt. 2 lbs. Ea. 79c

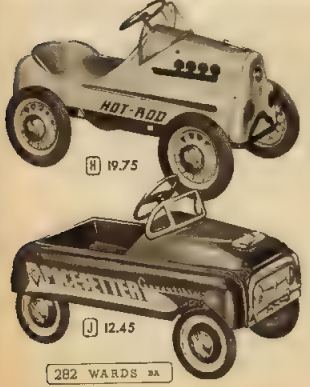
C CAMP-WAGON WITH SPORTSTER HELMET. Roomy trunk compartment with hinged cover. Handrails for second rider Smooth ball bearing pedal-drive; pedals adjust to 3 positions. Red and white 7½-in. disc wheels, solid rubber tires Fiber seat pad; "silver" bumpers, grille Plated hubs and hood ornament. Green baked enamel finish; white trim. About 40 in. long. Ship. wt. 37 lbs. $2.50 Dn.

48T5483 R—Helmet (D) incl. . Cash 21.95

D SPORTSTER HELMET. Colorful plastic.

48 T 1701—Ship. wt. 6 oz. 1.37

A VARIETY OF VEHICLES TO SUIT EVERY LITTLE DRIVER



E AIR FORCE JEEP. Lots of room in back to take a buddy along. Realistically styled; welded steel body with ball bearing rear axle hangers. Adjustable pedals; 2-level seat with side hand rails. Semi pneumatic, chevron-tread tires on 8-in. wheels. Retractable steel windshield (no glass). Tow ring on rear bumper for hauling "maneuvers." Air Force Blue baked-on enamel finish with realistic insignia. Easy to steer and pedal.

48 W 5829 MO—About 41 in. long. Wt. 30 lbs. 16.95

F HOOK AND LADDER FIRE ENGINE. Bright yellow ladders, plated Bell, rear platform, "FD" decal provide plenty of realism for little "smoke-eaters." Ball bearing pedal drive adjusts to 3-positions. Dummy windshield; sturdy fiber seat pad. Welded 7½-in. disc wheels, rubber tires. Plated hub caps, white hand rails. Steel body with Red and white baked enamel finish, "Silver" trim.

48 T 5486 R—About 39 in. long. Wt. 32 lbs. 16.45

G SPACE CRUISER. Kiddies will be thrilled sitting at the controls at this ship from "outer space." Flying Saucer gun adds to the fun. Previously sold at Wards for $23.95. Exclusive ball bearing chain drive mechanism for extra easy pedaling. Swivel-type front wheel turns easily. Heavy steel chassis stays right on course during "interplanetary travel." Bucket-style adjustable saddle. Double disc nylon bearing wheels: 10-in. rear, 8-in. front. Semi pneumatic rubber tires. White enamel finish with red and yellow trim. Ship. wt. 51 lbs.

48 T 5802 R—About 48 in. long. Special Value. . 18.45

H HOT ROD RACER. For the little "speed" enthusiast. Designed like real midget racer—right down to the artillery-type, nylon bearing 10-in. wheels. Easily operated chain drive with ball bearing pedal cranks. Sturdy, all-steel body. Puncture-proof, semi-pneumatic rubber tires. Plated radiator ornament and hub caps. Plastic racing windshield. Bright yellow finish with red and black trim. About 35 in. long.

48 T 5800 R—Ship. wt. 38 lbs. 19.75

J PACESETTER CONVERTIBLE. Many features of expensive cars at low price. Sleek, up-to date styling; modern grille; chromed headlights, hood ornament. Pedals adjust to 3 positions; ball bearing drive? Special steering mechanism permits driver to turn in smaller circles. Red fiber seat pad. Rubber-tired 7½-in. wheels. Steel body. Baked-on Blue enamel; red, white trim. Abt. 36 in. long.

48 W 5444 R—Ship. wt. 28 lbs. 12.45

NOTICE: "R" after Cat. No. means shipped promptly from Stock by Freight, Truck or Express. Other items *Mailable*. All items on these two pages shipped partly assembled; instructions. Terms Page 328.

Baseball

G BILLY LOES GLOVE . . . by Wilson. Leather lined tan glove cowhide. Streamlined fingers; leather lacing; Grip-Tite pocket.
808-956 B545 Professional Model.....$7.95

H BILLY GOODMAN GLOVE with Ball. Extra large glove of oil-treated cowhide; 4½" leather trap. Major League ball.
808-216 B545 Glove and Ball.....$7.95

K JOE DIMAGGIO GLOVE with Ball. Extra large fielder's glove of finest oil-treated cowhide Official league ball.
808-224 B897 Glove and Ball.....$14.95

L TED WILLIAMS MITT . . . by Wilson. Leather lined cowhide. Hand formed heel.
808-931 B925 Regular. Adult sz.....$12.95
808-949 B925 Left hander's. Adult sz. 12.95

M OFFICIAL LEAGUE BASEBALL . . . the ball used in all American League, All Star and World Series games. Has cushion-cork center; tough leather cover.
808-964 B245 Baseball. Each $3.25

N OFFICIAL 12" SOFTBALL Leather cover, molded virgin kapok center.
808-972 B180 Nite-and-Day Softball ...$2.60

Basketball

P BASKETBALL BACKBOARD with Goal . . . by Richardson. ¾" all-weather plywood. 32x48" -ideal for indoor or outdoor use. Official size goal of ⅝" solid steel with 12 clips. Treated net.
806-190 D1798 Backboard with Goal. From Ill. 30 lbs.....$29.95

R VOIT OFFICIAL BASKETBALL, GOAL OUTFIT. Waterproof, scuff-resistant rubber covered ball. Easy-to-assemble goal.
808-196 B745 Basketball and Goal. In carry case.....$12.00
808-204 B698 Basketball only 8.50

S WILSON TESTED VALVE BASKETBALL . . . of top grain leather with nylon fabricated carcass. Has balance and roundness, wide depressed seams. Butyl bladder. Inflating needle included
808-238 B1295 Wilson Official Basketball.....$17.25

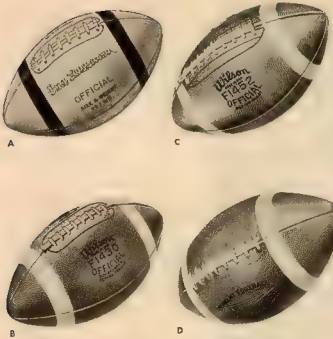
T VOIT OFFICIAL BASKETBALL . . . official weight, size, shape. Water- and scuff-proof cover; wears up to 6 times longer. The most popular type ball for rough indoor or outdoor play.
808-220 B765 Official Size Basketball $12.30

Horseshoes

OFFICIAL HORSESHOE SET . . . Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control, these tournament grade shoes are forged of carbon steel. The shoes are heat treated to prevent chipping and breaking. Set includes 1 pair of bronze finished shoes, 1 pair of silver finished shoes and 1 pair of official steel stakes, 27" long and 1" in diameter. Comes in attractive storage box. Shipped from Minnesota. (Total weight—38 lbs.) Get a set for your family's outdoor fun.
808-477 D675 Diamond Horseshoe Set $9.95

Shuffleboard

SHUFFLEBOARD SET with STAND. Perfect for hours of family fun, indoors or out! Has four 3-piece, 70" long aluminum cues. Each is fitted with wear-resistant, replaceable plastic runners and threaded cue head. Eight 8" Durex discs are unbreakable plastic. Sturdy, metal wire shuffleboard stand attractively designed to hold your complete shuffleboard set. Ideal for storing. Along with 4 cues, 8 discs and stand, your Sportcraft shuffleboard set comes with official rules and court specifications.
806-174 C1550 Shuffleboard Set with Stand..... $25.80



Equipment For Your Young Grid Star

(A) BILL WADE PLAYGROUND FOOTBALL. Whether in sandlot or stadium, here's a rugged football that's really built to "take it". It's official in size and weight and has a rubber valve bladder. Finished in White with two Black stripes.
20-64038-280 . .Retail **3.95**

(B) OTTO GRAHAM FOOTBALL. Fully endorsed by the nationally-famous All-Pro quarterback, this ball is outstanding in value, official in size and weight. Sturdy covering is Tuf-Kover material grained to resemble leather. Rubber valve bladder 2 White stripes.
20-64046-280 . Retail **3.95**

(C) PRO SPECIAL FOOTBALL. Balanced for easier passing, punting Pebble grain cowhide cover. Double lined. Rubber valve bladder Strong plastic lacing. Tan cover with two White stripes. Official size and weight.
20-64079-400 Retail **5.95**

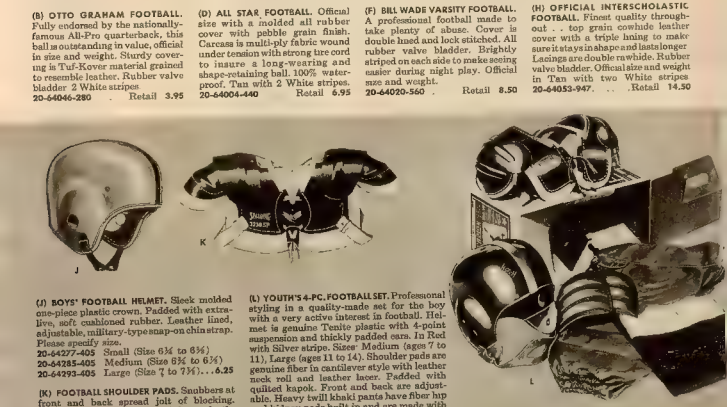
(D) ALL STAR FOOTBALL. Official size with a molded all rubber cover with pebble grain finish. Carcass is multi-ply fabric wound under tension with strong tire cord to insure a long-wearing and shape-retaining ball. 100% waterproof. Tan with 2 White stripes.
20-64004-440 Retail **6.95**

(E) BOBBY GARRETT FOOTBALL. Shaped for pin point passing. Full grained cowhide cover is double lined. Rubber valve bladder. Sturdy plastic lacing. Official in size and weight and finished in Tan with two White stripes.
20-64061-560 . . .Retail **8.50**

(F) BILL WADE VARSITY FOOTBALL. A professional football made to take plenty of abuse. Cover is double lined and lock stitched. All rubber valve bladder. Brightly striped on each side to make seeing easier during night play. Official size and weight.
20-64020-560 . Retail **8.50**

(G) OFFICIAL REACH FOOTBALL Here's your dollar's worth. It's top quality, pebble grained genuine leather with a triple lining and a molded rubber valve bladder. Retains its shape and contour after roughest play. Official size, weight.
20-64012-947 . . Retail **14.50**

(H) OFFICIAL INTERSCHOLASTIC FOOTBALL. Finest quality throughout . . top grain cowhide leather cover with a triple lining to make sure it stays in shape and lasts longer Lacings are double rawhide. Rubber valve bladder. Official size and weight in Tan with two White stripes
20-64053-947. . . .Retail **14.50**



(J) BOYS' FOOTBALL HELMET. Sleek molded one-piece plastic crown. Padded with extra-live, soft cushioned rubber. Leather lined, adjustable, military-type snap-on chin strap. Please specify size.
20-64277-405 Small (Size 6¾ to 6⅝)
20-64285-405 Medium (Size 6⅝ to 6¾)
20-64293-405 Large (Size 7 to 7⅝) . . . **6.25**

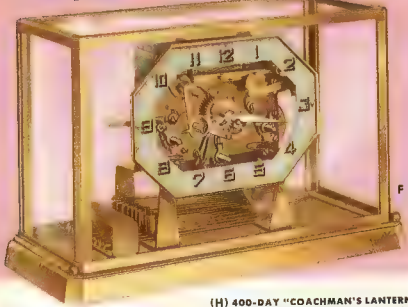
(K) FOOTBALL SHOULDER PADS. Snubbers at front and back spread jolt of blocking. Front and back lacing through heavy leather loops; suspended adjustable body straps reduce shifting. Epaulets of Red molded fiber. Double padding around edges, double thickness over shoulders.
20-64251-325 Small Retail **4.95**
20-64269-527 Medium Retail **7.45**

(L) YOUTH'S 4-PC. FOOTBALL SET. Professional styling in a quality-made set for the boy with a very active interest in football. Helmet is genuine Tenite plastic with 4-point suspension and thickly padded ears. In Red with Silver stripe. Sizes: Medium (ages 7 to 11), Large (ages 11 to 14). Shoulder pads are genuine fiber in cantilever style with leather neck roll and leather lacer. Padded with quilted kapok. Front and back are adjustable. Heavy twill khaki pants have fiber hip and kidney pads built in and are made with fiber thigh guards and heavy padding at the knees. Sizes: (28) Medium and (32) Large. Smart looking jersey in Red with White trim Completely washable. Sizes: Medium, Large.
20-64301-800 Medium . . .Retail **13.25**
20-64319-800 Large . . . . .Retail **13.25**

Outfit your young halfback in this really professional styled 4-piece football outfit from Continental.

Imported CHIME CLOCKS *and 400 Day*

"ANNIVERSARY" CLOCKS



F

Style King Guarantee Every STYLE KING Clock is fully guaranteed against defects in materials or craftsmanship.

(F) 8-DAY "CHIME-MASTER". 9 chime rods Tune selector permits instant choice of Westminster, Whittington or Winchester chimes. Mellow chimes strike the full hour and play every quarter hour. You'll love watching the fascinating "heart-beat" of this exquisite clock, styled in a gleaming brass and glass case. Chimes are self-regulating. Size 12x 7¼x5¼ Shpg Wt. 18 lbs.
34A173-5W5400 **$90.00**

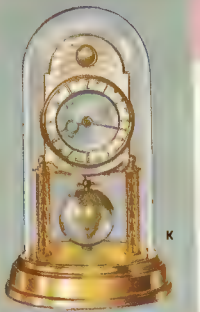
(G) 400-DAY "ANNIVERSARY" CLOCK. The perfect gift for anniversaries and other important occasions Polished brass base and spiral posts with dainty floral enamel dial Clear glass dome lets you watch the revolving pendulum. Pre-assembled pendulum and adjustable base for leveling. Wind once a year. Size 12x7¾. Shpg. Wt. 6 lbs
34A174-3W1320 **$22.00**

ALL CLOCKS SHOWN ARE HAND-WOUND 10% FEDERAL EXCISE TAX NOT INCLUDED

(H) 400-DAY "COACHMAN'S LANTERN" CLOCK. A new brilliantly styled clock equally at home in contemporary or traditional settings. Raised brass numerals on a white background. Pre-assembled pendulum and adjustable base for leveling. Wind once a year. Size 8¼x5¾ Shpg. Wt 6 lbs
34A175-0W1800 **$29.95**

(J) 8-DAY WESTMINSTER CHIME. A mantel clock whose traditional design is always popular. Melodiously strikes the full hour, chimes play every quarter hour Choice of beautifully polished Mahogany or Walnut Size 16x8¼ Shpg Wt 8 lbs
34A176-5W2820-Mahogany **$47.00**
34A177-6W2820-Walnut **$47.00**

Same design, Hour & Half-Hour Strike only
34A178-4W1650-Mahogany **$27.50**
34A179-2W1650-Walnut **$27.50**



K

(K) 400-DAY "CONSTELLATION" MOON PHASE CLOCK. An ingenious clock that shows both correct time and phases of the moon. Rotating pendulum is a gold-and-silver world globe. Brass base with artistically engraved posts; raised numerals on a silver dial. Pendulum in protective locking device Adjustable base for leveling. Wind once a year. Size 10¼x5¼. Shpg. Wt 6 lbs.
34A180-0W1995 **$33.00**

Same design as above, with ivory base and posts and a rich blue background
34A181-8W1995 **$33.00**

G

H

J

World Famous BLACK FOREST Hand-Carved CUCKOO CLOCKS

Style King

Guarantee
Every STYLE KING Clock is fully guaranteed against defects in materials or craftsmanship

These imported Cuckoo Clocks are intriguing examples of Old World clockmakers' skill in creating perfect timekeepers. Bird pops out when the door opens. The four clocks shown have both cuckoo and gong-strike on the full hour and once on the half hour. Cuckoo calls are controlled by self-regulating movement.

A

B

D

(D) 30-HOUR MAHOGANY FINISH. Here's a style so universally popular we offer it in three models. Size 10x6. Shpg. Wt. 4 lbs

34A168-5W780 **$12.95**

Same style as above, 1-DAY movement. Size 12x8. Shpg Wt. 4 lb

34A169-3W1040 **$16.95**

Same style as above, 8-DAY movement Size 12x8 Shpg. Wt 11 lbs.

34A170-1W1600 **$26.50**

C

(A) 30-HOUR MUSICAL CUCKOO CLOCK. A useful and entertaining gift. After first door opens and cuckoo calls, second door opens, a musician appears and music plays. Dark Mahogany finish. Size 12x8. Shpg Wt. 5 lbs

34A163-6W1740 **$28.95**

(B) 8-DAY DARK MAHOGANY FINISH. Beautifully and realistically carved. A true masterpiece in craftsmanship and timekeeping Size 14x9. Shpg. Wt 11 lbs

34A164-4W2040 **$34.00**

Same design as above, with 1-DAY movement, Size 14x9. Shpg Wt. 5 lbs

34A165-1W1530 **$25.50**

(C) 30-HOUR TWO-TONE BLOND FINISH. A most decorative clock to enhance the beauty of any room 9 artistically carved leaves. Size 12x8. Shpg. Wt. 4 lbs

34A166-9W1140 **$18.95**

Same style as above, with 8-DAY movement Size 12x8. Shpg. Wt. 11 lbs

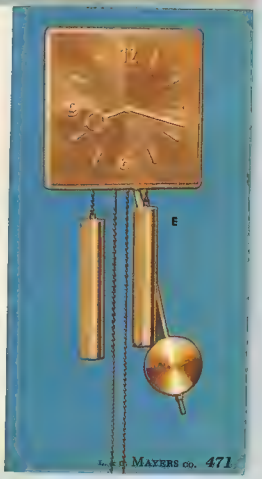
34A167-7W1710 **$28.50**

(E) 8-DAY WALL "GRANDFATHER" CLOCK. Melodiously chimes the full hour and once on the half hour Simply styled in beautiful Blond Elm (as shown) or rich Dark Mahogany. Raised numerals, weights and pendulum all are brass. Size 10x10 Shpg. Wt. 15 lbs.

34A171-9W3050-Blond **$49.95**

34A172-7W3050-Mahogany **$49.95**

ALL CLOCKS SHOWN ARE HAND-WOUND
+10% FEDERAL EXCISE TAX NOT INCLUDED


E

World Famous BLACK FOREST Hand-Carved CUCKOO CLOCKS

Style King

Guarantee
Every STYLE KING Clock is fully guaranteed against defects in materials or craftsmanship

These imported Cuckoo Clocks are intriguing examples of Old World clockmakers' skill in creating perfect timekeepers. Bird pops out when the door opens. The four clocks shown have both cuckoo and gong-strike on the full hour and once on the half hour. Cuckoo calls are controlled by self-regulating movement.

A

B

D

(D) 30-HOUR MAHOGANY FINISH. Here's a style so universally popular we offer it in three models. Size 10x6. Shpg. Wt. 4 lbs

34A168-5W780 **$12.95**

Same style as above, 1-DAY movement. Size 12x8. Shpg Wt. 4 lb

34A169-3W1040 **$16.95**

Same style as above, 8-DAY movement Size 12x8 Shpg. Wt 11 lbs.

34A170-1W1600 **$26.50**

C

(A) 30-HOUR MUSICAL CUCKOO CLOCK. A useful and entertaining gift. After first door opens and cuckoo calls, second door opens, a musician appears and music plays. Dark Mahogany finish. Size 12x8. Shpg Wt. 5 lbs

34A163-6W1740 **$28.95**

(B) 8-DAY DARK MAHOGANY FINISH. Beautifully and realistically carved. A true masterpiece in craftsmanship and timekeeping Size 14x9. Shpg. Wt 11 lbs

34A164-4W2040 **$34.00**

Same design as above, with 1-DAY movement, Size 14x9. Shpg Wt. 5 lbs

34A165-1W1530 **$25.50**

(C) 30-HOUR TWO-TONE BLOND FINISH. A most decorative clock to enhance the beauty of any room 9 artistically carved leaves. Size 12x8. Shpg. Wt. 4 lbs

34A166-9W1140 **$18.95**

Same style as above, with 8-DAY movement Size 12x8. Shpg. Wt. 11 lbs

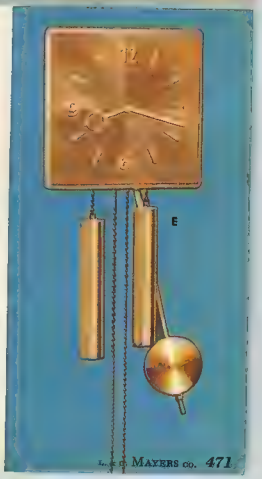
34A167-7W1710 **$28.50**

(E) 8-DAY WALL "GRANDFATHER" CLOCK. Melodiously chimes the full hour and once on the half hour Simply styled in beautiful Blond Elm (as shown) or rich Dark Mahogany. Raised numerals, weights and pendulum all are brass. Size 10x10 Shpg. Wt. 15 lbs.

34A171-9W3050-Blond **$49.95**

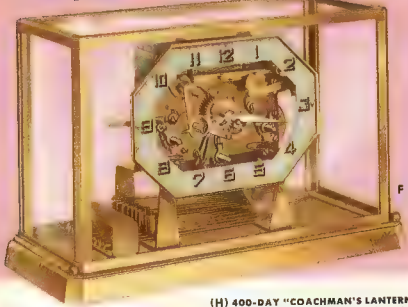
34A172-7W3050-Mahogany **$49.95**

ALL CLOCKS SHOWN ARE HAND-WOUND
+10% FEDERAL EXCISE TAX NOT INCLUDED


E

Imported CHIME CLOCKS *and 400 Day*

"ANNIVERSARY" CLOCKS



F

Style King Guarantee Every STYLE KING Clock is fully guaranteed against defects in materials or craftsmanship.

(F) 8-DAY "CHIME-MASTER". 9 chime rods Tune selector permits instant choice of Westminster, Whittington or Winchester chimes. Mellow chimes strike the full hour and play every quarter hour. You'll love watching the fascinating "heart-beat" of this exquisite clock, styled in a gleaming brass and glass case. Chimes are self-regulating. Size 12x 7¼x5¼ Shpg Wt. 18 lbs.
34A173-5W5400 **$90.00**

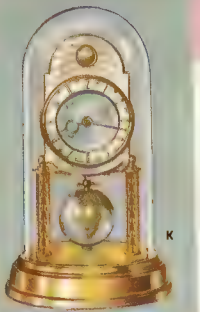
(G) 400-DAY "ANNIVERSARY" CLOCK. The perfect gift for anniversaries and other important occasions Polished brass base and spiral posts with dainty floral enamel dial Clear glass dome lets you watch the revolving pendulum. Pre-assembled pendulum and adjustable base for leveling. Wind once a year. Size 12x7¾. Shpg. Wt. 6 lbs
34A174-3W1320 **$22.00**

ALL CLOCKS SHOWN ARE HAND-WOUND 10% FEDERAL EXCISE TAX NOT INCLUDED

(H) 400-DAY "COACHMAN'S LANTERN" CLOCK. A new brilliantly styled clock equally at home in contemporary or traditional settings. Raised brass numerals on a white background. Pre-assembled pendulum and adjustable base for leveling. Wind once a year. Size 8¼x5¾ Shpg. Wt 6 lbs
34A175-0W1800 **$29.95**

(J) 8-DAY WESTMINSTER CHIME. A mantel clock whose traditional design is always popular. Melodiously strikes the full hour, chimes play every quarter hour Choice of beautifully polished Mahogany or Walnut Size 16x8¼ Shpg Wt 8 lbs
34A176-5W2820-Mahogany **$47.00**
34A177-6W2820-Walnut **$47.00**

Same design, Hour & Half-Hour Strike only
34A178-4W1650-Mahogany **$27.50**
34A179-2W1650-Walnut **$27.50**



K

(K) 400-DAY "CONSTELLATION" MOON PHASE CLOCK. An ingenious clock that shows both correct time and phases of the moon. Rotating pendulum is a gold-and-silver world globe. Brass base with artistically engraved posts; raised numerals on a silver dial. Pendulum in protective locking device Adjustable base for leveling. Wind once a year. Size 10¼x5¼. Shpg. Wt 6 lbs.
34A180-0W1995 **$33.00**

Same design as above, with ivory base and posts and a rich blue background
34A181-8W1995 **$33.00**

G

H

J

Famous and Finest Pure Wool Blankets

E ST. MARYS "PREMIER!" Choose "Premier" and you'll know why St. Marys holds an honored place in family tradition. It's a deep piled, luxurious, double napped all wool blanket to cherish through the years for its wondrous warmth and beauty. In your choice of 3 sizes in 3 luscious colors...each is richly bound with wide, acetate satin binding. Washability is certified.

Size	*Rose*	*Sky Blue*	*Yellow*	*Retail*
Twin (65x90")	**736-603 B1250**	**736-611 B1250**	**736-629 B1250**	**$16.95**
Double (78x90")	**736-637 B1395**	**736-645 B1395**	**736-652 B1395**	**18.95**
King (108x90")	**736-660 B2195**	**736-678 B2195**	**736-694 B2195**	**30.00**

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Size	*Rose*	*Med. Green*	*Sky Blue*	*Retail*
Twin (65x90")	**736-702 B1495**	**736-710 B1495**	**736-728 B1495**	**$19.95**
Double (78x90")	**736-736 B1650**	**736-744 B1650**	**736-751 B1650**	**22.50**

G HUDSON BAY "FOUR POINT"...best known blanket in the world! Practically indestructible, loomed of 100% virgin wool...it was Admiral Byrd's choice for his exploration of the Antarctic.

736-298 B2660 White with multi-color stripes. 72x90" **$34.95**
736-306 B2660 Scarlet with black stripes. 72x90" **34.95**

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736-223 D1795 Twin size (65x90"). Specify color..... **$23.95**
736-231 D2050 Double size (78x90"). Specify color..... **27.50**
736-249 D2985 King size (108x90") Specify color..... **40.00**

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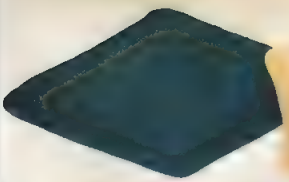
736-371 B1175 Pearce Scotch Plaid Blanket. 72x90".....**$15.95**

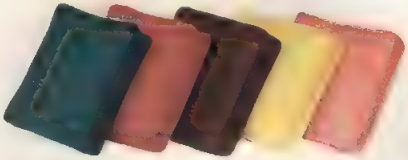


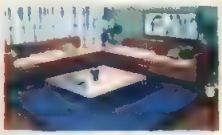
KOOLFOAM THROW PILLOWS

NEW LOW PRICES

Bring a touch of decorator genius to sofas, chairs, beds, lounges

Molded foam latex pillows in four favorite shapes. Zip-on covers in a wide range of decorator colors that sing! Perch a few on the bed.. tuck some in a chair...or frame your sofa with a pair or more...and suddenly the whole room looks smartly alive! You'll marvel too, at the new comfort they add. Oh, how easy it is to relax with one propped under an elbow or behind your back! And they're a lasting joy 'cause Koolfoam pillows stay soft and airy, spring back into their original shape without a pat or a puff. Completely allergy-free and sanitary. The linen-textured covers of cotton and rayon are carefully tailored. Fit the pillow forms perfectly, and zip off for easy washing. Choose from a bright galaxy of mix-and-match colors—Red, Hunter Green, Lemon Peel, Chocolate Brown and Coral.





Boxed Square 12x12", 4½" crown.
743-658 B180 Pillow $2.50

Zippered covers for boxed square:
743-666 B110 Coral $1.50
743-674 B110 Hunter Green 1.50
743-682 B110 Choc. Brown 1.50
743-690 B110 Red . . . . 1.[illegible]
743-708 B110 Lemon Peel . 1.50

Jumbo Square. 17x17", 5" crown.
743-500 B250 Pillow . . . $3.50

Zippered covers for jumbo square:
743-518 B110 Coral . . . $1.50
753-526 B110 Hunter Green 1.50
743-534 B110 Choc. Brown 1.50
743-542 B110 Red 1.50
743-559 B110 Lemon Peel 1.50

Round 12" diam., 4½" crown.
743-724 B180 Pillow . . . $2.50

Zippered covers for round pillow:
743-732 B110 Coral $1.50
743-740 B110 Hunter Green 1.50
743-765 B110 Choc. Brown 1.50
743-773 B110 Red 1.50
743-781 B110 Lemon Peel 1.50

Rectangle 12x17", 5" crown.
743-583 B180 Pillow $2.50

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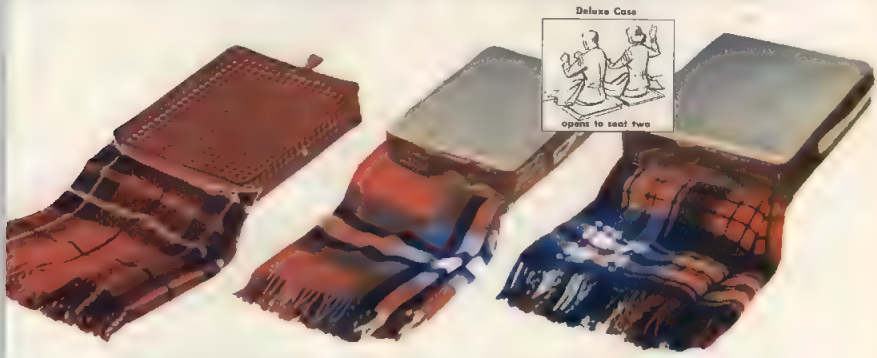

TROY WOOL ROBES . . . luxuriously warm

"Monroe" Zip-A-Robe. So bright and cheery ...so really warm! Take it with you wherever you go...camping, motoring, to the game. Chemically treated to resist moths and moisture. Adequately sized (50x60") to keep you snug. Bright Red and Black plaid with neat fringed ends. Fold the robe into the red plaid plastic case and you have a comfy cushion.
743-096 B795 100% Wool Robe & Case $10.95
743-138 B498 70% Wool, 30% rayon Plaid Robe (50x60") and case.....$ 6.95

"MacDuff"...all wool Troy robe with plain plastic case, or with deluxe case that becomes a 2-seater with a foam rubber cushion. Moth and moisture resistant, and warm as only fine, pure wool can be. Big enough for lap-over coverage (50x70"), and gay as the Highland fling in authentic red blue-green tartan plaid! A welcome companion...at the stadium, in the car, or at home.
743-104 B995 Robe & plain case....$13.95
743-112 B1240 Robe & deluxe case .. 16.95

"Edinboro"...Troy's finest robe! Comes in a compact carrying case that zips open to become a comfortable foam rubber cushion for two. Extra warm and beautiful . robe is woven of finest 100% virgin wool in a stunning clan plaid (navy blue predominating). 58x72"...big enough to really wrap you in warmth at stadium or campsite, at home or in the car, anywhere at all. Specially treated ...resistant to moths and moisture.
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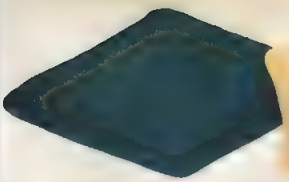

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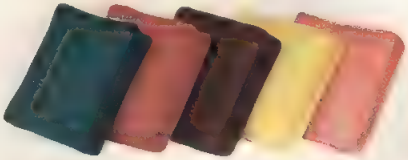

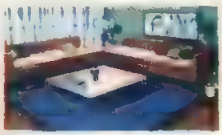

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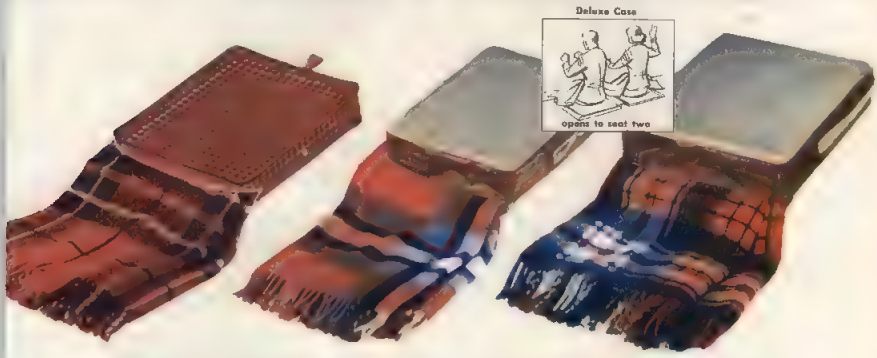

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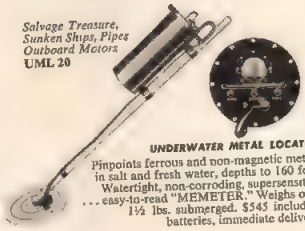
UNDERWATER NEWS!
More fun on the surface or exploring the depths with brand-new designs in efficient Bludworth Marine equipment . . . the same precision engineering that marks the

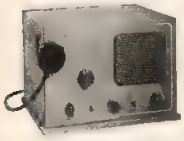
• **NEW UNDERWATER TV CAMERA-UTH 4**
Amazing closed-circuit TV . . . diver holds camera, relays continuous picture to monitor on boat or land. Depths to 180 feet. Approx. $4000.

UPD-3 "POWER DIVER" — Self-propelled, for surface or underwater, depths to 180 feet. Descend, ascend, roll or turn, fingertip control . . . conserves energy and air supply, one hour's continuous operation. $350, rechargeable 6 or 12-volt battery extra. Optional interchangeable high-speed propeller $12 extra.

Salvage Treasure, Sunken Ships, Pipes Outboard Motors
UML 20



UNDERWATER METAL LOCATOR
Pinpoints ferrous and non-magnetic metals in salt and fresh water, depths to 160 feet. Watertight, non-corroding, supersensitive . . . easy-to-read "MEMETER." Weighs only 1½ lbs. submerged. $545 including batteries, immediate delivery.



COMMUNICATOR RADIOTELEPHONE
BRT 1025 Ship-to-Shore telephone, 4 channels plus tunable broadcast receiver. Built-in 6 or 12-volt power supply. $295 including *all* crystals, immediate delivery.

PORT PILOT DIRECTION FINDER DF 30A
Simplest operation for small boat owners. Gives fast accurate bearings from Marine and air radio beacons in all weathers. $169 75

Light Weight, Direct Reading
DEPTHOMETER ES 121B
Indicating depthometer for small craft. Automatically measures and indicates depths from 2 to 50 and 200 feet. $269.75. Outboard transducer extra.

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A SUBSIDIARY OF GPE

TC574 CAREERS

- Board depicts eight different careers
- Farming, law, big business & others
- Each player sees his idea of success
- Players earn money, fame or happiness
- With cards, dice, score pad and money
- Complete in box; for 2 to 6 players
- Fact. #425 $2.98

TC468 RAGGEDY ANN

- Exciting, colorful, picture card game
- First to complete picture with cards
- Matched on spinner & board, wins
- For children 4 to 8 years of age
- Size of board 16 1/4 x 16 1/4 inches
- Each in a colorful lithographed box
- Fact. #4310-5 95¢

TC470 ANNIE OAKLEY

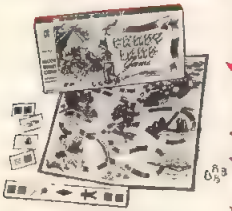
- "Annie" in The West at its Wildest
- For youngsters from 6 to 12 years old
- Annie" & deputies capture fugitives
- Playing board is 16 1/4 inches square
- Includes all the necessary equipment
- Game will accommodate 2 to 4 players
- Fact. #4310-2 95¢

TC472 SERGEANT PRESTON

- Game is played with cards and spinner
- Players are Mounties of the Northwest
- Win points by capturing fur thieves
- For children from 6 to 14 years old
- Folding playing board, 16 1/4 x 16 1/4"
- Box size measures 16 1/2 x 8 1/2 inches
- Fact. #4310-6 95¢

TC475 UNCLE WIGGILY

- Game for " Little Folks" 4 to 8 years
- Full of suspense and thrills
- Help " Uncle Wiggily' over obstacles
- Drawing cards indicate moves
- Accommodates from 2 to 4 players
- Board 16 1/4 x 16 1/4 inches
- Fact. #4817 95¢



TC480 CANDYLAND

- 16 1/4 inch square playing board
- Suitable for up to four players
- Move by matching colors and objects
- Players take turns drawing cards
- For ages from 4 to 8 years
- Box measures 16 1/2 x 8 1/2 inches
- Fact. #4921 95¢

TC484 CALLING SUPERMAN

- News reporting game for 2 to 8 players
- Players "call Superman" when in need
- Contains spinner, game markers, cards
- Complete with two figures of Superman
- Colorful playing board is 14 x 14"
- Box measures 15 inches by 7 3/4 inches
- Fact. #3841 95¢

TC487 RIN-TIN-TIN

- 2 to 4 players "ride with Rinty, Rusty"
- Game object is to "capture" outlaws
- Assorted colored playing markers
- Includes cards, spinner, instructions
- Colorful playing board, 17 x 17 inches
- Lithographed box is 17 1/2 x 9 inches
- Fact. #3861 $1.98

TC430 ROOK

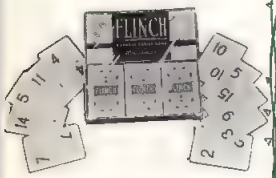
- Well known popular standard card game
- Many different variations to be played
- A complete deck of fine quality cards
- Has unique fascination, exciting play
- For 2-to-4 players. Full instructions
- Cards are packed in an attractive box
- Fact. #690S $1.25

TC435 PIT

- A game for laughter and excitement
- All the play is fast and furious
- Buy and sell wheat, oats, hay, etc.
- Game for all ages. Pit has no rival
- "The world's liveliest party game"
- For 2-to-7 players. Box 5 1/2" x 4"
- Fact. #687S $1.25

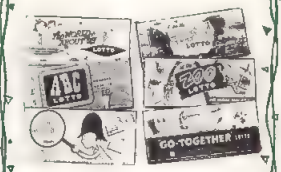
TC446 RACK-O

- Exciting card game packed full of fun
- You draw cards the same as in rummy
- Win by arranging cards in sequence
- 60 playing cards for plastic rack
- Complete with simplified instructions
- Can be played with two or four players
- Fact. #4615 $1.98



TC450 FLINCH

- Flinch numerical ten series card game
- Deck of 150 cards packed in modern box
- A game for two to eight players
- Large variation of games can be played
- Includes a special children's game
- Ideal for family play and parties
- Fact. #694S $1.98



TC453 LOTTO GAMES

- Assortment of different Lotto games
- Develop good thinking & working habits
- Printed in full color on heavy board
- Packed in sturdy box to retain parts
- An educational game that's fun to play
- Especially for children 3 to 8 years
- Fact. #116 95¢

TC456 DISNEYLAND GAMES

- Assorted Disneyland Games
- Based on different areas in Disneyland
- Imaginative outlook of games' design
- Tie in with Disney's park and TV show
- Exciting, diversified methods of play
- Each game complete in attractive box
- Fact. #01755 98¢

TC460 CHUTES & LADDERS

- A spinner game for children 4 to 12
- Teaches the rewards of good deeds
- Play is easy enough for non-readers
- Contains four wood playing pieces
- Includes spinner & 17 x 13 1/2 in. board
- Box measures 16 1/2 x 8 1/2 inches
- Fact. #4600 95¢

TC462 STOP & GO BINGO

- Specially designed colorful Bingo game
- Helps children remember traffic rules
- Puts emphasis on road & street safety
- Four heavy, full color playing boards
- With 28 stand up policemen markers
- Traffic light spinner rules the game
- Fact. #114 95¢

TC465 PICTURE DOMINOES

- 2 games in 1. Picture matching fun
- Colorful dominoes for small children
- Regular dominoes on reverse side
- Contains a full set of 28 dominoes
- Box measures 16 1/2 x 8 1/2 inches
- Prepares the small child for reading
- Fact. #4517 95¢

Boontonware® Deluxe

MELMAC dinnerware at its finest!

Perfection in a classic design!

Boontonware De Luxe is the finest example of classic simplicity in the finest of melmac dinnerware! The clean, unadorned lines blend with any period of decorating, lend a distinctive air to family dining. In the new decorator-inspired "Gourmet Colors," Boontonware De Luxe is the dinnerware you'll use for almost forever—it's practically indestructible.

Guaranteed Against Breakage*

45 Piece—Service for Eight. Contains 8 each: 10″ dinner plates; 7″ dessert or sandwich plates; 16 oz. lug soup or salad bowl; 8 oz. cups and 6″ saucers—plus 14½″ platter; 10″ vegetable serving dish; 3 pc. sugar and creamer. In solid colors or mixed color Harlequin containing (2 place settings each of Butter Yellow, Turquoisette, Bon-bon Pink, Smokey Charcoal). Weight 24 lbs.

No. 543A42-3663.....Retail **$54.95**
(Please specify color)

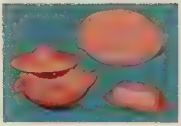
5 Piece Place Setting. Contains 1 each: 10″ dinner plate; 7″ dessert or sandwich plate; 16 oz. lug soup or salad bowl; 8 oz. cup and 6″ saucer. Solid colors. Weight 3 lbs.

No. 543A40-383.....Retail **$5.75**
(Please specify color)

COMPLETE YOUR BOONTONWARE SET WITH THESE HANDSOME SERVICE PIECES!

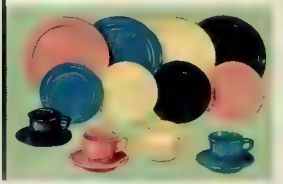
5 Piece Continuation Service Piece Set. Contains: 14½″ platter; 10″ vegetable serving bowl; covered sugar and creamer. Solid colors or mixed Harlequin. Weight 4 lbs.

No. 543A38-777.....Retail **$11.65**
(Please specify color)



5 Piece Completion Service Piece Set. Contains: 10″ divided vegetable serving bowl; vegetable bowl cover; 11″ platter; covered butter dish. Solid colors or mixed Harlequin. Weight 8½ lbs.

No. 543A39-787.....Retail **$11.80**
(Please specify color)



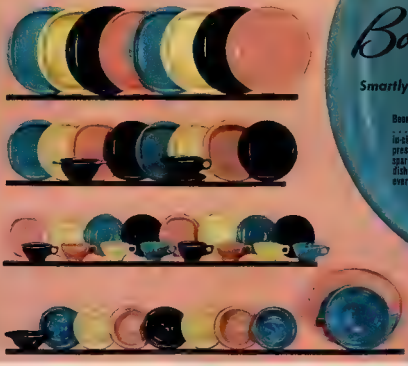
16 Piece—Service for Four. Contains 4 each: 10″ dinner plates; 7″ dessert or sandwich plates; 8 oz. cups and 6″ saucers. Solid colors or mixed color Harlequin. Weight 7½ lbs.

No. 543A41-1063.....Retail **$15.95**
(Please specify color)

New "Gourmet Colors" to mix or match

Honeydew Green · Butter Yellow · Bon-bon Pink · Turquoisette · Smokey Charcoal

Written Guarantee With Every Purchase



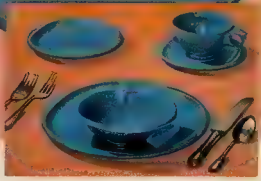
Boontonware® Belle

MELMAC® dinnerware at its finest

Smartly Modern . . . in Design . . . in Performance!

Boontonware Belle is the beautiful modern dinnerware that behaves . . . so beautifully! Handsome in shape, it's the sculptured square-in-circle design that dramatizes every table in any setting. Impressive in weight, Boontonware Belle has a satin-smooth finish, a sparkling luster that never dims, for it's completely safe in a dishwasher's hottest water. Best of all, it will last next to forever—for this is the dinnerware that's

Guaranteed Against Breakage.*



45 Piece—Service for Eight. Contains 8 each: 10″ dinner plates; 6½″ dessert or sandwich plates; 12 oz. salad or soup bowls; 8 oz. cups and 6″ saucers—plus 14½″ platter; 10″ vegetable serving dish; 3 pc. sugar and creamer set. In solid colors or mixed color Harlequin as shown. Weight 17½ lbs.

No. 543A37-3310.....Retail **$49.65**
(Please specify color)

***Written Guarantee With Every Purchase**

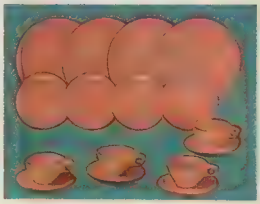
5 Piece Place Setting. Contains 1 each: 10″ dinner plate; 6½″ dessert or sandwich plate; 12 oz. salad or soup bowl; 8 oz. cup and 6″ saucer. Solid colors. Weight 2½ lbs.

No. 543A35-317.....Retail **$4.75**
(Please specify color)

ALL NEW exciting "Gourmet Colors" *decorator-inspired to mix or match beautifully!*

Honeydew Green · Butter Yellow · Bon-bon Pink · Turquoisette · Smokey Charcoal

COMPLETE YOUR BOONTONWARE SET WITH THESE HANDSOME SERVICE PIECES!



5 Piece Continuation Service Piece Set. Contains: 14½″ platter, 10″ vegetable serving bowl; covered sugar and creamer. Solid colors or mixed Harlequin. Weight 4 lbs.

No. 543A38-777.....Retail **$11.65**
(Please specify color)

5 Piece Completion Service Piece Set. Contains: 10″ divided vegetable serving bowl; vegetable bowl cover; 11″ platter; covered butter dish. Solid colors or mixed Harlequin. Weight 3½ lbs.

No. 543A39-787.....Retail **$11.80**
(Please specify color)

16 Piece—Service for Four. Contains 4 each: 10″ dinner plates; 6½″ dessert or sandwich plates; 8 oz. cups and 6″ saucers. In solid colors or mixed color Harlequin (1 place setting each of Butter Yellow, Turquoisette, Bon-bon Pink, Smokey Charcoal) . Weight 6 lbs.

No. 543A36-930.....Retail **$13.95**
(Please specify color)

BOLSEY CAMERAS

BOLSEY JUBILEE THREESOME

35MM CAMERA, CASE, FLASHGUN
SHUTTER SPEED 1/200 to 1/10

PERFECT PICTURES AUTOMATICALLY OR NEW FILM FREE!

Automatic for exactness and best pictures [illegible] meter. For color and [illegible] Ever-fast Tessar Steel [illegible] 45mm f2.8 lens, coated for extra sharpness, highly corrected for color. Gauthier shutter is sealed against dust. "See-Saw" range finding lever flange finder is coupled. Automatic finger-flick film transport with no-lift winding, no buttons or levers to press. Automatically cocks shutter, [illegible] frame counter, and prevents unintentional double exposures. A molded body in black leatherette. [illegible] no visible wires, internally synchronized. Also swivels for bounce light pictures. Includes camera, top grain case, and flashgun.

483000K5848 Complete **$79.50**

BOLSEY B3 KIT

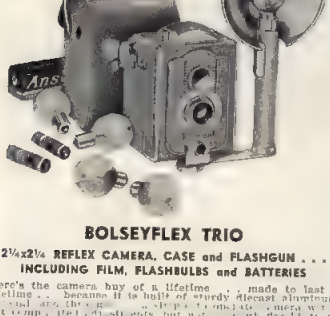
FAMOUS f2.8 BOLSEY-STEINHEIL LENS FOR BRILLIANT COLOR SHOTS AND CRISP BLACK and WHITE
SHUTTER SPEED 1/200 to 1/10

• • •

OUTSTANDINGLY ACCURATE GAUTHIER SHUTTER THAT IS SEALED AGAINST DUST, GRIT and SAND

BOLSEY balanced focusing knob system operates brilliant [illegible] coupled rangefinder. Moving the film to the next frame requires a flick of the finger [illegible] transport system) which also changes the exposure counter, cocks the shutter, and prevents unintentional double exposures. Internally synchronized for flash only shutter release. Die cast aluminum throughout. Dressed in dawn gray leatherette, trimmed in polished aluminum and black. With Ever-Ready top grain cowhide case.

483011K4415 Complete..... **$59.95**
483012K5082 Flashgun. Each **9.95**

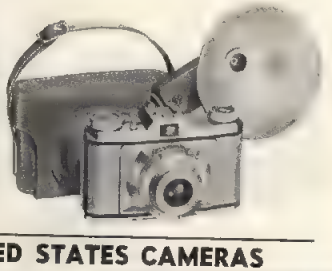


BOLSEY EXPLORER 35MM CAMERA

CAMERA, FLASHGUN and CASE

High speed color corrected f2.8 45mm Steinheil lens [illegible] Gauthier shutter [illegible] rapid and system [illegible] and [illegible] shutter [illegible] next speed [illegible] finder, body [illegible] double exposure feature [illegible] field ring shows distances [illegible] objects will be in focus [illegible] apertures. Shutter speeds [illegible] to 200 apertures [illegible] and [illegible] A brilliant body [illegible] leatherette, chrome and black trimming. Leather covered [illegible] case, two penlite batteries [illegible] (Not sold separately.)

483013K3520 Complete .. **$47.95**



BOLSEYFLEX TRIO

2¼x2¼ REFLEX CAMERA, CASE and FLASHGUN . . . INCLUDING FILM, FLASHBULBS and BATTERIES

Here's the camera buy of a lifetime . . . made to last a lifetime . . . because it is built of sturdy diecast aluminum [illegible] camera with [illegible] 3 stop [illegible] lens, coated f2.8 [illegible] synchronization, no visible wires—large hooded reflex finder uses 120 film black and white and color. Eveready carry case is made of genuine leather [illegible] Flashgun telescopes when not in use to fit in pocket. All aluminum penell battery.

483010K2291 Complete. . . **$29.95**

UNITED STATES CAMERAS

"35" FLASH KIT

PRECISION ENGINEERED 35MM-CAMERA—STEINHILL CASSAR f2.8 LENS

Synchronized Shutter. Speeds up to 1/200 Second. Takes 20 or 36 Exposures, Color or Black and White. Rapid Film Advance—[illegible] Thumb Sets Shutter Advances Film [illegible] Exposure Meter, Depth of Field Scale. All Metal Die Cast Body. Leather Grain Covered, Brushed Satin Chrome Trim. Flash Unit—Genuine Leather Carrying Case.

6620K3268 Complete . . . **$49.95**

REFLEX II

TWIN LENS SHOWS EXACT PICTURE IN THE LARGE BRILLIANT VIEW-FINDER BEFORE YOU SNAP IT

RAMAT [illegible] pictures at any distance without [illegible] Flash synchronized [illegible] built-in double exposure preventative device. Plug-in flash attachment—automatic bulb-ejector, built-in battery tester, 13 exposures 2¼"x2¼", color or black and white Eveready carrying case, 4 Sylvania Flash Lamps, 2 Eveready Batteries and roll of Ansco 620 film.

6617K1303 Complete **$19.95**

SPECTATOR

JUST AIM AND SNAP—BRILLIANT SHARP PICTURES ASSURED!

All-metal—beautiful contrasting trim [illegible] Spectator [illegible] ground [illegible] Flash unit [illegible] type without dangling wires. Large size [illegible] 2¼"x2¼", black and white or color. Spectator Camera, Flash Attachment, 4 Sylvania Flash Lamps, 2 Eveready Batteries and roll of 120 Ansco Film.

6616K4052
Complete..... **$9.95**

Keystone

Since 1919

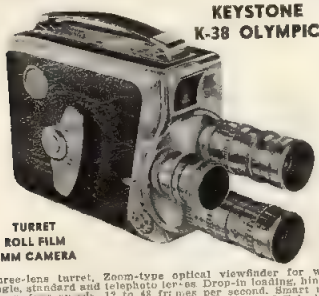
MOVIE CAMERAS

KEYSTONE K-55 MAYFAIR

TURRET MAGAZINE 16MM CAMERA

Turret shifts with a flick of the wrist, locks automatically. 75% smaller, many ounces lighter than average turret. MARKSMAN finder matches accurately 4 lenses including wide angle, telephoto. Ship wt. 8 lbs. (Wide angle and telephoto lenses not included.)

5507K13916 With F1.9 Lens ONLY. Each..... **$189.50**
343025K1290 Genuine Leather Compartment Case . 21.50



KEYSTONE K-38 OLYMPIC

TURRET ROLL FILM 8MM CAMERA

Three-lens turret. Zoom-type optical viewfinder for wide angle, standard and telephoto lenses. Drop-in loading, hinged cover, four speeds, 12 to 48 frames per second. Smart new styling with hooded viewfinder. (Wide angle and Telephoto lenses not included.)

5544K7345 F2.5 Fixed Focus Lens..... **$99.95**
5535K8770 F1.9 Focusing Mount Lens. . . . 119.00
343002K1110 De Luxe Compartment Case . 18.50

COMBINATION TELEPHOTO AND WIDE ANGLE LENSES SET

Telephoto Lens 38mm Fixed Foc F2.5 Wide Angle Lens:— 6.5mm Fixed Foc
5543K5165 Complete Set . $65.70

KEYSTONE K-48 BELAIR

TURRET MAGAZINE 8MM CAMERA

Deluxe magazine turret camera offers speed and ease of magazine loading plus convenience of three lens turret which takes standard lenses. Wide speed range 1 cm 8 to 64 frames per second. Hooded Zoom type optical viewfinder adapts instantly to wide angle or telephoto lenses. Gray vinyl with brushed satin chrome trim. Wide angle and telephoto lenses not included.

5538K8770 F2.5 Fixed Focus Lens **$119.50**
5539K10240 F1.9 Focusing Mount Lens 139.50
343002K1110 De Luxe Compartment Case 18.50

COMBINATION TELEPHOTO AND WIDE ANGLE LENSES SET

Telephoto Lens 38mm Fixed Focus F2.5 Wide Angle Lens 6.5mm Fixed Focus
5543K5165 Complete Set $65.70

KEYSTONE K-50 MAYFAIR

16MM MAGAZINE CAMERA

25% lighter than average [illegible] magazine loads in 3 seconds. Wide-swing [illegible] new safety guard makes correct loading automatic. Exclusive built-in MARKSMAN viewfinder adapts to wide angle, telephoto lenses. 4 speeds. Triple-action trigger. American lenses. Vinyl and chrome trim. Ship. wt. 7 lbs.

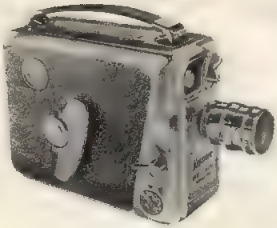
5505K10241 F2.5 Lens, Each **$139.50**
5540K12500 F1.9 Focusing Mount Lens. Each..... $169.50
343001K720 Compartment Case. Each $12.00

KEYSTONE K-33 OLYMPIC

DELUXE ROLL FILM 8MM CAMERA

Hinged cover, 4 speeds, 12 to 48 frames per second for slow motion, stop-motion, animation. Zoom-type optical viewfinder, adapts to wide angle, telephoto lenses. Hooded viewfinder. Gray vinyl brushed satin chrome trim.

5532K6365 F2.5 Fixed Focus Lens **$84.95**
5533K7790 F1.9 Focusing Mount Lens $104.50
343001K720 De Luxe Compartment Case. Each $12.00



KEYSTONE K-42 BELAIR

MAGAZINE 8MM CAMERA

Zoom-type optical viewfinder for wide angle, standard, telephoto lenses. Trigger for single frame or continuous run. 12 to 48 frames per second [illegible] brushed satin chrome trim.

5536K7150 F2.5 Fixed Foc Lens **$94.95**
5537K7790 F1.9 Focusing Mount Lens $104.50
343001K720 De Luxe Compartment Case $12.00

KEYSTONE K-25 CAPRI DIAL-O-MATIC

Deluxe 8MM roll camera. Sets exposure automatically for [illegible] lighting. Ultra-fast F1.9 fixed focus lens. Large optical viewfinder. Interchangeable lens mount. Drop-in loading. Footage indicator. **$59.95**

5531K4000
343001K720 De Luxe Compartment Case $12.00

WE ARE AUTHORIZED DISTRIBUTORS FOR KEYSTONE CAMERA'S AND PROJECTORS, TO OUTLETS IN RURAL AMERICA, QUALIFIED AS RETAILERS OF PHOTOGRAPHIC MERCHANDISE, EXCEPT FOR PLACES IN WHICH A FACTORY FRANCHISED KEYSTONE DEALER IS LOCATED. KEYSTONE PRODUCTS MAY NOT BE RESOLD FOR LESS THAN RETAIL PRICES IN STATES WHERE FAIR-TRADE LAWS ARE IN EFFECT

"Fully equipped! Custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware, all other equipment shown in illustration except motor.

BOWMAN "HAVANA". Strong Goodyear Aircraft one-piece fiberglass hull. Front seat drive, molded-in flotation and spray rails. 16 ft. long, 64" beam, 26½" amid. Wt. 370 lbs. Prices include freight east of Denver

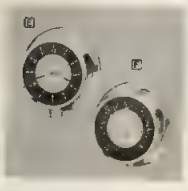
809-067 D59681 Havana . **$795.00**
809-566 D74919 Fully equipped* Bowman Havana **$999.50**

NEPTUNE "Mighty Mite" Outboard Motor

Light as a baby (only 17 lbs.) . . . but it has enough power to pull dinghy, canoe or sailboat! Ideal for weekend or "flying" fishermen, for use by women and children. It's the choice of economy minded sportsmen who want a lot of motor for their money! Dependable, quick starting, easy to operate. Single cylinder, 2 port, hi-speed 1.7 HP Gas tank 1-qt. cap. 33½x8½x35" high.

810-028 C5963 Mighty Mite . . **$79.50**

for Water Sports and Boating Enthusiasts



(E) Marine Clock. Chrome-plated die-cast case. White details on black dial. 8-day, 7-jewel movement. Scaled for 12 and 24 hr. readings.
810-036 B1500 4" diam. **$25.00***

(F) Marine Barometer. Same construction as clock. Calibrated in inches and millibars. 4" diameter
810-044 B600 Barometer ... **$10.00**

Outboard Speedometer. Airguide's centralog movement translates speeds through changing water pressures; dial calibrations easily read from top speeds down to "0". Clamps onto transom. Pitot tube adjustment range 8½" Fits transom 12-20" high, to 1¾" thick; max. extension 25" Diam. 4" Portable.
810-051 B900 0-45 MPH **$15.00**

Aqua Speedometer. Precision instrument with safety spring transom clip that releases molded nylon impact tube when struck by floating or underwater objects. 3-color, easy-to-read dial calibrated from 5 to 45 mph. 2½" chromed brass case mounts with 3 screws. Complete with 12 ft. of Kerosene tubing.
809-905 B815 Speedometer ...**$12.20**

Airguide Marine Compass. Black dial, 5 degree calibration. Alnico V magnet; airplane type compensators. Plastic; aluminum gimbal
809-889 B450 Compass..... **$7.50**

Chromed Illuminated Binnacle. 2 power magnifier Mounts vertical or horizontal. Size: 4½x4½".
809-897 B630 Binnacle **$10.50**

Port-A-Fold Seats . . . with posture curved, upholstered back rest and seat. Heavily padded 12½x14½" seat covered in strong, water-proof Green vinyl plastic. Positive clamping with vice type clamps . . no tilt . . . no wobble. Clamps fold in. Seat folds flat
809-236 D690 Swivel Seat. . **$11.25**
809-244 D680 Non-swivel **7.75**

Life Preserver Cushion. Allows maximum comfort and buoyancy. Colorful sailboat motif on smart blue leatherette contrasted with red drill-cloth gusset, white welt edges. Plump-filled with new Java Kapok sealed in Vinyl inserts. Long loop handles. U.S. Coast Guard approved Size: 15x15x2"
809-319 B375 Cushion..... . **$6.95**

Outboard Motor Carrier. For motors to 15HP. Folds flat for storage. Perfectly balanced for easy guiding 8x1.75 wide tread tires. Gas can rack. Wt. 17 lbs.
809-251 D1045 From Man.... **$15.95**

For motors 25 HP and heavier. 10x1.75 dual wheels. Gas can rack.
809-269 D1995 Wt. 31 lbs . . **$29.95**

Auto-Top Carrier. Sturdily constructed for safe, secure carrying of boats, skis, etc. Eliminates suction cups. Cushioned pressure pads, plates adjust to fit all width cars. Quik-Lok attachment replaces gutter straps. 57 inch 1-pc. body; rugged but lightweight. No moving parts, 84" lashing straps.
809-374 C665 Carrier **$10.95**

*RETAIL PRICES marked * do not include 10% Federal Excise Tax*

"Fully equipped! Custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware, all other equipment shown in illustration except motor.

BOWMAN "HAVANA". Strong Goodyear Aircraft one-piece fiberglass hull. Front seat drive, molded-in flotation and spray rails. 16 ft. long, 64" beam, 26½" amid. Wt. 370 lbs. Prices include freight east of Denver

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809-566 D74919 Fully equipped* Bowman Havana **$999.50**

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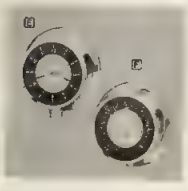
Light as a baby (only 17 lbs.) . . . but it has enough power to pull dinghy, canoe or sailboat! Ideal for weekend or "flying" fishermen, for use by women and children. It's the choice of economy minded sportsmen who want a lot of motor for their money! Dependable, quick starting, easy to operate. Single cylinder, 2 port, hi-speed 1.7 HP Gas tank 1-qt. cap. 33½x8½x35" high.

810-028 C5963 Mighty Mite . . **$79.50**

for Water Sports and Boating Enthusiasts



(E) Marine Clock. Chrome-plated die-cast case. White details on black dial. 8-day, 7-jewel movement. Scaled for 12 and 24 hr. readings.
810-036 B1500 4" diam. **$25.00***

(F) Marine Barometer. Same construction as clock. Calibrated in inches and millibars. 4" diameter
810-044 B600 Barometer ... **$10.00**

Outboard Speedometer. Airguide's centralog movement translates speeds through changing water pressures; dial calibrations easily read from top speeds down to "0". Clamps onto transom. Pitot tube adjustment range 8½" Fits transom 12-20" high, to 1¾" thick; max. extension 25" Diam. 4" Portable.
810-051 B900 0-45 MPH **$15.00**

Aqua Speedometer. Precision instrument with safety spring transom clip that releases molded nylon impact tube when struck by floating or underwater objects. 3-color, easy-to-read dial calibrated from 5 to 45 mph. 2½" chromed brass case mounts with 3 screws. Complete with 12 ft. of Kerosene tubing.
809-905 B815 Speedometer ...**$12.20**

Airguide Marine Compass. Black dial, 5 degree calibration. Alnico V magnet; airplane type compensators. Plastic; aluminum gimbal
809-889 B450 Compass..... **$7.50**

Chromed Illuminated Binnacle. 2 power magnifier Mounts vertical or horizontal. Size: 4½x4½".
809-897 B630 Binnacle **$10.50**

Port-A-Fold Seats . . . with posture curved, upholstered back rest and seat. Heavily padded 12½x14½" seat covered in strong, water-proof Green vinyl plastic. Positive clamping with vice type clamps . . no tilt . . . no wobble. Clamps fold in. Seat folds flat
809-236 D690 Swivel Seat. . **$11.25**
809-244 D680 Non-swivel **7.75**

Life Preserver Cushion. Allows maximum comfort and buoyancy. Colorful sailboat motif on smart blue leatherette contrasted with red drill-cloth gusset, white welt edges. Plump-filled with new Java Kapok sealed in Vinyl inserts. Long loop handles. U.S. Coast Guard approved Size: 15x15x2"
809-319 B375 Cushion..... . **$6.95**

Outboard Motor Carrier. For motors to 15HP. Folds flat for storage. Perfectly balanced for easy guiding 8x1.75 wide tread tires. Gas can rack. Wt. 17 lbs.
809-251 D1045 From Man.... **$15.95**

For motors 25 HP and heavier. 10x1.75 dual wheels. Gas can rack.
809-269 D1995 Wt. 31 lbs . . **$29.95**

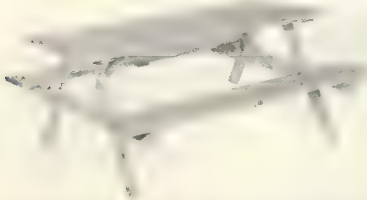
Auto-Top Carrier. Sturdily constructed for safe, secure carrying of boats, skis, etc. Eliminates suction cups. Cushioned pressure pads, plates adjust to fit all width cars. Quik-Lok attachment replaces gutter straps. 57 inch 1-pc. body; rugged but lightweight. No moving parts, 84" lashing straps.
809-374 C665 Carrier **$10.95**

*RETAIL PRICES marked * do not include 10% Federal Excise Tax*

DELIGHTFUL RATTAN FURNITURE. By Bradston of California Made of selected Phillipine Rattan, unlike Bamboo, Rattan is solid throughout and is one of the strongest materials in the world. All joints bound for superior strength with lifetime snag-proof plastic wrappings Table tops of lifetime wood grain plastics which resist knocks, burns, scratches, heat, alcohol, acids, etc. The cleanest, lightest and toughest furniture you can buy! Spring filled cushions, helical and steel strap under construction.

THREE-PIECE X-LEG BARBECUE SET. Consists of table 28¾" wide x 30" high and two benches 14" wide. Knotty Redwood plank tops are two inches thick FOB Indiana.

F2065 A3250	8' Length Ship. wt. 180 lbs.	Retail **$48.75**
F2064 A2875	7' Length Ship. wt. 160 lbs.	Retail **$42.50**

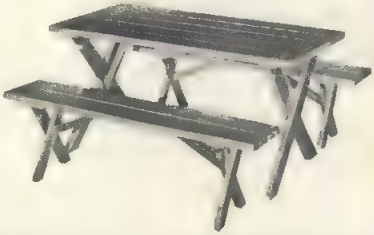


PICNIC TABLES. Fine workmanship, sturdy construction. Made from select Knotty Western Prime Wood. All tops and seats made from 1½" lumber surfaced to 1¼" Hardware and assembly instructions included with each set. FOB Ill.

F2062 A1850	6' Length x 30 x 30 Ship. wt 115 lbs.	Retail **$29.95**
F2061 A1775	5' Length x 30 x 30 Ship. wt 97 lbs.	Retail **$27.50**

Grouping includes. Lounge Chair, 3 Pc. Sectional, Corner Table and Cocktail table Lovely tropical print coverings, vat dyed, preshrunk and mercerized You have a choice of 2 coverings. Floral with Beige background. Floral with Ivory background. Specify choice of covering when ordering Ship wt per set of 6 pieces. 275 lbs FOB California.

F2063 A15750 Retail **$249.75**



PROMOTIONAL PICNIC SET. 5' Length, 30 x 30 Table and 2 benches Made from selected Knotty Western Prime Wood. Fine workmanship, sturdy construction. Priced to sell in large volume Ship. wt. 91 lbs FOB Ill.

F2059 A1550 Retail **$24.50**

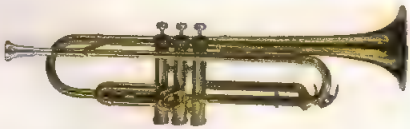
DELUXE PICNIC SET. 6' Length, 30 x 30½". Beautiful workmanship, notice the rounded corners, smooth and graceful Select Knotty Western Prime Wood. Hardware and assembly instructions included Ship wt. 115 lbs FOB Ill

F2060 A2125 Retail **$32.50**

BRASS—*Trumpets and Cornets*

American Made B♭ Cornet

2533MF7500—Artist styling—air-tight valves—easy playing—perfect intonation. Carefully constructed from the finest material. Gleaming clear lacquer finish with nickel silver trim. 2 water keys—B♭ with slide change to A. Sturdy braces in modern design. Recessed valves. Most perfect instrument for school bands. Includes mouthpiece, lyre, instruction book and Deluxe Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $129.50

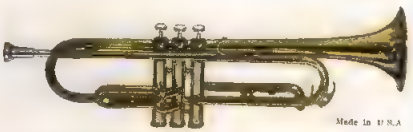


American Made B♭ Trumpet

2534MF7500—Carefully constructed from the finest material. Gleaming clear lacquer finish with nickel trim. 2 water keys—B♭ with slide change to A. Artist styling—air-tight valves—easy playing—perfect intonation. Sturdy braces in modern design. Recessed valves. Most perfect instrument for school bands. Complete with mouthpiece, lyre, instruction book and Deluxe Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $129.50

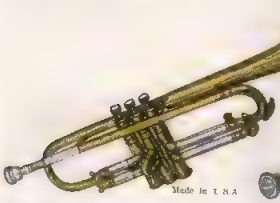
Professional B♭ Cornet

2535MF8475—A truly professional horn in every detail. Accurate intonation—easy playing—air-tight valves. 2 water keys—B♭ with slide change to A. Caps, slides and finger buttons are forged from solid nickel silver, brass, wherever practical, are of one piece metal—eliminates costly parts adding firmness. Rigid construction. Includes professional mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $169.50



Professional B♭ Trumpet

2536MF8475—Professional custom built from finest metals on the market. Caps, slides and finger buttons are forged from solid nickel silver. Sturdy one piece metal braces. Accurate intonation—easy playing—air-tight valves. 2 water keys—B♭ with slide change to A. A truly professional horn in every detail. Includes professional mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $169.50



Professional B♭ Trumpet

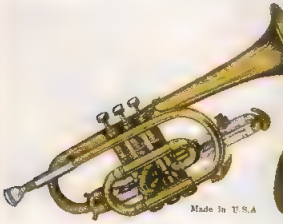
2466MF6815—A rich full trumpet tone, made possible by the many refinements engineered by its famous maker. Easy lines, brilliant tone and perfectly tuned in all registers. Special brass, polished clear lacquered, with nickel silver trim. Has mouthpiece, lyre, deluxe semi Gladstone plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $122.50

Artist B♭ Trumpet

2364MF5625—Here is beauty of appearance, brilliant tone unusual even in higher priced instruments. Excellent for school band, professional work. Has hand ground nickel silver valves, nickel silver trim, recessed valve caps, other features. Comes with lyre mouthpiece fitted plush lined leather bound carrying case. In glowing Gold lacquer finish. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $90.00

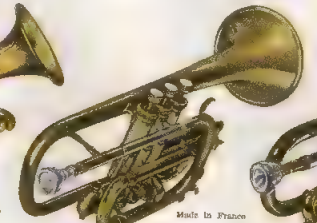
Super Artist B♭ Trumpet

2391MF9281—Clean cut design, long racy line—has brilliant trumpet tone, perfectly tuned registers. This is solidly beautifully built with nickel silver trim, valve casings. Valves are enclosed-spring type of hard nickel silver, hand ground. Short valve action gives top true performance. Lacquer finished. Mouthpiece, lyre and Gladstone [illegible] deluxe case included. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $[illegible]



Professional B♭ Cornet

2467MF6815—Ideal school or professional instrument: excellent nickel silver hand ground valves assure airtight fit. Has short valve action with recessed valve caps, heavy bracing, clear lacquer finish with nickel silver trim. Octagon mouthpiece receiver, mouthpiece, lyre and semi-deluxe Gladstone plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $122.50



Artist B♭ Cornet

2365MF5625—Outstanding performer, with hand ground perfectly fitted valves and slides. Fast piston action, rapid fingering. Easy blowing, fine intonation. Has pearl finger tips, recessed valve caps, modernistic bracing with nickel silver trim. Includes lyre, silver plated mouthpiece, fitted deluxe Gladstone plush lined leather bound carrying case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $90.00

Super Artist B♭ Cornet

2392MF9281—Made of premium-priced polished brass, has unequaled power of tone. A truly great professional type cornet produced by master craftsmen in a world famous factory. Nickel silver trim for extra wear, durable clear lacquer finish. High content nickel silver valves are hand ground for fast, smooth action. Includes professional mouthpiece, lyre and Gladstone fitted, plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $150.00

BRASS—*Trombones & Saxophones*

American-Made Bb Trombone

2537MF7500—As usual in all we consider to be superior. Clear lacquer finish. Bb standard medium bore. Equipped with [illegible] Short-pull slide action. Inner slide [illegible] slide lock to prevent damage. Includes mouthpiece and deluxe [illegible] in the Gladstone style case. **F.O.B. Chicago**
Mfr's. Sugg. Retail $129.50

Professional Trombone

2338MF8210—Beautiful design and lustre—modern style engraving. Medium bore—7" bell. Nickel silver chrome finished inner slide. 1 pc. brasches of solid rod—longer ferrule joints—double brasings on slide. Strong guard attached to tuning slide bow at extreme end for protection and balance. Perfect weight distribution, balanced—efficient threaded slide lock and new style bell lock prevents accidental damage. Includes mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago**
Mfr's. Sugg. Retail $155.00

Artist Bb Trombone

2368MF7000—This mellow, standard bore all purpose instrument has a 8½" bell. Nickel silver slide stockings are hand ground for fast smooth action. The slide lock prevents slide damage. Fine decoration in all key positions. Excellent easy response. Has lyre, mouthpiece, case and deluxe plush or velvet lined case. **F.O.B. Chicago or New York**
Mfr's. Sugg. Retail $[illegible]

RUDY MUCK TROMBONES

2485MF13250—Rudy Muck Citation Trombone

By a special Muck perfection process, slides are drawn through special dies to make them perfectly straight. Lapping is done in the playing position, resulting in smoothness and freedom of slides that requires no breakin-in period with Rudy Muck mouthpiece. Gladstone case with leather tex cover, bound edges, silk plush lined, and a carton of the finest. **F.O.B. New York.**
Mfr's. Sugg. Retail $285.00

2486MF8875—Rudy Muck Director Trombone

Constructed in same manner, same accessories, as Citation. Less hand-finishing permits more reasonable price. **F.O.B. New York.**
Mfr's. Sugg. Retail $177.50

Deluxe American-Made Trombone

2384MF9350—Slides are drawn to a hardness and degree of accuracy that is perfect. Has action power, intonation, balance and durability. Extra long slide lock. Invisible slide lock. Beautifully balanced superb tonal quality. Perma-lacquer finish. Wood veneer shaped case, quality luggage type fabricoid covering. Silk plush lined. **F.O.B. Michigan or New York**
Sugg. Retail $[illegible]

2487MF5875—Rudy Muck Academy Trombone

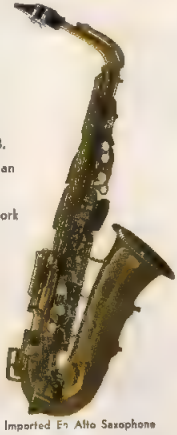
Characteristic of Muck custom craftsmanship. Perfect intonation in all positions. Accessories same as above. **F.O.B. New York.**
Mfr's. Sugg. Retail $137.50

American Made Alto Sax

2310MF16200—In Eb, perfect flexibility, key strength. New Larger bell and bore for tonal resonance. Hard drawn alloy keys. Easy-pay octave mechanism, integral tone holes, long screw cross hinges, modern key design in Gladstone case. **Sugg. Retail $275.00**

2309MF18725—**American made Bb Tenor Sax** and case, as above.
Retail $317.50

F.O.B.
Michigan
or
New York



Imported Eb Alto Saxophone

2329MF13500 — Unparalleled, flexible tone, easy technique, exact pitch, tonal quality guaranteed with new type integral tone holes. Large [illegible] bell body, for tonal resonance. Lacquered brass finish. **Sugg. Retail $225.00**

2330MF1625—Alto Sax Case, luggage Gladstone, heavily padded, silk plush lined.
Sugg. Retail $32.50

Artist Bb Tenor Sax

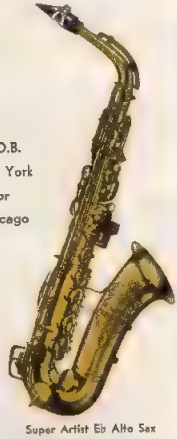
2402MF19935—Excellent tone and intonation made by master craftsmen in Paris, France. Clear resonant tone with lightning fast action. Solid reinforced construction for durability. Equipment includes selected mouthpiece, lyre and neck strap.
Sugg. Retail $450.00

2411MF2188—Gladstone Case for above.
$39.50

2359MF27500—Artist Eb Baritone Sax (not illustrated). French—durable quality. Full, powerful tone and intonation. Mouthpiece, lyre and strap.
Sugg. Retail $465.00

2547MF4375—Gladstone Case for above.
$75.00

F.O.B.
New York
or
Chicago



Super Artist Eb Alto Sax

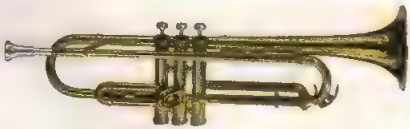
2548MF16156—Modern, latest key guard construction, rich smooth, brilliant tone, even true register. Standard tuning includes automatic high E F keys, chrome finish. Mouthpiece, lyre neck strap.
Sugg. Retail $275.00

2410MF1875 — Gladstone case, heavily lined, compartments. Bound edges, post handles, durable vinyl covering.
Sugg. Retail $32.00

BRASS—*Trumpets and Cornets*

American Made B♭ Cornet

2533MF7500—Artist styling—air-tight valves—easy playing—perfect intonation. Carefully constructed from the finest material. Gleaming clear lacquer finish with nickel silver trim. 2 water keys—B♭ with slide change to A. Sturdy braces in modern design. Recessed valves. Most perfect instrument for school bands. Includes mouthpiece, lyre, instruction book and Deluxe Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $129.50

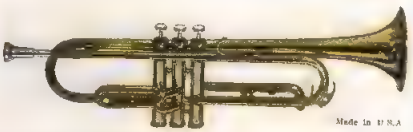


American Made B♭ Trumpet

2534MF7500—Carefully constructed from the finest material. Gleaming clear lacquer finish with nickel trim. 2 water keys—B♭ with slide change to A. Artist styling—air-tight valves—easy playing—perfect intonation. Sturdy braces in modern design. Recessed valves. Most perfect instrument for school bands. Complete with mouthpiece, lyre, instruction book and Deluxe Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $129.50

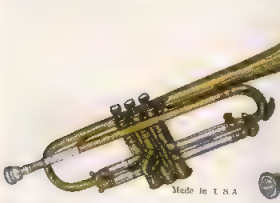
Professional B♭ Cornet

2535MF8475—A truly professional horn in every detail. Accurate intonation—easy playing—air-tight valves. 2 water keys—B♭ with slide change to A. Caps, slides and finger buttons are forged from solid nickel silver, brass, wherever practical, are of one piece metal—eliminates costly parts adding firmness. Rigid construction. Includes professional mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $169.50



Professional B♭ Trumpet

2536MF8475—Professional custom built from finest metals on the market. Caps, slides and finger buttons are forged from solid nickel silver. Sturdy one piece metal braces. Accurate intonation—easy playing—air-tight valves. 2 water keys—B♭ with slide change to A. A truly professional horn in every detail. Includes professional mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago.**
Mfr's. Sugg. Retail $169.50



Professional B♭ Trumpet

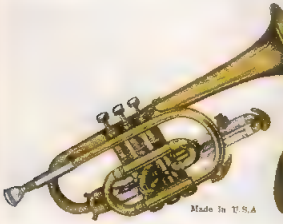
2466MF6815—A rich full trumpet tone, made possible by the many refinements engineered by its famous maker. Easy lines, brilliant tone and perfectly tuned in all registers. Special brass, polished clear lacquered, with nickel silver trim. Has mouthpiece, lyre, deluxe semi Gladstone plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $122.50

Artist B♭ Trumpet

2364MF5625—Here is beauty of appearance, brilliant tone unusual even in higher priced instruments. Excellent for school band, professional work. Has hand ground nickel silver valves, nickel silver trim, recessed valve caps, other features. Comes with lyre mouthpiece fitted plush lined leather bound carrying case. In glowing Gold lacquer finish. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $90.00

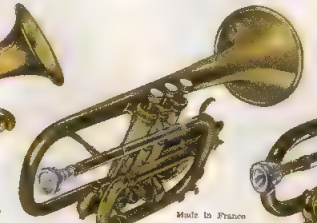
Super Artist B♭ Trumpet

2391MF9281—Clean cut design, long racy line—has brilliant trumpet tone, perfectly tuned registers. This is solidly beautifully built with nickel silver trim, valve casings. Valves are enclosed-spring type of hard nickel silver, hand ground. Short valve action gives top true performance. Lacquer finished. Mouthpiece, lyre and Gladstone [illegible] deluxe case included. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $[illegible]



Professional B♭ Cornet

2467MF6815—Ideal school or professional instrument: excellent nickel silver hand ground valves assure airtight fit. Has short valve action with recessed valve caps, heavy bracing, clear lacquer finish with nickel silver trim. Octagon mouthpiece receiver, mouthpiece, lyre and semi-deluxe Gladstone plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $122.50



Artist B♭ Cornet

2365MF5625—Outstanding performer, with hand ground perfectly fitted valves and slides. Fast piston action, rapid fingering. Easy blowing, fine intonation. Has pearl finger tips, recessed valve caps, modernistic bracing with nickel silver trim. Includes lyre, silver plated mouthpiece, fitted deluxe Gladstone plush lined leather bound carrying case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $90.00

Super Artist B♭ Cornet

2392MF9281—Made of premium-priced polished brass, has unequaled power of tone. A truly great professional type cornet produced by master craftsmen in a world famous factory. Nickel silver trim for extra wear, durable clear lacquer finish. High content nickel silver valves are hand ground for fast, smooth action. Includes professional mouthpiece, lyre and Gladstone fitted, plush lined case. **F.O.B. Chicago or New York.**
Mfr's. Sugg. Retail $150.00

BRASS—*Trombones & Saxophones*

American-Made Bb Trombone

2537MF7500—As usual in all we consider to be superior. Clear lacquer finish. Bb standard medium bore. Equipped with [illegible] Short-pull slide action. Inner slide [illegible] slide lock to prevent damage. Includes mouthpiece and deluxe [illegible] in the Gladstone style case. **F.O.B. Chicago**
Mfr's. Sugg. Retail $129.50

Professional Trombone

2338MF8210—Beautiful design and lustre—modern style engraving. Medium bore—7" bell. Nickel silver chrome finished inner slide. 1 pc. brasches of solid rod—longer ferrule joints—double brasings on slide. Strong guard attached to tuning slide bow at extreme end for protection and balance. Perfect weight distribution, balanced—efficient threaded slide lock and new style bell lock prevents accidental damage. Includes mouthpiece, lyre, instruction book and Gladstone style case. **F.O.B. Chicago**
Mfr's. Sugg. Retail $155.00

Artist Bb Trombone

2368MF7000—This mellow, standard bore all purpose instrument has a 8½" bell. Nickel silver slide stockings are hand ground for fast smooth action. The slide lock prevents slide damage. Fine decoration in all key positions. Excellent easy response. Has lyre, mouthpiece, case and deluxe plush or velvet lined case. **F.O.B. Chicago or New York**
Mfr's. Sugg. Retail $[illegible]

RUDY MUCK TROMBONES

2485MF13250—Rudy Muck Citation Trombone

By a special Muck perfection process, slides are drawn through special dies to make them perfectly straight. Lapping is done in the playing position, resulting in smoothness and freedom of slides that requires no breakin-in period with Rudy Muck mouthpiece. Gladstone case with leather tex cover, bound edges, silk plush lined, and a carton of the finest. **F.O.B. New York.**
Mfr's. Sugg. Retail $285.00

2486MF8875—Rudy Muck Director Trombone

Constructed in same manner, same accessories, as Citation. Less hand-finishing permits more reasonable price. **F.O.B. New York.**
Mfr's. Sugg. Retail $177.50

Deluxe American-Made Trombone

2384MF9350—Slides are drawn to a hardness and degree of accuracy that is perfect. Has action power, intonation, balance and durability. Extra long slide lock. Invisible slide lock. Beautifully balanced superb tonal quality. Perma-lacquer finish. Wood veneer shaped case, quality luggage type fabricoid covering. Silk plush lined. **F.O.B. Michigan or New York**
Sugg. Retail $[illegible]

2487MF5875—Rudy Muck Academy Trombone

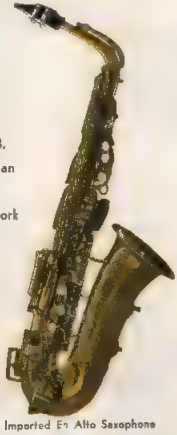
Characteristic of Muck custom craftsmanship. Perfect intonation in all positions. Accessories same as above. **F.O.B. New York.**
Mfr's. Sugg. Retail $137.50

American Made Alto Sax

2310MF16200—In Eb, perfect flexibility, key strength. New Larger bell and bore for tonal resonance. Hard drawn alloy keys. Easy-pay octave mechanism, integral tone holes, long screw cross hinges, modern key design in Gladstone case. **Sugg. Retail $275.00**

2309MF18725—**American made Bb Tenor Sax** and case, as above.
Retail $317.50

F.O.B.
Michigan
or
New York



Imported Eb Alto Saxophone

2329MF13500 — Unparalleled, flexible tone, easy technique, exact pitch, tonal quality guaranteed with new type integral tone holes. Large [illegible] bell body, for tonal resonance. Lacquered brass finish. **Sugg. Retail $225.00**

2330MF1625—Alto Sax Case, luggage Gladstone, heavily padded, silk plush lined.
Sugg. Retail $32.50

Artist Bb Tenor Sax

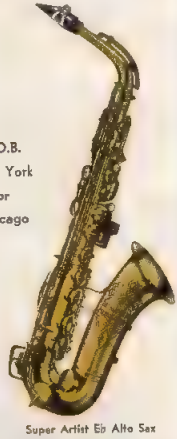
2402MF19935—Excellent tone and intonation made by master craftsmen in Paris, France. Clear resonant tone with lightning fast action. Solid reinforced construction for durability. Equipment includes selected mouthpiece, lyre and neck strap.
Sugg. Retail $450.00

2411MF2188—Gladstone Case for above.
$39.50

2359MF27500—Artist Eb Baritone Sax (not illustrated). French—durable quality. Full, powerful tone and intonation. Mouthpiece, lyre and strap.
Sugg. Retail $465.00

2547MF4375—Gladstone Case for above.
$75.00

F.O.B.
New York
or
Chicago



Super Artist Eb Alto Sax

2548MF16156—Modern, latest key guard construction, rich smooth, brilliant tone, even true register. Standard tuning includes automatic high E F keys, chrome finish. Mouthpiece, lyre neck strap.
Sugg. Retail $275.00

2410MF1875 — Gladstone case, heavily lined, compartments. Bound edges, post handles, durable vinyl covering.
Sugg. Retail $32.00

1220AW1500T 1/5th SECOND TIMER for sports and industry Sweep hand registers 1/5 of seconds, completes one sweep every 60 seconds. Side hand registers up to 30 minutes Non-magnetic 7 Jewel movement, nickel chromium finished case. Start, stop and return to zero by successive depressions of the crown **Retail: $31.50**

1221AW750T Similar to above, 1 Jewel movement ....**Retail: $15.00**

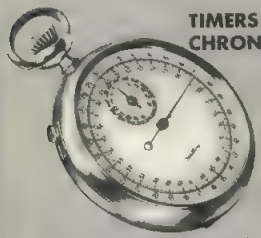
1222AW800T Similar to above, 1 Jewel with button to reset to zero **Retail: $16.00**

1229AW2250T 17 JEWEL PRECISION CHRONOGRAPH, non-magnetic, with Tachometer and Telemeter dials Registers 30 minutes. Has chrome case with stainless steel back, radium numerals and hands, genuine leather strap, Ideal for doctors, engineers, time-study men, sportsmen, etc ..**Retail: $45.00**

1230AW2750T Similar to above with yellow Gold filled top, stainless steel back .....**Retail: $55.00**

1231AW5500T Similar to above, with 18K Gold case, special model with deluxe dial .....**Retail: $110.00**

TIMERS AND CHRONOGRAPHS

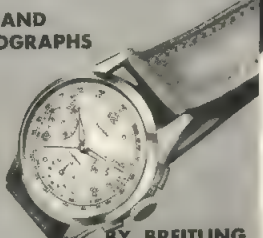


1223AW1650T 1/10th SECOND TIMER for industrial and sports use. Sweep hand indicates 1/10 of seconds and completes one turn in 30 seconds. The small hand records up to 15 minutes. Start, stop by successive depressions of crown Fly back to zero by pressing the side button. Non-magnetic, 7 Jewel movement, Nickel-Chrome case **Retail: $35.50**

1224AW1500T Similar to above, without side button. **Retail: $32.50**

1225AW800T Similar to above, 1 Jewel movement, side button **Retail: $16.00**

1226AW775T Similar to above, 1 Jewel movement, no side button **Retail: $15.50**

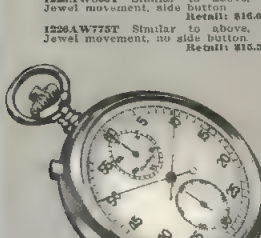


BY BREITLING AND WAKMANN

1232AW4500T 17 JEWEL PRECISION CHRONOGRAPH, non-magnetic; in a shock-protected rustless steel case. Has 12-hour recorder and 30-minute register in addition to regular second and hour features Ideal piece for operators, engineers, nurses, track and field Genuine leather strap .....**Retail: $95.00**

1233AW5000T Similar to above, in all stainles steel waterproof case. **Retail: $105.00**

1234AW13500T Similar to above, in 18K Solid Gold waterproof case. **Retail: $300.00**



1227AW1750T SPLIT-SECOND DECIMAL TIMER. Very practical where the hour is used as a basis of computation. Dial is divided into 1/1000 of an hour. Sweep hand completes turn in 36 seconds, small hand registers up to 1,080 seconds. Start, stop, by side lever Reset to zero with crown Non-magnetic, 7 Jewel movement. Nickel-Chrome case **Retail: $35.00**

1228AW1650T Similar to above, without side slide ..... **Retail: $33.00**

1235AW6250T 17 JEWEL PRECISION CHRONOGRAPH (Chronomat) with Slide Rule Calculator! Shock protected rustless steel case Has 45 minute register in addition to regular second and hour features. Engineers can make slide rule calculations without need for slide rules! .....**Retail: $135.00**

1236AW15000T Similar to above in 18K Solid Gold case **Retail: $300.00**

MANY OTHER TIMERS AVAILABLE. WRITE FOR INFORMATION ON ANY DESIRED TYPE NOT DESCRIBED.

6512M4W1197T THE STARBURST — Modern wall clock. All metal case, luxurious gleaming brass finish 24" overall, with easy-to-read 5" dial. Soft light, built-in, gives it an indirect glow Self-starting electric clock movement, UL approved. Light controlled by pin switch ..... **Retail: $19.95**

6513M5W777T THE STARLETTE Similar to Starburst Without light, 18" overall diameter ....**Retail: $12.95**

6514M3W640 WALL PLAQUES to match the Starette and Starburst 14" overall diameter, they make beautiful wall ensembles with either clock. Center areas are striking scenes **Retail: $9.98, Pair**

Action Clocks

6515M4W1017T THE FIREPLACE, a self-starting silent electric Mastercrafters clock, with realistic tongues of flame dancing and flickering in a 3-D fireplace, complete with grate, andirons and logs. Plastic walnut case 18½" high. 110-volt, 60 cycle, AC. Gold-finished dial .....**Retail: $16.95**

6516M4W957T SWINGING PLAYMATES. As above but scene is boy and girl swinging back and forth in lighted garden. White face **Retail: $15.95**

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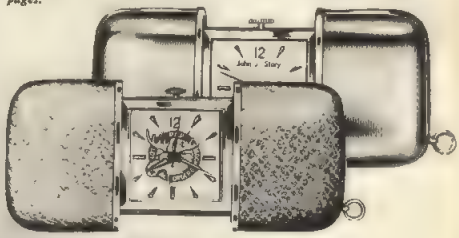
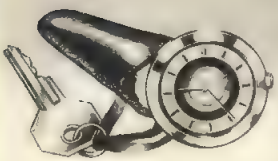
Watches on this page are available without "personalization" as indicated. For full name imprint add $5.00 to wholesale cost; add $10.00 where both personal name and company name are to be imprinted on the dial. Company trade-marks and fraternal emblems can also be reproduced. Inquiries on costs will receive our prompt attention. Please allow two weeks for delivery of Name Dial Watches. Be sure to include name to be imprinted (and company name, if desired) with your order. Imprinting may be accomplished on any watch shown on these two pages.

1196AW2500T 1196/12AW2250T (12 or more) EXECUTIVE NAME DIAL WATCH Elegant large square watch in the color of natural gold; contour fitted to hug the wrist Smart 18K Solid Gold figures on the dial 17 Jewel electronically tested movement with lifetime guaranteed unbreakable mainspring. Genuine Lizard strap adds to the impressive appearance Specify choice of silver or black dial (Add $5.00 for personalization). . . . . **Retail: $50.50**

1197AW2850T 1197/12AW2500T (12 or more) DeLUXE EXECUTIVE NAME DIAL WATCH Completely automatic, self-winding with the extraordinary full rotary 17 Jewel movement that winds itself with every motion of the wrist Its shockproof, water resistant and anti-magnetic, too Round chrome case, stainless steel back, with genuine Alligator padded strap, sweep second hand (Add $5 00 for personalization) . . **Retail: $65.00**



1198AW2850T 1198/12AW2500T (12 or more) NAME DIAL SPORTS WATCH—perfect for travel 17 Jewel Incabloc, electronically tested movement for precise timekeeping Full sweep second hand Specify choice of silver or black dial—and choice of yellow goldtone engine turned case or Lizard or Pig leather case Distinguished presentation watch (Add $5 00 for personalization). . . . . **Retail: $65.00**



1199AW2500T 1199/12AW2250T (12 or more). UNIQUE KEY RING WATCH that does double duty in pocket or on a desk—holds your ignition key so you have the time as you drive Great for golfers, fishermen, etc. Additional keys tuck away in little pouch or key ring. 17 Jewels, Incabloc movement; sweep second hand, unbreakable mainspring Perfect for personalization (add $5.00 for Name imprint on dial). **Retail: $59.50**

LE COULTRE

1211AW5700T LE COULTRE "FUTURE-MATIC"—100% Automatic . . . it has no winding stem. Engineered to be the most accurate watch in the world with the unique power-reserve indicator. Handsome Gold Filled case, genuine leather strap. Specify choice of white or black dial. . . . . **Retail: $95.00**

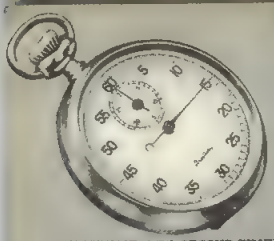
1212AW8600T Similar to above in 14K SOLID GOLD. . . . . **Retail: $160.00**

1213AW4300T LE COULTRE "WRIST ALARM"—the watch with a memory. Smartly thin and handsome, its "golden voice" reminds you of appointments, awakens you each morning. A separate crown winds and sets the alarm . . . the "alarm time" is indicated on a turning disc in the center of the dial. Sweep second hand; Gold Filled case, genuine leather strap. Specify choice of white or black dial . . . . . **Retail: $72.50**

1214AW4770T As above, waterproof model. . . . . **Retail: $79.50**

1215AW6600T As above in 14K Solid Gold. . . . . **Retail: $110.00**

1216AW9900T As above, 14K Solid Gold, waterproof. . . . . **Retail: $150.00**



1220AW1500T 1/5th SECOND TIMER for sports and industry Sweep hand registers 1/5 of seconds, completes one sweep every 60 seconds Side hand registers up to 30 minutes. Non-magnetic 7 Jewel movement, nickel chromium finished case. Start, stop and return to zero by successive depressions of the crown. **Retail: $31.50**

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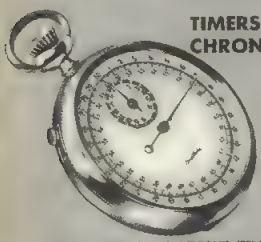
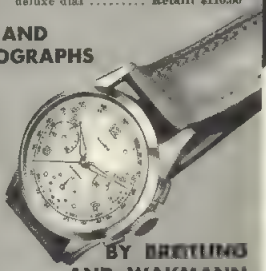
1231AW3500T Similar to above, with 18K Gold case, special model with deluxe dial ..... **Retail: $110.00**

TIMERS AND CHRONOGRAPHS





1223AW1650T 1/10th SECOND TIMER for industrial and sports use. Sweep hand indicates 1/10 of seconds and completes one turn in 30 seconds The small hand records up to 15 minutes. Start, stop by successive depressions of crown. Fly back to zero by pressing the side button Non-magnetic, 7 Jewel movement, Nickel-Chrome case **Retail: $35.50**

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1225AW800T Similar to above, 1 Jewel movement, side button. **Retail: $16.00**

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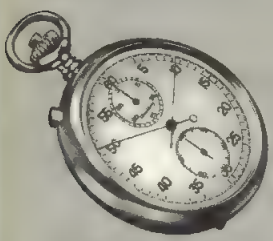

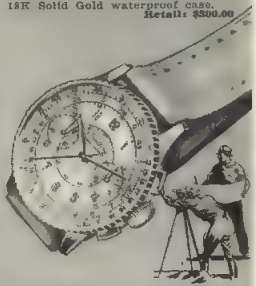

1227AW1750T SPLIT-SECOND DECIMAL TIMER Very practical where the hour is used as a basis of computation. Dial is divided into 1/1000 of an hour. Sweep hand completes turn in 36 seconds, small hand registers up to 1,080 seconds. Start, stop, by side lever Reset to zero with crown. Non-magnetic, 7 Jewel movement. Nickel-Chrome case **Retail: $35.00**

1228AW1650T Similar to above, without side slide .....**Retail: $33.00**

1235AW6250T 17 JEWEL PRECISION CHRONOGRAPH (Chronomat) with Slide Rule Calculator! Shock protected rustless steel case. Has 45 minute register in addition to regular second and hour features. Engineers can make slide rule calculations without need for slide rules! ..... **Retail: $125.00**

1236AW12500T Similar to above in 18K Solid Gold case..**Retail: $300.00**

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6512M6W1197T THE STARBURST — Modern wall clock. All metal case, luxurious gleaming brass finish. 24" overall, with easy-to-read 5" dial. Soft light, built-in, gives it an indirect glow. Self-starting electric clock movement, UL approved. Light controlled by pin switch .....**Retail: $19.95**

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Action Clocks

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6516M4W957T SWINGING PLAYMATES. As above, but scene is boy and girl swinging back and forth in lighted garden. White face **Retail: $15.95**

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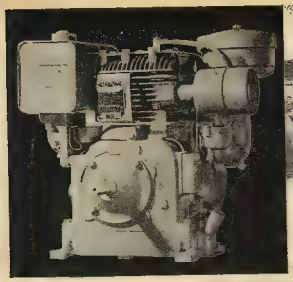
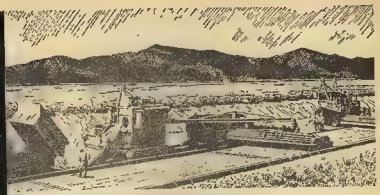
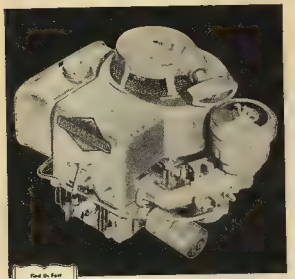




To build better roads or make mowing fun...

These power partners make great products even better!



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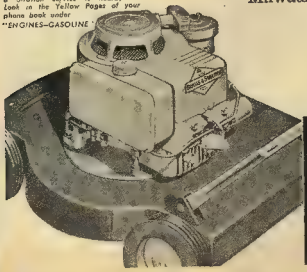

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Double... 5.95 No Fitting Required

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Photo A. M. Wertsch

SAVES YOUR BACK. A slot in the mixed feed bin floor fills the self-feeder underneath for Ross Maxwell, Henry Co., Iowa.

Photo K. R. Imig

NO STOOPING or crawling to clean cultivator shovels. Just carry a hoe on the tractor. Morris Fleming, Iroquois Co., Ill.

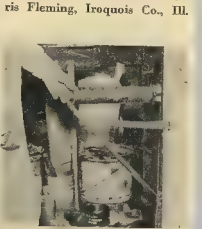


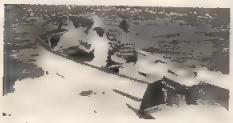
Photo A. M. Wertsch

BOLT A WRINGER from an old washing machine on a bracket, hook it on door latch to extend workbench. B. Jackson, Indiana.

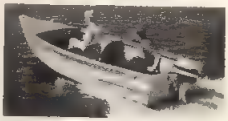
36' DOLPHIN, 6'6" Beam Cruising 18 Knots with Twin Chrysler Ace Sports Engines Priced from $11,400.00

42' MARLIN, 12'6" Beam 2'6" Draft Cruising Speed 20 Knots with Twin Chrysler Imperial Specials. Priced from $25,000.00

24' BONITO, 8'6" Beam Speed 30 M.P.H. with Twin Chrysler Priced $9,360.00



16' BLUEFISH, Beam 5'8" Will handle largest motors. Speeds to 30 M.P.H. Priced from $495.00



16' BLUEFISH JR., Beam 5' For motors from 10-25 H.P. Speeds to 30 M.P.H. Available with center deck. Priced from $340.00

HIGHEST QUALITY MATERIALS AND WORKMANSHIP Mahogany plywood made in our own plant—Everdur Fastenings—Bronze Fittings—Anti-Fouling Bottom Paint.

FINEST PERFORMANCE ★ Fast, Seaworthy, Soft Riding and Dry even in really heavy going

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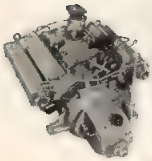
Write for details of this and other Bristols now.

BRISTOL BOATS a division of **allen quimby veneer co. bingham, maine**

Lehman



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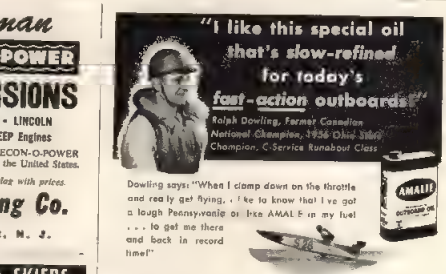

Dowling says: "When I clamp down on the throttle and really get flying, I like to know that I've got a tough Pennsylvania oil like AMALIE in my fuel . . . to get me there and back in record time!"

Sales-Makers!

MEASURING FEATURE Accurate measuring diagram on back of special, pour spout AMALIE can assures correct mixing

DISPLAY CARTON—Exclusive combination shipping and display carton helps catch the eye and make sales

FREE BLACKBOARD SIGN 16½" x 23½" blackboard sign free with each 5 case order. Helps your merchandise! Provides a prominent point of sales "Daily Specials" "Used Boats and Motors"

FREE FOLDERS 200 engine specification folders imprinted with Dealer's Name free with each AMALIE Oil Deal.

AMALIE Outboard Oil is fortified to retain a remarkably high degree of lubrication qualities after the fuel is exploded. It is SAFE! Developed by AMALIE from the world's finest 100% pure Pennsylvania crude, for all outboard and small gasoline-powered engines. No additives!

Write for details of exclusive AMALIE warehouse distribution opportunities. Valuable territories open. Profitable franchise.

AMALIE DIVISION,
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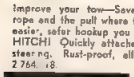
Franklin, Pennsylvania



ONLY $5.95

Ask your dealer, or write stating motor model and size.

MADISON MARINE CO. BRAINERD, MINN.

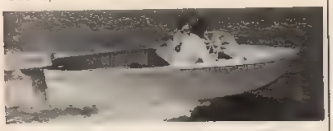
U-MAK-IT BOAT KITS

A COMPLETE LINE 8' to 23'
PRAMS, ROWBOATS, RUNABOUTS, CABIN CRUISERS for both INBOARD and OUTBOARD power.

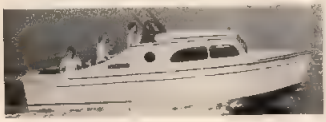
Also, New
LAPSTRAKE SKIFF KITS
Overlapping-interlocking individual hull planks, a new idea in kit construction, gives increased strength, drier ride, smoother performance.

Lapstrake Texan inboard-outboard skiff. Length: 19' 1"—Beam: 6' 10". Walk-thru center deck, sleeps 2 on fold-a-way bunk boards. ..... $595.

Lapstrake Monterey outboard skiff. Length: 14' 6" Beam 5' 6" Enclosed motor well, walk-thru centerdeck ... $260.
Other lapstrake outboard skiffs from $235



Atomic outboard V-14 Sea-D Length 14 Beam 5'6" Center-deck with backrest and stowage shelf. $199
Other outboard runabouts from $159.



Flying cloud inboard-outboard cabin cruiser Length: 21'—Beam: 7'. Full size galley enclosed head, sleeps 2. ..... $760
Other cabin cruisers 18' to 23' from $567

Dealer Inquiries Invited: Ask about the fast-selling U-MAK-IT boat kits, and profitable dealer proposition.

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showing all models, accessories, trailers, hardware, engines, etc. All You Need to Build Your Own. SEND 35c (COIN) for postage and handling.

U-MAK-IT *products*
7058 Whittier St., Bronx 59, New York

IMPROVED MOLDED HULLS

A new patented process used by the Wagemaker Company of Grand Rapids, Michigan turns out a molded hull of 5 to 7 veneers with a smooth finish and great structural strength. These hulls come in 13, 14, 15, 16 and 17' lengths and all are distinguished by names for easy identification.

These molded plywood hulls have all been improved over earlier models. Storage compartments have been added to the backs of layback seats. More beam and depth have been provided and appearance has been improved. The best features of some have been combined so that this year's models include the best features of several.

A complete new design has produced the Seafarer 15 which features a newly designed tail fin, and new color styling as standard. The popular walk-through center deck will be included. New models include the 15' Invader, an open type with forward deck and motor well. The 17' model will seat eight people. It is designed to take one or two motors and has a storage compartment forward. The Fleetline, in 14' and 16' sizes, is of both molded plywood and ply-lap construction.

FLOATS HELP WATER SKIERS

A highly visible plastic float is now being produced by J. H. Shepherd Son & Company, 1820 East Avenue, Elyria, Ohio, for use on ski lines. This float is attached to the tow line so that it can not sink below water level. This means that the line is always visible, and it can't become tangled with the motor prop.

The photograph shows these floats being used at the beautiful Cypress Gardens, Winter Haven, Florida.

Shepherd ski line floats utilize a highly visible, red and white color combination. They are lightweight, and are made from first quality, high impact material for longer, trouble-free use. The brilliant color in these floats is part of the plastic itself. It cannot chip or peel. In addition, Shepherd ski line floats are unaffected by the action of salt-water, they are extremely weather resistant, and are extra-strong to withstand even severe use.

ONE-PIECE HULLS OF FIBERGLASS

Pearson Plastic Corp., Seekonk, Mass., is building several interesting small craft. Cub 8 combines the stability of a flat bottom and the grace of rounding curves. She handles easily as a rowboat or accommodates a small outboard. A generous displacement makes this dinghy stable, safe and comfortable for five persons. Molded in one piece with a long skeg incorporated, this tender is leakproof. Built-in flotation, gunwale guard, mahogany seats, and bronze fittings are standard equipment. She is available as a sailing dinghy. Length 8', beam 52", depth 22".

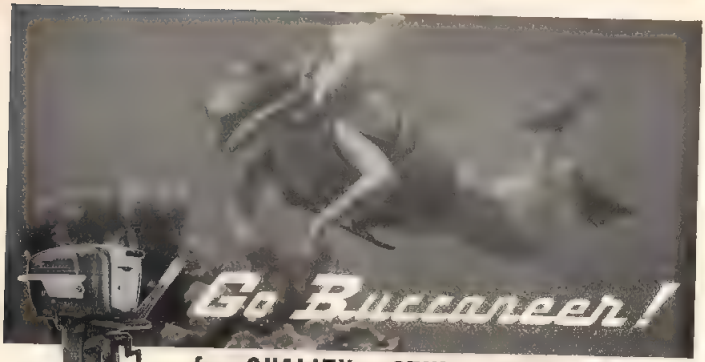
Maiden 15 is a wide runabout with flared bow designed to keep the cockpit dry. The knife-like stem prevents pounding, the flat sections aft allow easy planing. She banks nicely in a turn and is impossible to flip. The Maiden comes in three models with three seats, center deck, or walk thru. Hull is one piece fiberglass, color impregnated. Length overall 14' 6", beam 5' 10", depth 33".

Apache 16 is a rugged boat for open water. As a fisherman or a family cruiser the hull design gives both stability and speed. Low maintenance is a feature with one-piece color-impregnated fiberglass hull, fiberglass decks and floorboards. Length overall 16', beam 6'10", depth 45".

SPREAD OF SAIL

This arresting picture of the British schooner *Susanne* was taken in 1905 by the famous English photographer, Frank Beken. Designed by Fife in 1904, she was of composite construction and was 93'7" l.o.a., 75'3" l.w.l., and 19'8" beam. Her sail area was probably well over 6,000 sq. ft.

Susanne was a contemporary of the American schooner *Westward* (whose skipper was the well-known Charley Barr), whom she raced against during the latter's campaign in British waters.



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Eight brilliant 1957 models, 3, 5, 12, 25 H.P. and 3000 service stations . . service to you second to none!

12 H P DELUXE
It's quiet
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Dept 317, Galesburg, Ill
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Prevents SEASICKNESS

'MAREZINE'®

NEW 1957 21 FT. SEA SKIFF

SEAWORTHY ECONOMICALLY PRICED
ALL AROUND BOAT FREEBOARD 48" • BEAM 7 2

PRICE ONLY $2875 F. O. B. Our Yard
INCLUDING ALL FOLLOWING EQUIPMENT
• 60 H. P. Chris-Craft • Hatch Forward • Toilet • Opening Windshields with Adjusters • Horn • Fire Extinguisher • Running Lights • Chrome Plated Hardware • Instrument Panel • Mooring Lines • Tachometer • Anchor and Line • Electric Bilge Pump

Same model available in 24 and 26 ft. with berthtop accommodations for two.

REX MARINE CENTER Route 136, South Norwalk, Conn.

KEEP THINGS SHIP-SHAPE!

remove all finishes with fast, easy Strypeeze

Get right down to bare wood fast, safely, using the wonder paint remover STRYPEEZE—THE FASTEST SELLING PAINT REMOVER IN AMERICA.

- Harmless to hands or wood
- Unconditionally guaranteed
- Stays wet - stays put
- Ideal for brightwork

Available at paint, marine and hardware stores everywhere

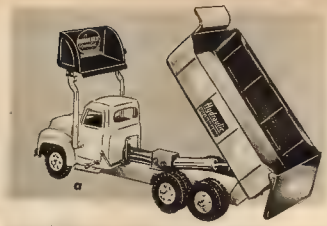
JUST OFF THE PRESS! SAVOGRAN'S booklet, "How to Remove and Restore All Finishes". Write SAVOGRAN, Dept. 105, 25 Huntington Ave., Boston, Mass., enclosing 2¢.

Kwikeeze cleans all brushes fast! Even the hardest brush softens in a jiffy with KWIKEEZE. No rinsing, no mess. Perfect for all bristles.

SAVOGRAN, The Remover Corporation of America

FUN GALORE WITH BUDDY 'L' TOYS

Buddy 'L' toys have brought more pleasure to more children since 1920! And no wonder. Buddy 'L' toys are so authentic in design, rugged in construction, fascinating in action and appealing in color, that they are acclaimed as leader in steel toys. Every Buddy 'L' toy is crafted of heavy 20-gauge steel, or even sturdier automobile body steel. Each features lasting baked-on enamel finish and genuine rubber tires.



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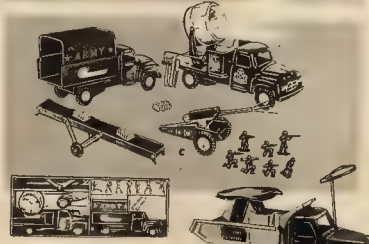

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(a) **DOUBLE HYDRAULIC TRUCK**—Ideal for junior contractors! This deluxe ten-wheel dump truck features a giant scoop that lifts a big load into dump box when hydraulic cylinder release lever is pressed. Jumbo dump box has swinging tail-gate and cab-protector. Flashing chrome grille and plated hub caps. L. 25 in., W. 8½ in., H. 7½ in. Shpg. wt. 10 lbs.
36A206-1W875 *Self-Loader-N-Dump* **$12.50**

(b) **DANDY DIGGER AND HAULING DUMPER**—For Junior's mighty construction jobs! This Dandy Digger actually digs and dumps by merely pressing 2 control levers. Swivel action seat and boom. Long, non-sink skis. Authentically designed truck is an added attraction featuring realistic dump action. Digger: L. 38½ in., W. 10 in., H. 20 in. Dumper: L. 20½ in., W. 7¾ in., H. 11¾ in. Shpg wt. 11 lbs.
36A207-9W595 *Two-Piece Combination* **$8.50**

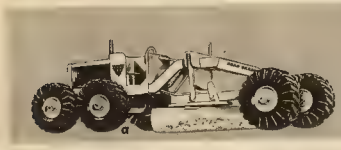
(c) **ARMY COMBINATION**—Exciting play value! Complete Fighter unit features an authentically designed searchlight truck with a complete kit of repair-it tools, mobile cannon with ammunition, ammunition conveyor, plus army supply truck. For added play, 7 action soldiers are included. Certain to keep Junior happily absorbed hours on end! Overall size of set: L. 30 in., W. 6½ in., H. 12½ in.
36A208-7W840 *Complete as Illustrated* ... **$11.95**
Shpg. wt. 9½ lbs.
36A209-5W315 *Searchlight Truck Only* **4.50**
Shpg. wt. 5 lbs.

(d) **SIT-N-RIDE HEAVY DUTY DUMP TRUCK**—What a thrill! Junior can now drive his own truck and fulfill his daily wish! He'll love its big, sturdy appearance. Features a removable saddle seat plus lock lever on dump box. Certain to be the pet of the entire neighborhood! Extra heavy gauge steel construction. L. 20½ in., W. 8¼ in., H. 11¼ in. Shpg. wt. 8 lbs.
36A211-1W450 *Automobile-Type Steering Linkage* .. **$6.50**

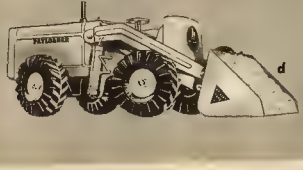
(e) **REPAIR-IT UNIT**—The young mechanic will treasure this gift above all! He'll use the metal bumper jack and 3 hard rubber tools—hub cap wrench, hammer and screwdriver—to replace a "flat." Other features include a removable wrecker boom, 7 removable and interchangeable wheels, die-cut cardboard caution sign, danger sign, flares and stop horse. L. 24½ in., W. 6¼ in., H. 8¾ in. Shpg. wt. 8 lbs.
36A210-3W450 *With 3 Tools and Auto Jack* **$6.50**

(f) **SIT-N-RIDE HEAVY DUTY STEAM SHOVEL**—At last! He's a construction engineer down to the rat-tat-tat motor sound! Features wide, removable roof which doubles as a seat. Wide base and over-size rubber track-treads offer maximum stability and safety. Extra heavy gauge steel. Shovel will swing, dig and dump in any direction. Plated hub caps. L. 23¾ in. (boom up), W. 7¼ in., H. 13¼ in. Shpg. wt. 7¼ lbs.
36A212-9W450 *Large Double-Grip Steering Handle* . **$6.50**

NY-LINT QUALITY SCALE MODEL TOYS



Realistically detailed, working scale models of actual road construction equipment. Built of durable, heavy gauge steel, baked enamel finishes.



(a) **ROADGRADER**—Does a good job of scraping and grading! Front wheels are steerable and all axles are individually pivoted to follow irregular grades. 6-position scraper blade, real rubber tires. Size 19¼ x 8 x 7¼ in. Shpg. wt. 8 lbs.
36A159-2W487 *Scraper and Grader* **$6.95**

(b) **MICHIGAN SHOVEL**—Just like the real one. This authentically scaled model takes a scoop full, then trips automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots on the rugged extra-braced chassis. Front wheels are steerable. Heavy gauge steel construction, colorful baked enamel finish. Size 31½ x 7½ x 20¼ in. Shpg. wt. 12 lbs.
36A155-0W695 *Scoops and Loads* **$9.95**

(c) **TOURNAHOPPER**—Fascinating toy for the aspiring engineer. This big hopper empties its load by a controlled latch mechanism. Front power unit is double-pivoted to hopper so that it snakes and turns across rough ground just like a real earthmover. Size 22½ x 5¾ x 6½ in. Shpg. wt. 8 lbs.
36A156-8W487 *Hopper-Dumper* **$6.95**

(d) **HOUGH PAYLOADER** — Digs—loads—carries—bulldozes—grades—hoists—pushes—even pulls! Loaded bucket raises by crank, to dump—simply release catch. Steerable, 3¾ in. diameter rubber tired front wheels. Size 18 x 7 x 7⅝ in. Shpg. wt. 8 lbs.
36A158-4W555 *For 5 to 10-Year Olds* **$7.95**

(e) **TOURNAROCKER**—Forever interesting! The over-sized hopper dumps by backing the rear wheels against a stop, or by turning the crank on the easy-operating hoist. Front and back units are double-pivoted for smooth weaving action. Enclosed cab. Big 3¾ in. diameter rubber tired metal wheels. Size 18 x 6 x 6½ in. Shpg. wt. 6 lbs.
36A157-6W417 *Hauling and Dumping Truck.* **$5.95**

(f) **TOURNAHAULER**—Truck is ready to carry working equipment of all kinds—including toys illustrated on this page. Crank-operated hook and cable haul machine onto platform. Rear ramp automatically raises stop fence to prevent load from rolling off. Front and rear units are double-pivoted for complete freedom of action, rear wheels are separately rocker-pivoted for smooth running. Rubber tired metal wheels. Size 30¼ x 7¾ x 6½ in. With ramp extended, 41½ in. long. Shpg. wt. 11 lbs.
36A154-3W555 *Super Truck* **$7.95**

TS369 REPAIR-IT TRUCK

- Repair-It unit with tools & auto jack
- Rugged heavy-gauge steel construction
- 7 wheels removeable & interchangeable
- The wrecker boom has a weighted hook
- Includes tools, caution signs, etc.
- Size is 24 1/2 x 6 1/4 x 8 3/4 inches
- Fact. #5667 $5.89

TS390 STAKE TRUCK

- Stake truck in a modernistic design
- Rugged, sturdy cast metal construction
- Finished in a brilliant red enamel
- Bright metal trim. Four rubber tires
- Plenty of room in truck for "loading"
- Each stake truck is individually boxed
- Fact. #480 69¢

TS397 PICK-UP

- Latest model designed pick-up truck
- All heavy metal construction
- Has the new wrap around windshield
- Equipped with heavy duty rubber tires
- Includes miniature packages of food
- Overall size 16 1/2 x 6 x 5 3/4 inches
- Fact. #899 $1.89

TS401 DELIVERY TRUCK

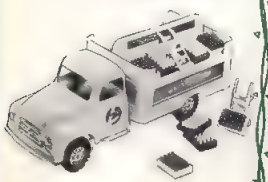
- Modern design, 6 wheel delivery truck
- Delivers groceries to supermarkets
- Made of heavy gauge auto-fender steel
- Baked-on enamel finish; rubber tires
- Includes miniature packages of food
- 14 1/2" long, 4 1/4" wide, 5 1/4" high
- Fact. #5506 $2.89

TS409 CATTLE TRANSPORT

- A rugged cattle transport truck
- Removable side gates and loading ramp
- Made of heavy gauge auto fender steel
- Baked on enamel finish; rubber tires
- Truck comes complete with five steers
- 19 1/2" long, 6" wide, 5" high
- Fact. #5568 $3.89

TS423 HIWAY MAINTENANCE

- Rugged realism down to last detail
- Constructed of heavy automobile steel
- Baked enamel finish. Heavy duty tires
- Sides drops for "sanding operation"
- Two wheeled trailer is attached behind
- Size is 19 1/2" long, 6" wide, 5" high
- Fact. #5542 $3.89



TS427 COCA COLA TRUCK

- Buddy "L" miniature model coca truck
- Authentically scaled and colored
- Rugged heavy gauge steel construction
- With supply of bottled "coke" cases
- Hand truck is provided for extra fun
- Overall length measures 15 inches long
- Fact. #5648 $3.89

TS433 STREET MAINTENANCE

- Authentic scale model utilities truck
- Rotating swivel ladder, raises & lowers
- Brilliant orange baked-on enamel color
- Steel construction, chrome accessories
- Four rugged "Non-Mar" rubber tires
- Overall size 15 x 6 x 8", ind. boxed
- Fact. #5631 $4.89

TS440 FARM HAULER

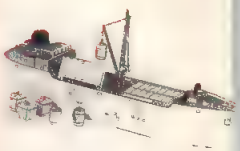
- Large metal tractor-trailer farm truck
- Comes with 4 pieces of farm equipment
- Trailer has retractable loading ramp
- Guard rails on trailer are removable
- Fourteen wheels; cab may be used alone
- Size: 31 3/4" long, 6" wide, 6" high
- Fact. #5586 $6.89

ARMY TOYS

COAST TO COAST STORES

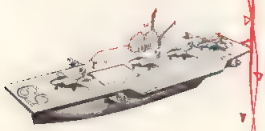
TS520 ARMY COMMANDO

- 16 piece steel constructed army set
- Decorated in army colors & insigina
- With searchlight truck, mobile cannon
- Field hospital, stretchers & soldiers
- Realistically designed for hard play
- Box measures 30 x 6 1/2 x 12 1/2"
- Fact. #6561 $10.49



TS446 CARGO SHIP

- Big! almost 2 foot long cargo ship
- Made of flexible unbreakable poly
- Fully equipped with 2 life boats
- A workable mast and boom for cargo
- 3 wooden barrels & crates, 2 decks
- Colorfully designed floating boat
- Fact. #906 $2.95

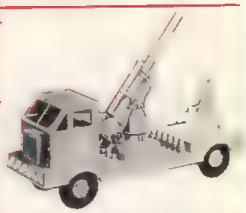


TS451 AIRCRAFT CARRIER

- Full 2 foot long aircraft carrier
- Made of flexible unbreakable poly
- Brightly litho, in assorted colors
- Equipped with 4 planes, signal men
- Catapult on deck for realistic action
- Hatch that opens for storing planes
- Fact. #901 $2.95

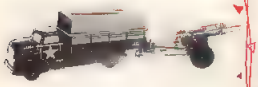
TS470 O.D. COMBAT TANK

- Authentic designed U. S. Army transport
- Made of flexible unbreakable poly
- Tractor with low bed trailer & tank
- Removeable tank captain. Swivel turret
- Mechanically operated & fires rockets
- Olive drab color. 8 inches long
- Fact. #952 95¢



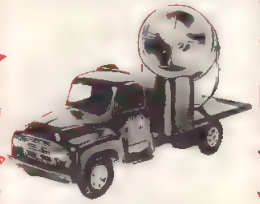
TS480 ATOMIC CANNON

- High impact plastic designed cannon
- Olive drab color with army insiginas
- That shoots safe, harmless, pellets
- Mechanical operated working gears
- Adjustable barrel for accurate aim
- Rubber tires. 16 x 11 x 5 1/2" overall
- Fact. #5518 $2.95



TS485 TRANSPORT & CANNON

- All steel constructed army transport
- With a military design tarpaulin top
- Streamlined cab-over-engine style
- Truck and cannon measure 25" overall
- Has hook for attaching mobile cannon
- Howitzer type cannon shoots wooden shell
- Fact. #1899 $2.89



TS490 SEARCHLIGHT TRUCK

- Searchlight mounted on truck platform
- Rotates, swivels, throws powerful beam
- Sturdily built for hours of safe, play
- Finished in bright, attractive colors
- Is operated on flashlight batteries
- Size is 15" long, 6" wide, 9 1/4" wide
- Fact. #5515 $3.89

TS495 JEEP & TRAILER

- Realistic steel built jeep and trailer
- Baked enamel finish. Adjustable hood
- 5 heavy duty tires including a spare
- Hook for detachable utility trailer
- Open body type for storing equipment
- Measures 22 1/2 x a x 6 inches overall
- Fact. #887 $3.79

TS369 REPAIR-IT TRUCK

- Repair-It unit with tools & auto jack
- Rugged heavy-gauge steel construction
- 7 wheels removeable & interchangeable
- The wrecker boom has a weighted hook
- Includes tools, caution signs, etc.
- Size is 24 1/2 x 6 1/4 x 8 3/4 inches
- Fact. #5667 $5.89

TS390 STAKE TRUCK

- Stake truck in a modernistic design
- Rugged, sturdy cast metal construction
- Finished in a brilliant red enamel
- Bright metal trim. Four rubber tires
- Plenty of room in truck for "loading"
- Each stake truck is individually boxed
- Fact. #480 69¢

TS397 PICK-UP

- Latest model designed pick-up truck
- All heavy metal construction
- Has the new wrap around windshield
- Equipped with heavy duty rubber tires
- Includes miniature packages of food
- Overall size 16 1/2 x 6 x 5 3/4 inches
- Fact. #899 $1.89

TS401 DELIVERY TRUCK

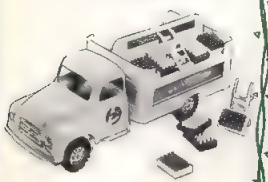
- Modern design, 6 wheel delivery truck
- Delivers groceries to supermarkets
- Made of heavy gauge auto-fender steel
- Baked-on enamel finish; rubber tires
- Includes miniature packages of food
- 14 1/2" long, 4 1/4" wide, 5 1/4" high
- Fact. #5506 $2.89

TS409 CATTLE TRANSPORT

- A rugged cattle transport truck
- Removable side gates and loading ramp
- Made of heavy gauge auto fender steel
- Baked on enamel finish; rubber tires
- Truck comes complete with five steers
- 19 1/2" long, 6" wide, 5" high
- Fact. #5568 $3.89

TS423 HIWAY MAINTENANCE

- Rugged realism down to last detail
- Constructed of heavy automobile steel
- Baked enamel finish. Heavy duty tires
- Sides drops for "sanding operation"
- Two wheeled trailer is attached behind
- Size is 19 1/2" long, 6" wide, 5" high
- Fact. #5542 $3.89



TS427 COCA COLA TRUCK

- Buddy "L" miniature model coca truck
- Authentically scaled and colored
- Rugged heavy gauge steel construction
- With supply of bottled "coke" cases
- Hand truck is provided for extra fun
- Overall length measures 15 inches long
- Fact. #5648 $3.89

TS433 STREET MAINTENANCE

- Authentic scale model utilities truck
- Rotating swivel ladder, raises & lowers
- Brilliant orange baked-on enamel color
- Steel construction, chrome accessories
- Four rugged "Non-Mar" rubber tires
- Overall size 15 x 6 x 8", ind. boxed
- Fact. #5631 $4.89

TS440 FARM HAULER

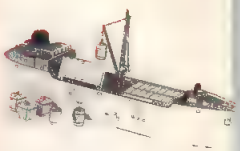
- Large metal tractor-trailer farm truck
- Comes with 4 pieces of farm equipment
- Trailer has retractable loading ramp
- Guard rails on trailer are removable
- Fourteen wheels; cab may be used alone
- Size: 31 3/4" long, 6" wide, 6" high
- Fact. #5586 $6.89

ARMY TOYS

COAST TO COAST STORES

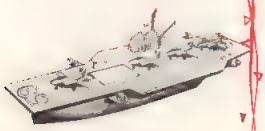
TS520 ARMY COMMANDO

- 16 piece steel constructed army set
- Decorated in army colors & insigina
- With searchlight truck, mobile cannon
- Field hospital, stretchers & soldiers
- Realistically designed for hard play
- Box measures 30 x 6 1/2 x 12 1/2"
- Fact. #6561 $10.49



TS446 CARGO SHIP

- Big! almost 2 foot long cargo ship
- Made of flexible unbreakable poly
- Fully equipped with 2 life boats
- A workable mast and boom for cargo
- 3 wooden barrels & crates, 2 decks
- Colorfully designed floating boat
- Fact. #906 $2.95

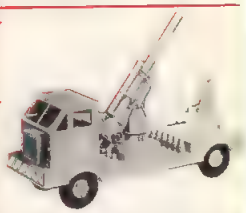


TS451 AIRCRAFT CARRIER

- Full 2 foot long aircraft carrier
- Made of flexible unbreakable poly
- Brightly litho, in assorted colors
- Equipped with 4 planes, signal men
- Catapult on deck for realistic action
- Hatch that opens for storing planes
- Fact. #901 $2.95

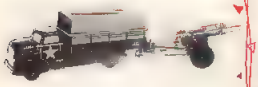
TS470 O.D. COMBAT TANK

- Authentic designed U. S. Army transport
- Made of flexible unbreakable poly
- Tractor with low bed trailer & tank
- Removeable tank captain. Swivel turret
- Mechanically operated & fires rockets
- Olive drab color. 8 inches long
- Fact. #952 95¢



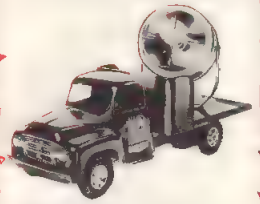
TS480 ATOMIC CANNON

- High impact plastic designed cannon
- Olive drab color with army insiginas
- That shoots safe, harmless, pellets
- Mechanical operated working gears
- Adjustable barrel for accurate aim
- Rubber tires. 16 x 11 x 5 1/2" overall
- Fact. #5518 $2.95



TS485 TRANSPORT & CANNON

- All steel constructed army transport
- With a military design tarpaulin top
- Streamlined cab-over-engine style
- Truck and cannon measure 25" overall
- Has hook for attaching mobile cannon
- Howitzer type cannon shoots wooden shell
- Fact. #1899 $2.89



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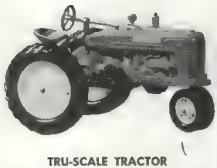
- 5 heavy duty tires including a spare
- Hook for detachable utility trailer
- Open body type for storing equipment
- Measures 22 1/2 x a x 6 inches overall
- Fact. #887 $3.79

TRU-SCALE AUTHENTIC METAL MINIATURES

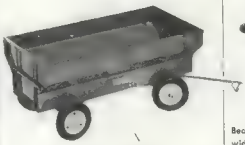
delivers loads of fun!



TRU-SCALE TRACTOR

Rugged metal with No-Scuff steering. Red finish with yellow wheels and rubber tires. Length 8", height 4¾", width 4⅝". Boxed. Pk. 1 dz.

6T4591 . . . List $1.98 . . . . . 215901 Dz.



TRU-SCALE WAGON

Auto type steering, removable grain box, sliding tail gate. Red finish, yellow wheels, rubber tires. Length 10¾", height 3⅝", width 4¼". Boxed. Pk. 1 dz.

6T4592 List $1.49 212006 Dz.

TRU-SCALE SPREADER

Beautiful steel toy with gear driven beaters and wide spreader. Shifter lever for transport in neutral gear. Red with yellow wheels, and cleated rubber tires. Length 10¼"x3½"x3¾". Boxed. Pk. 1 dz.

6T4593 . . List $1.89 . 215008 Dz.

TRU-SCALE HAY BALER

Pick-up Fingers, Auger Feeder, Plunger Head, Flywheel . . . all operate. Many other features. Length 12¼"x7¼"x3¼". Boxed. Pk. 12 ea.

6T4594 . . List $3.50 32337 Ea

TRU-SCALE PLOW

Steel construction with levers to raise, level. Shares, coulter blades, mold boards, aluminum finish. Red frame, yellow wheels. Length 8¾", height 3½", width 3½" Boxed. Pk. 1 dz.

6T4595 . . . . List $1 69 313503 Dz.

TRU-SCALE DISC HARROW

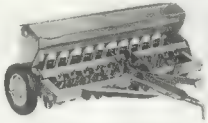
Adjustable tandem disc harrow is a true replica of a famous tool. Eighty parts working for fun. All steel red frame with blued disc gangs. Length 8½"x1½"x6¾". Boxed. Pk. 1 dz.

6T4596 List $1.69 . . . 213508 Dz.

TRU-SCALE COMBINE

Adjustable grain discharge spout and cutterbar platform, chain driven gathering reel and feeder canvas that revolves while combine is drawn. A metal toy painted red with yellow reel and wheels. Rubber tires. Length 13½", height 4½", width 8". Pk. 6 ea.

6T4597 . . List $3.90 32657 Ea.



TRU-SCALE GRAIN DRILL

7¼" long, 7½" wide x 3" high. 11 See-Thru grain drops, automatic depth control. Separate grain and fertilizer compartments. Boxed. Pk. 1 dz.

6T4598 . . List $2.75 321607 Dz.

TRU-SCALE TRAILER

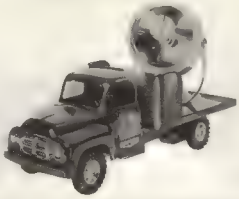
7" long x 3½" wide. All metal with sturdy rubber tires. Bright red with yellow wheels. Boxed. Pk. 1 dz.

6T4599 . . List $1.29 210208 Dz.

"Famous since Grandfather was a Boy"

BUDDY "L" EXTENSION LADDER TRAILER FIRE ENGINE

Authentic "GMC" Scale Model detailed Extension Ladder Fire Engine. Extension Ladder raises and lowers and rotates in complete circle. Two extra ladders to extend to 39". Fire Engine colors. 26½"x6½"x7". Boxed. Pk. 1 ea.
6T4615 ..... List $6.95 ..... .54655 Ea.



BUDDY "L" ARMY ELECTRIC SEARCHLIGHT UNIT

Giant sized battery searchlight rotates and swivels—throws powerful beam of light. Dimensions: L. 14¾", W. 6", H. 9¼". Boxed. Pk. 6 ea.
6T4611 ..... List $3.98 ..... .32657 Ea.

BUDDY "L" ARMY COMBAT COMBINATION

Fighter unit with Searchlight Truck; Mobile Cannon with ammunition cases and Army Supply Truck. Complete with Army Field Hospital, two stretchers and eight action Soldiers. Pk. 1 ea.
6T4613 ..... List $10.95 87302 Ea

BUDDY "L" "GMC" UTILITIES SERVICE TRUCK w/ROTATING LADDER

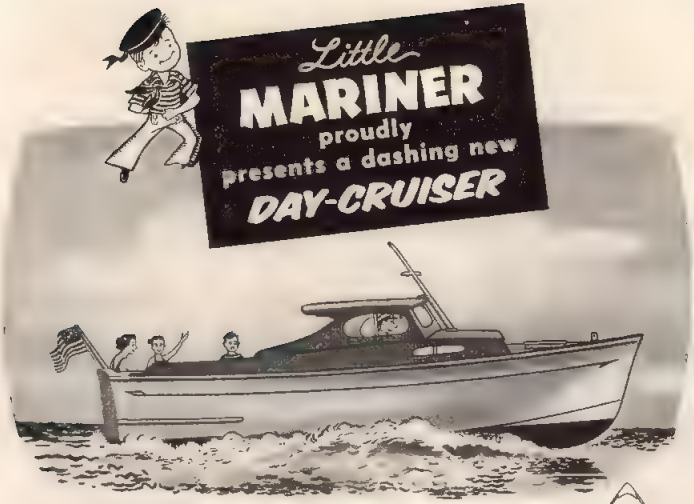
Tl is authentic "GMC" Scale Model Utility Service Truck has a rotating swivel ladder which raises and lowers, by use of rotating wheel. Brilliant realistic orange baked-on enamel color. Four rugged "Non-Mar" tires. Dimensions: L. 15", W 5⅞", H. 8¼". Boxed. Pk. 6 ea.
6T4610 ..... List $4.95 ..... 43335 Ea.

BUDDY "L" ARMY TRANSPORT SET

Tows its own detachable Howitzer (really shoots—safety pellets included). Complete with its own platoon of Polyethylene Soldiers. Removable tarpaulin. Dimensions: L. 22¼", W. 6⅝", H. 7⅝". Boxed. Pk. 6 ea.
6T4609 ..... List $4.98 ..... .43336 Ea.

BUDDY "L" SAND AND STONE DUMP TRUCK

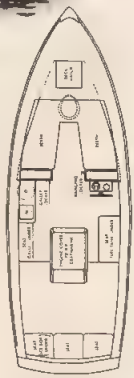
Four-wheel dump truck empties load through hinged tailgate. Dimensions: L. 15¼", W. 5¾", H. 8⅝". Boxed. Pk. ½ dz.
6T4600 ..... List $2.98 ..... 324007 Dz.



YOU asked for it! Boatmen familiar with the performance of the *Little Mariner* Fishawk and the Bayfarer family cruiser, asked us to design this new DAY-CRUISER. She's a 20' high-style, fast-stepping beauty. Ideal as a sports fisherman or pleasure cruiser in any waters, with sufficient livability built in to make overnight trips a joy.

Advanced hull design provides safety features and performance that are remarkable in a boat of this size. Sturdy, heavily-framed construction insures long life and low maintenance cost. Powered with a 70 h.p. Graymarine, her 27 mph gets you there *fast!* Optional design permits outboard power with speeds up to 20 mph. And for comfort, besides the roomy cockpit there's a galley with icebox, two berths, head and hanging lockers. It all adds up to a lot of boat for a price that will surprise you. Write for complete specifications and illustrated brochure, then compare before you buy *any* boat.

See THE LITTLE MARINER Fishawk and Day-Cruiser at the New York Boat Show

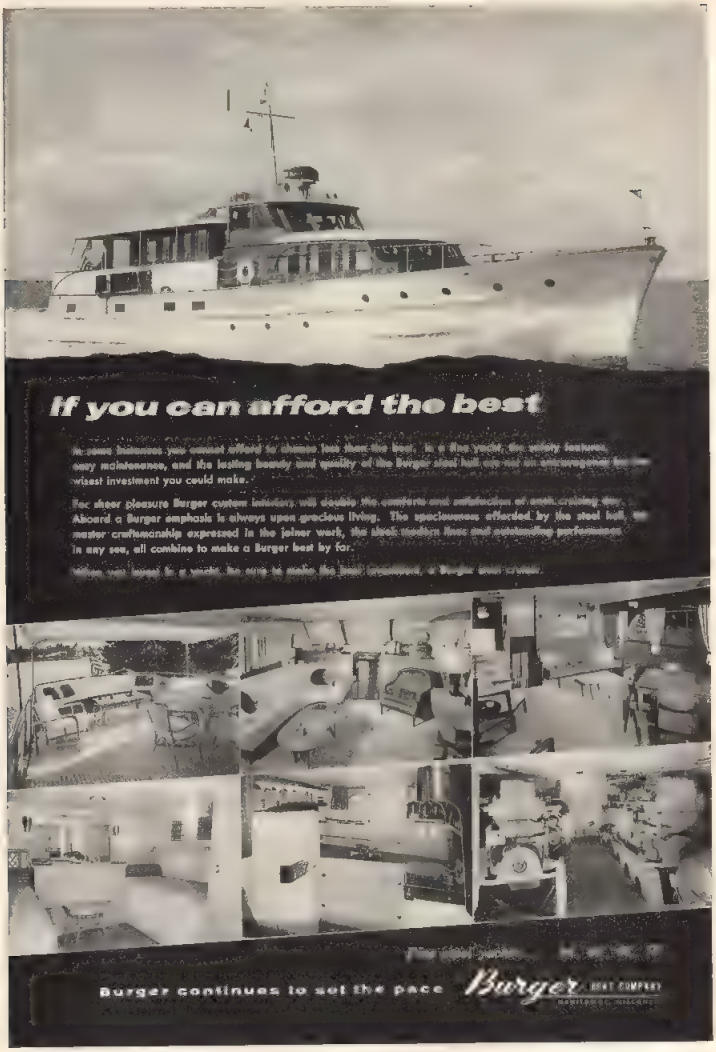


Layout shows room-times and comfort features of the Little Mariner *DAY CRUISER*

Little Mariner FISHAWK—famous for top performance in the 20' utility class—inboard or outboard power.

GENERAL MOTORBOAT CORPORATION

90 COMPROMISE STREET ANNAPOLIS, MARYLAND


If you can afford the best
Burger continues to set the pace
Burger BOAT COMPANY

If you can afford the best

In some instances you cannot afford to choose less than the best. In a fine yacht, the safety features, easy maintenance, and the lasting beauty and quality of the Burger steel hull are not an extravagance, but the wisest investment you could make.

For sheer pleasure Burger custom interiors will double the comfort and satisfaction of each cruising day. Aboard a Burger emphasis is always upon gracious living. The spaciousness afforded by the steel hull, the master craftsmanship expressed in the joiner work, the sleek modern lines and outstanding performance in any sea, all combine to make a Burger best by far.

When your finest in a yacht, be sure to make the best investment, a Burger steel cruiser.

Fine steel yachts

Burger continues to set the pace **Burger** BOAT COMPANY
MANITOWOC, WISCONSIN

America's oldest exclusive Clubmakers

Burke

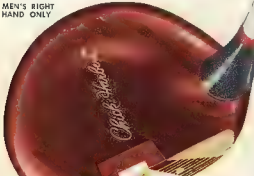
Since 1910

PRESENTED FOR THE FIRST TIME.. ARISTOCRAT WOODS & MATCHING KOPPER KLAD IRONS

ARISTOCRAT WOODS

Here are the finest clubs money can buy —powerfully built for the extra yardage that will give every golfer the biggest thrill of his life—precision balanced for easier control. Driver deepfaced for distance; fairway woods somewhat shallower to make difficult lies easier to get up and out. All incorporate new streamlined shape and styling. Genuine True Temper Rocket Shafts. Gleaming cherry Dur-O-Var finish will stay new looking indefinitely. Guaranteed in writing.

MEN'S RIGHT HAND ONLY



Shipping Weight 1 lb. for each club in a Set

Recommended by Chick Harbert P.G.A. Champion Ryder Cup Captain (1954-55)

KOPPER KLAD ARISTOCRAT IRONS

Newest club design — hitting area specially plated with copper; not only imparts modern eye appeal — but actually will improve your game because of the ease with which the ball may be lined up to center of club face — Note the newly designed back of blade which puts maximum weight directly back of ball for more distance. Other features include True Temper Rocket Shafts — all sets perfectly matched, balanced, guaranteed in writing — men's right hand only.

WOODS

32A200-8W5292 *Matched*
Set of 4 Woods (1-2-3-4)..$ 90.00
32A201-6W3960 *Matched*
Set of 3 Woods (1-2-3).... 67.50

IRONS

32A202-4W8281 *Matched*
Set of 9 Irons (2 thru 9 & P)..$140.85
32A203-2W7362 *Matched*
Set of 8 Irons (2 thru 9)..... 125.20
32A204-0W5522 *Matched*
Set of 6 Irons (2-4-5-7-9-P).... 93.90

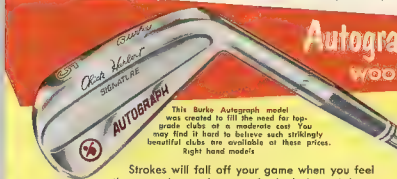
Forged Steel Precision Head

Perfectly Balanced

Only clubs awarded The Fashion Academy Gold Medal

Grips with contrasting colored center traction track.

Autograph WOODS AND IRONS



This Burke Autograph model was created to fill the need for top-grade clubs at a moderate cost. You may find it hard to believe such strikingly beautiful clubs are available at these prices. Right hand models

Whether you are beginner or expert you will play well with these woods and take pride in their sleek appearance. Medium deep, round solid persimmon heads will stand up year after year. Rich walnut Dur-O-Var finish, genuine True Temper Meteor Shafts.

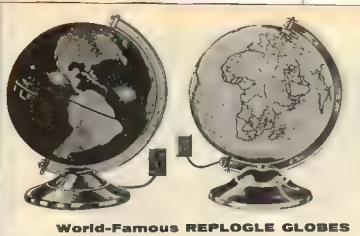
Strokes will fall off your game when you feel the smoothness these perfectly balanced irons give your swing. Heavy chrome plates, double flanged head assures clean sure hit under all conditions. Shafts are True Temper Meteor Pattern. Mens right hand models.

All woods finished in Dur-O-Var, an exclusive Burke formula that is waterproof — will not crack, craze, chip, peel or come off under buffing

WOODS
32A205-7W4000 *Matched Set of 4 Woods (1-2-3-4)*..$ 68.00
32A206-5W2997 *Matched Set of 3 Woods (1-2-3)*.... 51.00

IRONS
32A207-3W6614 *Matched Set of 9 Irons (2 thru 9 & P)* 112.50
32A208-1W5804 *Matched Set of 8 Irons (2 thru 9)*.. 100.00
32A209-9W4410 *Matched Set of 6 Irons (2-4-5-7-9-P)* 75.00

L. & C. MAYERS CO. 413



World-Famous REPLOGLE GLOBES

STANDARD 10" GLOBE & ATLAS COMBIANTION. 13" high; 10" diameter, with brass-plated, die-cast meridian, attractive wood-grain finish base. 200-page, up-to-date Atlas: 96 pages of US maps, 40 full-color foreign maps, etc
76B1659B775 6 lbs . Retail **$12.95**

ILLUMINATED MODEL. With atlas.
76B1660B1497 . Retail **$24.95**

12" STARLIGHT ILLUMINATED GLOBE. Highly detailed, exceptionally clear, specially well lighted—makes a smart home decoration in addition to its informative value! 16" high; 12" diameter. Richly chromed base. 10½ lbs.
76B1661B1830. . . . Retail **$30.50**

NOT ILLUMINATED. As above
76B1662B715 . . . . Retail **$11.95**

12" ILLUMINATED GLOBE. Favorite of thousands, for its detailed map, large 12" size. New, modern black and brass plating on the base; polished brass-plated die-cast meridian. Height 16". Valuable reference, beautiful accessory 10¼ lbs.
76B1657B1600. . . Retail **$26.75**

NOT ILLUMINATED. As above
76B1658B837 . . . Retail **$13.95**

BEST-SELLING 12" COMMANDER GLOBE. Beautiful 10-color map, with ink-proof, washable surface, black-and brass color base. 16½" high; complete with "See the World on a Globe" booklet with indexes of places on the globe
76B1655B597 6 lbs . Retail **$9.95**

10" MODEL. 14" high; 3½ lbs.
76B1656B477 . . . . . Retail **$7.95**

FOR RECORD ENTHUSIASTS

(A) DELUXE CABINET FOR PLAYER AND RECORDS. Top compartment accomodates record player and records, with a hole in the back to provide an entrance for the wire and plug. Hand rubbed top; beautiful finish. Holds 250 records! 23½"x17½", 31¾" high. Shpg wt. 46 lbs. FOB Ill. facty
21F4621G3855 Mahogany or Walnut finish; specify choice Retail **$57.95**
21F4622B4175 Ebony or Bleached Mahogany; specify . . . Retail **$62.50**

(B) DOUBLE-DUTY RECORD CABINET. A truly functional piece of furniture, in contemporary design. May be used as a two-decker record cabinet—or the lower compartment may be used for records, the top to house a record player 21½"x16"x27" high. Shpg wt. 35 lbs. FOB Ill. fcty.
21F4623B3325 Beautiful Mahogany finish. . . . . Retail **$49.95**
21F4624B3650 Modern Bleached Mahogany finish. . . . . Retail **$54.50**

(C) 10" RECORD CARRYING AND STORAGE CASE. Holds fifty 10", or smaller records in perfect safety! Light metal construction with beautiful baked wrinkle finish, aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Embossed dividers, index card, gummed numbers.
76X16658464 Shpg. wt. 5 lbs. . . . . Retail **$6.95**

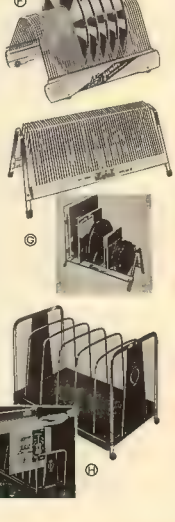
(D) AS ABOVE, FOR 12" RECORDS. Holds 36 records, including LP'S in jackets. Features same as (C) above Shpg. wt. 6½ lbs.
76X16648500 . . . . . Retail **$7.50**

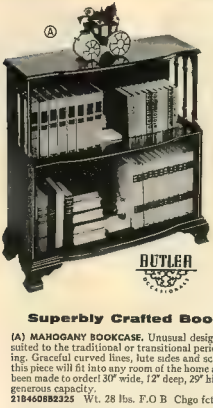
(E) "LITTLE GIANT" RECORD CARRYING CASE. Holds eighty 7" records, stores tcem safely at home or on trips Features same as (C) above.
76X16638284 Shpg. wt. 4 lbs. . . . . Retail **$5.75**

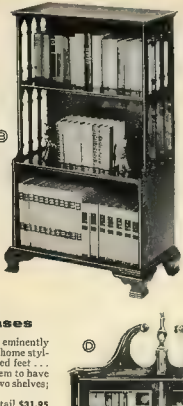
(F) "LYRIC" BANTAM RECORD RACK. Holds fifty 7" or kiddie records, yet takes up only 9" of space! All-steel construction, for years of use; has red plasticized wire separators for record safety. Complete index includes numbering on rack, index card, gummed numbers.
76X16668150 Shpg. wt. 1½ lbs. . . . . Retail **$2.25**

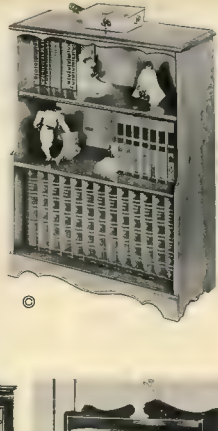
(G) LYRIC DELUXE ALL-PURPOSE RECORD RACK. Answers the need for a rack that will hold all sizes! All-steel construction, smart, modern design. Brass finished handles, red plasticized wire separators Holds 60 records, any size—single, LP's or EP's in jackets; complete index for easy selection includes numbering on rack, index card, and gummed numbers.
76X16678255 Shpg. wt. 4 lbs. . . . . Retail **$4.25**

(H) LYRIC MODERN LP and RECORD RACK. Modern black and brass design, so popular in today's homes! Handsome and practical, stays new looking throughout frequent use! Holds as many as 60 records—7, 10, or 12" size in jackets, in about 11" of space! All-steel construction; has gleaming brass-plated ends and gold lyre design. Shpg. wt. 3 lbs.
76X16688315 . . . . . Retail **$5.25**









Superbly Crafted Bookcases

(A) MAHOGANY BOOKCASE. Unusual design, yet eminently suited to the traditional or transitional periods of home styling. Graceful curved lines, lute sides and sculptured feet . . . this piece will fit into any room of the home and seem to have been made to order! 30" wide, 12" deep, 29" high. Two shelves; generous capacity.
21B460B82325 Wt. 28 lbs. F.O B Chgo fcty.. Retail **$31.95**

(B) MAHOGANY 3-LEVEL BOOKCASE. Graceful matchmate to the bookcase shown at left; ideal for situation in a place of prominence. Superb finish in lovely Mahogany; hand-rubbed to a rich finish. Case is 24" wide, 12" deep, 42" high; features scrollwork sides and sculptured legs. Easy to keep clean, clean under. Only the finest woods used in its construction. Shipping weight 28 lbs.
21B460B82450 F.O.B. Chicago factory... ...Retail **$34.95**

(C) GENUINE MAPLE BOOKCASE. Charming addition to any colonial, provincial, or modern setting—blends with a host of interiors! Bright and fresh, with simple sculptured lines in clean, fluid design. 30" wide, 10" deep, 36" high. Hand finished and rubbed to a glowing richness.
21B460B82375 Wt. 33 lbs..... Retail **$33.95**

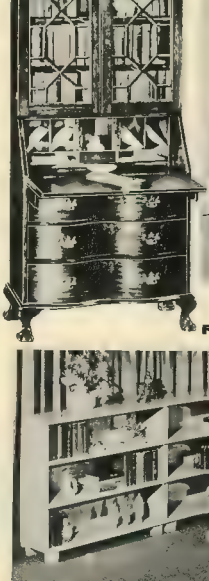
(D) "GOVERNOR WINTHROP" SECRETARY. Magnificently proportioned, with 3 shelves in upper portion for book storage; glass doors in sculptured frames to keep dust away. Folding cover drops down to become stable writing surface, revealing cubbyholes for stationery, memos, etc., and drawer for stamps, personals. 3 spacious drawers with fancy pulls provide space for records and other effects. This imposing piece stands 78" high, 31" wide, and is 17" deep. Suitable in any room of the home . . . a much-desired item for mllady's personal use. F.O.B. Iowa. Weight 122 lbs.
21F461B87460 *Specify Mahogany or Walnut* Retail **$111.95**

(E) COMBINATION MAHOGANY BOOKCASE. A different, unusually convenient combination bookcase and 2-drawer chest that will solve many household storage and decorative needs Features 2 Mahogany Serpentine drawers and base, with the balance in fine matching hardwoods. The unit is 25½" wide, 13" deep, 42½" high. Shelves are 9" and 11" high to accommodate large books and encyclopedias F.O.B. Iowa. Weight 50 lbs
21F461B83595 *Specify Mahogany or Walnut finish.* **$53.95**

(F) AND (G) BOOKCASE GROUPING. Sold as individual units so you may arrange them as desired Made of genuine Oak throughout for the Limed Oak finish models, fine hardwoods for Mahogany, Walnut or Maple finish models. Adjustable shelves extend around front edge. All pieces are 32½" high, 11" deep. Corner bookcase is 28" wide along each wall; side units are 36" wide. Roomy, modern and accessible.

(F) REGULAR BOOKCASE. In glamorous Limed Oak
21F461B83595 F.O.B. Iowa..... ... .Retail **$53.95**
21F461B83325 *In Mahogany, Walnut, or Maple.* .. **$49.95**

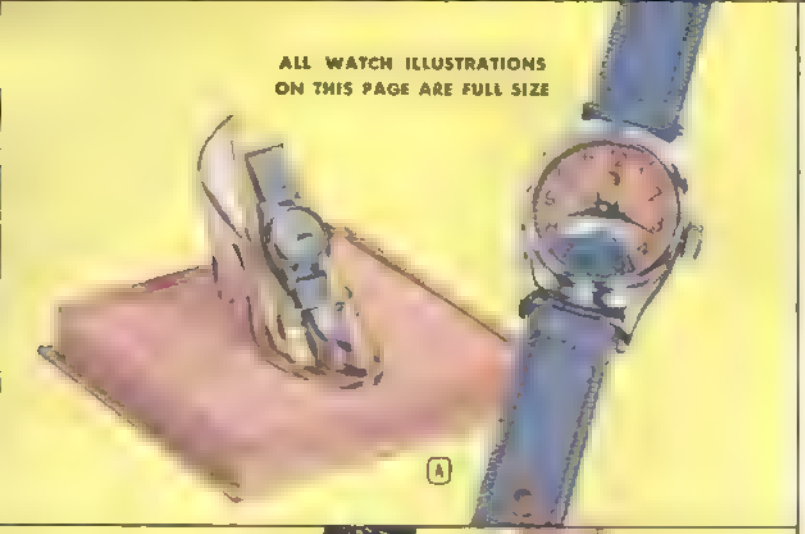
(G) CORNER BOOKCASE. In glamorous Limed Oak.
21F461B83325 F.O.B. Iowa..... Retail **$79.95**
21F461B84925 *In Mahogany, Walnut, or Maple...* **$73.95**

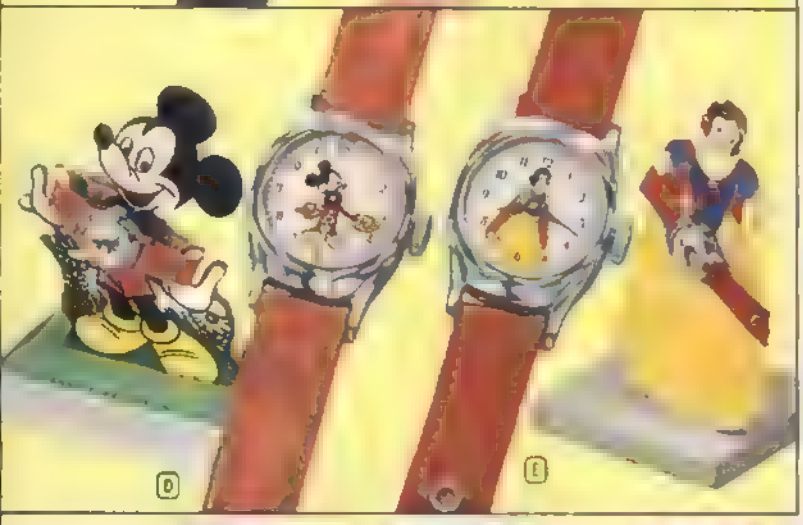


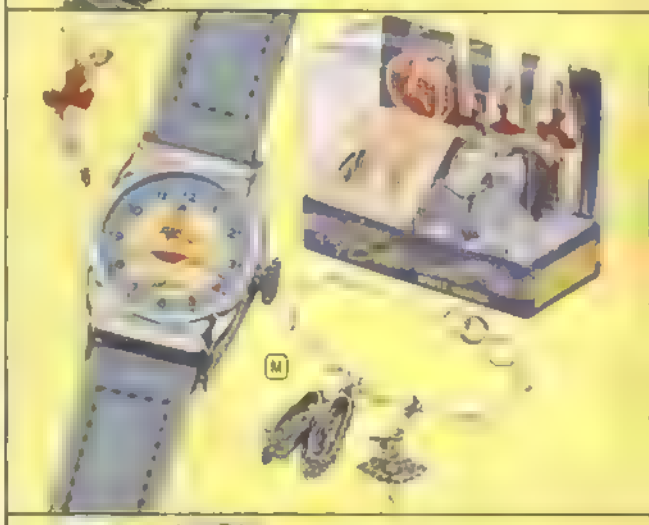
FOR MODERN DECOR

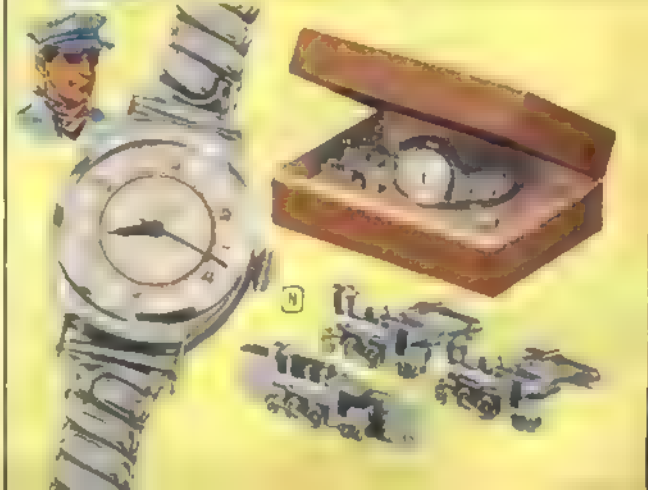
ORDERING BY MAIL SPEEDS DELIVERY!

ALL WATCH ILLUSTRATIONS
ON THIS PAGE ARE FULL SIZE









MEN'S WATER-RESISTANT SWISS WATCH

- **Handsomely styled with smart leather band**
- **Wide-sweep second hand for accurate timing**

Handsomely styled watch—designed for dependability. Clean-cut circular face with gleaming chromed case, stainless steel back for lasting wear. Easy-to-read dial—wide-sweep second hand. Always keeps accurate time! Anti-magnetic. Waterproof and shock-resistant construction. Gray leather strap. Gift-boxed.

29-0080 V 583—Shpg. wt. ½ lb. Retail **$9.95**

Women's Swiss Watch. Same as above, but smaller petite circular dial, narrow leather band. Chromed case with stainless steel back.

29-0098 V 730—Shpg. wt. ½ lb. Retail **$10.95**

MEN'S SWISS WATCH—WITH INLAY BAND

- **Handsome golden watch case and band**
- **Shock-resistant to withstand rugged wear**

A watch that's special, designed for masculine appeal. Smartly styled with golden case and expansion band simulated alligator trim. Has stainless steel back for durability. Large circular face. Bright golden numerals tell time clearly. Shock-resistant and water-resistant construction. Anti-magnetic. Gift-boxed.

29-0108 V 583—Shpg. wt. ½ lb. Retail **$9.95**

Women's Petite Watch. As above, but small face, thick dial. Golden case, matching expansion band, stainless steel back for lasting wear.

29-0114 V 730—Shpg. wt. ½ lb. Retail **$10.95**

MEN'S INGERSOLL RADIOLITE DIAL WATCH

- **Luminous hands and numerals glow in the dark**
- **Sweep-second hand for accurate timing**

A fine watch for everyday service. It tells time at a glance in daylight or darkness. Massive round chromed case is handsome, tarnish-proof. Has stainless steel back for real durability. Numerals and hands glow in the dark. Sweep-second hand in red. Standard beat movement is electrically timed for dependability. Shock-resistant. White leather strap. Gift-boxed.

10-0057 V 487—Shpg. wt. ½ lb. Retail **$6.95**

Women's Ingersoll. Same as above, but smaller. With luminous dial, second hand. Leather band.

10-0065 V 487—Shpg. wt. ½ lb. Retail **$5.95**

Children's Watches by U. S. Time

(A) to (E) Smartly styled character watches by U. S. Time. Low priced but well made, durable. For children—gaily colored watches with big easy-to-read numerals that make learning to tell time real fun. Standard beat movement just like big watches—keeps accurate time. Dust-proof, waterproof, and shock-resistant construction. Fully dependable, in chromed metal cases with stainless steel backs, unbreakable crystals. Packaged in handsome gift boxes. Accurate movements, guaranteed for one year by U. S. Time Corp. Prices do not include Federal Excise Tax.

(A) "CINDERELLA" WATCH

- **As pretty as can be—keeps accurate time**
- **Dustproof, waterproof—and shock-resistant**

A true treasure to delight any little girl. Her favorite storybook character—Cinderella—is colorfully depicted right on the dial. Easy-to-read numerals, big hands. Chromed case with washable blue grosgrain wrist band. Gift packaged in a Cinderella "glass" slipper and colorful storybook designed box. A gift that is certain to please her!

10-0018 V 487—Shpg. wt. ½ lb. . . Retail **$6.95**

(B) "HOPALONG CASSIDY" WATCH

- **Western style—chromed case, red numbers**
- **Shock-resistant, waterproof—dependable**

For all "cowhands"! Shiny chromed case with picture of Hopalong on white dial—red numerals and hands. Unbreakable crystal, stainless steel back. Black "tooled" leather cowboy strap with chromed buckle to match. Gift-packaged on a miniature saddle.

10-0032 V 487—Shpg. wt. ½ lb. . . Retail **$6.95**

(C) "ALICE IN WONDERLAND" WATCH

- **It's so dainty—famous Walt Disney design**
- **Shock-resistant and fully waterproof**

A watch to entrance every young miss! Alice in Wonderland is pictured right on the dial. Chromed case stays bright and shiny. Stainless steel back, unbreakable crystal to take hard use. Big numerals and hands. Washable pink grosgrain watch band. Gift packaged in clever see-through plastic tea-cup and Mad Hatter box.

10-0008 V 487—Shpg. wt. ½ lb. . . Retail **$6.95**

(D) "MICKEY MOUSE" WATCH

- **Mickey's hands tell time—fun to watch**
- **Waterproof—perfect gift for boy or girl**

A "must" for every Mouseketeer! Colorful Mickey Mouse points the time with his hands. Bright chromed case with stainless steel back. Gleaming white dial with easy-to-read red numerals. Washable red vinylite wrist strap. Shock-resistant to withstand plenty of active play. Mickey himself holds this popular watch in gift box.

10-0040 V 487—Shpg. wt. ½ lb. . . Retail **$6.95**

(E) "SNOW WHITE" WATCH

- **Accurate timekeeper—water and dustproof**
- **Bright chromed case with gay red band**

Dainty little girl's fairy tale watch—Snow White pictured on the dial. Sturdy enough for school or playtime wear. Bright chrome case with stainless steel back, washable wrist strap in red. Big easy-to-read numerals, hands. Gift box pictures the the Seven Dwarfs.

10-0024 V 487—Shpg. wt. ½ lb. . . Retail **$6.95**

Watches for Children—by Bradley

(G) to (N) Dependable watches by Bradley—priced low to fit your budget. Gay "character" watches with brightly colored dials—designed for children. All watches have bright chromed metal cases with stainless steel backs for lasting use. Unbreakable crystals—made to take rough use, withstand plenty of active play. Standard beat movement just like a grownup's watch—keeps accurate time. Some of the watches are available in sets—that include bracelet or necklace for girls, tie-bar and cuff link combination for boys. Wonderful for any child! All guaranteed for one year by Bradley Time Corp. All are gift-boxed. Prices do not include Federal Excise Tax.

(G) BRADLEY "ROBIN HOOD" WATCH

- **Bright, colorful—makes time-telling easy**
- **Full-color picture of Robin Hood on dial**

Always dependable—makes time-telling easy! Bright chromed case with stainless steel back for lasting wear. Colorful dial shows Robin Hood in action. Big, easy-to-read numbers and hands. Chromed expansion band. Features the standard beat movement of regular watches—yet it's designed for children. Unbreakable crystal—takes plenty of action and rough use. Packaged in 3-dimensional gift box.

29-0205 V 470—Shpg. wt. ½ lb. . Retail **$6.95**

"Robin Hood" Watch. Similar to watch above, but has smartly tailored leather band. Durable stainless steel back.

29-0213 V 407—Shpg. wt. ½ lb. Retail **$5.95**

(H) BRADLEY "NURSE" WATCH

- **Elasticized band always fits comfortably**
- **Chromed finish stays bright and shiny**

Just the thing for the "Junior Nurse" to take on her sick calls. Chromed case with stainless steel back. Always dependable—designed to take plenty of rough action. White leatherette strap with elasticized cord insert that stretches to fit. Pink dial pictures nurse. Packaged in see-through plastic gift box.

29-0187 V 470—Shpg. wt. ½ lb. . . Retail **$6.95**

(J) BRADLEY "JUNIOR LEAGUE" WATCH

- **Picture on dial of Junior Leaguer at bat**
- **Keeps dependable time—takes tough knocks**

A favorite—it's fun to wear, makes time-telling easy! Always dependable—bright chromed metal case with stainless steel back. Unbreakable crystal to take lots of hard wear. Big easy-to-read numbers and hands. Smartly tailored leather wrist strap. Colorful dial shows junior leaguer at bat. In colorful gift box.

29-0221 V 407—Shpg. wt. ½ lb. . . Retail **$5.95**

(K) BRADLEY "ROY ROGERS" WATCH

- **Real cowboy styling—for young cowhands**
- **Designed for easy, accurate time-telling**

A Western favorite—endorsed by a Western favorite. Chromed metal case with stainless steel back. Roy Rogers and Trigger in full color on dial. Big black numerals and hands. Chromed expansion band. Gift-boxed.

29-0247 V 470—Shpg. wt. ½ lb. . . Retail **$6.95**

As above but with brown leather wrist strap.

29-0254 V 407—Shpg. wt. ½ lb. . . Retail **$5.95**

"Roy Rogers" Set. Includes expansion band watch as above, plus a handsome boot-and-spur tie-pin and cuff link combination.

29-0148 V 560—Set. Wt. ½ lb. . . . Retail **$8.50**

(L) BRADLEY "DALE EVANS" WATCH

- **"Queen of the West" watches for cowgirls**
- **Chromed expansion band fits easy wrist**

Fun to wear—sturdy enough for school or play. Chromed metal case—stainless back. Dale Evans and her horse in full color on dial. In colorful 3-dimensional plastic gift box.

29-0155 V 470—Shpg. wt. ½ lb. . . Retail **$6.95**

Watch as above, but has brown leather wrist band with "tooled" look—Western design.

29-0163 V 407—Shpg. wt. ½ lb. . Retail **$5.95**

"Dale Evans" Set. Expansion band watch as above, plus necklace with horseshoe and bow.

29-0171 V 560—Set. Wt. ½ lb. . . . Retail **$8.50**

(M) BRADLEY "BALLERINA" WATCH

- **Ballerina dances—her legs are the hands**
- **It makes time-telling easy—fun to wear**

Dial with full-color ballerina—her legs are the watch's hands, so her dancing position is always changing! Bright chromed case—stainless steel back. Blue leatherette band—elasticized insert for perfect fit. Gift-boxed.

29-1138 V 470—Shpg. wt. ½ lb. . . Retail **$6.95**

"Ballerina" Set. Watch as above, plus charm bracelet with tiny ballerina and shoes.

29-0189 V 560—Set. Wt. ½ lb. . . Retail **$8.50**

(N) BRADLEY "ENGINEER" SET

- **Styled the way boys prefer—so thrifty too!**
- **Always dependable—takes lots of rough play**

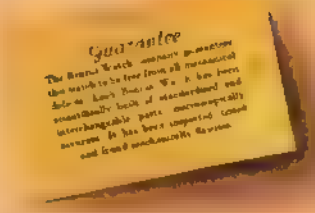
Chromed metal expansion band and case—stainless steel back. Unbreakable crystal for lasting wear. Big numerals and hands. Set includes tie-bar and cuff-link combination with tiny locomotive decoration. Gift-boxed.

29-0239 V 865—Set. Wt. ½ lb. . . . Retail **$9.95**

The Prices of Watches Listed on This Page Do Not Include Federal Excise Tax.

BENRUS

The Fine Watch of Guaranteed Accuracy!



Benrus watches come complete with guarantee, in elegant presentation box.

The pinnacle of precision, the last word in fashion, every Benrus watch is a lasting investment in dependable timekeeping and lifetime beauty.

Paramount "Z". 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top. Stainless steel back. Matching leather-inlaid expansion band. Gift box.
10-7961 V 3085 . . . $65.00

Paramount . . . *Same as above with white dial*
10-7979 V 3085 . . . $65.00

Sunlight . . . 17 jewels. Magnificent case so trim and tiny it slips through the daintiest ring. Dust protected. Unbreakable mainspring. 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet.
10-2319 V 3240 . . . Ret. $67.50

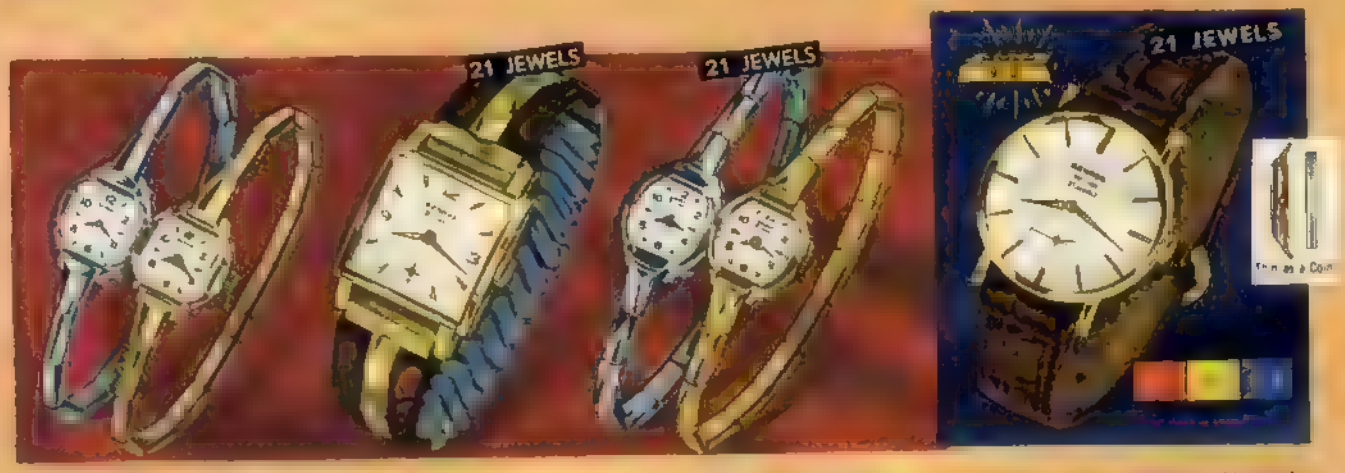
Sunlight "W" . . . *Same as above in white.*
10-2368 V 3240 . . . Ret. $67.50

Matthews . . . 17 jewel shock resistant movement is ultra precise. Dust-protected case has 10K yellow rolled gold plate top, stainless steel back. Modern dome crystal. Unbreakable mainspring. Matching expansion band.
10-7953 V 2960 . . Ret. $59.50

Bella . . . 17 jewels. Stunning dust-protected case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion bracelet.
10-2111 V 2490 Ret. $49.50

Bella "W" . . . *As above in white*
10-2186 V 2490 Ret. $49.50

Walker . . . 17 jewels. Magnificent watch value! Luxurious 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring, shock resistant. Easy view full figure dial. Matching expansion band. Gift boxed.
10-1121 V 2490 . Ret. $49.50



Rhapsody . . . 17 jewel movement. Exquisite case with 10K yellow rolled gold plate top, stainless steel back. Blending case and exquisite expansion bracelet. Gift box.
10-2228 V 2995 Ret. $59.50

Rhapsody "W" . . . *In white*
10-2293 V 2995. Ret. $59.50

Governor "21" . . . 21 jewel super accurate movement has unbreakable mainspring. Lustrous 10K yellow rolled gold plate top, stainless steel back. Expansion band beautifully inlaid with genuine leather. Beautifully gift-packaged.
10-1139 V 3560 Ret. $75.00

Riviera "21". . . Superb 21-jewel movement. Smart case in 10K yellow rolled gold plate top. Stainless steel back. Blending case and exquisite expansion bracelet.
10-2418 V 3280 . . Ret. $71.50

Riviera "W" "21" . . . *In white*
10-2434 V 3280 Ret. $71.50

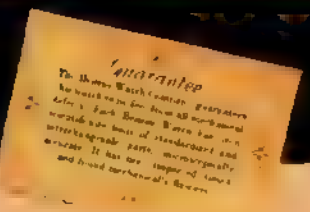
Citation Shane "21" . . . 21 jewels. Perfection in an ultra-thin luxury case of precious 14K yellow gold. Shock resistant. Unbreakable mainspring, leather strap.
10-1154 V 5500 Ret. $135.00

Citation Clifford "21" . . . *As above in 10K yellow rolled gold plate*
10-1162 V 3890 Ret. $75.00

Federal Excise Tax of 10% Not Included

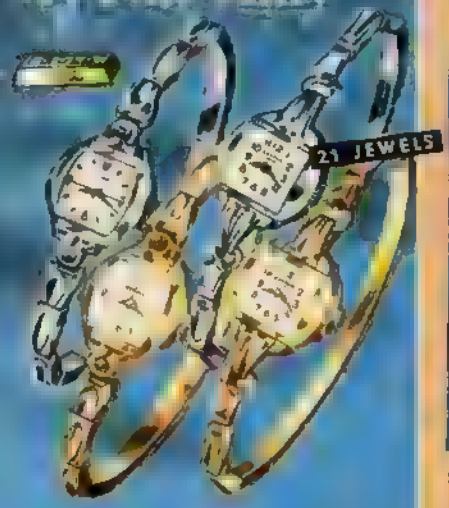
BENRUS

The Fine Watch of Guaranteed Accuracy!



PRECIOUS 14 K. GOLD

My Fair Lady



My Fair Lady "A" 17-jewel accurate in a fabulous watch inspired by the famous Broadway play. Exquisite show-piece case of luxurious 14K yellow gold. Expansion bracelet perfectly matched to the jewelry case.
10-2376V3790, $79.50

My Fair Lady "B" *As above in white*
10-2384V3790, $79.50

My Fair Lady "C" "21"... 21-jewel pinpoint precision in a watch as glamorous and exciting as the stage play itself! Priceless 14K yellow gold case. Full figure dial. Harmonizing expansion bracelet. Unbreakable mainspring.
10-2442V4290, $85.00

My Fair Lady "D" "21" *In white*
10-2459V4290, $85.00

My Fair Lady "E" "21"...21 jewels guarantee lasting precision in a watch as enchanting as the show whose name it bears. Lifetime quality 14K yellow gold case. No trim—it slips through the daintiest ring. Graceful expansion bracelet.
10-2467 V 4900 Ret. $110.00

My Fair Lady "F" "21" *As above in white*
10-2483 V 4900 Ret. $110.00

SELF-WINDING 25 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK-ABSORBER • UNBREAKABLE MAINSPRING

Sky Ace "25" Micro-accurate 25 jewel automatic movement winds itself as you wear it. Stainless steel case is guaranteed waterproof.* Shock resistant, anti-magnetic, luminous dial. Sweep second hand. Leather inlaid expansion band.
10-8092 V 4290 Ret. $85.00

Sky Atom "25" Ultimate in automatic timekeeping. 25 jewels assure split second perfection. Waterproof* case in rich yellow top stainless steel back. Sweep second shock-resistant, anti-magnetic. Luminous dial. Leather inlaid expansion band.
10-1592 V 4745 Ret. $95.00

Sky Cadet "25"... Self-winding combined with marvelous 25 jewel precision. Guaranteed waterproof* case in 10K yellow rolled gold plate. Anti-magnetic, shock resistant, sweep second. Luminous dial. Genuine leather inlaid expansion band.
10-1998 V 5440 Ret. $110.00

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. Reminds itself to wind itself, with every motion of your wrist. Keeps accurate time for a lifetime, automatically!

SELF-WINDING 17 JEWEL WATCHES

GUARANTEED WATERPROOF* • SHOCK-ABSORBER • UNBREAKABLE MAINSPRING

Sea Nurse 17-jewel self-winding woman's watch. Waterproof* case has chrome top, stainless steel back. Sweep second hand, shock-resistant, luminous dial. Leather-inlaid expansion band.
10-3283 V 3898.... Ret. $75.00

Sea Nurse "A" *Same as above with yellow top case*
10-3291 V 4310 Ret. $87.50

Surf Swimmer... 17 jewels. This superbly accurate automatic winds itself with every wrist motion. Waterproof* shock resistant, anti-magnetic. Sweep second hand, unbreakable mainspring. Sturdy case has chrome top, stainless steel back. Luminous dial. Inlaid expansion band.
10-1568 V 3225 Ret. $65.00

Oceanside... 17 jewels. Unique—magnificent self-winding watch. Waterproof,* shock resistant, anti-magnetic. Luminous dial. Yellow top case, stainless steel back. Metal expansion band.
10-1576 V 4290.... Ret. $85.00

Oceanside "A" *Same as above with full numerals dial*
10-1584 V 4290 Ret. $85.00

*When case, crown and crystal remain intact

 Federal Excise Tax of 10% Not Included

GENERAL MERCHANDISE COMPANY

BENRUS

The Fine Watch of Guaranteed Accuracy!

WORLD'S FINEST WATERPROOF* WATCHES

SHOCK-ABSORBER • ANTI-MAGNETIC • UNBREAKABLE MAINSPRING

Sea Ripple "Z" . . . 17 jewel waterproof.* Chrome-top case, steel back. Thin design. Luminous black dial. Sweep second hand. Faceted leather-inlaid expansion band.
10-1170 V 2940 . . . . . Ret $59.50

Sea Ripple . . . *As above with white dial.*
10-1501 V 2940 . . . . . Ret $59.50

Aquajet 17 jewels. Sweep second hand. Waterproof.* Chrome top case has stainless steel back. Luminous dial. Sweep second hand. Expansion band.
10-1899 V 2735 . Ret. $49.50

Aquajet "Z" . . . *Same as above with black dial.*
10-1907 V 2735 . Ret. $49.50

Sea View "21" 21 jewels give peak precision. Modern chrome top case is guaranteed waterproof.* Anti-magnetic. Luminous dial. Sweep second hand. Stainless steel back. Leather inlaid expansion band. Beautifully gift boxed.
10-1519 V 3075 . Ret. $65.00

Sea Beach 17 jewels. Guaranteed waterproof.* Gift box. Luminous dial. Sweep second hand. Full figure dial. Yellow top, stainless steel, black. Unique expansion band.
10-1527 V 3085 Ret $65.00

Sea Beach "W" . . . *As above with chrome top.*
10-1535 V 2870 Ret. $55.00

Aqua Nurse 17 jewels guaranteed waterproof.* Luminous full numeral dial. Sweep second hand. Chrome top, stainless steel back. Leather-inlaid expansion bracelet.
10-3259 V 3150 Ret. $62.50

Aqua Nurse "A" . . . *Same as above with yellow top.*
10-3275 V 3685 Ret $75.00

Surf-Skipper "21" "Z" 21-jewels. Luminous black dial. Waterproof.* Sweep second hand. 10K yellow rolled gold plate top stainless steel back. Leather inlaid expansion band.
10-1543 V 3860 Ret. $79.50

Surf-Skipper "21" *Same as above with white dial.*
10-1550 V 3860 Ret. $79.50

"My ship, the S.S. President Adams, towed three Benrus waterproof self-winding watches around the world underwater. They stayed absolutely waterproof!"

Capt. R. W. Sweetser, Jr.
American President Lines

EXQUISITE BENRUS EMBRACEABLE WATCHES

Embraceable Val . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Case is dust-proofed, has 10K yellow-rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate.
10-2491 V 2990 $65.00

Embraceable Val "W" *As above in white.*
10-2509 V 2990 $65.00

Embraceable Susan "21" . . . 21 jewel movement heightens the value of this entrancing bracelet-watch combination. Modern dome crystal. 10K yellow rolled gold plate top, stainless steel back. Safety chain. Gift boxed.
10-7771 V 3685 $71.50

Embraceable Susan "W" "21" *Same as above in white.*
10-7763 V 3685 $71.50

Embraceable Dream 17 jewels. Lovely bracelet-watch combination encircles the wrist with a gleam of charming 10K yellow gold filled case, has square cut crystal for added beauty. Unbreakable mainspring. Safety chain. Gift boxed.
10-7789 V 4145 . $75.00

Embraceable Dream "B" . . . *As above in white.*
10-7797 V 4145 $75.00

Embraceable Dance "21" . . . 21 jewels. Smartly styled watch and stunning bracelet combined in fascinating fashion. 10K yellow gold filled case is fully dust protected. Unbreakable mainspring. Safety chain. Gift boxed.
10-3234 V 4785 $95.00

Embraceable Dance "B" "21" *Same as above in white.*
10-3242 V 4785 $95.00

Embraceable Diamond Liz . . . 17 jewels. Two fiery diamonds impart radiant beauty to this fabulous bracelet-watch combination. 10K white rolled gold plate top, stainless steel back. Safety chain.
10-3200 V 4375 Ret $89.50

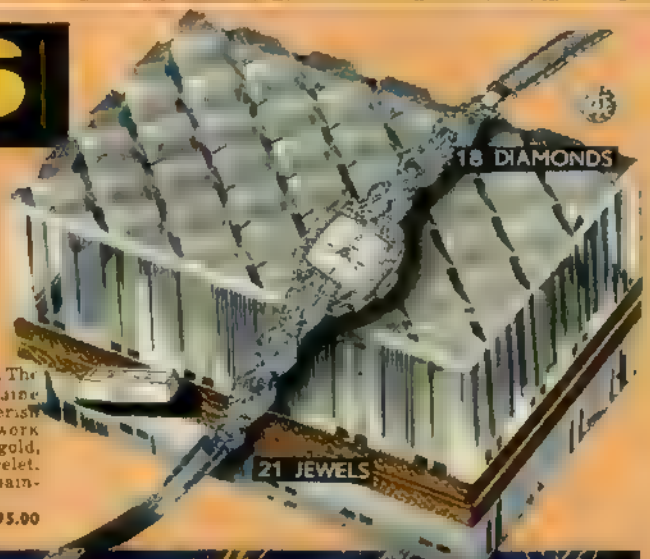
Embraceable Diamond Liz "T" . *Same as above in yellow.*
10-3226 V 4375 Ret. $89.50

*When case, crown and crystal remain intact.

Federal Excise Tax of 10% Not Included

BENRUS

Diamond WATCHES



Diamond Regal "21". . . 21 jewels. The shimmering beauty of 18 genuine diamonds create a watch to cherish a lifetime. The case itself is a work of art in luxurious 14K white gold, adorned with unique mesh bracelet. Dust protected, unbreakable mainspring, gift boxed.
10-4109 V 12656 . . Ret. $295.00

Diamond Beau 17 jewels. A watch of decided elegance with 4 brilliant diamonds on the gold applied dial. Impressive case has rich yellow top stainless steel back, genuine leather strap
10-2061 V 4610..... Ret. $92.50

Diamond Beau "A". . . *Same as above in white*
10-2079 V 4610.....Ret $92.50

Diamond Carol "T" "21" . .21 jewels. Enhanced by 2 genuine 8 facet diamonds of fine brilliance. 10K yellow rolled gold plate top, stainless steel back Expansion bracelet.
10-2525 V 3685...$71.50

Diamond Carol "21". . . *As above in white.*
10 2517 V 3685 $71.50

Diamond Paree "21" 21 jewels the gleam of 2 genuine 8 facet diamonds 10K white rolled gold plate top, stainless steel back Full figure dial. Expansion bracelet
10-7821 V 4145...$75 00

Diamond Paree "T" "21" . . . *As above in yellow.*
10-7839 V 4145.. $75 00

Diamond Core "G" "21" 21 jewel movement 2 genuine diamonds in precious 14K yellow gold case, ornamented in 14K white gold Full figure dial Expansion bracelet Gift-boxed
10-3333 V 5075 .$115.00

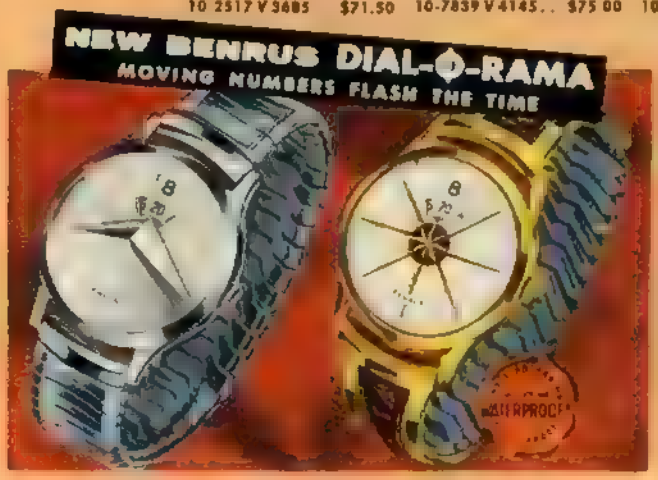
Diamond Core "21". . . *Same as above in white.*
10-3341 V 5075 $115 00

Diamond Sweet "21" . Magnificent 21 jewel watch has 14K white gold case, sparked by 4 fiery genuine diamonds New cross-hair line dial Matching expansion bracelet.
10-3416 V 6050 $135.00

Diamond Sweet "G" "21" . . . *As above in yellow.*
10-4075 V 6050 $135 00

Diamond Summit "21" . 21 jewels 6 genuine diamonds sparkle with fire in a lifetime quality 14K white gold case Faceted crystal Matching expansion bracelet
10-4083 V 6400 $150 00

Diamond Summit "G" "21". . . *In yellow*
10-4091 V 6400 $150 00



Dial-O-Rama "BB" 17 jewels *Flashes* the time with moving numbers. Upper dial tells hour, lower dial the minutes Shock resistant, anti magnetic Chrome top, stainless steel back Expansion band.
10-1600 V 3610.....Ret $69.50

Dial-O-Rama "CC"... *As above in yellow top, steel back*
10-1618 V 4190 Ret $85.00

Dial-O-Rama "M". . . 17 jewels. Top dial flashes the hour, lower dial the minutes. Guaranteed waterproof * shock-resistant Yellow top stainless steel back, leather-inlaid expansion band.
10-2046 V 4785.....Ret. $92.50

Dial-O-Rama "M". . . *As above in chrome top, steel back.*
10-2053 V 4290 ....Ret. $79.50

Time Senior...17 jewels. Wrist-alarm. Guaranteed waterproof.* Sweep second hand, luminous dial. 10K yellow rolled gold plate top, stainless steel back. Leather-inlaid expansion band.
10-1667 V 4090.....Ret. $85.00

Time Plebe . . . *As above in chrome top, steel back*
10-1675 V 3605.....Ret $71.50

Asteroid 17 jewel movement. The world's most useful watch! Tells the accurate time day of the week and date of month, all at a glance 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring, leather inlaid expansion band Beautifully gift packaged
10-1923 V 3370 .. .Ret. $67.50

Federal Excise Tax of 10% Not Included

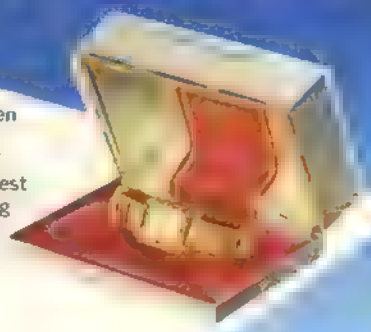
GRUEN

THE *Precision* WATCH

America's Choice Since 1874

THE NEWEST LOOK IN TIME!

For over 83 years the name Gruen on a watch has been a pledge of superior Gruen Precision accuracy and dependability, and the latest in fine watch styling



$39.75 TO $150.00

CADET . . . Handsomely styled and a truly accurate timekeeper. Dependable 17 jewel Gruen Precision movement. Attractive 10 kt. yellow rolled gold plate case. Distinctively styled matching expansion band. Unbreak. mainspring.
10-4125 V 2360 $39.75

DUNBAR Unique design matched with dependable 17 jewel Gruen Precision accuracy. Richly encased in 10 kt. yellow rolled gold plate. Truly a watch of distinction with matching expansion band.
10-4133 V 2715 $49.75

BARCLAY . . . An impressive design with the executive look. Accurate 17 jewel Gruen Precision movement. This masterpiece is cased in 10 kt. yellow rolled gold plate and has a fine matching expansion band.
10-4141 V 2995 $59.50

MONARCH . . . Smart masculine styling enhanced by 3 fine sparkling diamonds. 17 jewels. 10 kt. white rolled gold plate case. Matching expansion band.
10-4166 V 3445 $65.00
Same as above in 10 kt. yellow RGP with white dial.
10-4158 V 3445 $65.00

KINCAID Imaginative new styling for the modern man paired with dependable 17 jewel Gruen Precision accuracy in a distinctive 10 kt. yellow rolled gold plate Gruen. Handsome matched expansion band.
10-4174 V 3685 $71.50

DREXEL Gracefully designed case combined with [illegible] 17 jewel [illegible]
10-4182 V 2360 $39.75
Same [illegible] white RGP
10-4190 V 2360 $39.75

SPRITE Simple and delicate styling [illegible] Matching [illegible]
10-4208 V 2715 $49.75
Same [illegible] white RGP
10-4216 V 2715 $49.75

MARCELLE A treasure of modern beauty in a fine watch with 17 jewel Gruen Precision movement. Encased in 10 kt. yellow rolled gold plate case. With [illegible]
10-4224 V 2995 $59.50
Same [illegible] white RGP
10-4240 V 2995 $59.50

BRIGHTON 2 brilliant diamonds highlight the classic simplicity of this elegant [illegible] 17 jewel Gruen Precision movement. Brilliantly encased in 10 kt. white rolled gold plate. Matching [illegible]
10-4257 V 3445 $65.00

SHEFFIELD A dainty creation with sophisticated styling. [illegible] jewel Gruen Precision [illegible]
10-4265 V 3685 $71.50
Same [illegible] white gold [illegible]
10-4273 V 3685 $71.50

WORLD FAMOUS GRUEN PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

GENERAL MERCHANDISE COMPANY

Retail Prices Include Federal Excise Tax—Dealer Prices do not.

KENSINGTON . . . Handsomely styled. A watch he'll be proud to own and wear. 14 kt. yellow gold case. Accurate 17 jewel Gruen Precision movement. Fine expansion band with leather inserts.
10-4281 V 4300 $79.50

BARON . . . Dependably accurate 23 jewel Gruen Precision movement. Ultra-thin 10 kt. yellow gold filled case is truly smart and distinctive. Attractive matching expansion band. Unbreakable mainspring.
10-4299 V 4880 . . . . . $89.50

CENTURION . . . Distinctive design combined with Gruen Precision accuracy. Guaranteed 23-jewel movement. Handsome 10 kt. yellow gold-filled case with smart matching expansion band.
10-4307 V 5455 $110.00

VALIANT . . . For the man who wants the finest. Accuracy is assured in its 23-jewel Gruen-Precision movement. Ultra-thin 14 kt. yellow gold case. Leather no-stitch strap with beveled edges.
10-4315 V 6895 $125.00

GRUEN
THE *Precision* WATCH

MEN'S DRESS AND SELF-WINDING *Autowind*® WATCHES

WITH GRUEN-PRECISION®

The fastest selling automatic watch in the world — Gruen Autowind . . . winds itself as you wear it. Shock-resistant, dust resistant, anti-magnetic . . . with guaranteed unbreakable mainspring.

$59.50 TO $125.00

23 JEWELS

14 KT. GOLD

Every Gruen Watch is electronically tested for superior quality after rigid tests for accuracy. The movement is guaranteed against defective parts and workmanship.

AUTOWIND SPARTAN . . . Set it and forget it! Self-winding. Water and shock resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewel Gruen Precision movement, chrome-steel case. Expansion band.
10-4323 V 3245 . . . . . $59.50

AUTOWIND MARKSMAN . . . Automatically winds itself! Water and shock-resistant, anti-magnetic, unbreakable mainspring, sweep-second hand, 17 jewels. 10 kt. yellow rolled gold plate case. Attractive matching expansion band.
10-4331 V 3845 . . . . . $69.50

AUTOWIND CONQUEROR . . . A modern miracle! Self-winding. Water and shock resistant, anti-magnetic, sweep-second hand. 23 jewels. Chrome steel case with smart matching expansion band.
10-4349 V 3845 . . . . . $69.50

AUTOWIND MUSKETEER . . . Self-winding. Water and shock resistant, Anti-magnetic, sweep-second hand. 23 jewels. 10 kt. yellow rolled gold plate case. Expansion type metal band with leather inserts.
10-4356 V 4880 . . . . . $89.50

AUTOWIND CRAFTSMAN . . . Winds itself. Water and shock resist, anti-magnetic, sweep-second hand 23-jewel Gruen-Precision movement. 10 kt. yellow gold filled case, expansion band.
10-4372 V 5795 $110.00

AUTOWIND ILLUSTRIOUS . . . Self-winding with diamond dial! 23 jewel Gruen Precision movement. Water and shock resistant, sweep-second hand. 4-diamond dial. 10 kt. yellow rolled gold plate. Expansion band.
10-4414 V 6365 $125.00

EACH GRUEN WATCH IS BEAUTIFULLY ENCASED IN A HANDSOME GIFT BOX

 Retail Prices include Federal Excise Tax—Dealer Prices do not.

GENERAL MERCHANDISE COMPANY

BROOKLINE . . . Ultimate in elegance Unexcelled 17-jewel Gruen Precision movement. Petitely styled 14 kt. yellow gold case. Smart matching expansion bracelet
10-4422 V 4190 . . . . . $79.50
Same watch in 14 kt. white gold.
10-4430 V 4190 . . . . . $79.50

VALERIE . . Petite case with the unmatched accuracy and dependability of the 17 jewel Gruen Precision movement. 14 kt. yellow gold expansion bracelet
10-4448 V 4880 . . . . . $89.50
Same watch in 14 kt. white gold.
10-4455 V 4880 . . . . . $89.50

FONTAINE . . Glamour, excitement and breathtaking beauty in a 14 kt. yellow gold Gruen. Superb 23-jewel Gruen Precision movement, matching expansion bracelet
10-4463 V 5455 . . . . . $110.00
Same watch in 14 kt. white gold
10-4471 V 5455 . . . . . $110.00

TEASDALE . . . Captivating styling in a beautiful new 23 jewel Gruen Precision watch. This classic favorite is designed in 14 kt. yellow gold with distinctively styled matching mesh bracelet
10-4489 V 6295 . . . . . $125.00

THE NEWEST LOOK IN
Exquisite
DRESS AND DIAMOND WATCHES
$79.50 TO $150.00

Beauty as radiant and matchless as the stars in superbly crafted Gruen-Precision watches. Each a distinctive, beautiful creation with world famous Gruen Precision accuracy and dependability.

COVEDALE . . 4 radiant diamonds enhance the beauty of this fine Gruen timepiece. 17-jewel Gruen Precision movement. 10 kt. yellow rolled gold plate case. Matching expansion bracelet
10-4497 V 4335 . . . . . $79.50
Same watch in 10 kt. white RGP
10-4505 V 4335 . . . . . $79.50

14 KT. GOLD

23 JEWELS

4-6-8-10 DIAMONDS

GRUEN
THE *Precision* WATCH

OCTAVIA . . . Beautiful style with 4 fiery diamonds. Dependably accurate 17-jewel Gruen Precision movement. 10 kt. white rolled gold plate case with 2 strand snake flexible bracelet
10-4513 V 4880 . . . . . $89.50

CARDIFF . . Elegant beauty Superbly fashioned with 6 brilliant diamonds. Accurate 17 jewel Gruen Precision movement. 14 kt. white gold filled case. Smart expansion type matching bracelet
10-4521 V 6000 . . . . . $110.00

REMEMBRANCE . 8 dazzling diamonds. Faithfully accurate 23-jewel Gruen-Precision movement. Charming 10 kt. white gold filled case with attractive swing fitting. 2 strand snake bracelet
10-4539 V 6820 . . . . . $125.00

BRIARCLIFFE The ultimate in beauty. 8 fine diamonds set in an exquisite 14 kt. white gold case. Accurate 3 jewel Gruen Precision movement. Fine 2 strand snake bracelet
10-4547 V 8180 . . . . . $150.00

WORLD FAMOUS GRUEN-PRECISION WATCHES NATIONALLY ADVERTISED FOR GENERATIONS

GENERAL MERCHANDISE COMPANY

Retail Prices Include Federal Excise Tax—Dealer Prices do not.

CONVOY . . . Beauty and accuracy in a fine watch that resists water and shock. 17 jewel Gruen Precision movement. Chrome-steel case. Sweep-second hand. Smart matching expansion band.
10-4554 V 2300 . . . $39.75

ANNAPOLIS . Water and shock resistant. 17 jewels. Sweep second. Chrome-steel case, matching expansion band with leather inserts.
10-4562 V 2715 $49.75
Same watch as above with white dial in chrome-steel case
10-0958 V 2715 $49.75

NAVIGATOR . . . Rugged masculine style. Resists water and shock. 17 jewels, sweep second hand. Handsome 10 kt. yellow rolled gold plate case, with unusual leather insert expansion band.
10-4570 V 3245 $59.50

SPEEDWAY . . . Water and shock resistant. 17 jewels. Sweep-second. 10 kt. yellow rolled gold plate case. Expansion band with reptile inserts.
10-4588 V 3635 . $71.50
Same watch as above with black dial in 10 kt. white RGP
10-0966 V 3635 . . . . . $71.50

The newest look in
WATER RESIST WATCHES

Sturdy and handsome, these rugged Gruen water-resist watches are built to take it. They're water-resistant, anti-magnetic, shock-resistant, with world famous Gruen-Precision accuracy and dependability.

GRUEN
THE *Precision* WATCH

CASCADE . . A delight to wear and practical too. Water and shock resistant. 17 jewels, sweep second hand. Smartly styled 10 kt. yellow rolled gold plate case. Matching mesh insert expansion bracelet
10-4596 V 3565 $67.50

Guaranteed
UNBREAKABLE MAINSPRING FOR LIFE OF WATCH

AUTOWIND AIR LARK . . . Winds itself! Water and shock resistant sweep-second hand, anti-magnetic, 17 jewel Gruen-Precision movement. Chrome-steel case. Matching expansion bracelet with reptile inserts
10-4604 V 4335 . . . $79.50

GRUEN *Caressable*

A STUNNING WATCH AND INLAID ENAMELED BRACELET COMBINED

PRINCESS . . . New fashion hit! Choice of 4 beautiful fashion enamel colors on gleaming yellow. 17 jewel Gruen Precision movement

A.	10-4612 V 4100	$79.50
B.	10-4620 V 4100	$79.50
C	10-4638 V 4100	$79.50
D	10-4646 V 4100	$79.50

THE NEWEST LOOK IN TIME

EACH GRUEN WATCH IS BEAUTIFULLY ENCASED IN A HANDSOME GIFT BOX

 Retail Prices include Federal Excise Tax — Dealer Prices do not

GENERAL MERCHANDISE COMPANY

21 LIFETIME JEWELS

E DIPLOMAT. Aristocratic dress watch for the man who demands the finest. Clean contemporary design is evident in every detail . . . from the smart 10K yellow rolled gold plate case, with stainless steel back . . . to the handsome matching expansion bracelet. Neat numeral and marker dial. Sweep second hand. Accurate 21 Lifetime Jewel movement.
10-4984 V 3495 . . Retail **$69.75**

F MERIDIAN "B." Distinguished! Chrome top, stainless steel back case sets off the black dial with luminous hands and hour dots, sweep second hand. Matching combination leather expansion bracelet. 21 jewel movement. Water resistant*, shock protected, and anti-magnetic.
10-4992 V 2935 . . Retail **$59.75**

MERIDIAN. As above with white dial.
10-5007 V 2935 . . Retail **$59.75**

G DELAWARE. Masterpiece [illegible] 10K yellow rolled gold plate case, stainless steel back. [illegible]* Shock protected. Luminous hands and dial. Fashionable leather link expansion bracelet. 21 Lifetime Jewels.
10-5023 V 3355 Retail **$67.50**

World-famous watches for men and women . . . superbly styled . . . engineered with 21, 23, and 25 Lifetime Jewel movements.

Helbros

Magnificent timepieces, renowned for supreme LIFETIME accuracy . . . unexcelled beauty . . . each in a smart gift box.

*Water-resistant when opened and closed by a competent watchmaker.

Helbros

LIFETIME JEWEL MOVEMENTS

★ Engineered for lifetime accuracy
★ Guaranteed Unbreakable Mainsprings
★ Unmatched in beauty
★ Nationally advertised

The watch of a lifetime . . .
A gift to be cherished forever

21 LIFETIME JEWELS

H GAIETY. A happy blending of trim [illegible] has stainless steel back. Matching expansion bracelet. Modern textured dial. 21 Lifetime Jewels.
10-5015 V 3355 . . Retail **$67.50**

GAIETY "W." In 10K white RGP
10-5031 V 3355 Retail **$67.50**

J MELODY "W." Fabulously fashioned! Glamorous end pieces aglow with 2 fiery diamonds . . . crown the 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 21 jewel movement.
10-5049 V 3775 . . Retail **$75.00**

MELODY. In 10K yellow RGP
10-5056 V 3775 . . Retail **$75.00**

K BOUQUET. Feminine beauty! A garland of gleaming 14K yellow gold to grace her wrist . . . precision 21-jewel movement to keep her on time. Textured dial with numerals and markers. Trim expansion bracelet.
10-5064 V 3775 . Retail **$75.00**

BOUQUET "W." In 14K white gold
10-5072 V 3775 . Retail **$75.00**

L FESTIVAL "W." Celebrated timepiece, crowned with 6 precious, shimmering diamonds . . . artistically set on a 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 21 jewels.
10-5080 V 4615 . . Retail **$92.50**

FESTIVAL. In 10K yellow RGP
10-5098 V 4615 . Retail **$92.50**

25 and 23 LIFETIME JEWELS

A CHAMPION. Prize possession. 25 jewels. Self-winding automatic, water resistant*, shock proof! 10K yellow RGP case, stainless steel back. Matching basket weave expansion band. [illegible] Sweep second.
10-4919 V 4900 Retail **$100.00**

CHAMPION "W." Chrome top case
10-4927 V 4195 Retail **$85.00**

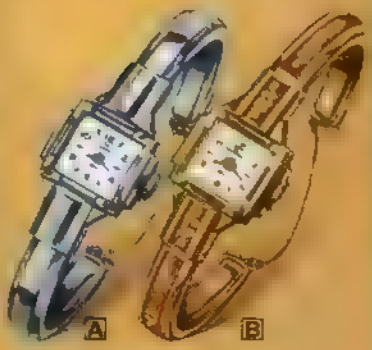
B PANAMA "W." 25 jewels. Self-winding! Shock, water resistant*, anti-magnetic. Sleek stainless steel case, matching expansion bracelet. Luminous hands and dial. Sweep second.
10-4935 V 4195 Retail **$85.00**

PANAMA. In 10K yellow RGP
10-4943 V 4615 Retail **$92.50**

C NORMANDY. 25 jewel self-winding automatic. 10K yellow rolled gold plate case, stainless steel back. Water resistant*, shock proof. Luminous hands, dial. Sweep second. Modern [illegible] expansion bracelet.
10-4950 V 4760 Retail **$95.00**

D JUNIPER. For active women. Winds itself. Water resistant*, anti-magnetic, shock protected. 23 jewels. Trim 10K yellow rolled gold plate case, stainless steel back. Luminous hands and dial. Jacket hard trap.
10-4968 V 4335 Retail **$87.50**

JUNIPER "W." Chrome top case
10-4976 V 4195 Retail **$85.00**



Bangle Watches

A ADORN "W." Dramatic simplicity! Sleek, stainless steel back case and bangle bracelet fashioned in gleaming 10K white rolled gold plate. Safety chain. 17 Lifetime Jewels.
10-5106 V 3075 ... Retail **$62.50**
ADORN. In 10K yellow RGP
10-5114 V 3075 ... Retail **$62.50**

B CHERIE "B." Delightfully different! Chic 10K yellow rolled gold plate case, stainless steel back ... matching bangle bracelet with red enamel panels accented with golden scrolls. Safety chain. 17 jewels.
10-5122 V 3495 ... Retail **$69.75**
CHERIE "B." As above, with golden scrolls on black enamel background.
10-5130 V 3495 ... Retail **$69.75**

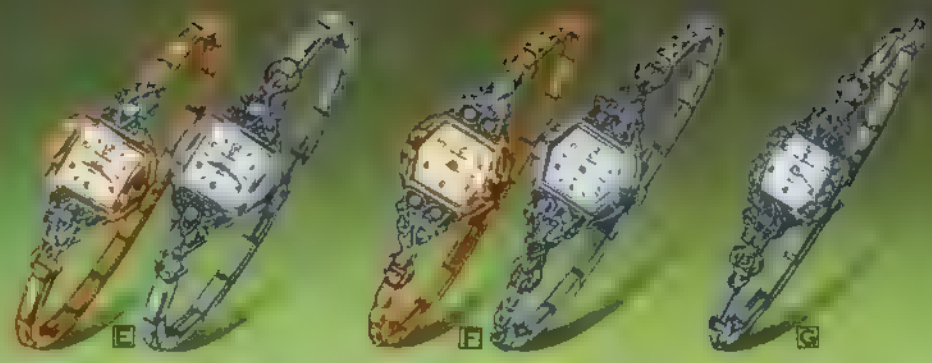
AS ADVERTISED IN

LIFE — The Saturday Evening POST

TELEVISION • RADIO

C AMORIST. Sophisticated beauty! Lovely baguette-shaped all yellow case and matching bangle bracelet. Safety chain. 17 Lifetime Jewels.
10-5148 V 4195 ... Retail **$85.00**
AMORIST "W". In all white case
10-5155 V 4195 ... Retail **$85.00**

D CARESS "B." Stunning costume watch in all yellow case ... matching bangle bracelet set with golden stars on a black enamel background. Safety chain. 17-jewel movement.
10-5163 V 4475 Retail **$89.50**
CARESS "B." As above, with golden stars on red enamel background.
10-5171 V 4475 Retail **$89.50**



PRECIOUS DIAMOND 17-JEWEL WATCHES

E ECSTASY. Exciting elegance! Exquisite end pieces illuminated with 2 flashing diamonds, compliment the 10K yellow rolled gold plate case stainless steel back. Matching expansion bracelet. 17 jewels.
10-5189 V 3215 ... Retail **$65.00**
ECSTASY "W." In 10K white RGP.
10-5197 V 3215 ... Retail **$65.00**

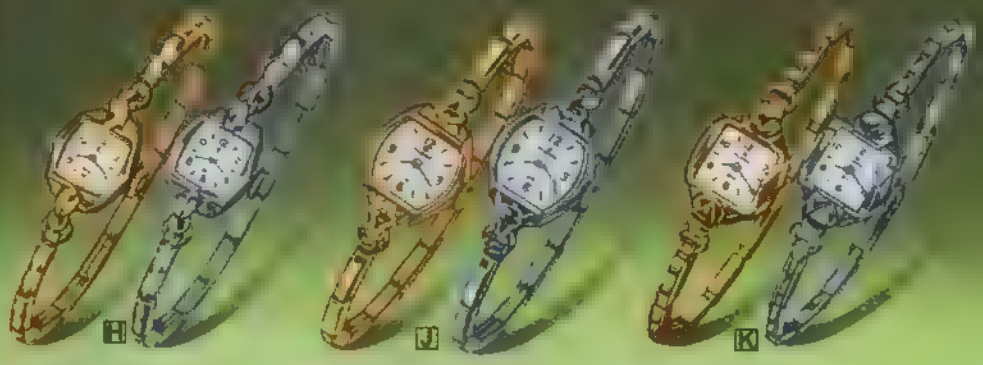
F VANESSA. Striking serenade of 4 sparkling diamonds ... magnificently secured on a 10K yellow rolled gold plate case, stainless steel back combined with a scintillating expansion bracelet. 17 jewels.
10-5213 V 3635 ... Retail **$72.50**
VANESSA "W." In 10K white RGP
10-5221 V 3635 ... Retail **$72.50**

G ROMANCE. Breathtaking beauty! The glittering perfection of 12 shimmering diamonds imaginatively woven on a dainty 14K white gold case combined with a slender matching expansion bracelet. 17 Lifetime Jewels. Trim numeral and marker dial. A watch of matchless elegance!
10-5239 V 8750 Retail **$195.00**

Helbros

WATCHES FOR WOMEN

The perfect gift for any woman . . . the gift of a lifetime . . . a magnificent HELBROS watch! Fabulously fashioned in every detail, executed in luxurious gold . . . some set with fine, fiery diamonds . . . all expertly engineered for a lifetime of split-second accuracy! Internationally acclaimed as masterpieces of modern watchmaking skill . . . with Guaranteed Unbreakable Mainsprings, 17 Lifetime Jewel Movements. Prized possessions in lovely gift boxes . . . a joy to own or to give!



GLAMOROUS GOLD 17-JEWEL WATCHES

H MODERNE. Marvelously petite! Enchantingly executed case of 10K yellow rolled gold plate, stainless steel back ... matching expansion bracelet. Fashionable skip-figure dial. 17 Lifetime Jewel movement.
10-5247 V 3075 ... Retail **$62.50**
MODERNE "W." In 10K white RGP
10-5254 V 3075 ... Retail **$62.50**

J CAMILLE. Captivating timepiece on a tailored note! Uniquely styled in gleaming 14K yellow gold with matching expansion bracelet. Smart textured dial with numerals and markers. 17 jewel precision movement.
10-5262 V 3355 ... Retail **$67.50**
CAMILLE "W." In 14K white gold
10-5270 V 3355 ... Retail **$67.50**

K LYRIC. Artistry in simplicity! Tiny 14K yellow gold case, staged with a delightful matching expansion bracelet ... a lovely melody to grace any woman's wrist! Trim skip-figure dial. 17 Lifetime Jewel movement.
10-5288 V 3635 ... Retail **$72.50**
LYRIC "W." In 14K white gold
10-5296 V 3635 ... Retail **$72.50**

PRICES ON THIS PAGE DO NOT INCLUDE FEDERAL EXCISE TAX

17-JEWEL SELF-WINDING WATCHES

A OBSERVER. Self-winding automatic has *indicator to show reserve power.* Water resistant* Sharp gold. Handsome 10K yellow rolled gold plate case stainless steel back. Luminous hands and skip figure dial. Sweep second hand. Combination leather expansion bracelet. 17 jewels.
10-5304 V 4195 Retail **$85.00**

B NORFOLK "W." Water resistant* shock resistant, anti-magnetic. 17 jewels. Chrome top, stainless steel back case. Matching expansion bracelet. Luminous hands, dial. Sweep second.
10-5312 V 3215 Retail **$65.00**
NORFOLK. With yellow top case.
10-5320 V 3495 Retail **$69.75**

C ONTARIO "B." Self-winding automatic. Black dial. 10K yellow RGP case, stainless steel back. Combination leather expansion band. Luminous hands, dial. Sweep second. 17 jewels. Shock water resistant*
10-5338 V 4195 Retail **$85.00**
ONTARIO. As above with white dial.
10-5346 V 4195 Retail **$85.00**

POCKET WATCH

D LEHIGH. Specially designed for easy time-telling! Masculine style dial has large black numerals and second hand. Sparkling chrome case. Shock-resistant 17-jewel movement assures lifetime accuracy.
10-5353 V 2395 Retail **$49.75**

Helbros

PRESTIGE WATCHES FOR MEN

Master-crafted, precision-engineered timepieces designed for men who demand the finest in style and accuracy! World-famous HELBROS watches . . . recognized for their distinguished beauty and dependable lifetime service in dress or rugged sport wear. Guaranteed Unbreakable Mainsprings. Supremely accurate 17 Lifetime Jewel movements . . . water-resistant, anti-magnetic, shock-protected. For yourself, or for a prestige gift, choose the finest—choose a HELBROS watch!*

**Water-resistant when opened and closed by a competent watchmaker*

E SOUND-OFF. Clear sounding wrist alarm! Water resistant*, anti-magnetic, shock proof. 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial. Sweep second. Combination leather expansion band.
10-5361 V 3595 Retail **$72.50**

F SENTINEL. As above in 10K yellow rolled gold plate.
10-5379 V 4195 Retail **$85.00**

17-JEWEL WATER-RESISTANT WATCHES

G DECATUR. Designed for the man on the go! Water resistant* shock resistant, anti-magnetic. Yellow top case, stainless steel back. Luminous hands and hour dots. Sweep second. Matching expansion bracelet. 17 jewels.
10-5387 V 2375 Retail **$49.75**
DECATUR "W." With chrome top case.
10-5395 V 2095 Retail **$42.50**

H CONVOY "W." Nautical beauty! Sparkling stainless steel case matching combination leather expansion bracelet. Luminous hands, dial. Sweep second. Water resistant*, anti-magnetic, shock protected. 17 jewels.
10-5403 V 2655 Retail **$55.00**
CONVOY. In 10K yellow RGP.
10-5411 V 3075 Retail **$62.50**

J BISCAYNE. Distinctive timepiece for dress or sport wear! Very thin 10K yellow rolled gold plate case, stainless steel back. Water resistant*, anti-magnetic, shock resistant. 17 jewels. Luminous hands and hour dots. Sweep second hand. Matching expansion bracelet.
10-5429 V 3355 Retail **$67.50**

7-jewel movements! Water-resistant!
K BAMBI "W." Chrome top, stainless steel back case. Gray leather strap.
10-5437 V 1465 Retail **$29.75**
BAMBI. Yellow top case, navy strap.
10-5445 V 1595 Retail **$33.75**
L ALADDIN "W". Chrome top, stainless steel back. Expansion bracelet.
10-5452 V 1330 Retail **$29.75**
ALADDIN. With yellow top case.
10-5460 V 1475 Retail **$33.75**

PRICES ON THIS PAGE DO NOT INCLUDE FEDERAL EXCISE TAX

AS ADVERTISED IN

LIFE The Saturday Evening POST

TELEVISION • RADIO

Watches of superb beauty ... supreme lifetime accuracy ... expertly engineered with Lifetime Jewel movements ... Guaranteed Unbreakable Mainsprings!

[A] **HARMONY.** In tune with the latest fashions . . on time with the stars! Beautifully carved 10K yellow rolled gold plate case has stainless steel back . . lovely matching expansion bracelet. Trim numeral and marker dial. Accurate 17 Lifetime Jewel movement.
10-5478 V 2305 . . . . Retail **$47.50**

HARMONY "W." Same as above, in 10K white rolled gold plate.
10-5486 V 2305 Retail **$47.50**

[B] **FANTASIA.** Smart as a new sports car! Chic 10K yellow rolled gold plate case, stainless steel back . . combined with a glamorous expansion bracelet highlighted with red leather inserts! Modern, textured skip-figure dial. 17 Lifetime Jewels.
10-5494 V 2795 Retail **$57.50**

FANTASIA "W." As above in 10K white R.G.P., gray leather inserts.
10-5502 V 2795 Retail **$57.50**

Helbros

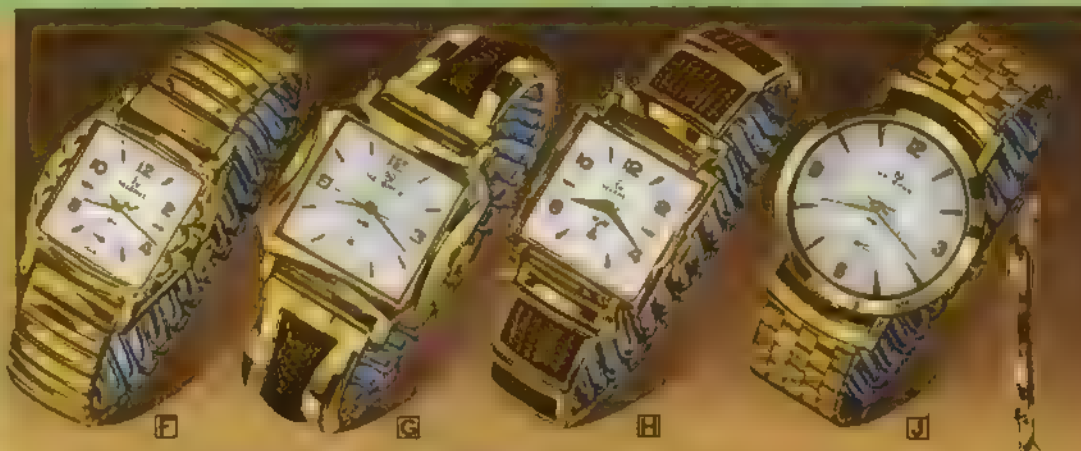
The choice of smart men and women everywhere! Watches of proven quality . . . designed by master craftsmen . . . engineered for a lifetime of absolute accuracy! Each timepiece bears the mark of HELBROS' supremacy in the watchmaking art . . . Guaranteed Unbreakable Mainsprings... precision Lifetime Jewel movements . . . beautifully fashioned cases, artistically accented with trim, comfortable expansion bracelets. Choose from this magnificent array of dress and sport watches for men and women... handsomely styled, popular-priced 17 Lifetime Jewel watches . . . plus outstanding values on budget-priced 7-jewel specials. Each watch comes in an attractive gift box, ready for presentation on any gift occasion ... destined to be worn proudly for a lifetime.

[D] **BUNNY.** Exciting beauty for any woman . . . price-perfect for any purse! Dependable 7-jewel movement enclosed in a smart yellow top case with stainless steel back. Neat numeral and marker dial. Matching expansion bracelet.
10-5536 V 1505 . Retail **$29.75**

BUNNY "W". Same as above with white top case and matching bracelet.
10-5544 V 1505 . . Retail **$29.75**

[C] **DUCHESS.** Simple elegance for the lady fair! Deftly designed case of 10K yellow rolled gold plate has stainless steel back. Delightful numeral and marker dial. Slim matching expansion bracelet. 17 jewels.
10-5510 V 2515 Retail **$52.50**

DUCHESS "W." Same as above in 10K white rolled gold plate.
10-5528 V 2515 Retail **$52.50**



TOP VALUE!

[E] **BILLY.** Handsome 7-jewel dress watch! Outstanding value in price, appearance and accurate timekeeping! Distinctive yellow top case has stainless steel back. Matching expansion bracelet. Smart textured skip-figure dial. Second hand.
10-5551 V 1505 Retail **$29.75**

HANDSOME 17-JEWEL WATCHES FOR MEN

[F] **RUSSELL.** Rugged beauty with 17-jewel accuracy! Dapper yellow top, stainless steel back case . . matching expansion bracelet. Numeral and marker dial, second hand.
10-5569 V 2275
Retail **$47.50**

[G] **WYATT.** Unique masculine styling! Gleaming 10K yellow rolled gold plate case, stainless steel back. Handsome combination leather expansion bracelet. Second hand. 17 jewels.
10-5577 V 2515
Retail **$52.50**

[H] **DIRECTOR.** A leader in smart design! Distinctive 10K yellow rolled gold plate case, stainless steel back. Smart combination leather expansion bracelet. 17 jewels.
10-5585 V 2795
Retail **$57.50**

[J] **CONCORD.** Thin-as-a-dime 10K yellow rolled gold plate case, with stainless steel back. Elegant combination basket weave expansion bracelet. Second hand. 17 jewel movement.
10-5593 V 3215
Retail **$65.00**

PRICES ON THIS PAGE DO NOT INCLUDE FEDERAL EXCISE TAX

GENERAL MERCHANDISE COMPANY

"Sweet Sue" American Character's Walking Dolls

- They Really Walk
- Fully Jointed
- Rooted Saran Hair

Sweet Sue leads a double life! She s a lovely walking doll A), B , or (C) or slip on her ballet outfit (included) to make her a graceful dancing doll as shown at right.

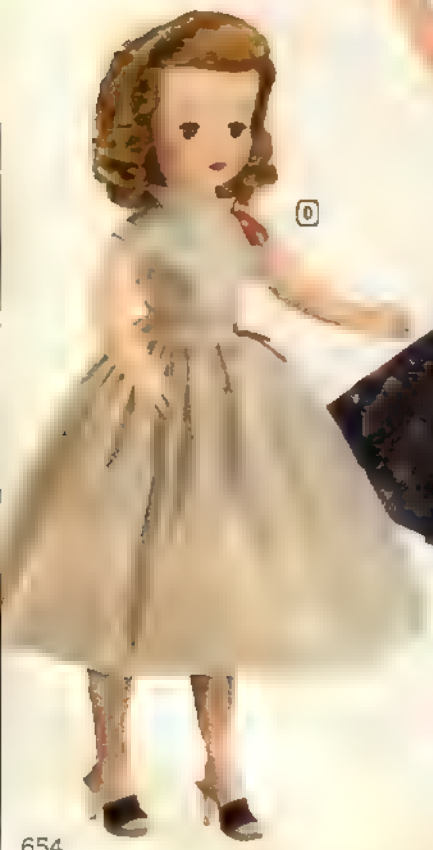
New Teen-Age Dolls

Made by America's Most Famous Doll Manufacturers!

- All-vinyl teen-age figures
- Rooted, washable Saran hair
- Long-lashed sleeping eyes
- Costumes in the newest modes

"Cherries a la Mode" Revlon Doll!

- Swivel waist — she can turn and bend
- Featured on TV's popular $64,000 Question
- Smart nail polish on fingers and toes



Ginger
A
B
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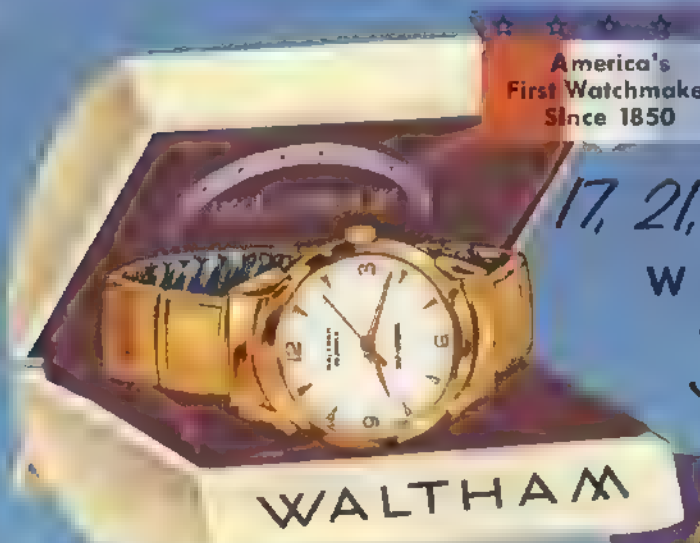
J

Designed for Young "Mothers" — 2 to 12 Years



WALTHAM

17, 21,* 25* and 30 Jewel WATCHES Fully Guaranteed

Guarantee
All Waltham watches are made by expert craftsmen and are guaranteed free of original defects when they leave our factory

*Includes RESEVOIL oil reserve jewels

Shock-Protected by INCABLOC

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy . . . extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in the movement.

30 Jewels Self-Winding Waterproof**

Constellation: 30 Jewels . . . Self-winding . . . Waterproof** dress watch for men. Supreme accomplishment of the watchmaker's art! Dust protected yellow rolled gold plate case with non-corrosive back. Matching gold filled combination expansion bracelet with leather like trim. Red sweep second hand. Shock protected by **Incabloc**.

10-5940 V 5370 Retail **$135.00**

Jean LaFitte: Swashbuckling style in a man's dress watch. Black dial with gold hands and figures. Sculptured case of yellow rolled gold plate. Non-corrosive back. Matching gold filled combination expansion band with black leather insets. 17 Jewel movement. With **Incabloc**.

10-5981 V 2650 Retail **$67.50**

25* JEWELS

D Sarah Bernhardt: 25* Jewels. Charming dress watch. Solid 14K yellow gold case, matching gold-filled expansion bracelet. Modern dial. Shock protected movement.

10-5999 V 3995 Retail **$100.00**

E Saratoga: 25* Jewels. Waterproof.** Attractive man's watch for general wear. All yellow rolled gold plate case, matching gold-filled combination expansion band. Sweep hand. Shock protected.

10-6005 V 3860 Retail **$95.00**

Lady Petite BY WALTHAM

A Dolly Madison: Delightfully dainty dress watch for the style-conscious lady. White rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised crystal, modern skip figure dial. 17 Jewel movement. Shock protected by **Incabloc**.

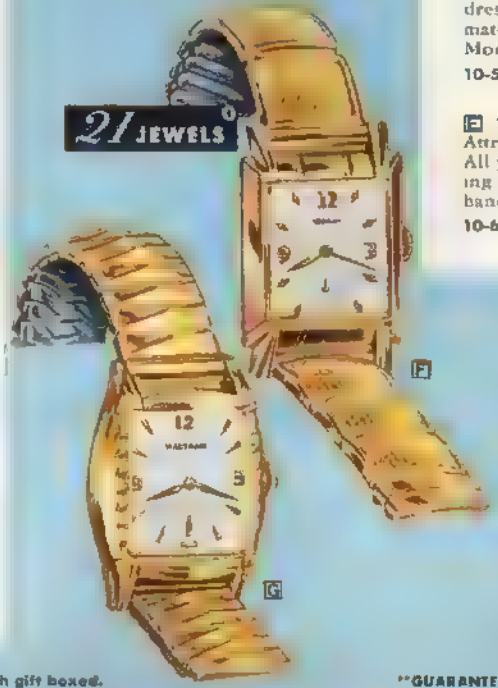
10-5957 V 2485 Retail **$62.50**

B Martha Washington: Petitely styled lady's watch. Yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet. Very legible dial with raised flat top crystal. 17 Jewels. Shock protected by **Incabloc**.

10-5965 V 2295 Retail **$57.50**

C Mary Todd: A fashion leader! Tiny, but accurate and easy to read! Yellow rolled gold plate case with flexible ends. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewel movement. Shock protected by **Incabloc**.

10-5973 V 2660 Retail **$67.50**



F Ticonderoga. 21* Jwls. Executive design with smart, square case of yellow rolled gold plate. Non-corrosive back. Matching gold filled combination mesh expansion band. Two-tone textured dial with modern skip figures.

10-6013 V 3450 Retail **$87.50**

G Lexington: Presentation model. Richly carved case of yellow rolled gold plate is dust-protected. Non-corrosive back. Matching gold-filled expansion band. Radially textured dial with modern skip figures. With **Incabloc**. 17 Jewels.

10-6021 V 2295 Retail **$57.50**

Retail prices include tax—dealer prices do not. Each watch gift boxed.
Watches illustrated are ⅔ actual size

**GENERAL MERCHANDISE COMPANY

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

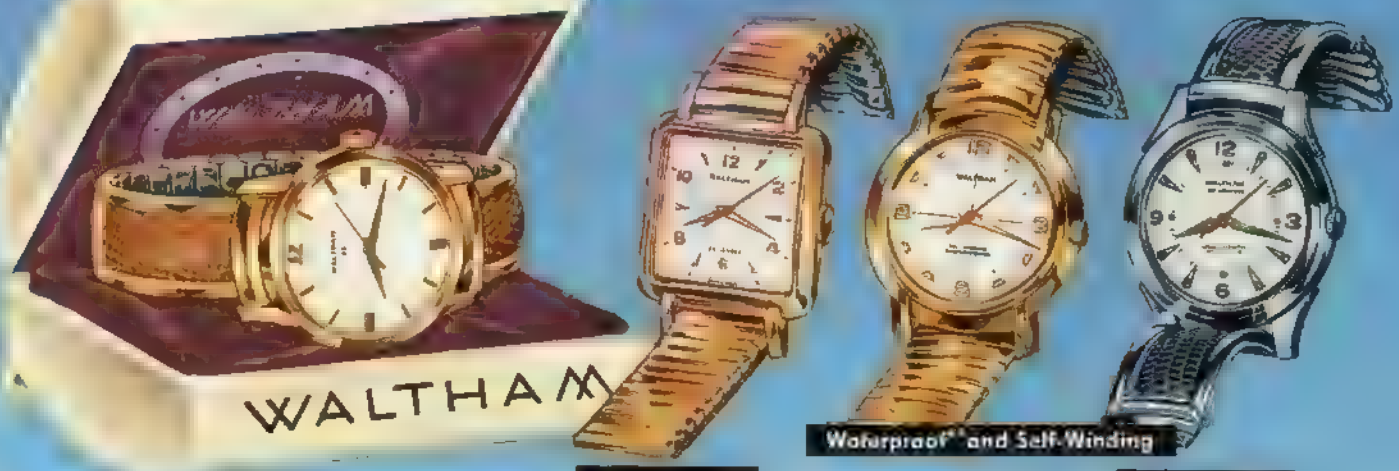
WALTHAM

America's First Watchmaker Since 1850

17, 23, 25 JEWELS

Fully Guaranteed

SELF-WINDING



25 JEWELS
Waterproof and Self-Winding**

Yankee Clipper: 25 Jewels . . . Self-winding . . . Waterproof** watch. Handsome styling, dependable service for all purposes. Dust-protected yellow gold-filled case with stainless steel back. Matching gold filled combination expansion bracelet with genuine leather insets. Luminous hands and figures can be read in the dark. Red sweep second hand. **Incabloc** protection.

10-6039 V 4695 . Retail **$120.00**

25 JEWELS
Self-Winding

Brandywine: 25 Jewels. Self-winding watch. Masculine styled case of yellow rolled gold plate with stainless steel back. Matching gold-filled expansion band. Textured modern dial, red sweep second hand. With **Incabloc.**

10-6047 V 4445 Ret. **$110.00**

Ferragut: Waterproof,** Self-winding watch. Advanced design. Case of yellow gold filled with non-corrosive back. Matching gold-filled expansion band. Textured dial, sweep second hand. 17 Jewels. With **Incabloc.**

10-6054 V 4060 Ret. **$100.00**

25 JEWELS

Robt. Fulton: 25 Jewels. Self-winding. Waterproof.** Chrome top case, steel back. Steel combination expansion band. Luminous dial. **Incabloc.**

10-6062 V 3995 Ret. **$100.00**

As above. 17 Jewel movement.

10-6328 V 3195 Ret. **$82.50**

Watches illustrated are ⅔ actual size

*Ladies' Self-Winding, Waterproof** Watches*

H Camille: Self-winding waterproof** dress watch. Yellow rolled gold plate case, stainless back. Gold-filled expansion bracelet. 17 Jewels. **Incabloc** protected.

10-6070 V 3850 . . . Retail **$95.00**

J Olympiana: Self-winding waterproof** sports watch. All gold-filled case and matching combination expansion bracelet. 17 Jewels. With **Incabloc.**

10-6088 V 4500 Retail **$110.00**

K Virginia Dare: 23 Jewels. Self-winding waterproof** watch with 2 genuine fiery diamonds. White rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. **Incabloc** shock protection.

10-6096 V 5320 . . . . . Retail **$135.00**

FOR THE CAREER WOMAN

L Pavlova: Lady's waterproof self-winding** watch. Daintily styled. Dust-protected case is color of natural gold. Stainless steel back. Matching gold-filled combination expansion bracelet. 17 Jewel movement. **Incabloc** shock protected.

10-6104 V 3930 . Retail **$95.00**

M Salome: As above. Chrome top case, stainless steel back. Matching combination expansion band.

10-6112 V 3710 Retail **$90.00**

Capt. Kidd: Waterproof and self-winding.** Debonair style for men. Dust-protected case is yellow rolled gold plate with a non-corrosive back. Matching gold-filled combination expansion band with genuine leather. Jet black dial; luminous hands. 17 Jewels. **Incabloc** shock protection.

10-6120 V 3570 Retail **$87.50**

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include tax—dealer prices do not.

17, 21*, 25* JEWELS
Fully Guaranteed

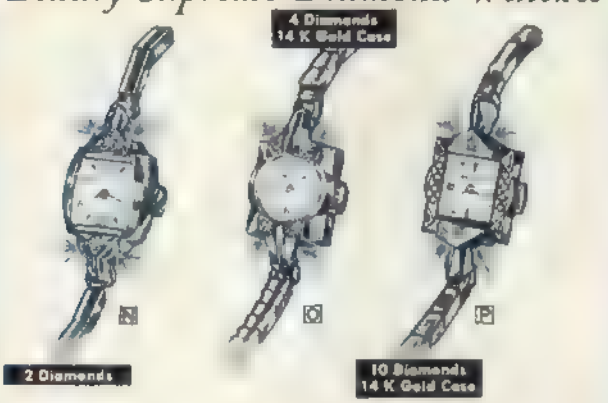
America's First Watchmaker Since 1850

WALTHAM

Watches illustrated are ⅔ actual size

*Includes RESEVOIL oil reserve jewels.

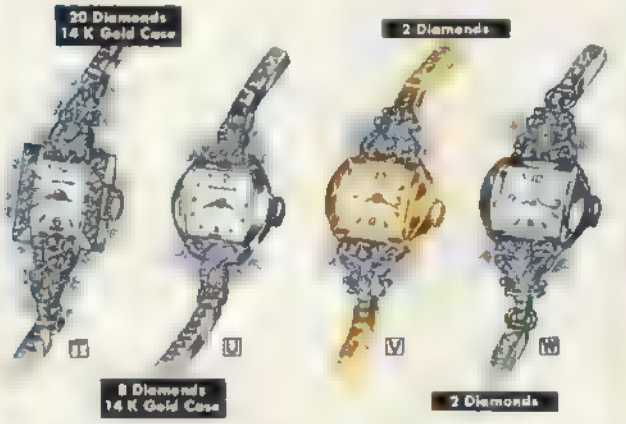
Beauty Supreme Diamond Watches



N Queen Anne: Two dazzling genuine diamonds set in a regal white gold-like case. Non-corrosive back. Matching "Queen" expansion bracelet. Legible skip figure dial. 17 Jewels. With **Incabloc**.
10-6153 V 3940 Retail $100.00

O Lady Jane: Four genuine diamonds blaze in an enchantingly styled case of solid 14K white gold. The matching "Queen" expansion band is white gold filled. 17 Jewels. With **Incabloc.**
10-6161 V 5495 Retail $135.00

P Queen Mary: 10 genuine diamonds sparkle in this delightfully sculptured case of 14K white gold. Matching "Queen" white gold-filled expansion bracelet. Shock protected by **Incabloc.** 17 Jewels.
10-6179 V 7420 Retail $185.00



T Marie Antoinette: 20 diamonds set in a lovely case of solid 14K white gold. Intricately carved. Matching gold-filled expansion bracelet. 17 Jewels. Shock protected by **Incabloc**.
10-6187 V 9975 Retail $250.00

U Eugenie: Eight fiery diamonds set in a vogue-styled case of solid 14K white gold. Unusual design end-pieces. Matching gold-filled expansion bracelet. 17 Jewels. With **Incabloc.**
10-6195 V 6250 Retail $175.00

V Melba: Two brilliant genuine diamonds make this watch a real treasure. Yellow rolled gold plate case, steel back. Matching expansion bracelet. 17 Jewels. **Incabloc** shock protection.
10-6203 V 3130 Retail $77.50

W Curie: Two diamonds sparkle in a richly engraved case of white rolled gold. Non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels. **Incabloc** shock protection.
10-6211 V 3130 Retail $77.50

R La Duse: 21* Jewels. Continental design with a fashion flair. Case is of low rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Very legible dial. High flat crystal. Dust-protected and shock protected.
10-6138 V 3195 Retail $80.00

S Ethan Allen: 25* Jewels. 14K yellow gold case. The watch for a man who demands only the finest! Unusually handsome gold-filled combination expansion band to match. Modern stick-figure dial. Dust-protected. Shock protected.
10-6146 V 5485 Retail $135.00

Beautiful . . . Dependable

Solid 14K Gold Case

du Barry: Solid 14K white gold case! Sheer luxury in a watch she'll always cherish. Superbly carved case with matching gold-filled expansion bracelet. Modern skip figure dial with high domed crystal. 17 Jewels. Shock protected by **Incabloc.**
10-6229 V 3055 Retail $75.00

Julia Marlowe: Solid 14K yellow gold case! Delicately styled as a gift from those important occasions. Gold-filled "Queen" expansion bracelet, matches lovely case. Skip-figure dial. 17 Jewel movement is shock protected by **Incabloc.**
10-6237 V 3055 Retail $75.00

Retail prices include tax—dealer prices do not. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

PACE-SETTER WATCHES

Built for the strength of America . . . to time the pulse of America

Fully Guaranteed

1 **For women at work, nurses . . . laboratory technicians . . . homemakers, etc.** Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather like insets. Sweep second hand. 17 Jewels. Shock protected by **Incabloc**.
10-6245 V 2650 Retail $71.50

2 Same as above. White rolled gold plate case, stainless back.
10-6252 V 2650 . . . . . Retail $71.50

*Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra ruby jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

Westchester Waterproof self-winding** watch with suave masculine styling. Dust-protected case [illegible] gold plate, stainless steel back. Matching gold-filled combination expansion bracelet [illegible] tone, extra-[illegible] luminous hands, dots. Red sweep second hand. 17 Jewels. With **Incabloc**.
10-6260 V 3495 .. Retail $87.50

3 **La Salle.** Deluxe presentation watch at an unusually low price. Yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. Red sweep hand. 17 Jewels. Shock protected by **Incabloc**.
10-6278 V 2595 . . . . Retail $67.50

4 **Peary: Waterproof**** watch with all the features of a fine dress watch. Yellow rolled gold plate dust-protected case with stainless steel back. Matching combination expansion band. Sweep hand. Shock protected by **Incabloc**. 17 Jewels.
10-6286 V 2850 .. Retail $72.50

Amundson. Waterproof** watch designed to take rough treatment. Case has chrome top, stainless steel back. Matching expansion bracelet. Luminous figures and hands. Sweep second hand. Shock protected by **Incabloc**. 17 Jewels.
10-6294 V 2275 Retail $57.50

Rogers: 21 Jewel waterproof** watch with the smartest styling in its class. Case has chrome top and stainless steel back. Matching [illegible] smart stick figure dial with luminous hands and [illegible] glow in the dark. Red sweep second hand. Shock protected movement.
10-6302 V 2880 Retail $69.50

Transportation and Railroad Style Watch

Heavy duty pocket watch makes ideal timepiece for drivers, farmers, mechanics, sportsmen [illegible] wrist watch. Engraved case of yellow rolled gold plate. Large black chamel figures on [illegible] dial is very easy to read. 17 Jewel movement is shock protected with **Incabloc**. Black leather fob included without extra cost.
10-6310 V 2595 . Retail $65.00

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact. Retail prices include tax — dealer prices do not. Each watch gift boxed.

New Versatile Beauty!

- **Super-strong Melmac dinnerware**
- **Durable — made to last a lifetime!**
- **Won't fade! Colors stay bright!**

Royale Color-Flyte dinnerware combines the beauty and luster of fine china with all the permanence of Melmac. Three lovely patterns actually molded in plastic — won't fade or scratch ever! Patterns on softly-mottled white background, hollow pieces in solid colors. Color-Flyte sets a gay table! And it's so practical — it's truly accident-proof — won't break, chip, or crack. Order in sets or open stock

PATTERNED
Royale
Color-FLYTE
DINNERWARE
by BRANCHELL

GUARANTEED for one full year not to chip, crack or break

16-PC. STARTER SET — SERVICE FOR FOUR IN MELMAC

Set consists of four each: 10-in. dinner plates, 6-in. bread and butter plates, cups, and saucers. Cups in solid color; other pieces have pattern. Choose from three new patterns combined with four popular colors. Wt. 7 lbs.

Stock Number	Description	Retail
25-0670 A 1330	Spring-Lite with Gardenia White Cups	$19.95
25-0688 A 1330	Spring Lite with Turquoise Cups	$19.95
25-0696 A 1330	Spring Lite with Flame Pink Cups	$19.95
25-0704 A 1330	Spring-Lite with Charcoal Grey Cups	$19.95
25-0712 A 1330	Button Flowers with Gardenia White Cups	$19.95
25-0720 A 1330	Button Flowers with Turquoise Cups	$19.95
25-0738 A 1330	Button Flowers with Flame Pink Cups	$19.95
25-0746 A 1330	Button Flowers with Charcoal Grey Cups	$19.95
25-0753 A 1330	Flyte with Gardenia White Cups	$19.95
25-0761 A 1330	Flyte with Turquoise Cups	$19.95
25-0779 A 1330	Flyte with Flame Pink Cups	$19.95
25-0787 A 1330	Flyte with Charcoal Grey Cups	$19.95

BRANCHELL'S 45-PC. SET — SERVICE FOR EIGHT IN MELMAC

Set consists of eight each: 10-in. dinner plates, 6-in. bread and butter plates, 21-oz. soup bowls, cups, saucers. One each of the following: 12½-in. platter, 10-in. vegetable bowl, creamer, covered sugar. All flat pieces have pattern, hollow pieces are solid color. Shipg. wt. 17 lbs.

Stock Number	Description	Retail
25-0795 A 3997	Spring Lite with Gardenia White	$59.95
25-0803 A 3997	Spring Lite with Turquoise	$59.95
25-0811 A 3997	Spring Lite with Flame Pink	$59.95
25-0829 A 3997	Spring Lite with Charcoal Grey	$59.95
25-0837 A 3997	Button Flowers with Gardenia White	$59.95
25-0845 A 3997	Button Flowers with Turquoise	$59.95
25-0852 A 3997	Button Flowers with Flame Pink	$59.95
25-0860 A 3997	Button Flowers with Charcoal Grey	$59.95
25-0878 A 3997	Flyte with Gardenia White	$59.95
25-0886 A 3997	Flyte with Turquoise	$59.95
25-0894 A 3997	Flyte with Flame Pink	$59.95
25-0902 A 3997	Flyte with Charcoal Grey	$59.95

Pay postage from Milwaukee on 16-pc. and 45-pc. sets described above.
Pay postage from Missouri on open stock orders — open stock prices below.

BRANCHELL'S COLOR-FLYTE MELMAC DINNERWARE—OPEN STOCK

Modern shapes in Melmac. All flat pieces — see chart below — are available in three decorated patterns — Spring Lite, Button Flowers or Flyte — specify pattern.

Stock Number	Decorated Flat Pieces	Retail
25-0944 FF 100	—Saucer	$1.50
25-0951 FF 187	—10-in. Dinner Plate	$2.95
25-0969 FF 160	—8-in. Luncheon Plate	$2.40
25-0977 FF 100	—6-in. Bread and Butter Plate	$1.50
25-0985 FF 433	14-in. Platter	$6.50
25-0993 FF 350	12½-in. Platter	$5.25

All hollow pieces are available in four solid colors: Gardenia White, Turquoise, Flame Pink, or Charcoal Grey — specify color.

Stock Number	Solid Color Pieces	Retail
25-8947 FF 80	—8 oz. Cup	$1.20
25-9002 FF 80	5-oz. Fruit Dish	$1.20
25-8970 FF 93	—12-oz. Cereal Bowl	$1.40
25-8988 FF 120	—21-oz. Soup Bowl	$1.80
25-9010 FF 60	Tumbler, Juice	$0.90
25-9028 FF 83	—Tumbler, 12-oz.	$1.25
25-9036 FF 133	Creamer	$2.00
25-9044 FF 183	Sugar Bowl	$2.75
25-9051 FF 283	Vegetable Bowl	$4.25
25-9069 FF 317	Divided Vegetable Bowl	$4.75
25-9085 FF 150	—Salt and Pepper	$2.25
25-9093 FF 217	Butter Dish w/ cover	$3.25
25-9101 FF 330	—Gravy Boat	$4.95

Patterned dinnerware features a White background with pattern carried out in Turquoise, Flame Pink, and Charcoal Grey.

"SPRING LITE" — traditional beauty revealed in a band of dainty leaves, flowers, and a tracery of scrolls

"BUTTON FLOWERS" — gay bouquets of spring flowers outlined in a light and fanciful contemporary design.

"FLYTE" — captures the grace of wings in motion. Creates a striking rhythmic design in the modern mood

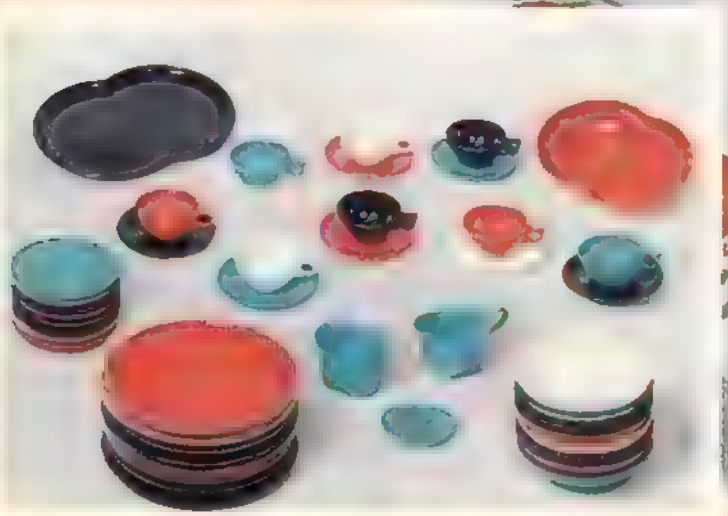
COPYRIGHT THE BRANCHELL COMPANY ST. LOUIS 15 MISSOURI

finest quality accident-proof MELMAC® dinnerware

Royale Color-FLYTE DINNERWARE by BRANCHELL*

Guaranteed against chipping, cracking or breaking

**World's largest Manufacturer of Finest Quality Melmac Products*



DECORATOR INSPIRED DINNERWARE FOR MODERN LIVING

Put an end to all your dinnerware problems with Royale Smart fashion approved colors to brighten your meals versatile simplicity for casual or dress-up occasions all the wonderful advantages of an accident proof dinnerware. Royale is guaranteed against chipping, cracking or breaking* at last a dinnerware completely safe in hot water and modern mechanical dishwashers.

45 pc. SERVICE for EIGHT – 8 Cups, 8 Saucers, 8 Soup Plates, 8 Dinner Plates, 10", 8 B & B Plates, 1 Creamer, 1 Sugar W Lid, 1 Veg Bowl, 10", 1 Platter, 12½". Shipping weight 17 lbs

Rainbow (equal assortment of each color)

25-8251 A 3330 Rainbow Assortment **Retail $49.95**

OPEN STOCK (Specify Color)

Stock Number	Item	Retail
25-8947 FF 80	-Cup 8 oz.	$1.20
25-8954 FF 73	Saucer 6 in.	$1.10
25-8962 FF 140	Dinner Plate 10 in	$2.10
25-8970 FF 93	-Cereal Bowl, 12 oz.	$1.40
25-8988 FF 120	Soup Plate 21 oz.	$1.80
25-8996 FF 107	– Salad Plate, 8 in.	$1.60
25-9002 FF 80	—Fruit Dish, 5 oz.	$1.20
25-9010 FF 60	—Juice Tumbler	$0.90
25-9028 FF 83	Tumbler, 12 oz.	$1.25
25-9036 FF 133	--Creamer	$2.00
25-9044 FF 183	Sugar W Lid	$2.75
25-9051 FF 283	Veg. Bowl 10 in.	$4.25
25-9069 FF 317	Div. Veg. Bowl, 10 in.	$4.75
25-9077 FF 300	-Platter, 14 in.	$4.50
25-9085 FF 150	– Salt and Pepper, Pr.	$2.25
25-9093 FF 217	Butter Dish W Cover	$3.25
25-9101 FF 330	Gravy Boat	$4.95
25-9119 FF 73	—B & B Plate, 6 in.	$1.10
25-9127 FF 250	Platter, 12½ in.	$3.75

*GUARANTEED not to chip, crack, or break in one full year of normal use.

OPEN STOCK

COLORS AVAILABLE
Flame Pink
Charcoal Grey
Gardenia White
Turquoise

35 pc. SERVICE for SIX 6 Cups, 6 Saucers, 6 Soup Plates, 6 Dinner Plates, 10", 6 B & B Plates, 1 Creamer, 1 Sugar W, Lid, 1 Veg. Bowl 10", 1 Platter, 12½". Shipping weight 14 lbs.

25-2353 A 2663 Rainbow Assortment **Retail $39.95**

5 pc. SERVING SET – 1 Platter, 1 Divided Veg Bowl, 1 Creamer, 1 Sugar W Lid. Shipping weight 4 lbs

25-0910 A 863 Rainbow Assortment **Retail $12.95**

BRANCHELL STAINLESS FLATWARE – MELMAC HANDLES

IN GLORIOUS COLORS TO MATCH DINNERWARE

16 Pc Set includes 4 each Knives, Forks, Teaspoons, Dessert Spoons.

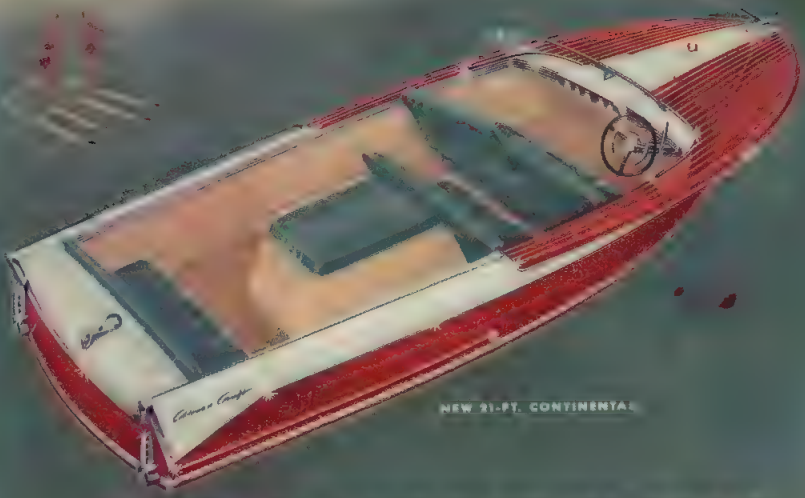
25-0928 A 1330 – Rainbow Set. Wt. 2 lbs. **Retail $19.95**

25-0936 A 1330 Turquoise Set. Wt. 2 lbs **Retail $19.95**

16 pc. STARTER SET 4 Cups, 4 Saucers, 4 B & B Plates, 4 Dinner Plates, 10". Shipping weight 6½ lbs.

25-6016 A 1063 Rainbow Assortment **Retail $15.95**

Pay postage from Milwaukee on all sets. Pay postage from Missouri on open stock pieces. Open stock pieces in Flame Pink, Charcoal Grey, Gardenia White, or Turquoise — specify color.



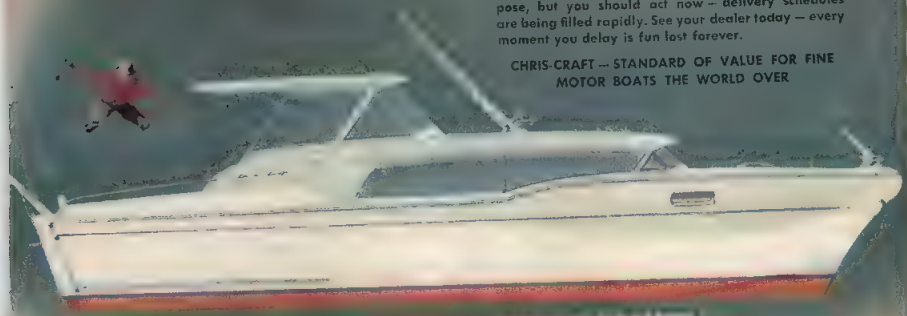
NEW 21-FT. CONTINENTAL

HOT 'n HANDSOME

NEW 1957 CHRIS-CRAFT SHOWBOATS

The thrill of the sea is yours when you command the beauty, power and performance of a new 1957 Chris-Craft Showboat. Choose from a complete line of fast sport boats, 17 thru 26 ft.; luxurious cruisers, 23 thru 42 ft.; magnificent motor yachts, 55 and 56 ft. There's a new Chris-Craft for every purse and purpose, but you should act now — delivery schedules are being filled rapidly. See your dealer today — every moment you delay is fun lost forever.

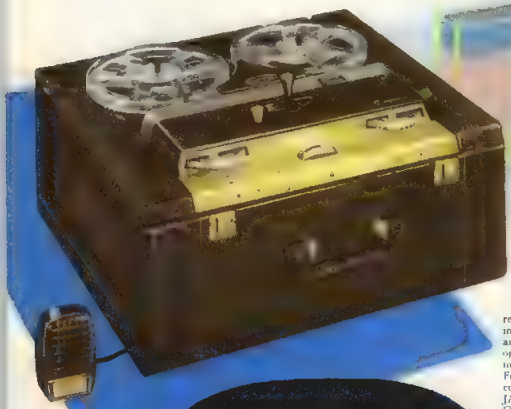
CHRIS-CRAFT — STANDARD OF VALUE FOR FINE MOTOR BOATS THE WORLD OVER

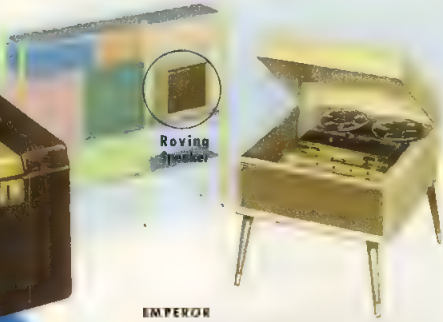


Chris-Craft

BOAT DIVISION, CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF MOTOR BOATS





PENTRON

Hi-fi tape recorders

EASIER THAN PUSHING BUTTONS

UL

EMPEROR

is our new deluxe dual track, dual speed (" and 3¾") high fidelity tape recorder 3-speaker stereophonic sound with 2 big 6" speakers plus 1 4" tweeter in separate matching case, 10 watt hi-fi push-pull amplifier Built-in VU meter and automatic Index Counter UNIMAGIC single lever control for feather-touch operation Separate interlocking record button FREQUENCY RESPONSE 40 to 12,000 cps at 7½"/sec SIGNAL-TO-NOISE RATIO 50 db Super Fast Forward and Rewind Volume control with ON OFF switch, tone control for continuously variable response with motor ON OFF standby switch INPUT JACKS one for microphone, one for recording direct from radio, TV or phono OUTPUT JACKS 1 speaker 1 amplifier Super-sensitive microphone Size 15¾"x15"x11" For 105/120 volt AC 60 cycles Shipping weight 38 lbs

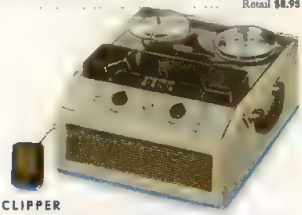
5393M38X16950 . . . . . Retail **$249.50**

Same in modern blonde rift oak wood, separate matching tweeter baffle Size 20½" x 18¾" x 10¼"

5394M51X19995 . . . . . Retail **$299.95**

Four matching wood legs for above.

6031M3W595 . . . . . Retail **$8.95**



CLIPPER

MONOMATIC single knob control instantly selects any action position in either tape speed (7½" and 3¾"/sec) Dual track Horizontal or vertical operation, straight line slot loading of tape, fast forward and rewind, automatic braking Frequency Response 50 to 9,000 cps at 7½"/sec Separate volume and tone controls, Power Output 4 watts. Powerful 4x6 Alnico V speaker Neon bulb record level indicator Inputs 1-mic., 1 for recording from radio, TV or phono. Outputs 1 ampl 1 spkr Includes microphone Size 15¾" x 13¾" x 8½" Line voltage 105 120V AC, 60 cycle.

5396M27X9475 . . . . . Retail **$139 95**

PACEMAKER

A great recorder value Two big hi-fi speakers and full 5-watt amplifier output UNIMAGIC single-lever control with fast instant braking. Two tape speeds (7½" and 3¾"). Dual track for longer recording time Automatic Index Counter for easy location of recorded material Magic-eye indicator for positive record level control RESPONSE 50 to 10,000 cps at 7½" tape speed SIGNAL-TO-NOISE RATIO 50 db. Straight line slot loading for split second threading Ideal for home school, church and business use INPUT JACKS one for microphone, one for recording from radio, TV or phono. OUTPUT JACKS 1 ampl., 1 spkr Super speed Fast Forward and Fast Rewind Complete with custom-designed microphone Here is a true precision achievement . at a price that's hard to believe Instantly recognized as the ultimate in fine recorders A gift that would please royalty, yet priced within your budget Size 13" x 15" x 10" Line voltage 105/120 volt AC, 60 cycle

5395M29X13950 . . . . . Retail **$199 95**

WARRANTY Each "Pentron" Hi-Fi tape recorder is guaranteed to be free from defective material or workmanship for a period of 90 days

Prices subject to change without notice

PENTRON ENCORE TAPE PLAYER Plays back any tape recorded at 7½" or 3¾" speed Does not record Frequency response 50 to 10,500 cycles. UNIMAGIC single lever control Powerful 5-watt amplifier, 4x6 Oval Alnico V speaker OUTPUTS 1 ampl , 1 spkr Size 11¾"x13¾"x10½"

5397M27X9995 . . . . . Retail **$149.95**

PENTAPES HI-FI RECORDED TAPES These specially recorded hi-fi tapes have been hailed by music critics for the finest sound ever achieved For playing on any tape recorder or tape player using 7½" tape speed ALL PENTAPES are recorded on the world's finest tape wound on large hub, 5" reels

Moods in Music	**5398M295**	Retail **$3 50**
Guitarama	**5399M295**	Retail **$3 50**
Show Pops	**5400M295**	Retail **$3.50**
Rio Rhythms	**5401M295**	Retail **$3.50**
Dixieland	**5402M295**	Retail **$3.50**

Hi-Fi Changer

at a budget price! Twin speakers, 8" woofer for bass response and 5" tweeter housed in "correct design" acoustical baffle. Three controls. Treble (accents highs). Bass (lows). Volume (with on-off control on 1 knob). Separate Bass and Treble controls enable you to mix amount of treble and bass response. Wide-range ceramic cartridge has 2 sapphire needles. 4 tubes (including rectifier) push-pull inverse feedback. AC amplifier yields full 10 watts of power. Automatic record changer plays twelve 10" ten 12" or fourteen 7" records, intermixed 10" and 12" records of same speed, shuts off after last record has played. Furniture-wood table cabinet in hand-rubbed mahogany or korina blonde finish. For 110-125 volt, 60 cycle, AC only. Size 16½" x 20" x 10¼"

8280Z30X8575 (in BLONDE finish) Retail **$119.95**

8281Z30X7795 (MAHOGANY finish) Retail **$109.95**

THRIFTMASTER 3-speed motor with selector dial for 33⅓, 45 or 78 RPM records, 45 RPM pop-up adapter and permanent-type osmium-tipped all-speed replaceable needle. Spring-cushioned cartridge mounted on balanced pickup arm. With Alnico V dynamic speaker. Blue and grey simulated leather carrying case. For 110-125 volt, 60 cycle AC only. Size: 12" x 9½" x 5"

8287Z9W1695 . . . . . Retail **$23.95**

Electone

LISTEN-TESTED:

The finest in phonographs. Each "Electone" unit is made to exacting quality standards. Each phonograph is LISTEN-TESTED before leaving the factory. It must be tone perfect.

A **DELUXE** presenting the ultimate in a beautiful luggage case that houses a truly fine phonograph. This distinguished model has a flipover feather-touch crystal cartridge with two permanent-type osmium-tipped needles, one for standard discs and one for microgroove records. Highly-desirable separate variable tone control adjusts to give exact tone the listener prefers. This model features a 3-speed phonograph motor that plays 33⅓, 45 or 78 RPM records and has a built-in 45 RPM record adapter that can't be lost. Included in this unit, which plays 7" or 10" or 12" records, is an excellent audio-amplifier with concert hall full-range tone control and new Alnico V, full-range dynamic speaker. Luxuriously designed for pleasurable living in a highly-styled carrying case. Fashioned in rich sun tan simulated leather with handsome brown bindings and white stitching. For 110-125 volt, 60 cycle, A.C. only. Size 12½" x 10¾" x 5¾"

8286Z10W2160 . . . . . Retail **$31.95**

Same as above with SINGLE osmium-tipped permanent-type needle for all records

8285Z10W2025 . . . . . Retail **$29.95**

B **MASTERTONE-4-SPEED** is record player in a luxurious portable case. New 4-speed motor is ideal for your choice of "Talking Book" 16⅔, 33⅓, 45 or 78 RPM records. Plays 7", 10" or 12" records and has a pop-up 45 RPM record adapter. Flipover crystal cartridge, on accurately balanced tone arm, has 2 permanent-type, osmium-tipped needles, 1 for regular and the other for microgroove records. Separate variable tone control feature permits listener to adjust to exact tone he prefers. Superb quality audio amplifier develops maximum power for large size Alnico V dynamic speaker which is smartly set on front of luggage style case (for best sound distribution). White-flecked simulated leather case is handsomely bound in brown with white reinforcements and white stitching. For 110-125 volt, 60 cycle, A.C. only. Size 12½" x 10½" x 7"

8284Z11W2595 . . . . . Retail **$37.95**

Same as above, with 3-SPEED PLAYER for 33⅓, 45 or 78 RPM records

8283Z11W2460 . . . . . Retail **$35.95**

C **DELUXE CHANGER.** exciting new three-speed portable changer phonograph reaches a new horizon in musical reproduction. This model is unexcelled for tone, audio power and contemporary design. Laboratory-tested, trouble free changer automatically plays 33⅓, 45 or 78 RPM records and shuts off the changer and amplifier after the last record has played. Just set it and forget it! Ideally designed to play ten 12", twelve 10", or fourteen 7" records at one loading. Unbelievably low-priced changer has dual purpose permanent-type osmium-tipped needle on carefully balanced tone arm. Specially designed with separate tone and volume control to accent rich bass or brilliant treble to maximum quality. Fashioned for you and your loved ones with latest Alnico V dynamic speaker. Housed in a futuramic carrying case fashioned in lustrous, rich brown and tan simulated leather. For 110-125 volt, 60 cycle, AC only. Size 14½" x 16" x 8"

8282Z22X4275 Retail **$62.95**

WARRANTY *Each "Electone" player is guaranteed to be free from defects in materials or workmanship for a period of 6 MONTHS. "Electone" phonographs are products of Electron Enterprises, Berwyn, Illinois*

Prices subject to change without notice

Summer Comfort at *Low Cost!*

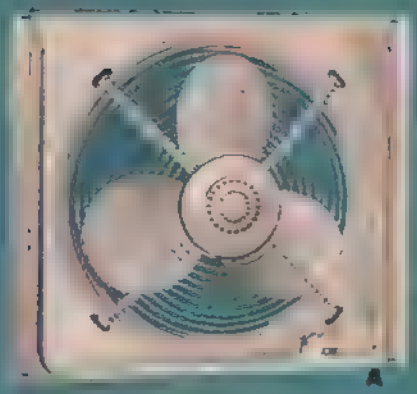
GILBERT

Windstreamer and Polar Cub® fans

EXTRA-VALUE FEATURES

BUILT-IN THERMOSTAT
PUSH-BUTTON CONTROLS
INSTANT ELECTRICAL REVERSE
SIGNAL LIGHT

See detailed copy for features of each model



A

(A) 20" Deluxe Window Fan

Built in thermostat turns fan on and off at set temperatures. Push button controls electrically reversible 4 speeds, big 3800 cubic feet per minute capacity. Beautiful fawn grey baked enamel, easy to keep clean. Quiet powerful capacitor type motor safe guarded super balanced blade. Five year guarantee on motor. Width adjustable 26½" to 36" x 25¾" x 9½". Ship Wt. 28 lbs.

Each 43 05OG3650
4 or more 43 05OG3500 RETAIL $59.95

(B) 20" Deluxe Portable Fan

Signal light glows when power on even when fan is not running. Shows thermostat is on guard, ready to turn fan on when temperature climbs. Identical performance features and guarantee of "A" above. Window side panels available (see below).
Roll About Stand extra Ship Wt. 33 lbs.

Each 43-06OG3750
4 or more 43-06OG3600 RETAIL $59.95

(C) 25 M. P. H. Windstreamer

Wind tunnel design and airfoil blades move tremendous volume of air in high velocity air jet. Three speeds. Five year guarantee. Arctic blue green finish. Width 14" height 10" depth 10". Ship Wt 16 lbs.

Each 43-01OG2200
4 or more 43 01OG2100 RETAIL $34.95

(C) Oscillating Windstreamer

Swings in any arc you select. Super high velocity air jet. 30 M.P.H. moves more air up to 50 feet. Tilts 360°. Same guarantee finish. 17" x 18" x 11". Ship Wt 22 lbs.

Each 43-02OG3000
4 or more 43 02OG2850 RETAIL $49.95

Window Side Panels for "B" & "D"

Matching panels fit 28" to 37" windows. Ship Wt. 9 lbs.

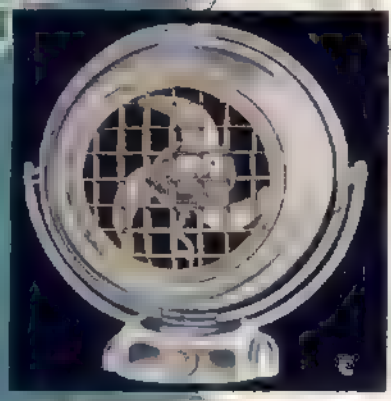
Each 42 165G335
4 or more 42 165G310 RETAIL $ 5.00

E

B

Roll-About Stand Ship Wt. 16 lbs.
For effortless relocation of portable models. Attractive sturdy increases usefulness. H. B. D.

Each 42 170G1000
4 or more 42 170G950 RETAIL $15.00



D

(D) Custom 20" Portable Fan

Economical, electrically reversible with 4 speeds. Moves 3800 C.F.M. Capacitor type motor safe guarded blade. Fully guaranteed. Beautiful fawn grey baked enamel easy to keep spotless. 22" x 22" x 6". Window side panels available. Ship Wt 32 lbs.

Each 41 175G3250
4 or more 41 175G3100 RETAIL $49.95

(E) 20" Portable

Low-cost, high performance circulator moves 3300 C.F.M. Quiet powerful motor. Glacier green. 22" x 21½" x 7". Ship Wt 23 lbs.

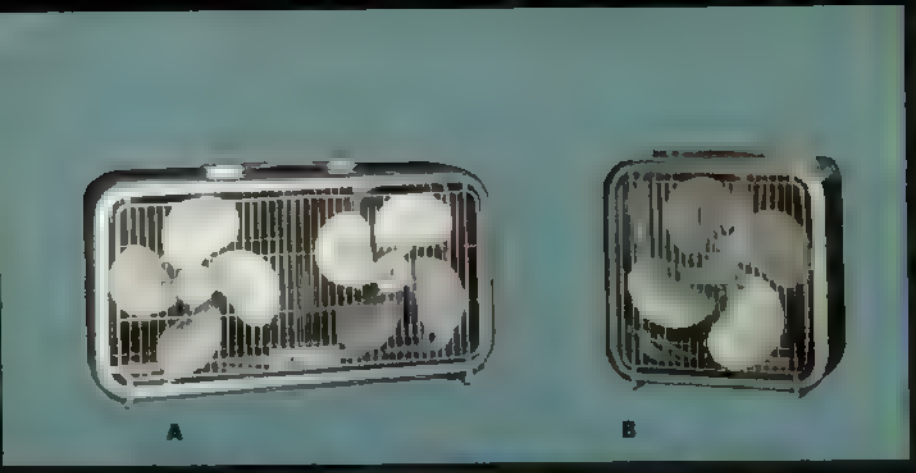
Each 41 160G2677
4 or more 41 160G2555 RETAIL $39.95

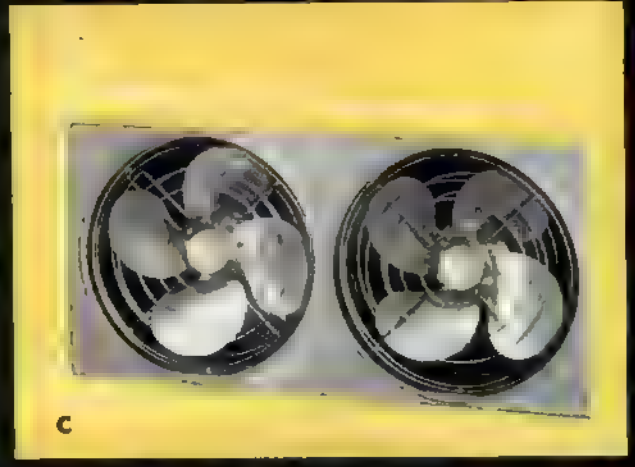
F

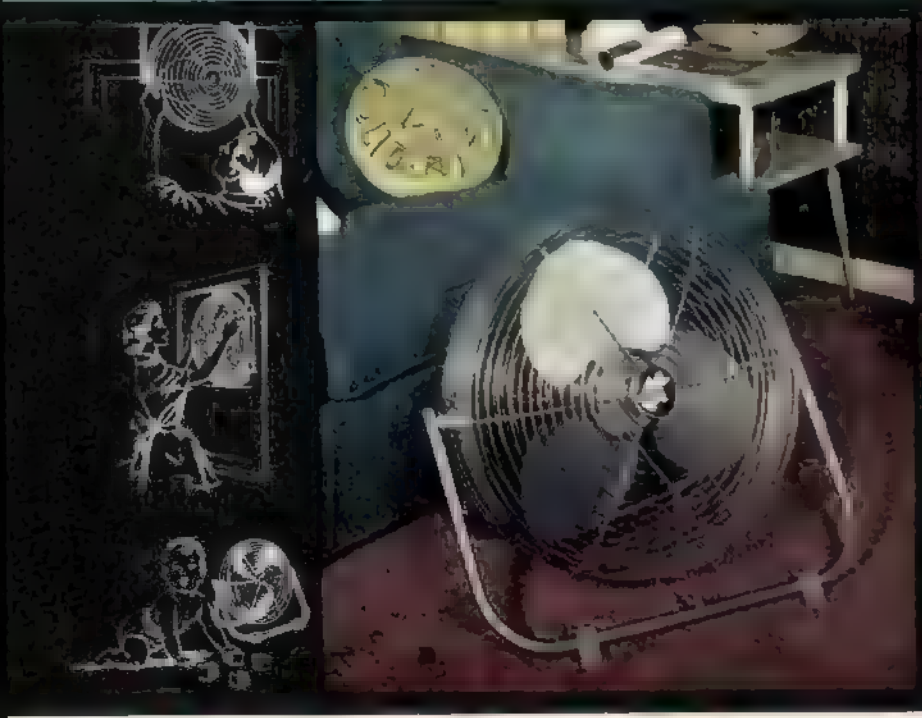
(F) Custom 20" Window Fan

Low-price electrically reversible window ventilator with same fine performance, guarantee and features of "D". Width adjustable 26½" to 36" x 25¾" x 9½". Ship Wt 21 lbs.

Each 41 170G3150
4 or more 41 170G3000 RETAIL $49.95







Comfort is a Breeze!

WHEN YOU SELECT A GILBERT FAN!

For this is America's top line of heat-discomfort chasers.

Buy with confidence — confidence in the performance and quality that are an integral part of all Gilbert appliances.

(A) 10" Twin Portable

Ideal answer to hot weather needs. Perfect as a window fan, portable floor or table ventilator. Quiet, powerful twin motor moves 1600 C.F.M. Glacier green finish. Quick-removable guard for easy blade cleaning. 23½" x 12" x 6½". Fits any window over 24". Ship. Wt. 18 lbs.

Each 41-150G2005
4 or more 41-150G1915 RETAIL $29.95

(B) 12" Portable

This low-cost high-efficency circulator will do admirable duty in every room of the house. Safety grill snaps out for easy blade cleaning. Quiet, powerful motor. Glacier green. 13½" long, 14" high, 6" deep. Ship. Wt. 13 lbs.

Each 41-155G1330
4 or more 41-155G1235 RETAIL $19.95

(C) 10" Twin Ventilator

Triple-action operation gives this model versatility few can match. Either blade blows out or in as fans pivot 180°. Powerful, quiet twin motors. 30" x 11¾" x 6". Fits windows 29¾" to 36¾". Ship. Wt. 15 lbs.

Each 41-145G2325
4 or more 41-145G2160 RETAIL $34.95

(D) 20" All-Purpose Fan

America's most versatile fan adjusts to any angle, blows in or out. Mounted on window frame (hanger included), changes room air in 60 seconds. Ideal as floor circulator, desk or table fan. Fully guaranteed. Quiet, powerful motor, guarded aluminum blade, 3300 C.F.M. capacity. Glacier green. Diameter 22" depth 9". Ship. Wt. 21 lbs.

Each 41-165G3345
4 or more 41-165G3195 RETAIL $49.95

(E) 12" Oscillating Fan

Champion 12" of them all. Provides constant cooling room circulation. Quiet, smooth in operation. Automatic safety release stops oscillation, resets at a touch. On-off switch. Glacier green. 15½" high, 13" wide. Ship. Wt. 10 lbs.

Each 41-135G1450
4 or more 41-135G1350 RETAIL $21.95

(E) 10" Oscillating Fan

Powerful 10" version of the Champion 12". Same spectacular features and top performance. Moves 850 C.F.M. 14" x 11½". Ship. Wt. 7½ lbs.

Each 41-125G1065
4 or more 41-125G990 RETAIL $15.95

(E) 8" Oscillating Fan

Big value and big breeze at low cost with this mighty mite! A proud member of the same family as the 10" and 12" models, same features. Ship. Wt. 4¼ lbs.

Each Each 41-115G725
4 or more 41-115G675 RETAIL $10.95

(E) 8" Stationary Fan

All the sparkling values and features of above, but no oscillating action. 10½" high, 8¾" wide. Ship. Wt. 3¾ lbs.

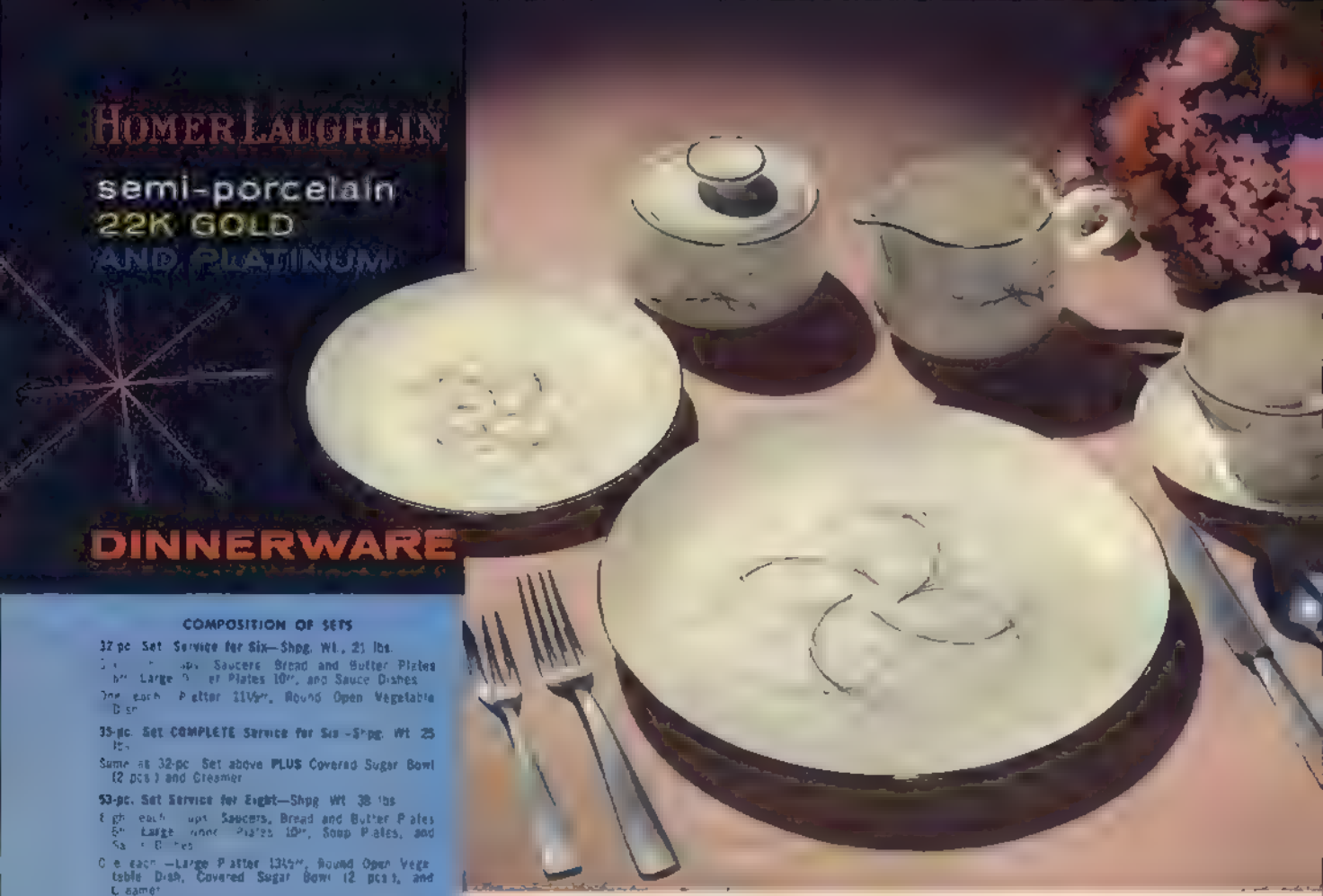
Each 41-105G530
4 or more 41-105G495 RETAIL $7.95

All Polar Cub fans are fully guaranteed.
All fans operate on 110 volts A. C., 60 cycles.

FORM NO. D-1954

HOMER LAUGHLIN

semi-porcelain
22K GOLD
AND PLATINUM



DINNERWARE

COMPOSITION OF SETS

32 pc. Set Service for Six—Shpg. Wt., 21 lbs.

[illegible] Cups, Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", and Sauce Dishes.

One each—Platter 11½", Round Open Vegetable Dish.

35-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs.

Same as 32-pc. Set above **PLUS** Covered Sugar Bowl (2 pcs.) and Creamer.

53-pc. Set Service for Eight—Shpg. Wt. 38 lbs.

Eight each—Cups, Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", Soup Plates, and Sauce Dishes.

One each—Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer.

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.

Twelve each—Cups, Saucers, Bread and Butter Plates [illegible] Large Dinner Plates [illegible], Soup Plates, and Sauce Dishes.

One each—Platter 11½", Extra Large Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl [illegible] and Creamer.

Two each—Round Open Vegetable Dishes.

92 pc. Set Service for Twelve in "Star Dust" pattern—same as 93-pc. set above but Gravy Boat has [illegible] stand—one piece. Shpg. Wt., 73 lbs.

CAPRI—Yes, the fascinating Capri pattern is one of the best selling patterns in America. One lingering look and you too will agree — you'll love the appealing center decoration with feathery charcoal lines tipped with pink — modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts — for banquets — you'll always be proud of the table you set.

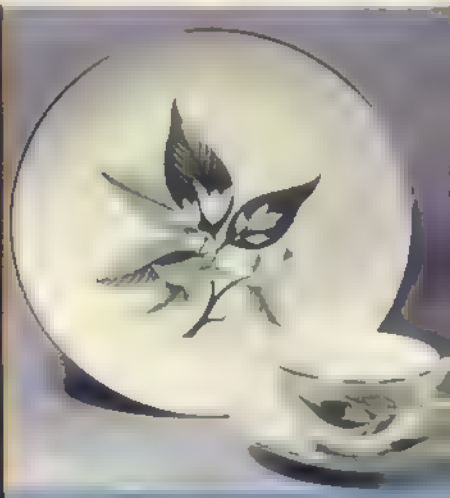
25-0258 F 1167	32-pc.	Set for 6	Retail $17.50
25-0266 F 1395	35-pc.	Set for 6	Retail $20.95
25-0274 F 2196	53-pc.	Set for 8	Retail $32.95
25-0282 F 3833	93-pc.	Set for 12	Retail $57.50

STAR DUST—Different! Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM.

25-0373 F 1167	32-pc.	Set for 6	Retail $17.50
25-0381 F 1395	35-pc.	Set for 6	Retail $20.95
25-0399 F 2196	53-pc.	Set for 8	Retail $32.95
25-0407 F 3833	[illegible]	Set for [illegible]	Retail $57.50

GOLDEN WHEAT—Everyone will always love this over popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.

25-0290 F 1167	32-pc.	Set for 6	Retail $17.50
25-0308 F 1395	35-pc.	Set for 6	Retail $20.95
25-0316 F 2196	53-pc.	Set for 8	Retail $32.95
25-0324 F 3833	93-Pc.	Set for 12	Retail $57.50



LOTUS HAI—This graceful, modern pattern combines today's newest colors—grey and turquoise—in stylized tropical flowers and leaves. PLATINUM edge lines set off rich *Rhythm* coupe shape.

25-0332 F 1167	32-Pc.	Set for 6	Retail $17.50
25-0340 F 1395	35-pc.	Set for 6	Retail $20.95
25-0357 F 2196	53-pc.	Set for 8	Retail $32.95
25-0365 F 3833	93-pc.	Set for 12	Retail $57.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHIPPING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

SHIPPED FROM, W. Va., PAY SHIPPING CHARGES ON ARRIVAL. ALLOW TWO WEEKS FOR DELIVERY

GENERAL MERCHANDISE COMPANY

elegance in cavalier egg-shell semi-porcelain DINNERWARE

edged in priceless PLATINUM

master-crafted by world renowned

HOMER LAUGHLIN

GUARANTEED OPEN STOCK

We're proud to present you with these 8 award winning nationally advertised patterns by famous Homer Laughlin, world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED. GUARANTEED FOREVER against CHECKING OR CRAZING. Each gracious piece is COMPLETELY OVEN-PROOF. you may bake in them and serve right to your table. Choose from service for 6, 8 or 12. all patterns available in the banquet *compositions shown on the reverse of this page.*

ROMANCE—So smart so new. Dainty and delicate paste leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

25-0415 F 1395	32-pc.	Set for 6	Retail $20.95
25-0423 F 1664	35-pc.	Set for 6	Retail $24.95
25-0431 F 2633	53-pc.	Set for 8	Retail $39.50
25-0449 F 4595	93-pc.	Set for 12	Retail $68.95

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

25-0498 F 1395	32-pc.	Set for 6	Retail $20.95
25-0506 F 1664	35-pc.	Set for 6	Retail $24.95
25-0514 F 2633	53-pc.	Set for 8	Retail $39.50
25-0522 F 4595	93-pc.	Set for 12	Retail $68.95

PERSIAN GARDEN—An award-winning modern adaptation of a famed Prince's royal design. Equally at home with traditional, provincial or modern decor. Wide teal green band accented with PLATINUM. Cavalier Eggshell.

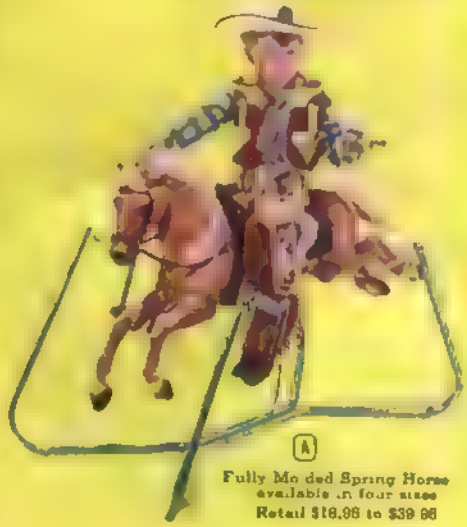
25-0456 F 1395	32-pc.	Set for 6	Retail $20.95
25-0464 F 1664	35-pc.	Set for 6	Retail $24.95
25-0472 F 2633	53-pc.	Set for 8	Retail $39.50
25-0480 F 4595	93-pc.	Set for 12	Retail $68.95

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM edge of course. Cavalier shape.

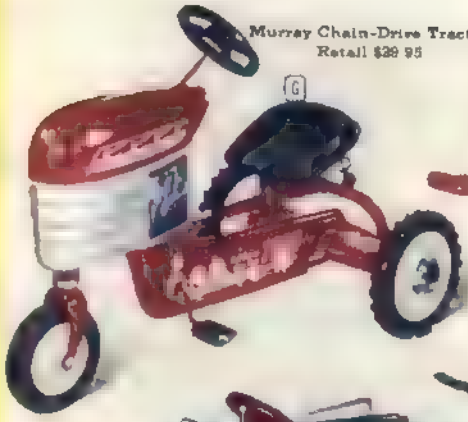
25-0530 F 1395	32-pc.	Set for 6	Retail $20.95
25-0548 F 1664	35-pc.	Set for 6	Retail $24.95
25-0555 F 2633	53-pc.	Set for 8	Retail $39.50
25-0563 F 4595	93-pc.	Set for 12	Retail $68.95

See other side for set composition.

SHIPPED FROM, W. Va., PAY SHIPPING CHARGES ON ARRIVAL. ALLOW TWO WEEKS FOR DELIVERY



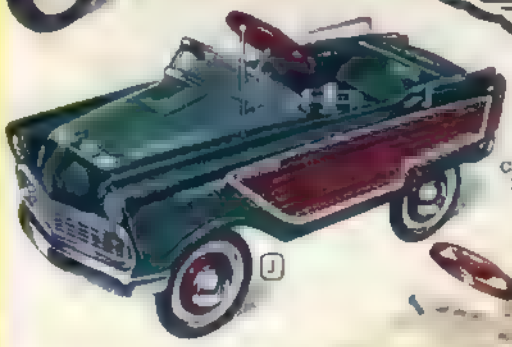
(A) Fully Modeled Spring Horse available in four sizes
Retail $18.98 to $39.98



(G) Murray Chain-Drive Tractor
Retail $29.95

(H) Murray Dump-Trac Trailer
Retail $9.98

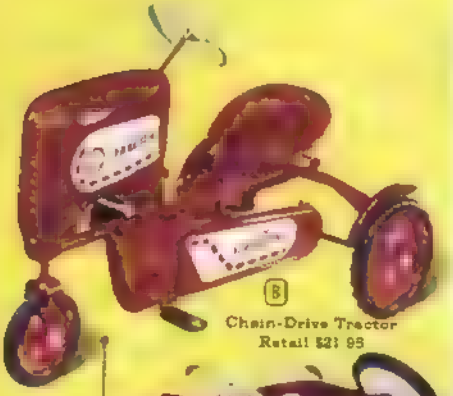
MURRAY



Murray Chain Drive Country Squire
Retail $24.95

COMMENDED PARENTS

(J)



(B) Chain-Drive Tractor
Retail $23.95

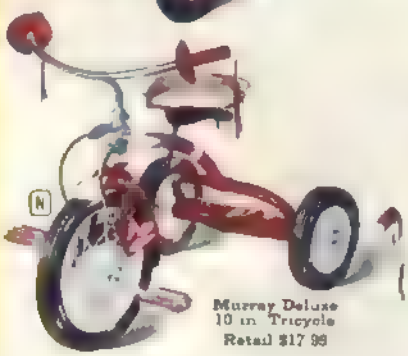
(K) Murray Ranch Wagon
Retail $24.95

Garton Chain Drive Kidillac
Retail $41.98

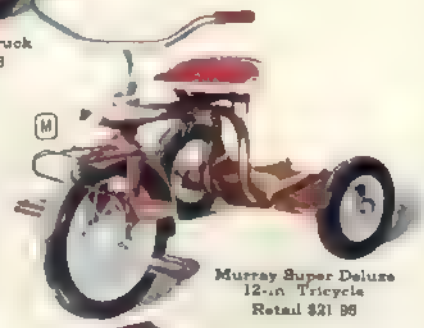
(C)

(L) Murray Fire Truck
Retail $25.98

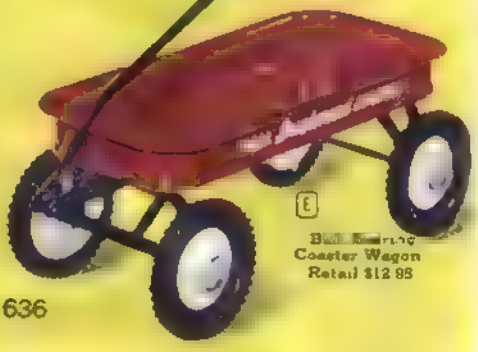
(D) Wrecker with Flasher Light
Retail $31.95



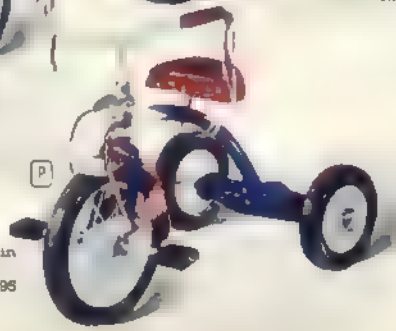
(N) Murray Deluxe 10-in. Tricycle
Retail $17.98



(M) Murray Super Deluxe 12-in. Tricycle
Retail $21.98



(E) Ball Bearing Coaster Wagon
Retail $12.95



(P) Murray 10-in. Tricycle
Retail $10.95

"festival"

by Myerling

Distinctive dinnerware, dramatically designed in the delightful "Festival" and "Preview" shapes . . . superbly styled in the finest ivory porcelain by expert Myerling craftsmen. Guaranteed for lasting beauty . . . oven-proof, craze-proof, chip-resistant. Myerling . . . the finest semi-porcelain dinnerware!

Shipped from Ohio *

A FESTIVAL "BISCAYNE." Fresh as an ocean breeze! A delightful pattern destined to deliver a sunny flavor to any dining occasion . . . blend happily with any decor! Subtly colored flowers and leaves nestle against a background of gleaming white . . . sprightly turquoise accents highlight the scintillating shapes of the various pieces. Ovenproof, craze-proof semi-porcelain.

25-2809 F 1293 32-pc for 6. Ret **$22.75**
25-2817 F 2427 53-pc for 8.. Ret. **$42.50**
25-2825 F 4356 93-pc for 12 Ret **$75.75**

B FESTIVAL "SAXONY." The gayest, brightest dinnerware a table ever held! Cheerful as a summer garden . . . saucy daisies brushed with bright accents of yellow, rust, gray, and green . . . implanted on a snowy white background . . lively yellow contrasts. A pattern for the young in heart, certain to set a blithe pace at family feasts or party gatherings! Modern in mood . . . charming in traditional settings as well. California-styled semi-porcelain dinnerware has its practical side, too — oven proof and craze proof — beauty that will last through years of use!

25-2601 F 1293 32-pc set for 6 ..Ret. **$22.75**
25-2783 F 2427 53-pc set for 8 Ret **$42.50**
25-2791 F 4356 93-pc. set for 12 Ret **$75.75**

SET COMPOSITIONS

32-Piece Set (Ship. wt. 21 lbs.)

6—cups
6—saucers
6—6¼" plates
6—9¼" plates
6—fruit dishes
1—vegetable dish 8¾"
1—11¼" platter

53-Piece Set (Ship. wt. 38 lbs.)

8—cups
8—saucers
8—6¼" plates
8—10" plates
8—fruit dishes
8—soup dishes
1—vegetable dish 8¾"
1—creamer
1—covered sugar, 2 pcs
1—13½" platter

93-Piece Set (Ship. wt. 68 lbs.)

12—cups
12—saucers
12—6¼" plates
12—7½" plates
12—10" plates
12—fruit dishes
12—soup dishes
1—11¼" platter
1—13½" platter
1—vegetable dish 8¾"
1—creamer
1—covered sugar, 2 pcs.
1—sauce boat
1—covered casserole, 2 pcs.

Three superb patterns in the exciting modern "Preview" shape

C PREVIEW "JACKS." Modern magic for your table! A gala pattern with delightful touches of pink, charcoal, and turquoise smartly set on a gleaming white background.

25-7683 F 1250 32 pc Retail **$21.95**
25-7891 F 2325 53 pc Retail **$39.95**
25-7709 F 4145 93 pc Retail **$67.50**

D PREVIEW "SEVILLE." Exquisite in its simplicity! Rimmed in sparkling **platinum** . . . decorated with a delicate floral design that is indicative of only the finest china.

25-2510 F 1250 32 pc Retail **$21.95**
25-2528 F 2325 53 pc Retail **$39.95**
25-2536 F 4145 93-pc Retail **$67.50**

E PREVIEW "PINECONE." Perennially popular! Enchanting as a fragrant woodland . . with friendly pine cones resting on a bed of sparkling white . luxurious **22K gold** borders.

25-2577 F 1144 32-pc. Retail **$19.95**
25-2585 F 2075 53-pc. Retail **$37.50**
25-2593 F 3863 93-pc. . Retail **$62.50**

*All shipped collect from Ohio—pay shipping on arrival.

Royal Chatham

- **Genuine Fine China**
- **American Made**
- **Completely Vitrified**
- **Lustrous . . . Translucent**

Yours for a lifetime of elegance and beauty . . . genuine fine china, created in America by skilled craftsmen . . . so translucent the outline of your hand can easily be seen through it . . . completely vitrified . . . impervious to checking and crazing . . . highly resistant to shocks and chipping . . . inherent qualities which only genuine fine china possesses. Lasting lustrous beauty, coupled with exquisite patterns, beautifully shaped pieces . . . for a lifetime of dining luxury!

Shipped from New York.*

6 Extra Cups!
Genuine fine china to grace any dining occasion . . . enhance any decor! Fashioned in 4 stunning patterns . . . sets for 8 and 12 . . . each with 6 extra cups!

[A] **"SOIRÉE."** Captivating contemporary beauty! Stunning starburst pattern of delicate pink and gray exquisitely set against a background of purest white . . . rimmed in sparkling **platinum.** Created in fine translucent china . . . modern coupe-shape

25-1041 F 3700 59-pc. set for 8 . . . Retail **$69.50**
25-1058 F 6980 99-pc. set for 12 . . Retail **$129.50**

[B] **"SILVER HARVEST."** Eternal elegance! Gracious, dignified pattern of classic appeal, executed in shimmering **platinum** mirrored against a gleaming white background. Matching **platinum** circles accent the traditional rim shaped pieces.

25-1066 F 3700 59-pc. set for 8 . . Retail **$69.50**
25-1074 F 6980 99-pc. set for 12 . . Retail **$129.50**

[C] **"GOLDEN WHEAT."** Inspired beauty! A breathtaking conception of wind-swept wheat, reproduced in muted shades of tan, gray and rust . . . set against a horizon of gleaming white. Glorious **22K gold** borders enhance each lovely coupe-shaped piece.

25-1082 F 3700 59-pc. set for 8 . . Retail **$69.50**
25-1090 F 6980 99-pc. set for 12 . . Retail **$129.50**

[D] **"MARGARET ROSE."** Enchanting simplicity! Picturesque roses are [illegible] interpreted [illegible] exquisitely [illegible] in a field of glistening white. Luxurious **platinum** border perfectly complements your fine silver. Graceful coupe shaped pieces.

25-1108 F 3700 59-pc. set for 8 . . Retail **$69.50**
25-1116 F 6980 99-pc. set for 12 . . Retail **$129.50**

SET COMPOSITIONS

59-Piece Set (Ship. wt. 42 lbs.)

4 — cups	8 — soup dishes
6 — saucers	1 — creamer
8 — bread and butter plates	1 — cov. sugar 2 pcs.
8 — 10¼" dinner plates	1 — vegetable dish
8 — fruit dessert dishes	1 — platter

99-Piece Set (Ship. wt. 73 lbs.)

18 — cups	12 — soup dishes
12 — saucers	1 — creamer
12 — bread and butter plates	1 — cov. sugar 2 pcs.
12 — salad plates	1 — vegetable dish
12 — 10¼" dinner plates	1 — gravy boat
12 — fruit dessert dishes	1 — cov. casserole, 2 pcs.
	2 — platters

Two sets in one for the price of one!

Semi-Porcelain
Dinnerware and buffet set in one!

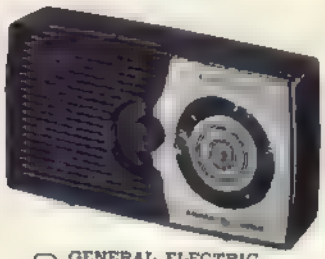
[E] **61-PC. "WILLOW" BUFFET SERVICE** by **MYERLING.** Perfect for any serving occasion from family dinners to festive buffet parties! Actually two sets in one for the price of one! By interchanging cups and serving pieces you make up a complete dinnerware set or buffet service for eight! Distinctively styled in the finest semi-porcelain. Delightful "Preview" shaped pieces . . . decorated with a charming scroll design—gay pink and turquoise accents—starred against a gleaming white background. Lasting beauty! Highly chip-resistant, colorfast, oven-proof, and craze-proof! 61-pc. set consists of 8 specially designed buffet plates with cup wells, plus 8 each: cups, saucers, dinner plates, salad plates, fruit or dessert dishes, 1 each: covered sugar, creamer, salt and pepper, chop plate, vegetable bowl. Covered beverage server and covered casserole dish—each with a brass warmer. 48 lbs. Shipped from Ohio.*

25-1025 F 2880 . . . . . Retail **$44.95**

*All shipped collect—pay shipping charges on arrival.

A RCA VICTOR
Retail $49.95

B RCA VICTOR
Retail $44.95



C GENERAL ELECTRIC
Retail $34.95

D GENERAL ELECTRIC
Retail $49.95

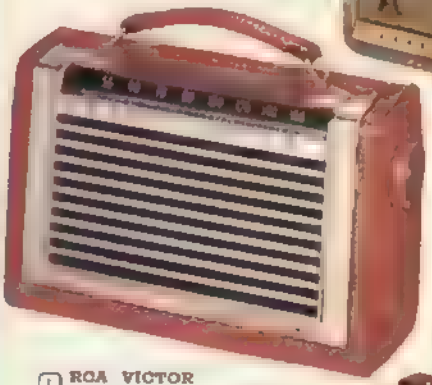
G PHILCO
Retail $54.95

H ADMIRAL
Retail $69.95

E PHILCO
Retail $75.00

J WESTINGHOUSE
Retail $59.95

K ADMIRAL
Retail $89.95



L RCA VICTOR
Retail $75.00

P RCA VICTOR
Retail $34.95

F RCA VICTOR
Retail $49.95

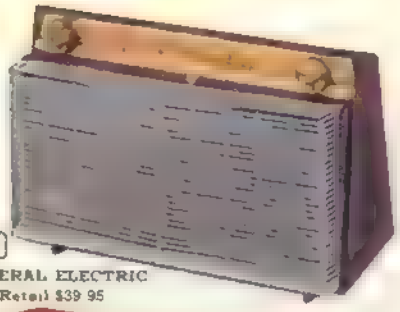
Portable Radios

S ADMIRAL
Retail $29.95 and up

T GENERAL ELECTRIC
Retail $29.95

N GENERAL ELECTRIC
Retail $49.95

M SONIC
Retail $44.95

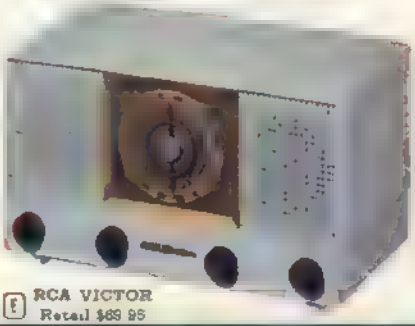


A GENERAL ELECTRIC
Retail $39 95

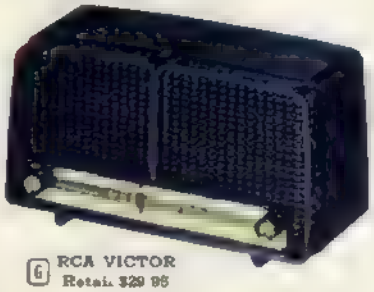
B ADMIRAL
Retail $29 95

C ADMIRAL
Retail $21 95

D WESTINGHOUSE
Retail $38 95



E RCA VICTOR
Retail $68 95



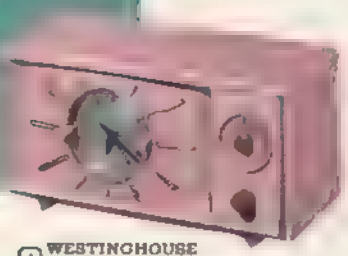
G RCA VICTOR
Retail $29 95

Dependable Table Radios

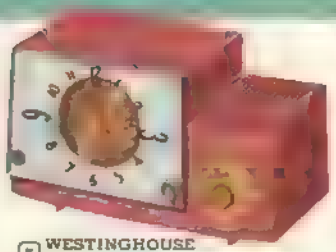
Efficient Clock-Radios

By Admiral — Westinghouse
RCA Victor — General Electric

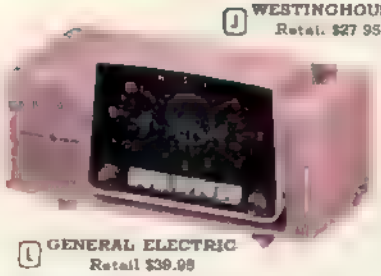
H WESTINGHOUSE
Retail $42 95



J WESTINGHOUSE
Retail $27 95



K WESTINGHOUSE
Retail $34 95



L GENERAL ELECTRIC
Retail $39.95

M GENERAL ELECTRIC

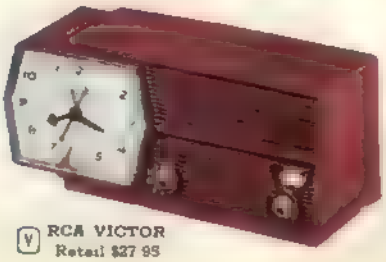
N ADMIRAL
Retail $39 95

P ADMIRAL
Retail $34 95

R ADMIRAL
Retail $29.95

S RCA VICTOR
Retail $42 95

T RCA VICTOR
Retail $34 95



V RCA VICTOR
Retail $27 95

Smith-Corona

PORTABLE TYPEWRITERS

Specify Color

The SILENT-SUPER

$137.27 Federal Excise Tax Inc.
91SS10350

A portable with all the major features of a standard office typewriter . . . the same keyboard . . . the same quality of printing . . . the same touch and speed. Impartial experts have declared it the best designed portable on the market. Dealers say it requires the least service. It has everything you'd expect in an office typewriter, *plus* Page Gage, numerous sound-deadening devices, a removable cushioned platen, and THE FINEST KEY-SET TABULATOR IN PORTABLE TYPEWRITER HISTORY! It is, beyond question, the finest typewriter of its kind in the world. Available in your choice of these smart decorator-styled two-tone color combinations. Complete with slim-line "Holiday" carrying case.

Easiest system on any portable! Press down on pointers and slide to desired position.

Gives single, double, triple spacing. Close to keyboard for easy reach, fast carriage return.

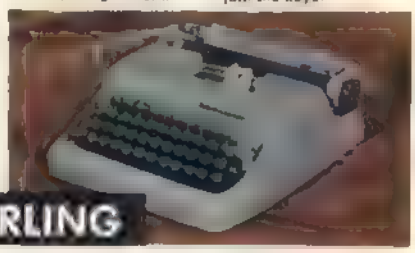
Permits fastest action of any portable. With correct rhythm nobody can jam the keys!

YOUR CHOICE OF TYPE STYLES

You can choose either of the two most popular kinds of type *Pica* or *Elite* at no extra cost

This is PICA type.
This is ELITE type.

In addition, many other distinctive styles are available at a slight extra charge



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Top performance at medium price. Has Page Gage, Quickset Margins, Synchronized Line Space Lever, Super-Speed Escapement, 3-position Paper Bail, Typebar Speed Booster, Piano Key Action, Line Retainer, and exclusive manually-set Cushioned Tabulator. Ideal for correspondence and personal and semi-office typing

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The *Skyriter*

America's first and finest lightweight portable typewriter, the *Skyriter* is small enough to fit in a briefcase, and weighs only nine pounds, yet has a full-size keyboard, and takes regular size business stationery. A favorite of authors, journalists, sports-writers, and students, this precision-built lightweight is also the lowest-priced typewriter in the Smith-Corona line

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91-SR6247

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Lists 9,999 99
Totals 99,999 99

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MODEL 8MD

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Totals 999,999.99

$119.97

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Special **MODEL**

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$169.50
91-SP12639

- Special keyboards available for many businesses, such as beauty shops, gasoline stations, etc.

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ICE CREAM SODAS

CARBONATES WATER

Transforms tap water into carbonated club soda for livelier bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine No more bottles to store No more empties to return! Each bulb makes a full quart. Always ready for unexpected guests! Connoisseur Finishes Copper & Black Turquoise & Yellow Silver & Red

★ REFILLABLE SYPHON

★ ICE BUTLER

★ ICE CRUSHER

SYPHON BOTTLE

4E68X1050	(Copper).....	List $15.00
4E69X1050	(Silver).....	List $15.00
4E70X1050	(Turquoise)....	List $15.00

Specify Color

4E71X75 Each Minimum order of three boxes. List $1.00 for a pkg. of 10 bulbs.

Not only the most beautiful ice container that you've ever seen but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body — Copper lid handles and feet Ice blue plastic liner Fully insulated with Fiberglas.

CAPACITY 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9½", DIAMETER 9¾", SHIPPING WEIGHT 4½ LBS

ICE BUTLER

4E72X1050
List $15.00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cubes ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable—Extra lid transforms container into ice bucket*

Crushed ice INSTANTLY Turn the handle one direction for coarse ice — the opposite for fine Finest mechanism. Copper top and appointments. Translucent base flecked with gold

CAPACITY CRUSHED ICE FROM TWO FULL TRAYS, HEIGHT 9½", DIAMETER 4¾", SHIPPING WT 2½ LBS.

ICE CRUSHER

4E73X907
List $12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

Eloquent Daiquiris

Frozen Collins'

Now . . . the Sparklet Bar-Tendor

SPECIALLY DESIGNED LIQUEFIER-BLENDER FOR HOME ENTERTAINMENT!

Now, you can make those fascinating, professional drinks that are so eye-appealing and palate-pleasing. Right at your own home-bar! Eloquent Daiquiris piled high with a cherry on the top, Delicious Frappes chilled to perfection, tall Frozen Collins' and hundreds of your own impressions of sophisticated cocktails.

In short, the Sparklet Bar-Tendor excels in mixing everything from Alexanders to Zombies—and shaves the ice right in the drink to make it colder, smoother and more delightful!

Also grind your own coffee blend . Chop nut-meats for sundaes, etc CHOPS, SHAVES, GRINDS, BLENDS, LIQUEFIES.

SPECIAL FEATURES: TWO-PIECE TOP, 44 OUNCE CLEAR GLASS BOWL, CHROME BASE, 2 SPEED SWITCH WITH "OFF" POSITION

CAPACITY 44 OUNCES, HEIGHT 16½" DIAMETER 7", 115 VOLTS, A.C OR D.C SHIPPING WEIGHT 11 .85 LISTED BY UNDERWRITERS' LABORATORIES, INC

BAR TENDOR
4E74X2797
List $39.95

GIFT ASSORTMENTS

CONNOISSEUR SET

A superb gift selection for the person who seems to have "everything" The elegant Sparklet Ice Butler in Stainless Steel and gleaming copper holds four trays of ice cubes. And, its companion piece, the New, Sparklet Syphon in your choice of finishes: Copper & Black, Silver & Red or Turquoise & Yellow

(Please Specify Color of Syphon Bottle)

CONNOISSEUR SET
4E76X2000
List $27.95

KENTUCKY COLONEL

Here's the perfect combination that produces chilled drinks with plenty of "life," everytime! The Sparklet Syphon's fizzier, livelier club soda and the Sparklet Ice Crusher's fine or coarsely shaved ice assures "professional" results! Your choice of Sparklet Syphon finishes: Copper & Black, Silver & Red, or Turquoise & Yellow.

(Please Specify Color of Syphon Bottle)

KENTUCKY COLONEL SET
4E75X1863
List $24.95

"QUEEN for a DAY"

As Featured on the N.B.C. Network Coast-to-Coast

with MILLERKINS
by I. MILLER

"QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS.
She can sit like a Queen on a Throne.
For informal occasions she can cross her legs in a natural, lady-like position.
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet. She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I. MILLER Shoe Box.
Rooted Saran hair that can be washed, curled & set.
'QUEEN FOR A DAY' will make your 'Little Princess' proud and happy all year long!

1911T865 20" Doll Retail **$12.95**

BONNIE TRU-FLEX DOLL

She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes. Sweet 'coo voice.
Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit unaided with her legs straight out or bent at the knees, and be posed in many life-like positions.

1912T400 16" Doll Retail **$5.95**

TEAR DROP ... weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs.
Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

1913T800 Retail **$11.95**

HONEYMOON TROUSSEAU

walks

kneels

sits

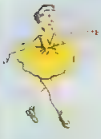
19" tall. Dressed in a brocade and satin wedding gown trimmed with delicate net and lace. She wears full length hose, blue garter and a string of pearls. Fully jointed at the knees, she sits, stands and kneels. Walking, she turns head from side to side. Unbreakable plastic body and legs. Sleeping eyes. Trousseau includes extra shoes, stockings, printed picoloy street dress pedal pushers, sun back dress, fringe stole and bathrobe with tasseled sash. Has sunglasses, roller skates, bedroom slippers, curlers and handbag. Comes complete in an extravagant streamer trunk with room for all her clothes.

1914T1265 Retail **$18.95**
1915T665 Bride only Retail **$9.95**

Bennett Brothers, Inc. — Quality Merchandise
Order Christmas Merchandise Early

VALENTINA DANCING BALLERINA

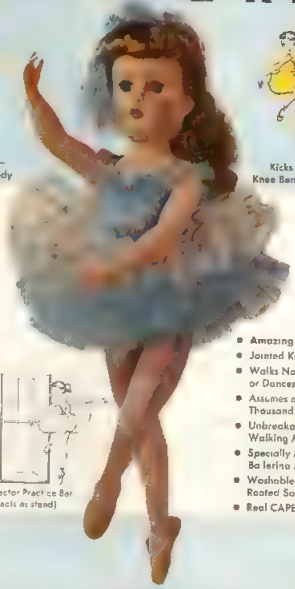
with the Amazing Jointed Body that Bends and Swivels at Waist



Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body



Kicks Out with Knee Bent or Straight

STAR OF THE BALLET. Valentina Ballerina will dance right into your heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger.

But that's not all! **For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction.** Her head is of soft life like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

1909T1135 ..... 25" Doll ..... Retail **$16.95**
19107735 ..... 20" Doll ..... Retail **$10.95**

Reflector Practice Bar (acts as stand)

- Amazing Jointed Body
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Settable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

This 20" package of joy is the greatest thrill ever for your little dancer. Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and turns her head from side to side. But, that's not all!!! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too.

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

179T71665 ..... 20" Doll ..... Retail **$24.95**

35mm CAMERAS

Ansco, Bolsey, Dejur, Realist

(N) ANSCO SUPER MEMAR f/2 Camera

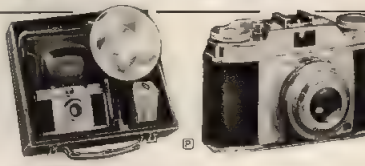
Precision instrument for the photographer who settles for nothing less than perfection. Look to its lens for magnificent reproduction . . . a six-element f/2 Sologon anastigmat, coated and precision-ground for distortion-free pictures. Coincidence-type rangefinder is coupled with viewfinder for simple, single-window operation . . . lens you concentrate on subject. Rapid film transport does three jobs at once . . . advances film, sets shutter and counts exposures (up to 36 on a 35mm roll). New deckle comput L.V.S. shutter, fully synchronized, has speeds up to 1/500 second. You can't take double exposures. Depth-of-field scale indicates area of sharp focus.

218-099 A9135 Ansco Super Memar f/2 Camera.....**$119.50**
218-107 A775 Carrying Case for Super Memar f/2..... **9.75**
218-115 A635 Flash Unit for Ansco Super Memar..... **7.95**

(P) ANSCO MEMAR 35mm Outfit

Now you can start your own collection of brilliant 35mm transparencies and black-and-white prints . . . at small expense! This top quality Ansco wears a low-price tag . . . and an Agic Apotar f/3.5 coated, color-corrected lens for sharp definition. Take the Memar to the scene of fast action . . . its Prontor shutter with speeds up to 1/200 second permits an exact record. Touch your thumb to the film advance lever . . . this motion winds film, cocks shutter and counts exposure. With its double exposure prevention, you can't ruin precious shots. Plus . . . self timer and handy film type reminder. A camera you'll be proud to carry . . . black grained covering highlights its lifetime metal construction. Camera comes complete with its own leather case, flash unit and a roll of film . . . all in simulated leather traveler case.

218-180 A4250 Ansco Memar 35mm Outfit **$56.25**



(R) BOLSEY 35mm "Treasure Chest"

Bolsey Explorer Camera, leather eveready case and flashgun . . . everything you need to become an enthusiastic (and successful) 35mm fan! In every color slide or black-and-white print, you'll see that the camera's Steinheil-Cassar f/2.8 lens pays strict attention to details from corner-to-corner. Renowned Gauthier shutter gives you choice of speeds to 1/200 second . . . widest range you'll need in normal use. You can put the eye-level viewfinder into quick action when a picture opportunity suddenly presents itself. Rapid-wind lever transports film, counts exposures, cocks shutter . . . simultaneously. Here, too, is built-in synchronization for X-delay flash bulbs . . . ideal for family gatherings inside your home, for backyard parties after dark. All-metal body withstands years of heavy duty.

218-412 A3596 Bolsey 35mm "Treasure Chest".... .. .. **$47.95**

(S) BOLSEY JUBILEE 35mm Outfit

You've got a firm hold on expert 35mm photography when you put yourself behind the Bolsey Jubilee. Its fast Bolsey-Steinheil f/2.8 lens responds with sharpshooting accuracy. At your command is a lens-coupled "see saw" action rangefinder that focuses as close as two feet. New Set-O-Matic eliminates the need to know f/stops . . . just turn exposure ring to suit light conditions, use rangefinder and shoot. Easy on A-B-C! Same system works as well with flash, internally synchronized at all speeds. For dramatic effects, you can "bounce" light without removing gun from camera. Gauthier shutter resists dust, is automatically cocked by release on body top . . . you can hear its setting click into position. All scales visible from top. Outfit includes camera, eveready carrying case and flash.

218-420 A5962 Bolsey Jubilee 35mm Outfit **$79.50**

(T) DeJUR 35mm Camera Outfit

Why not stop wishing for a 35mm camera and start shooting with this delightful DeJUR? A true miniature . . . measures only 4¼" in width, weighs just 19 ounces. Light may be unfavorable . . . but you can have faith in its coated, color-corrected f/2.8 lens. Focuses down to 3½ feet. With shutter speeds to 1/200 second, you can snap subjects on the move . . . with confidence. Enclosed viewfinder telescopes the exact composition of your picture. Flick of the thumb advances film . . . never fear double exposure of once-in-a-lifetime shots. Accessory clip accommodates flash, allows you to interchange telephoto or wide angle lens. This set outfits you with camera, eveready case and flash . . . photo fun ahead.

218-347 A7950 DeJUR 35mm Camera Outfit.....**$99.50**
218-354 A3705 DeJUR 35mm Camera and Case..... **49.45**

(V) NEW f/2.8 REALIST 35mm (Model B) Outfit

The logical choice . . . when your 35mm requirements call for one picture after another in fast order. Trigger action is so fast you can take 10 shots in 10 seconds . . . grand for telling a story in a sequence of "stills." In addition to speed, there's a wealth of precision . . . like its Cassar f/2.8 lens and Prontor MXV shutter. Exclusive lens mount focusing and combination view-and-rangefinder save all-important seconds in getting prized pictures. You can capture sports events on dull days with shutter speeds to 1/300 second. Fully synchronized with flash when artificial light required. Depth-of-field scale shows area of sharp focus at a glance. Combined film advance and automatic shutter cocking. Outfit includes Realist Model B camera, eveready case and flash attachment.

217-729 A6750 New f/2.8 Realist 35mm (Model B) Outfit..... **$84.50**

35mm CAMERAS

Nikon . . Kodak . . Graphic . . Minox

NIKON

(E) NIKON S-2 35mm Camera with Famous Nikkor lens
Widely called "the 35mm camera that has everything" . . . a praise you'll echo at first handling. The lens alone is a work of art . . . a super-fast Nikkor f/2, hard-coated and color-corrected. Photography becomes excitingly versatile with its twelve-speed shutter from one second to 1/1000 plus time and bulb (includes convenience of 1/15 second) . . . accepts all flash types with positive synchronization to 1/1000 second. Through the combined range-viewfinder, you can sight and focus and see your picture life-size. Stroke of thumb advances film, cocks shutter . . . never a double exposure, unintentionally. Rewinds at high speed . . . 36-exposure roll in 20 seconds. Write for details about accessories and Nikkor lenses.

218-503	A23950	Nikon S-2 35mm Camera with Nikkor f/2 Lens...	$299.50
218-586	A27500	Nikon S-2 35mm Camera with Nikkor f/1.4 Lens. ..	345.00
218-537	A845	Nikon S-2 Camera Case	10.50
218-594	A1498	Nikon Collapsible Reflector Flash Gun	18.75

KODAK

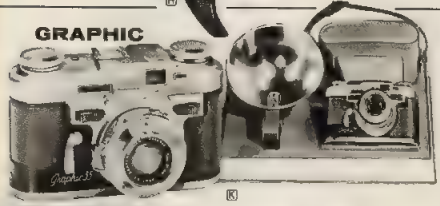
(F) KODAK Pony 35mm Outfit
Go the inexpensive way to priceless color slides and black-and-white prints . . . take along the Pony! This new Kodak miniature brings unbelievable ease to 35mm picture-taking . . . and it begins the very minute you load a roll of 20 or 36 exposure film. Just drop in the film cartridge . . . never the time-consuming bother of threading film yourself. Simplified exposure selector, with average exposure settings marked clearly in red, has snapshot ease to please the beginner. Between its detail-conscious f/3.5 lens and flash shutter with speeds to 1/300 second, you've got a handful of precision for every photo opportunity. The Pony camera, styled in brown plastic, comes gift-boxed with flash gun and field case.
218-834 A3995 Kodak Pony 35mm Outfit $49.45

(G) KODAK Signet 35mm Outfit
Sturdy, reliable, consistent . . . this famous 35mm model has all the traits it takes to be outstanding. The Kodak Ektar f/3.5 Lumenized lens, Kodak's finest, presents you with critically sharp color slides or black-and white negatives worthy of enlarged prints. With average camera settings marked in red, the beginner quickly conquers his inexperience. Exposure guide, easily visible on back of camera, gives correct lens-and-shutter settings. Shutter has four speeds synchronized for all M-type flashbulbs. Lens-coupled rangefinder shows bright, contrasting images . . . combines with viewfinder for rapid focusing and framing. Double-exposure prevention. Body of camera is die-cast aluminum. Complete with flash and case.
218-842 A7345 Kodak Signet 35mm Outfit.....$91.45

KODAK

(H) KODAK Retina IIIc 35mm Camera
Here's how to preserve your fondest memories forever on film . . . and enjoy every minute of it! A child's sudden change of expression, or action in the sports arena . . . nothing can escape the Kodak Retina IIIc. Its "eye" is a Retina Xenon C 50mm f/2 lens, ground to the peak of precision. Built-in photoelectric exposure meter and handy "light value" scale make exposure settings almost automatic for any light conditions. Between-the-lens synchro shutter, with built-in self-timer, covers ten speeds from one to 1/500 second. Extra brilliance of its superimposed-type rangefinder, combined with viewfinder, allows squintless focusing in poor light. One lever, one touch . . film is advanced, shutter set, exposure counted.

218-776	A15195	Kodak Retina IIIc 35mm Camera	$190.00
218-784	A1095	Case for Kodak Retina IIIc.	13.50
218-715	A635	Flash Unit for Kodak Retina IIIc.....	7.95



(K) GRAPHIC 35mm Camera Outfit
If you have one eye on simplicity and the other on features, this is the outfit for you (even your budget can't say no)! The camera's lens-coupled rangefinder shows split images . . but an exclusive Graphic operation lets you push-button your way to sharp focus. Coated and color-corrected Graflar f/2.8 lens . . . focusing range 3 ft. to infinity. Prontor SVS shutter offers a choice of eight speeds from one second to 1/300, time and bulb. Fully synchronized for type X and M bulbs. M-2 at speeds to 1/50. Visi-Ready Footage indicates the area of sharp focus behind and in front of the subject. Automatic device prevents double exposure unless you want a "trick" shot. Complete with cowhide eveready case and flash unit.
217-950 A7895 Graphic 35mm Camera Outfit.....$99.50

MINOX

(L) MINOX . . . World's Smallest Precision Camera
Picture yourself the owner of the fabulous Minox, a camera that weighs 2½ ounces, is three inches long and one inch wide! Carried like a cigarette lighter, yet packs more precision than many "big" cameras. Shutter speeds from ½ to 1/1000 second. Its f/3.5 lens is so discriminating in detail that you can order enlarged prints from the 8 x 10mm negatives. Focuses from 8 inches to infinity (well suited for photos of documents). Pre-threaded cartridge with up to 50 exposures loads easily. Internal flash synchronization, built-in orange and green filters, automatic parallax adjustment and much more. Leather case, chromed safety chain.

218-008	A11950	Minox Camera with Case and Chain..	$139.50
218-016	A195	Two magazines of black-and-white film.....	2.50
218-024	A315	Two magazines of Color film.....	4.00
218-032	A2250	Minox Exposure Meter and Case	27.95

STEREO

Kodak • Realist • Graphic

3-D Outfits

(M) Kodak Stereo Camera Outfit
You can duplicate your eyes' dimension of depth on film without new skill . . . all you need is the snapshot ease of this Kodak stereo camera. At work are a 4-speed dual shutter to 1/200 second and two fast f/3.5 lenses, identical twins in focal length and color correction with enormous depth-of-field. Set the shutter speed . . . exposure selector automatically finds proper lens opening. Parallax-free viewfinder provides distortion-free framing . . . spirit level makes sure camera is horizontal, a "must" in stereo. Shutter cocking advances film, prevents double exposures. Includes camera and viewer.
218-792 A7795 Kodak Stereo Camera Outfit..... **$97.25**

(N) Stereo Realist "45" 3-D Outfit
Why wait to realize the realism of stereo? Now a famous name has simplified equipment and priced it wonderfully low! The Stereo Realist "45" has matched, color-corrected f/3.5 lenses that focus internally . . . you merely move wheel on top of camera. Shutter with speeds to 1/200 second cocks and film advances together . . . trigger-fast so you can shoot a shot a second. Large-image viewfinder, two built-in aids: exposure table charts way to correct settings under all conditions, depth-of-field scale gives range of sharpness for every lens opening. Flash synchronized. Camera plus viewer.
217-612 A7995 Stereo Realist "45" 3-D Outfit.....**$99.50**
217-687 A750 Case for Stereo Realist "45" Camera.. **9.50**
217-661 A725 Flash Attachment **8.75**

(P) Stereo Realist Camera Outfit
Stereo Realist camera and viewer, everything you need for stereo slides, next best thing to being "on the spot." This camera, synonymous with stereo, has matched f/3.5 coated lenses with coupled diaphragms for equal exposures of both pictures. Locked to stationary front plate for permanent alignment. Internal focusing through movement of mechanism coupled to split-image rangefinder. Centered viewfinder eliminates parallax. Gear retarded shutter operates both sets of blades . . . 8 speeds from one to 1/150 second. Flash synchronized. Built-in exposure and depth-of-field scales.
217-620 A11898 Stereo Realist Camera Outfit..... **$148.75**
217-646 A14298 Outfit with Zeiss Tessars f/2.8, 1/200 **178.75**
217-653 A938 Eveready Case for Stereo Realist.... **12.50**
217-661 A725 Flash Attachment for Stereo Realist.. **8.75**

(R) Stereo Graphic Camera Outfit
Proof that three dimensions can be as easy and inexpensive as two and twice as exciting! A Stereo Graphic exclusive, Depth-master Auto-focus, insures greatest in-focus range from foreground to infinity. Position of matched f/4 lenses provides sharp focus at close range. Lens aperture control matches lighting conditions . . . only one dial to set for cloudy, hazy, bright or brilliant (also marked in standard f/stops). Convenience and accuracy of optical eye-level viewfinder. Film advance automatically cocks shutter, fully synchronized for flash. Camera, flash and leather case.
217-943 A6275 Stereo Graphic Camera Outfit.....**$79.50**

(S) Stereo Realist Viewer. A true optical instrument with built-in light source, achromatic lenses, focusing and interocular adjustments. Uses flashlight batteries.
217-679 A1575 Stereo Realist Viewer. Black plastic ...**$19.75**

(T) Stereo Viewer with Quick-Change Cartridges. Allows rapid conversion from battery illumination to 110v power. Color control and 8-foot cord. Case is black and green.
217-752 A1960 Stereo Viewer with 2-Way Power.....**$24.50**

(V) Stereo Realist Projector, Model 81
Supreme way to share the breathtaking realism of your stereo slides. Gather your friends around so all can admire the pinpoint details and crystal-clear colors of the giant-sized image . . . 50 x 50" at 15 feet. Two f/2.8 coated anastigmat lenses and two 500 watt lamps explain the brilliance. Direct-flow air-cooling system guarantees maximum protection of your slides. Positive slide alignment and simple controls . . . you'll enjoy your own show. Provision for easy cleaning of all parts. Projector locks securely in base of case . . . takes the show "on the road." 15-foot cord.
826-925 B35950 Stereo Realist Projector, Model 81....**$449.50**

REFLEX CAMERAS

Rollei . . Graflex

ROLLEI

E Rolleiflex f/2.8 Automat "D"

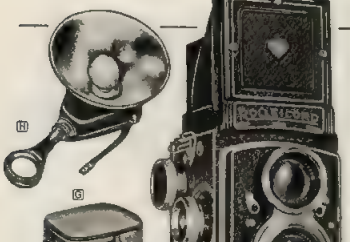
Experts cheer the remarkable results they get with this world-renowned twin lens reflex camera. Its Synchro Compur shutter, with speeds one to 1/500 second, has the new "light value" scale . when you change either shutter speed or diaphragm setting, mechanism adjusts the other automatically. Full negative size (2¼x2¼) image focuses razorsharp on ground glass viewing screen with magnifiers for waist and eye level focusing. Five-element 80mm f/2.8 Zeiss Planar lens befits the quality of the camera. Built-in synchronization for Class M and X bayonet-type lamps, locking flash-cable socket and self-timer. Double exposure prevention device may be released for intentional multiple exposures. Depth-of-field table, counter and parallax compensation. Complete with leather case.

217-539 A24750 Rolleiflex Automat "D" with Planar f/2.8.. ...**$309.50**

F Rolleiflex Automat f/3.5

This twin lens reflex camera challenges you to create your best in every photographic situation. Easy, too, with the sensational linear-coupled Synchro Compur shutter . . . simply translate light reading from exposure table on camera's back to one setting for both lens and shutter speed. Change one and you automatically change the other (or operate separately if you wish). Speeds, from one to 1/500 second, can be set before or after cocking shutter. Ground glass viewing screen shows image in full 2¼x2¼" negative size, magnifies focusing at waist or eye level. Equipped with Zeiss Tessar 75mm f/3.5 taking lens and f/2.8 viewing lens. Shutter and self-timer coupled to film transport . . . prevents double exposure unless released for that specific purpose. Synchronization built-in. You get 12 pictures (2¼x2¼") in a roll of 120 film. With leather eveready case.

217-505 A19363 Rolleiflex Automat f/3.5. .... **$249.50**



ROLLEI

G Rolleicord V . . . f/3.5

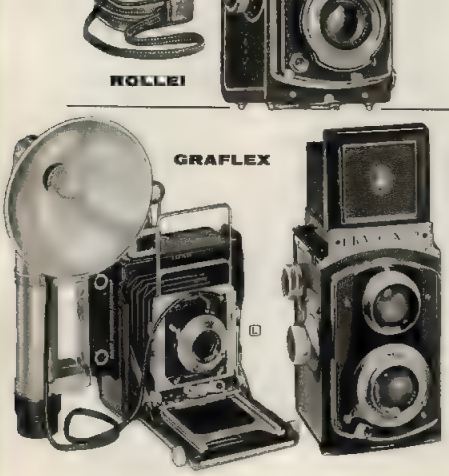
Candid shots, close-ups, panoramic grandeur, worm's eye views, the drama of high angles . . . you're master of all with this twin lens reflex. Its Schneider Xenar f/3.5 takes sure, sharp pictures in black and white or color. Focus from 3 ft. to infinity. You take exactly what you see in the ground glass viewer . . . same 2¼x2¼ size, same composition, same details. Extra-large focusing knob tells film speed at a glance. In one operation, convenient light value scale determines position of shutter control and, in turn, sets lens opening and shutter speed (or individual controls can be used). Speed/stop selector covers stops from f/3.5 down to f/22, speeds from one to 1/500 second. Winding knob advances the 120 film. . . . prevents double exposures or allows them. Lock-on flash gun, internal synchronization. Leather eveready case.

217-547 A11585 Rolleicord V Camera. **$149.50**

H Rolleiflash for All Late Model Rollei Cameras

This capacitor type flash unit with 22½-volt battery bayonets into top lens of camera. Crackle finish of 5½-inch reflector throws more light than smooth surface. Flexible coil spring prevents camera vibration. Built-in extension cord reel with extra cord length and connector, open switch with safety lock, test lamp, bulb ejector.

217-554 A2246 Rolleiflash for Rollei f/3.5 Cameras . . **$29 95**
217-562 A2246 Rolleiflash for Rollei f/2.8 Cameras **29 95**



K Graflex "22" Model 200 Outfit

Get set to snap some prize winners with this twin lens reflex camera by the makers of the famous Speed Graphic. Bright image viewing screen of ground glass shows exact picture composed in full 2¼ by 2¼ inches. 85mm Graftar f/3.5 taking lens, coupled to f/3.2 viewing lens, focuses 3 ft. to infinity. Century XFM shutter offers speeds from 1/10 to 1/200 second. Fully flash synchronized . . . flashbulb types color coded on shutter for fast setting. No spring tension in simplified film loading . . . just drop in 12-exposure 120 roll. With leather carrying case and BC-flash unit.

217-927 A6995 Graflex "22" Model 200 Outfit... . . . **$92 50**

L Century and Speed Graphics . . . Press-Type Cameras

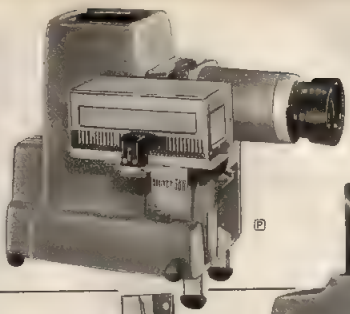
Working tools for newspaper and commercial photographers . . . now yours in latest style press cameras. Century "23" has 103mm Graftar f/4.5 lens that stops down to f/32. Self-setting Century XFM shutter with speeds from 1/10 to 1/200 second, fully synchronized for flash. Focusing with coupled Kalart rangefinder; also by scale and ground glass with metal viewing hood. Optical viewfinder with parallax correction; sport finder to follow fast movement. Graflok back takes sheet film, film packs. Sheet film holder included. For unusual angles at close range, lens mount rises, tilts, shifts laterally. Double extension bellows, drop bed for angle shots. Comes with Graflite 2-cell flashgun.

217-851 A15195 Century Graphic "23". . **$200 60**
217-877 A28195 "45" Speed Graphic 4x5 (not shown) With 135mm, f/4.7 Optar lens; coupled rangefinder, focal plane shutter, 3-cell flash gun, sheet film holder. **$374.10**

Complete Graflex line available. Write for information.

35mm PROJECTORS

Kodak . . La Belle . . Skan



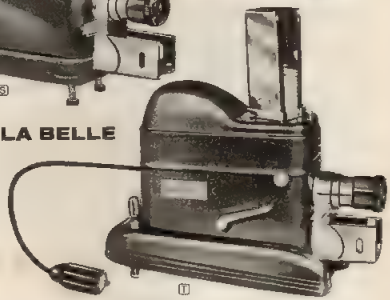
KODAK

(P) Kodaslide Signet 300 Automatic Slide Projector
By projecting your color slides in full glory, this is the perfect complement to your fine 35mm camera. Your screenings sparkle from the brilliance of its 300 watt lamp with maximum efficiency optical system and five-inch f/3.5 lens. Simple push-pull movement of Airequipt changer handle projects slide, refiles it and advances 36-compartment magazine to next slide. Slides can be shown in sequence, skipped or repeated. Quiet, impeller-type blower offers three-way protective cooling. All-metal body in frosty green finish. Extra-long 12-foot cord.

826-784 B5550 Kodaslide Signet 300 Slide Projector **$69.50**
826-792 B7150 Same, with 500 watt lamp and f/2.8 lens. **89.50**
826-800 B795 Kodaslide Signet Projector Case..... **9.95**

(R) La Belle Director 300 Slide Projector
This projector has earned widespread popularity through its automatic aptitude. Slides feed from top magazine to projector and into lower magazine . . . change at the push of operating handles in rear. Blower directs cool air over slides, hot air away from operator. Five-inch, fully coated f/3.5 anastigmat lens for sharp definition . . . plus optical system with latest twin-condenser design. Projects the power of 300 watts on screen. Each six-inch magazine holds 75 ready-mounts or 35 glass slides . . . hours of entertainment. A two-tone finish graces its aluminum construction, lightweight and strong.

826-362 B5595 La Belle Director 300 Projector .. . . . . **$[illegible]**
826-370 B795 Case for La Belle Director 300 . . **9.95**



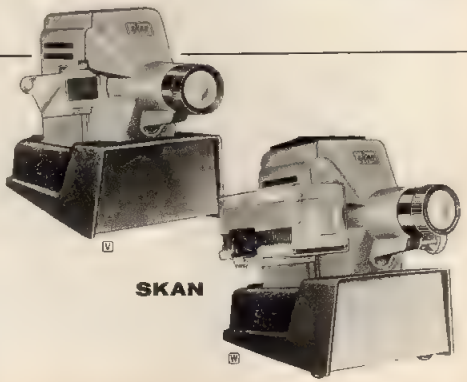
LA BELLE

(S) La Belle Producer 55 Slide Projector
All the magnificence of your 2x2" mounted transparencies shines through the projection by this La Belle model. Two good reasons are its five-inch f/3.5 lens and blower-cooled 500 watt lamp. Slides feed from magazine to receiver, restack automatically in proper sequence. Shutter closes during slide changes . . . never a white screen glare. Release button moves stubborn slides and "relieved" head can't gouge magazines. Light traps around lamp and body stop stray light. Micro-Focus knob for absolute sharpness and selector for glass or paper slides.

826-347 B7595 La Belle Producer 55 Projector . . **$94.95**
826-354 B1095 Case for La Belle Producer 55 . . . . **13.85**

(T) La Belle Professional 75 Slide Projector
Now you can host an hour-long show with a professional touch and never touch slides or magazine by hand! All the features of the Producer 55 (above) plus electrical remote control cord for effortless projection. Slides automatically position into projector and store themselves in lower magazine. "Turbo" blower cooling sees to it that the 500 watt lamp can't damage film. Heat treated lenses of condensing system match five-inch f/3.5 projection lens. Deluxe carrying case has ample room for four extra magazines and accessory lamps and cords.

826-321 B12395 La Belle Professional 75 Projector **$154.95**
826-339 B1065 Set of 6 Pairs of 6-inch Magazines..... **13.20**
826-388 B695 Case for 12 Magazines, in Blue Tweed... **8.50**



SKAN

(V) Skan 200 Watt Slide Projector
Enjoy your color slides in full screen extravagance . . . and at a remarkably thrifty price! With this famous-name projector, you'll see your slides in the bright light of a 200 watt lamp with "slide cooling" blower . . . and under the scrutiny of a five-inch f/3.5 lens. Produces more screen illumination than most 200 watt projectors made. At your fingertips is a push-button tilt control and, for smooth operation, a built-in slide track. Friction focusing brings out details otherwise lost. Two way manual changer takes all 2x2" mounted slides.

826-950 D2195 Skan 200 Watt Slide Projector . . **$29 95**

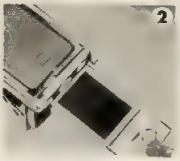
(W) Skan Automatic Slide Projector
A treat awaits the audience (and operator) who watch the projection of a Skan Automatic! There's no annoying delay while slides "pop" into focus . . . never the nuisance of refocusing over and over again. Nothing but immediate sharpness, slide after slide, through a five-inch f/3.5 coated anastigmat lens and 300 watt lamp. "Slide cooling" blower eliminates the heat filter, achieves truer colors and more sparkling detail. Price includes Airequipt automatic changer that selects, centers slide in correct focal plane and refiles slide in magazine.

826-933 D4150 Skan Automatic Slide Projector **$61.45**
826-941 D3150 As above, without Airequipt Changer. . . **46.50**

POLAROID LAND CAMERAS

Take and Print Pictures in Just 60 Seconds

. . . you see the finished picture one minute after you take it!

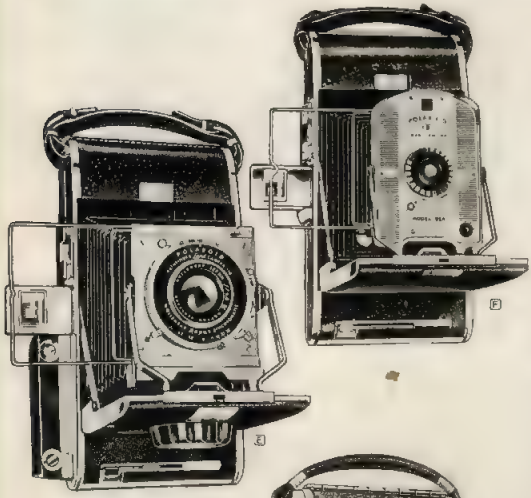


1 **Raise camera to eye level, frame exact picture in viewfinder, snap shutter . . .**

2 **Turn camera over, pull film tab as far as markings indicate, tear tab off . . .**

3 **Wait 60 seconds, open back, lift perforated, finished picture from camera!**

"Polaroid" products available only to retailers buying for resale outside of non-metropolitan areas. Not available where authorized Polaroid dealer is located.



(E) Polaroid Deluxe Pathfinder Camera Outfit

Imagine . . . just 60 seconds between shooting and showing a 3¼x4¼" picture! To understand why the Pathfinder is deluxe . . . consider these features one by one. There's a Rapax II shutter with 8 speeds from one to 1/400 seconds . . . and a famous, fast f/4.5 Wollensack 127mm lens. A single dial automatically sets lens and shutter . . . no complex figuring. There's a built-in lens-coupled Kalart range-finder for needle-sharp focus. And there's full flash synchronization for indoor wizardry. A truly deluxe outfit including camera, exposure meter, flash gun, filter kit, close-up kit and case.

217-265 A28050 Polaroid Deluxe Pathfinder Outfit....$337 10

(F) Polaroid Speedliner Camera Outfit

Today's advanced model of the original Polaroid camera! Now more people than ever are making sharp, permanent 60-second pictures with the Speedliner. Single dial selects the correct setting for both shutter and lens. Speaking of its lens . . . at your service is a fast, coated anastigmat lens with quick-action lever for focus from 3 ft. to infinity. Also helpful for close-ups is its combined optical and press-type viewfinder. Complete with built-in synchronization for conventional and electronic flash. Prints measure 3¼x4¼". Kit includes Speedliner camera, flash gun, case, 1 roll film, orange filter, 12 mounts and write-in album.

217-307 A16580 Polaroid Speedliner Camera Outfit ..$128 45
217-315 A7540 Polaroid Speedliner Camera only.... 89.75
217-356 A1650 Case for Speedliner or Pathfinder.... 26.00
217-406 A475 Filter Kit 5.95
217-422 A715 Close-up Kit 8.95

(G) Polaroid Highlander Camera Outfit

See how inexpensive 60-second photography can be with the Highlander and think of the thrills . . . around the house and at parties, picnics, parades! Easy to load, easy to operate. Just drop film into place, turn one dial to set both lens and shutter, sight and shoot. Viewfinder frames picture exactly. You get what you see and get it in a minute . . . a wallet-sized 2¾x3¼" picture, plastic-coated to preserve its brightness. Synchronized flash clips to camera without cords. Outfit includes pocket sized camera, flash gun, 2 rolls film, 12 mounts, orange filter, write-in album, compartment case.

217-190 A8545 Polaroid Highlander Camera Outfit ...$102.85
217-208 A5875 Polaroid Highlander Camera only..... 69.95
217-240 A1575 Compartment Case for Highlander.... 19.75
217-406 A475 Filter Kit 5.95
217-422 A715 Close-up Kit 8.95

(H) GE Polaroid Exposure Meters. Extra sensitivity gives accurate settings every time. Just point meter, match camera's shutter number to reading on meter. Clips to camera.

217-224 A1170 GE Exposure Meter for Highlander $13.95
217-299 A1195 For Pathfinder or Speedliner..... 14.25

(K) Flash Guns for Polaroid Cameras. Built-in guide tells indoor shutter settings. Use for fill-in outdoors, too.

217-216 A1075 Highlander Flash Gun.....$12.95
217-331 A1130 Speedliner Flash Gun..... 13.95
217-281 A1130 Pathfinder Flash Gun..... 13.95

(L) Polaroid Film. Regular. Carton of six 8-exposure rolls.

217-257 A650 For Highlander .....$ 7.74
217-344 A880 For Speedliner, Pathfinder..... 10.50

Polapan, 200 ASA. Carton of six 8-exposure rolls.

217-398 A771 For Highlander .....$ 9.18
217-372 A995 For Speedliner, Pathfinder..... 11.40
217-380 A1100 400 ASA. For Speedliner, Pathfinder.... 13.14

Jewelry from Straw

EVER dream that you could pick your summer jewelry from a grain field? Of course you won't find a finished pin or necklace hanging on a wheat stalk. But if you gather straws just before harvest, you'll have the makings of some smart accents for your summer dresses. And for almost nothing, too!

Be sure to get some long straws from tall grain for braiding. Cut off and discard the heads and joints and gently remove the husks from each section of the stem. Then sort straw by length and diameter, and tie it loosely into bundles. Soak the straw in hot water for at least an hour before using; work with it wet.

When you want to make accessories from braided straw, tie three fine straws together at one end. Squeeze straws into a flat ribbon, and braid.

DESIGNS BY
KATHRYN SEIBEL

SAVE YOUR STRAW and popsicle sticks! In November, we'll show Christmas decorations you can make—this angel, and more. End

How to make *sure* your *frozen meats* keep their "*fresh-cut*" flavor

For freezer or freezer compartment. 15", 18", 24" wide rolls in handy cutter boxes, with wrapping instructions.

Your frozen meats can be juicy, tender, and full of flavor when you wrap them right with KVP Freezer paper. It's easy to use — fits snugly — doesn't stick to meat—guards against drying out, freezerburn.

KVP originated Freezer paper and keeps it the leader in low-cost protection. Buy it at locker plants, and in the paper section of your favorite store. Keep a box handy for meat bargains.

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Save time, save work, with these KVP household papers.
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ONLY Kerr* LIDS PROTECT WITH 2 EXCLUSIVE FEATURES!

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2 For flavor protection **NEW GOLDEN ENAMEL**, only Kerr Lids have it! Extra resistant to vinegar and food acids...a research-developed harder protective coating.

CURVED FOR EASY TESTING!

Listen for the Kerr "plink" as jars seal. Hear, see or feel the seal.

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JUNIOR AND TEEN-AGE FOLDING POOL TABLES

WITH EXCLUSIVE **DIAL-A-SCORE®**

• Here are the most professional-looking Teen and Junior pool tables on the market. All models have flush-mounted frames and sides, rounded corners, bright new colors with special protective finish, new Dial-A-Score Feature! Priced for action!

JUNIOR GROUP

3410 — 22" x 44⅞"
3409 — 22½" x 42"
3408 — 21½" x 40"

FOR ADULTS:
(not shown)
Award-winning 4-in-1 pool table
3 sizes to 46" x 84".

TEEN GROUP

3413 — 33" x 62"
3412 — 30" x 56½"
3411 — 28" x 50½"

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Catalin Sets in Ivory, Green, Rose color tiles. Sets are complete in accordance with latest rules.

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DOMINOES, DICE, CHESS, CHECKERS
AT LOWEST PRICES IN THE COUNTRY

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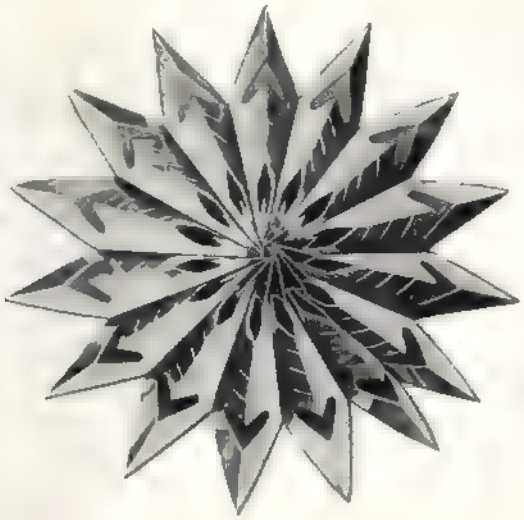
Exquisitely different—beautifully decorative—priced RIGHT—they're today's best buy in Christmas Ornaments.



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WALL and WINDOW DECORATIONS

Sales tested and proven the Hottest Christmas Ornament Line in 1956.

Now Ready With Many New Designs

Retailing from **10c** to **$1.29**

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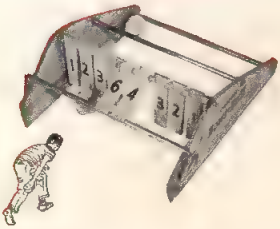
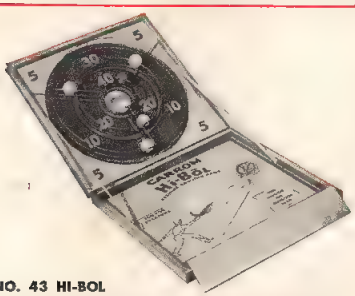
From the customers' standpoint, this is undoubtedly the BIGGEST MONEY'S WORTH in the toy and game business! Endless entertainment for both children and adults. Complete rules book and all accessories, including two 26-inch cues with every game. Also, Numbers 95 and 105.



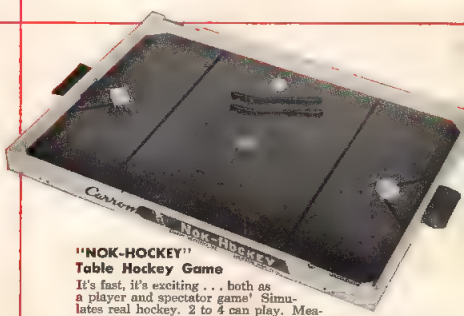
NO. 44 BOWL BALL

Big, sturdy (28" wide, 30" long, 10" high), this rugged bowling game appeals to all age groups. Any number can play. Scores similar to real bowling. Furnished with 2 balls. An ideal home game for parlor or rumpus room. FUN for everyone! Metal tubular braces and bump bar.



NO. 43 HI-BOL

Here's a game where both skill and chance come to play . . . everyone has an equal chance to win. A wonderful game for indoor or outdoor play . . . folds compactly into a neat carrying case. Ideal for beach and vacation jaunts. Provides FUN at all seasons, anywhere, everywhere!



"NOK-HOCKEY"
Table Hockey Game

It's fast, it's exciting . . . both as a player and spectator game! Simulates real hockey. 2 to 4 can play. Measures 34" x 46" (cleats on under side fit snugly over standard card table). Packed singly in corrugated shipping carton. FUN to play, profitable to sell. Two models. No. 21 (illustrated) with two plastic sticks for recreational use; No. 20 with 4 wooden sticks for home fun.

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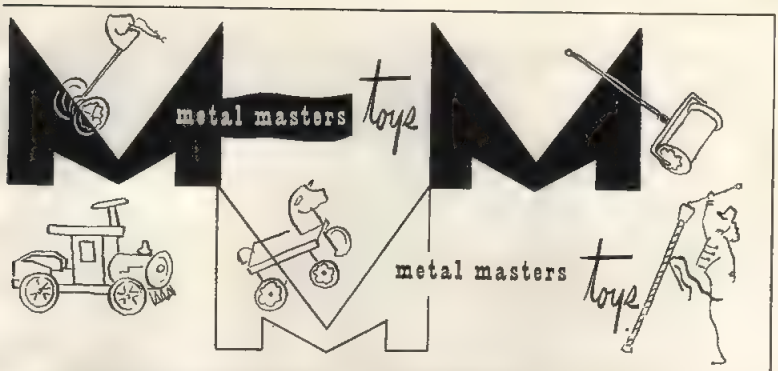

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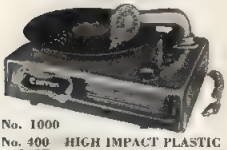
"If you don't check,
You're the loser
for the year"

ACCOUSTICAL



No. 1000

No. 400 HIGH IMPACT PLASTIC CASE.

No. 1000—ONE PIECE DRAWN 24 GAUGE STEEL CASE. NOT IN SECTIONS OR BENT AROUND, NOT LIGHTWEIGHT LITHO-STEEL.

FEATURES

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- Balanced Tone-Arm—for Less Record Wear.
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The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most.

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NO OTHER BUICK ever looked like this. There's no other car on the road quite like it—from that Dynastar Grille right back to the twin tower taillights.

But the differences in *driving* are even more exciting—in the Buick built with more aircraft principles than any other car in the world. Once behind the wheel, you find a *new kind of land travel.*

You'll feel it at once in the successor to automatic transmissions—the incredible Flight Pitch Dynaflow.*

You'll feel it in the silence and smoothness and instantaneous action of the B-12000 engine—the last word in performance efficiency until top-octane fuels are nationally available.

You'll feel it in the bounceless, swayless, yet completely cushioned Miracle Ride. And, if you choose, you can even top *that* with Buick's Air-Poise Suspension.*

You'll feel it in deep satisfaction, in the steel-sinewed solidity that tells you a new standard of durable Buick quality has been hammered into every inch of this car's structure.

So don't wait. Go find out more about this bold and brilliant forerunner of a new era. The B-58 Buicks are drawing the knowing ones *now*, at all Buick dealers'.

BUICK *Division of* GENERAL MOTORS

**Flight Pitch Dynaflow standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series.*

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV

FLIGHT PITCH DYNAFLOW

Just press the gas pedal — and instantly, automatically, you get the proper switch of pitch needed for maximum performance at that moment.

It looks and feels like flight on wheels

the AIR BORN B-58 BUICK

When better automobiles are built Buick will build them

The dashing new Corvette (left) and the Bel Air Sport Coupe.

Chevy puts the purr in performance!

That new V8 in the '57 Chevrolet is as quiet as a contented cat and as smooth as cream. And it's cat-quick in response when you ask for action!

Just nudge the accelerator, and it pours out the kind of velvety action that helps you be a surer, safer driver at all times. Its right-now response keeps you out of unexpected highway emergencies. And it overpowers steep hills with such ease they seem like level landscape.

New Chevrolet V8 engine options put up to 245* high-compression horsepower under your command. With 283 cubic inches of displacement, this V8 is a new, bigger and better edition of the engines that have put Chevrolet at the top of the performance ladder. It's sassy, sure—but as tame to your touch as a purring pussycat.

Try the smoothest V8 you ever put a toe to, and all the good things that go with it. Like new Turboglide—the first and only triple-turbine automatic drive (an extra-cost option). And Chevy's own special sweet and solid way of going. Stop by your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

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**270-h.p. high-performance engine also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p.*

WANT TWO NIMBLE TONS *of Fresh New Fashion?*

THIS beauty is a 1957 Buick — and you can readily see the outward and inward things that make it such a joy.

Like the way its styling is clean and bold and fresh — with every line accenting a low-sweep silhouette.

Or its surprising roominess inside for a car so low — *full* legroom — ample hiproom — plenty of headroom.

Yet this only sets the scene for what's to come.

It's when you put this sleek Buick through its obedience tests that you learn what's really the dream car *to drive.*

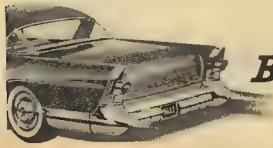
It begins with a great new Buick performance team — the mightiest and highest compression V8 on the Buick record books — harnessed to an advanced new *instant response* Dynaflow.*

Along with this sparkling performance comes a brand-new Buick ride — with new roadability — solid new torque-tube drive — new surety and ease of handling — even new levelized braking and greater stopping power.

So if you like your cars big — and you like them nimble — see your Buick dealer for a tryout at the wheel of a big buy, big thrill Buick. Do it this coming week.

BUICK *Division of* GENERAL MOTORS

**New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.*



BIG THRILL'S BUICK

SPECIAL – CENTURY – SUPER – ROADMASTER

When better automobiles are built Buick will build them

You [illegible] yourself saying: "Now that's a smart-looking car!"

And do you know why?

Because it is just that—long and low and sweepingly graceful—styled for newness to be bold and fresh, *not* flamboyant.

So you find yourself going for the good looks of this bright new Buick—and you explore a little more.

That's when the excitement goes way down deep.

That's when you're behind the wheel—feeling the *instant* response of that new Variable Pitch Dynaflow* —now so full-range and flexible in "Drive" even without switching the pitch, your need for "Low" is practically eliminated.

It's a new kind of performance, sparked by the brilliant new obedience of a big 364-cubic-inch V8 engine with the highest horsepower, compression and foot-pounds of torque in all Buick history.

Then you find out even more.

You brake to a stop—even a quick one—and you realize that you and the car stay on the level. That's Buick's new *levelized* braking virtually ending the down-in-front dip cars have had to live with up to now.

You go around curves and corners with the confidence of a cat on carpet. No slew. No sway. Like a train on tracks. That's Buick's combination of ball-joint suspension, a new low center of gravity, and a unique front-end geometry giving you the easiest handling and surest cornering you've ever had.

You go on and on—and get happier and happier.

For you're bossing an automobile that's completely new, from wheel covers to lower roof line. New in styling, new in power, new in performance, new in ruggedness, new in safety.

Go feel the real thing. Go visit your Buick dealer and take the wheel of a '57 Buick. Do it today.

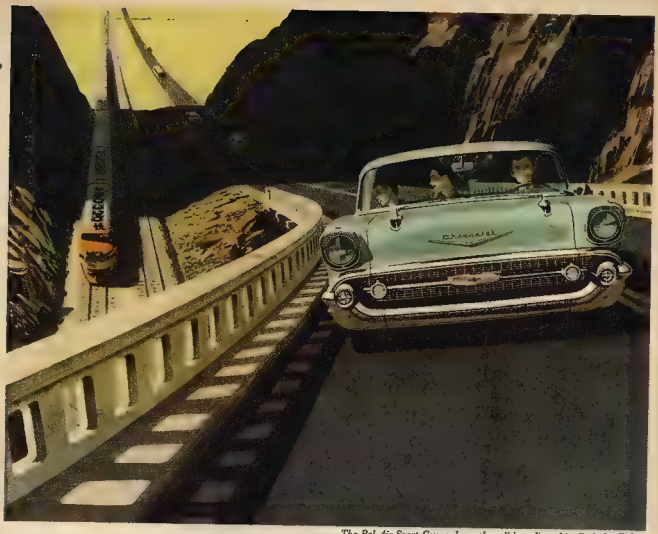
BUICK *Division of* GENERAL MOTORS

**New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century — optional at modest extra cost on the Special.*

BIG THRILL'S BUICK

When better automobiles are built Buick will build them

SPECIAL • CENTURY • SUPER • ROADMASTER



The Bel Air Sport Coupe shows the solid quality of its Body by Fisher.

It likes to flex those big new muscles!

The Sweet, Smooth and Sassy '57 Chevrolet...

New muscles under the hood—with a choice of *five* precision-balanced new powerplants—to move you along in eager and effortless smoothness. New muscles to grip the road even more tightly and lay into the curves even more solidly. New muscles to give you a new lift in driving!

Here's a car designed to put the sparkle back into driving, a car that gives you that glad-to-be-alive feeling the moment you nudge the throttle! Part of the pleasure is performance—and part is the wonderful sense of security that comes from Chevy's superb road-holding and precision control.

How do you like to drive? There's a Chevy combination to suit every motoring mood, from the thrifty Six to the terrific Corvette V8, from the sports car *close-ratio* stick shift to the free-flight feeling of either of Chevrolet's two automatic drives.* Whenever the miles seem dull and motoring a chore, remember this: There's a sure cure just as close as your nearest Chevrolet dealer! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

1 USA

**Corvette engine, close-ratio transmission, Powerglide and Turboglide automatic transmissions optional at extra cost.*

ILLUSTRATED IS THE CHRYSLER NEW YORKER 4-DOOR HARDTOP.

NEVER BEFORE HAVE SO MANY PEOPLE SWITCHED TO CHRYSLER!

Once in a while a motor car is born that captures the public imagination. By every yardstick the industry knows, The Mighty Chrysler is such a car. Ever since its introduction, demand for the 1957 Chrysler has far exceeded supply.

What's behind such a success story is always the same thing—imagination! The 1957 Chrysler is so outstanding in styling and in the engineering advances people want, that you cannot really compare the other cars in its price class with it.

See for yourself what makes this Chrysler so distinctive . . . its Flight-Sweep styling, the all new chassis with Torsion-Aire suspension, new push-button TorqueFlite, Total-Contact brakes and many other engineering breakthroughs. It's truly the most glamorous car in a generation.

CHRYSLER WINDSOR 2-DOOR HARDTOP. GOWNS BY GASTON MALLET

YOU'LL LOVE THE WAY IT HONORS AND OBEYS YOU!

Whatever you wish, the Mighty Chrysler says "I do."

If you want the most beautiful styling in the world -you've got it! If you want the most comfortable ride on the road -it's yours. If you want the utmost in motoring luxury—the Mighty Chrysler delivers it proudly—every luxurious mile.

Just ease its sleek, Flight-Sweep lines into traffic -and see. Glide anywhere with new ease, cradled by a new Torsion-Aire suspension that makes motoring different from all others. Enjoy the turnpike muscle of its mighty V-8 engine . . . the hair-trigger response of its TorqueFlite* transmission . . . the versatility of its athletic balance on turns and corners. This, at last, is *driving!* *Optional at extra cost

Now in the
$3000
price range

ILLUSTRATED IS THE CHRYSLER WINDSOR 4-DOOR SEDAN. FISHING TACKLE AND SPORTSWEAR COURTESY OF ABERCROMBIE AND FITCH

EVERYTHING SAYS LUXURY BUT THE PRICE!

If you've ever wished you had the money to live like a tycoon, take a look at this car and the price tag. There's only one prestige-class car that sells at a popular medium price . . . *and this is it!*

Consider these facts. This is a full-sized Chrysler with all the traditional, quality construction you'll find in the finest cars. It is outstandingly distinctive . . . a car that honors you wherever you go. It has all the big Chrysler engineering advances, including Torsion-Aire ride and Total-Contact brakes. Its performance is everything you would have a right to expect from the highest priced cars. And it's waiting for you at your Chrysler Dealer in your choice of 142 color combinations. Why not drive it this week?

Now in the
$3000
price range

THE MIGHTY CHRYSLER

Most glamorous car in a generation

THE MIGHTY CHRYSLER WINDSOR TWO-DOOR HARDTOP WITH YEARS-AHEAD TORSION AIRE SUSPENSION AS STANDARD EQUIPMENT

ONLY CHRYSLER GIVES YOU SO MUCH FOR SO LITTLE!

Here is the car that changed the "look" of motoring, with styling other cars will be imitating for years to come. Here is the car that changed the "feel" of motoring with Torsion-Aire Ride, the greatest engineering improvement of the year.

When you visit your Chrysler Dealer and drive the Chrysler Windsor, it may also change a lot of your ideas about fine car value. This is a prestige car by every standard of quality, yet you can own it for the cost of most medium-priced cars.

One other thing to remember . . . its resale value is at an all-time high. Better looks, better performance, a better buy and a better trade-in. That's why it's the biggest winner in Chrysler history. See your Chrysler Dealer *now!*

Now in the
$3000
price range

New kind of baby for the Doctor

The whole town *knew* the "Doc" was going to like the new Ford we gave him . . . For here was a new kind of car that was built for his kind of driving. One that was longer, lower and roomier than many higher priced cars. One whose "inner car" was built so solidly that even those old back roads on the edge of town would seem like airstrips!

One whose Thunderbird V-8 helped set 458 performance and endurance records at Bonneville, would easily let him make emergency calls in stride.

What we didn't know was that "Doc" had already ordered a new Ford Station Wagon!

(But underestimate the power of a woman? Never! His missus made him keep *both!*)

This new Fairlane 500 Club Victoria is one of *two* sizes that Fords come in this year. Like all Fairlane and Fairlane 500 models it stretches out over 17 feet long. Ford's Custom and Custom 300 models are distinctly *different* And *they're* over 16 feet long! Your choice is not limited to extra chrome and trim. You choose between a *big* car and a still *bigger* one. Come in and see!

It's fun to go. FORD

THE 58 FORD was proved and approved around the world! On the roads of 3 continents, the new Interceptor V-8 engine demonstrated amazing new performance.

PICTURESQUE TORTURE: Ford's tough body structure stood up superbly over the long, wrenching grind on the worst "car killing" trails we could find.

BOULDER BOULEVARD: Over roads never really improved since Roman Empire days the 58 Ford showed an all-new kind of riding comfort and smooth, sure handling.

STYLE IN PARIS: Everywhere people saluted the new, high-fashion look of the 58 Ford.

Nothing newer in the world

The 58 Ford is not only new in exciting beauty . . . it's new in *everything* that matters most in a truly modern car!

From its graceful new Power-Flow hood and Safety-Twin headlights to its sculptured rear deck – this Ford sets the pace with the world's most modern styling.

Its new Interceptor V-8, with Precision Fuel Induction, is the greatest V-8 engine advance in 25 years. And when it's teamed with optional, new Cruise-O-Matic Drive, you can get up to 15% more gas economy.

In every Ford model, you get new Magic-Circle Steering that makes steering as easy as pointing. And you can literally ride on air with Ford's optional new Ford-Aire Suspension.

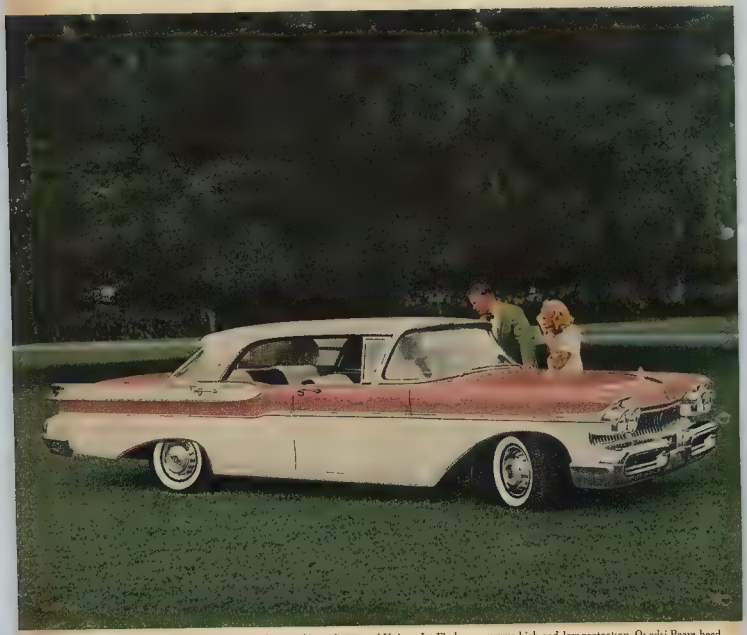
See your dealer; see the car that conquered the world to prove itself to you.

PROVED AND APPROVED AROUND THE WORLD

58 FORD

First car ever to use the whole world as a test track

Dream-Car Design at a sweet-dream price — the '57 Mercury. New in every way — styling, features, power, size! Floating Ride — as gentle as moonlight on velvet. Keyboard Control — outdates all other push-button drives. With up to 290 hp. in the Turnpike Cruiser V-8 engine. The biggest size and value increase in the industry!



NO OTHER CAR SHARES THIS LOOK and this is beauty that makes sense! Unique Jet-Flo bumpers give high and low protection. Quadri-Beam head lamps set a new pattern for safer night driving. New slim-line roof gives better vision, more headroom! See *all that's new* at your Mercury dealer's!

THE BIG MERCURY for '57 *with* ***DREAM-CAR DESIGN***

MERCURY DIVISION • FORD MOTOR COMPANY

GOLDEN ROCKET 88 HOLIDAY COUPE

Come Aboard! **AND LET YOURSELF GO . . . FOR AN OLDS!**

If you yearn to skipper a winner . . . then you're ready to come over to Olds. For owning an Olds brings you a fresh, new, let-yourself-go way of life. Oldsmobile unmistakably puts the accent on you with its classic, low-level lines . . . and pennant-bright new Oldsmobile Accent Stripe.

And for an adventurous new way of *going*, nothing surpasses the Rocket T-400* for power when you need it . . . economy when you want it.

So your course is clear . . . *especially* if you are looking for top value. Head for your Oldsmobile Quality Dealer's. Be his guest aboard this modestly priced Golden Rocket 88 . . . or any of 17 new Olds models.

GOLDEN ROCKET 88

**277-h.p. Rocket T-400 Engine standard on all models. J-2 Rocket Engine, with 300 h.p., and special Rocket Engine, with up to 312 h.p., both available at extra cost.*

GOLDEN ROCKET 88 HOLIDAY SEDAN

Come on—live a little!

If you're the kind who won't settle for the ho-hum way of life . . . you're ready to join the circle of Oldsmobile owners. And the Golden Rocket 88 is for you! It's a mood-in-motion . . . with the bright new Accent Stripe, smart as the slap of skis on snow; it's the sweep of clean, low-level body lines. And above all, it's *power personified*—with the thrilling high-compression horsepower of the Rocket T-400.* Dashing "go" when you need it . . . wise economy when you want it! Today, let your Oldsmobile Quality Dealer show *you* the glamorous Golden Rocket 88 . . . value-car of the year!

GOLDEN ROCKET 88

*277-h.p. Rocket T-400 Engine standard on all models. Special Rocket Engine, with up to 312 h.p., available at extra cost

OLDSMOBILE

SUPER 88 FIESTA

Get in the act!

THE VERSATILE "FIESTA" PUTS THE SPOTLIGHT ON YOU!

See what happened when Oldsmobile added the happy-go-lucky look of Holiday styling to the husky heft of a station wagon! It's the fabulous Fiesta!

This all-'round performer commands the spotlight wherever it goes. So let the Fiesta set the stage for *your* dramatic entrance into a whole new fun-filled way of going places and doing things!

Your *first* cue is to call or visit your Authorized Oldsmobile Quality Dealer. He'll show you how owning a Fiesta is like owning *two* Oldsmobiles in one!

SAFETY MAKES SENSE!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.

OLDSMOBILE

SEE YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER

When better automobiles are built Buick will build them

IT SETS A NEW STANDARD OF *Splendor*

We believe you will be delighted with the new magnificence that is Roadmaster 75—for its purpose is luxury without limit.

Its interior is conceived in breath-taking new fashion—with glove-finish fabrics and hand-buffed leather trim—with doors fully upholstered—a new instrument panel and new deep-pile carpeting.

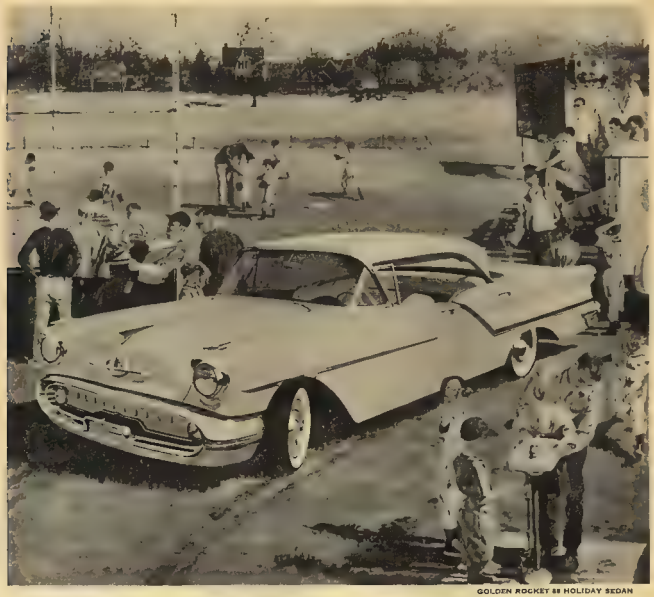
But thoroughly the equal of this interior magnificence is the magnificent performance engineered into Roadmaster 75.

Here you have a new Variable Pitch Dynaflow of absolute smoothness, full-range torque and instant response.

Here you have Buick's highest horsepower—a ride of new steadiness and solidity—superb new handling—and a new smoothness of stopping with air-cooled aluminum front brakes—*newest and the finest in the fine-car field.*

Surely you owe it to yourself to inspect Roadmaster 75 at your Buick dealer's soon. Plan to do it tomorrow.

BUICK *Division of* GENERAL MOTORS



GOLDEN ROCKET 88 HOLIDAY SEDAN

Extra Innings of Fun . . .

HEAD FOR HOME IN AN OLDS! This Oldsmobile packs all the pleasure and satisfaction of owning a *big car* . . . big in size and heft, big in performance, big in value.

The Golden Rocket 88 is strictly "big league". Settle down behind the wheel . . . you can't miss the difference. Every tailored inch of the Tech-Style Interior exhibits perfection of detail. Take to the road to feel the cushioned solidity of Oldsmobile's ride . . . the eager response of the Rocket T-400 Engine*.

Best of all, see how easily *you* can join the Rocket Circle. For it's no secret that the Golden Rocket 88 is priced to make it the *value-car of 1957*.
Visit your Authorized Oldsmobile Quality Dealer—head for home in an Olds!
Oldsmobile Division, General Motors Corporation.

*277-h.p. Rocket T-400 Engine standard on all models. J-2 Rocket Engine, with 300 h.p., and special Rocket Engine, with up to 312 h.p., optional at extra cost.

OLDSMOBILE

SEE YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER

SUPER 88 HOLIDAY COUPÉ

Join the Fun! ...IT'S EXCITING TO OWN AN OLDS!

You've probably noticed how many of your friends and neighbors are enjoying a new fun-filled way of living. And heart-and-part of this new way of doing things is *owning an Oldsmobile!*

For only Oldsmobile features the new Accent Stripe—smart as the spank of a sail! Only Olds steps ahead to blend graceful new low-level body lines into a picture that puts the *accent on you!*

Only Olds owners enjoy the free-flight feeling that flows from the new Rocket Engine—alert, eager power when you need it, thrifty economy when you want it! Oldsmobile's sensational Super 88 is geared for super performance *in more ways than one!*

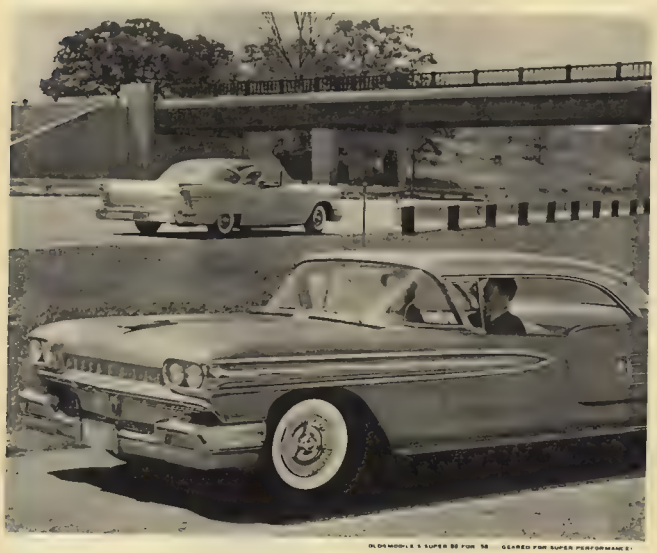
So, make your move now. Your Oldsmobile Quality Dealer invites you to be his guest . . . aboard your favorite of the 17 Olds models for '57!

SUPER 88

OLDSMOBILE

OLDSmobility

EXCITING "ROCKET AGE" STYLE THAT REFLECTS YOUR OWN GOOD TASTE!



OLDSMOBILE'S SUPER 88 FOR '58 — GEARED FOR SUPER PERFORMANCE!

A 1958 Oldsmobile is waiting for you . . . a car that's in a class by itself! A new Rocket Engine car . . . a magnificent performer in the famous Rocket tradition, and offering the *greatest improvement in fuel economy* in Oldsmobile history. Beneath the exciting distinction of line and color . . . beyond the renowned power plant . . . are new expressions of Oldsmobile's style and engineering leadership. For example, New-Matic Ride* (Oldsmobile's *true* air suspension) is the greatest advance in riding comfort since air was first put in tires! And this is only the beginning. In every way, this is *your* car for this mobile era! OLDSMOBILE DIVISION, GENERAL MOTORS CORP.

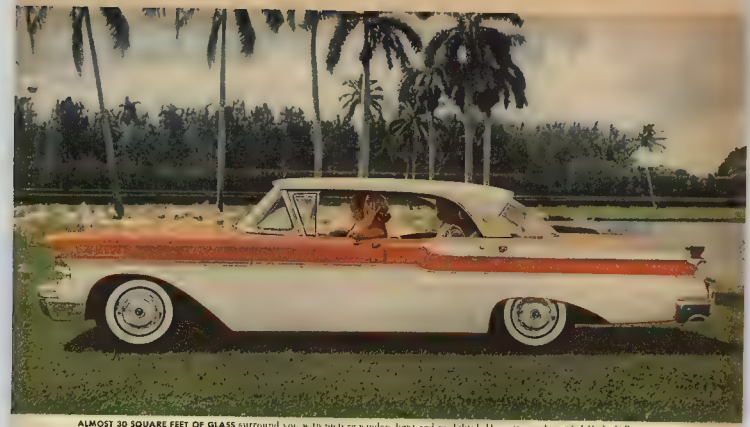
*Optional at extra cost

OLDSMOBILE

1908-1958

FORWARD FROM FIFTY...INTO THE ROCKET AGE

SEE YOUR NEAREST AUTHORIZED OLDSMOBILE QUALITY DEALER



ALMOST 30 SQUARE FEET OF GLASS surround you with picture window light and visibility! The setting—beautiful Hialeah Racecourse.

The Big M for '57—Dream-Car Designed to help you see, sit, stretch and drive!

NEW POWER SEAT THAT "REMEMBERS" the favorite position of every driver in the family, moves to it automatically at a touch of a dial. One of The Big M's many optional dream-car features.

BIGGER IN EVERY IMPORTANT DIMENSION—The industry's biggest size increase! You'll appreciate The Big M's 9-foot passenger compartment and its greater seat width front and back. More headroom, leg room, walk-in room too.

NEW KEYBOARD CONTROL activates the smoothest Mere-O-Matic Drive ever. A finger touch starts the engine, controls neutral, low, drive, reverse, park, and even releases the new toe-set parking brake!

No other car shares Mercury's distinctive look. And there's a benefit for you in every dream-car line, every big-car dimension. Mercury's new size is not only for beauty and luxury but for spaciousness inside. Mercury's new power (up to 335 hp is available with the M-335 engine) gives you a brilliant new kind of winged performance. Mercury's new lowness gives wedded-to-the-road stability. New, massive Jet-Flo bumpers give high and low protection. And Mercury's exclusive Floating Ride smooths your way over any kind of road as no other car has ever done! There's much more news everywhere—under the hood, the roof, the rear deck. See it all at your Big M dealer's!

THE BIG MERCURY for '57 *with DREAM-CAR DESIGN*

MERCURY DIVISION • FORD MOTOR COMPANY

How to do

20% MORE*

of the FINEST WORK you've ever seen....

Now, the more traction you need . . . the more you get! New Traction-Control Fast-Hitch gives you traction that automatically *grows with the load*. This keeps you plowing full depth when others can't. Yes, you plow faster, do better work than ever—without wheel weights! It's so easy . . . just set a handy lever to shift as much as a ton of traction-gaining weight to drive wheels. This weight transfer is *mechanical* . . . no engine power is lost to hydraulics . . . mounted plows don't dip and dive. New hinged sockets assure even depth in uneven ground.

New Pilot Guide shows relative plowing depth . . . tells when less weight should be transferred. There's no guessing, no squirming, no turning—you know as you go!

Here's hydraulic control that does double-duty. One Hydra-Touch cylinder at rear of tractor controls both front and rear-mounted equipment. Only one valve is needed.

"with a McCormick® Farmall,® or International® 350 Utility tractor equipped with Traction-Control Fast-Hitch plus Torque Amplifier drive

Hitching is as easy as letting out the clutch! Just Back . . . Click! . . . and Go with IH Fast-Hitch to turn get-ready time into extra rounds. No other hitching system uses power so well to speed implement hook-ups.

Here's new horsepower . . . and power put to better use . . . in new Farmall 350 and 450, and International 350 Utility tractors. Here's power to increase drawbar pull up to 45% *on-the-go* with Torque Amplifier. Power for spacing rear wheels. Power for steering. Power for live *2-way* Hydra-Touch® control Direct power for *completely* independent pto. Power from your choice of fuel—gasoline, diesel, distillate, or LP gas. The "IH Power Line for '57" gives you power in any size from 10 to 200 hp.—Farmall, crawler, standard, and utility

See how "power put to better use" helps you do up to 20% more and better work! Try Traction-Control Fast-Hitch, TA, Hydra-Touch . . . *all* the reasons why Farmall and International tractors give you more useful, profit-making power! Your IH dealer will gladly demonstrate—call today!

INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment, Farmall and International Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois

Special FREE Booklet! Get yours today!

International Harvester Co.
P. O. Box 7333, Dept. FJ-4, Chicago 80, Ill.

☐ Please send me a copy of the picture-story, "Traction in Action."

☐ I'd like to try Farmall "traction in action" on my farm . . with NO obligation. Please arrange.

Name_____ ☐ Student

Address _____

Post Office_____ State____

My IH dealer is_____

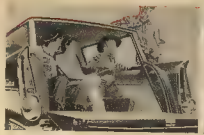
For work or play...you can't buy a bigger "wagon" than

THE NEW PLYMOUTH SUBURBAN!

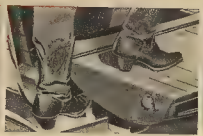
It hauls more and does more than any other station wagon in the low-price 3 because it's the *biggest* of "all 3." In fact, you can't buy a bigger wagon at *any* price!

Cargo area is over 10 feet long... a foot-and-a-half longer than the "other 2." Tremendous 122-inch wheelbase is longest in Plymouth's field! Plus the floating ease of Torsion-Aire Ride... power up to 290 hp. 12 beautiful models! See your Plymouth dealer today.

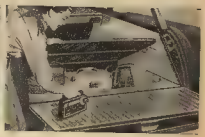
Plymouth *puts you 3 full years ahead*



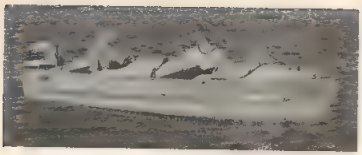
OBSERVATION SEAT. More legroom! Seat folds flush into cargo deck when not in use. On all 9-pass. models.



COMFORT STEPS. Both sides of tailgate. Rear window rolls into tailgate—can be operated from inside or out.



HIDDEN LUGGAGE COMPARTMENT. 10 cubic feet of *locked* space for safe storage. On all 6-passenger models.



The Aluma Craft Super C is a deluxe aluminum runabout

ALUMA CRAFT ANNOUNCES A 15-FOOTER

► All Aluma Craft boats have been redesigned this year for greater strength and smoother, drier riding. An entirely new model is the Super C, a 15′ deluxe runabout with a recessed forward deck. It steers with a wheel in the after cockpit. A wrap-around windshield, running lights, and a convertible top are optional equipment. It is certified for outboard motors up to 60 hp.

Other models on which improvements have been made are the F-57 and the FD. Both are open boats, the F-57 being 13′11″, and the FD 14′ long. New horizontal and bow ribs and transverse stiffeners give these boats additional strength. They are offered in natural aluminum finish or in three color combinations.

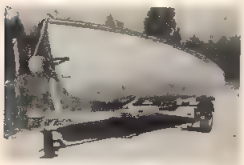
ALUMA CRAFT BOAT CO., 2633 27th Ave., S., Minneapolis, Minn

MARMAC STEERING CONTROLS

► Marmac Dynaflex steering for inboards is available in models suitable for pleasure and commercial craft up to 50′ long or more. They drive from the steering wheel through a rack and pinion which transmits control through heavy-duty push-pull cable to a stainless steel member on the steering arm.

Marmac's outboard steering system has been redesigned, with modernized steering wheel and new linkage. Tube housing and steering shaft housing are brass, to prevent corrosion, weather-exposed parts in the transom area are stainless steel, and the linkage has Alemite lubrication fittings. The steering ratio has been increased from 2¾ turns to 3; for full 40-45 degree turning radius. Quarter-inch push-pull cable is used. Marmac controls are now available for side-mounting.

MARMAC PRODUCTS, 3400 Bellevue, Detroit 7, Mich.



This Ramsey Aqualand trailer is for boats up to 16′ long

RAMSEY'S AQUALAND TRAILERS

► One of the popular new Aqualand Trailers for 1957 is the Model 15, designed to carry up to 16′ boats with motors on the transom. Axle capacity is 1000 lb. and it is of the tilt-bed type. It is of square tubing, fully welded at all joints, has keel, transom and chine rollers to support the boat, and comes with demountable wheels (three sizes) on tapered spindles. Prices start at $199.95. Other Aqualand models include an 18′ and a 20′ tandem each of 3000 lb. capacity and a 20′ and 22′ tandem of 6000 lb. capacity with electric brakes, controls and safety break-away switch.

RAMSEY TRAILERS, 1925-35 So. Chadwick St., Philadelphia 45, Pa

Now you can have a boat built of all steel, that has everything and more too, of a craft built of any other material.

CASEY CRAFT
TOPS IN SPEED

BOX 175, MERMENTAU, LA.
Write for Brochure and Nearest Dealer

ZEPHYR PRODUCTS, INC.
Wareham, Mass.

LARGEST MANUFACTURER of ALUMINUM SPARS for Dinghies and Boats up to 35′ Mast Height

ZEPHYR SPARS
are used as standard equipment on such well-known classes as the
AMPHIBI-CON—RAVEN—CONTROVERSY 26
BULL'S EYE RHODES 18—TECH DINGHIES

For Quick, Economical Replacement or For your New Boat, insist on

ZEPHYR SPARS

Available for Prompt Shipment from Our Large Stock of Extrusions

THE *FORWARD LOOK* FOR '57

TRACTORS

TABLE & CHAIR SETS

Castelli

METAL TOYS

AUTOMOBILES

F. C. Castelli Co.

6225 STATE ROAD
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VISIT FACTORY DISPLAY AT
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SCHEUER SALES CO.
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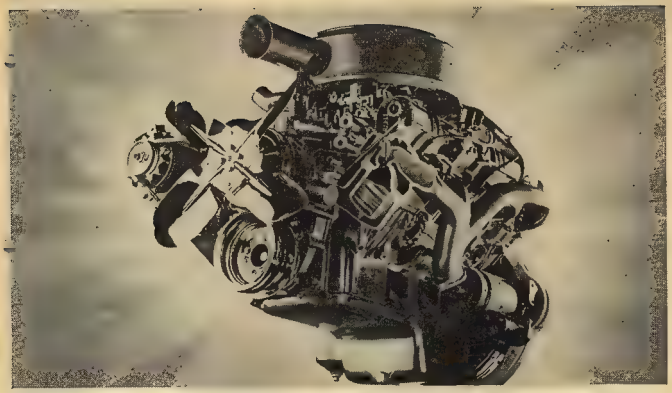
LEADER FOR OVER 25 A QUARTER CENTURY
IN THE MANUFACTURE OF QUALITY PRODUCTS



Engineered all new from the crankshaft up

...the most powerful V8 in Buick history

When we say new we mean *new.*

This 1957 Buick power plant is newly conceived, newly built—to power the newest car in Buick annals.

We aimed to make this the mightiest and most responsive Buick V8 engine yet. So we gave it a 364-cubic-inch capacity—up to 400 foot-pounds of torque, up to 10.1 compression. We gave it larger pistons. A stronger crankshaft. A new "head." A hotter spark. A more efficient carburetor. A new air cleaner. New nodal-point mounts to shush vibration. New, larger exhaust ports for easier "breathing." We even gave this great Buick engine a new rustproof fuel line . . .

But most important of all, we developed an advanced new Variable Pitch Dynaflow* to feed Buick's record-high power to the rear wheels—a transmission that delivers a smooth and instant response like none ever did until now.

Here, in fact, you now have greater starting response—a fuller margin of safety—than you ever had before—and you can still switch the pitch for that all-out safety-burst of power when the need demands.

So treat yourself to a trial run in the sleekest Low-Sweep Buick ever built. Sooner you visit your Buick dealer, the sooner you can get your order in for the newest Buick yet.

**New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.*

BUICK *Division of* GENERAL MOTORS

When better automobiles are built Buick will build them

Big Thrill's Buick

...for the look, the color, the feel, the appeal of real hair

Here's why acetate outsells everything else for adorable doll's hair.

It's the image of the real thing.

It's soft, lustrous and curly. It can be combed, brushed and washed. The beautiful color is spun in—and *stays in.* It is chemically safe.

And every Mother will be glad to know—it's fire resistant.

Leading dolls manufacturers depend on this special form of famed Celanese acetate. Alert retailers rely on it to help sell dolls. How about you? Celanese Corporation of America, New York 16. Celanese

ACETATE | Celanese CONTEMPORARY FIBERS

AND NOW...

A GREAT NEW
HONOR ROLL PLASTIC

FORTIFLEX

Fortiflex, a new type of molding material, makes its debut in 1957! This new thermoplastic possesses an unusual and unique combination of high impact strength, rigidity, dimensional stability, form retention—all the toughness to make it the greatest toy plastic. Fortiflex will prove to be one of the most profitable and practical materials you have ever worked with. Get acquainted with this new Honor Roll plastic—write for product literature.

Celanese PLASTICS

Celanese® Fortiflex®

Indian Sets and Popular Novelty Items

6 Inch All Plastic Walking Girl. Skirts in assorted colors scarlet, blue yellow green, and white. Has sleeping eyes head turns as legs are moved, movable jointed arms Each doll has label with wording "I am Miss ..... I move my head and close my eyes, and walk. Packed 1 dozen to box
38M1 Per dozen **3.00**

5 Inch Squaw. Celluloid face, painted features, long braided cotton wig. Dressed in cotton flannel blanket.
38N223 ....Per dozen **1.90**

3½ Inch Indian Man and Woman Set. Have celluloid faces, painted features, cotton braided wig dressed in cotton flannel native costumes Packed 1 pair to a box
38N224 ... Per dozen pairs **1.90**

5 Inch Indian Man and Woman Set. Have celluloid faces painted features, cotton braided wig, dressed in cotton flannel native costumes Packed 1 pair to a box
38N225 . :.Per dozen pairs **3.75**

6½ Inch Indian Man and Woman Set. Dressed in cotton, flannel native costumes Have celluloid heads, painted features long cotton braid wigs, composition legs Packed each set to a box
38N226 .....Per dozen pairs **6.75**

2½ Inch Bisque Indian Boy and Girl. Painted features, yarn wigs, dressed in white glazed fabric native clothes trimmed with beads Packed 1 pair in box.
38N238 ..... Per dozen pairs **3.75**

5 Inch Bisque Indian Boy and Girl Sets. Sitting positions, painted features dressed in white glazed fabric native costumes, long cotton braid wigs. Complete with bisque drums. Packed each pair to a box
38N239 .. Per dozen pair **16.50**

4¾ Inch Bisque Indian Boy and Girl Dolls. Painted features, yarn wigs, dressed in white and brown glazed fabric native clothes trimmed with fringe Packed 2 dozen to box (no less sold).
38N163 .... Per dozen **1.90**

5½ Inch Bisque Indian Boy and Girl Dolls. Painted features, yarn wig dressed in brown and white glazed fabric clothes. Trimmed with fringe Packed 1 dozen to box.
38N164 ....Per dozen **3.75**

8½ Inch Bisque Indian Boy and Girl Dolls. Painted features, long yarn wigs dressed in native glazed fabric in white and brown trimmed with beads Packed 1 dozen to box
38N165 Per dozen **6.75**

Bird in Cage. Wire cage, metal base With voice which produces a chirping sound Length 2½ inches Packed 1 dozen to box.
38N180 .....Per dozen **.78**

Dog with Squeak. 4¼ inches long. Made of fur. When body is pressed mouth opens and dog squeaks Packed 2 dozen to box (no less sold)
38N168 . .. ... Per dozen **1.10**

Paper Cat Cry. 5¼-inch postcard. When card is squeezed it makes sound like crying cat.
38N171 . Per gross **7.20**
. . . Per dozen **.65**

Snake Candy. These cellophane wrapped candies are carefully assembled that when opened paper snakes will jump out. 3 dozen cards to box
38N183 .....Per dozen cards **.85**

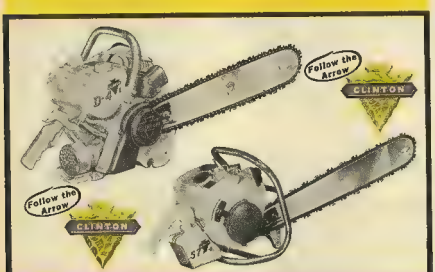
How a Clinton Chainsaw featuring *Straightline* cutting handles and operates better

SEE AND FEEL THE CUTTING DIFFERENCE

The words "Straightline Cutting" mean nothing to you until you try a Clinton Chainsaw yourself. You must experience and be able to compare the clear vision cutting—the ease of handling—the perfect saw balance of a Clinton. 5 models to choose from—both direct drive and reduction belt drive with patented TORSION DRIVE.

The Direct Drive Clinton feeds itself through the wood—no heavy pressure needed. The Clinton with Reduction Belt Drive lets you apply all the leverage or pressure you want in the cut. Patented TORSION DRIVE absorbs tremendous load shocks preventing engine damage and sudden load shocks.

Check the features below—then try the Clinton of your choice and see the cutting difference for yourself.



▼ QUICK STARTING ▼ FAST CUTTING
▼ LIGHTWEIGHT ▼ BALANCED
▼ EASY HANDLING ▼ LOW CUTTING
▼ TESTED, PROVED ▼ SERVICE EVERYWHERE
▼ REPLACEMENT ENGINE

Quick starting and Anti-Flood Designed Engine

This powerful, supreme quality, Clinton ,pwelled air-cooled gasoline engine with dust-proof, moisture-proof, high output magneto and sealed ignition points gives positive quick starts in any weather. Another plus in quick starting . . . the exclusive Clinton Recoil Starter needs only a minimum pull and prevents compression kickback. Contoured dome and perling plus hot fire ignition prevents flooding.

Grouped Controls

All controls are grouped for instant response to simple fingertip operation. Maximum safety provided by positive "ON-OFF" switch

Series B4-1 available with 16", 20" and 28" guidebars. Also available with float-type carburetor (D3-1)
Series B2-1 available with float-type carburetor and 16" and 20" guidebars. Also available with diaphragm carburetor (D3D).
Series S77-1 available with 28", 26", 30", 36" and 42" guidebars or 14" and 18" bows. Available with ½" and 9/16" pitch chain.
Series 332A available with 20", 26", and 30" standard guidebars. Available with ½" pitch chain.

Follow the Arrow CLINTON

THE ONLY CHAINSAW WITH THE 15 MINUTE ENGINE REPLACEMENT

This means you never need an expensive, time-wasting engine overhaul. You simply bring your chainsaw to your Clinton Service Center and, in the time it takes to drink a couple of cups of coffee, the trained Clinton Serviceman installs a brand new engine. He gives you liberal trade-in for your old engine unit, too

Clinton Machine Company
Dept. 161-c Chainsaw Division
Clinton, Michigan

Please send me your fact packed, 3-color brochure on Clinton Chainsaws and the name of my nearest dealer where I can get a free Clinton Chainsaw tryout

Name _____

Address _____

City _____

State _____

SHOP TIPS

FOR EASY DRILLING, make a drill bit gauge to keep the cutting point angled at 59 degrees from the center. Two hexagonal nuts welded together on a handle make a gauge that fits on the drill point to give you about the correct angle, says Ken Hadenfeldt, Buena Vista Co., Iowa.

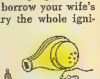
LETS YOU SEE OUT the rear window. Fasten a screen door spring under your car's trunk lid. When you can't close the lock, hook the spring to the latch well so the lid won't flop up. When not in use, hook spring up out of the way. L. Finley, Ohio.

SAVES SCRUBBING. Fill an old window spray bottle with turpentine and keep in shop; give your hands a squirt to clean off grime. H. L. Johnson, S. D.

EASY WAY TO SOLDER ALUMINUM. Heat the aluminum hot enough to melt down a pool of ordinary solder. Then use a piece of steel wool to scrub the molten solder into the hot metal. This actually tins the aluminum so solder will stick. H. E. Moody, N. Y.

SHOCK-PROOF electric fence tester. Wrap rubber tape around an old spark plug, then short across from the wire to a steel post. Tester is small enough to carry around in your pocket, says Wallace Freed, Grundy Co., Iowa.

TO DRY WET WIRES and plugs on your car, truck or tractor, borrow your wife's hair dryer. It will dry the whole ignition system in about five minutes. Sure beats wiping wires with a rag, or pushing the stalled vehicle, says Curtis Miller, Erie Co., Ohio.



Send Us Your Tip

We'd like to see your shop tips. Send rough sketch and explanation to Shop Tips, *Farm Journal*, Washington Sq., Philadelphia 5, Pa. We'll pay $10 for tips used but can't return unpublished ones.

could before treatment. The drug also appears to halt progress of the disease. *(British Medical Journal, 5012:207)*

New Help for Lung Cancer. Supervoltage radiation looks like the most promising of new treatments when cancer of the lung has gone beyond surgical help. Of 84 patients who received it, 63 showed benefits within three months. Twenty-four were alive an average of 12 months after treatment, 19 of them completely free of symptoms. *(National Cancer Institute report of work by Dr. Ruth J. Guttman, Columbia Univ.)*

Surgery—and Home Again. Going home quickly after an uncomplicated operation is not only less expensive, but convalescence at home is more pleasant and recovery is often faster. So report two doctors who for ten years have sent patients home—usually on the third day after uncomplicated appendix, hernia, thyroid and similar operations.

A patient without other infection can do better at home, if there's someone there to watch over him and a family doctor available to check up, they report. *(General Practitioner, March 1957)*

For further information, see your doctor. He is best equipped to advise whether a new development might help. He can get data from sources given.

Peter Tumbledown

The township highway department has recently put black-top on the road past Peter Tumbledown's farm, and this solves Peter's problem as regards getting into town. There remains the problem of getting his old car from the wagon shed to the road, which problem in rainy weather is practically insoluble. The road superintendant unwisely drove in to talk with Peter about something recently, and they had to get a tow-truck to pull him out.

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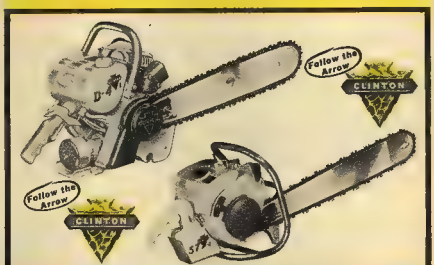

▼ QUICK STARTING ▼ FAST CUTTING
▼ LIGHTWEIGHT ▼ BALANCED
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▼ REPLACEMENT ENGINE

Quick starting and Anti-Flood Designed Engine

This powerful, supreme quality, Clinton jewelled air-cooled gasoline engine with dust-proof, moisture-proof, high output magneto and sealed ign tion points gives positive quick starts in any weather. Another plus in quick starting ... the exclusive Clinton Recoil Starter needs only a minimum pull and prevents compression kickback. Contoured dome and porting plus hot live ign tion prevents flooding.

Grouped Controls

All controls are grouped for instant response to simple fingertip operation. Maximum safety provided by positive "ON-OFF" switch.

Series D4-1 available with 16", 20" and 26" guidebars. Also available with float-type carburetor (D3 1).
Series D2-1 available with float type carburetor and 16" and 26" guidebars. Also available with diaphragm carburetor (D2D).
Series S27-1 available with 20", 26", 30", 36" and 42" guidebars or 14" and 18" bows. Available with ½" and 9/16" pitch chains.
Series 333A available with 20", 26", and 30" standard guidebars. Available with ½" pitch chain.

THE ONLY CHAINSAW WITH THE 15 MINUTE ENGINE REPLACEMENT

This means you never need an expensive, time-wasting engine overhaul. You simply bring your chainsaw to your Clinton Service Center and, in the time it takes to drink a couple of cups of coffee, the trained Clinton Serviceman installs a brand new engine. He gives you liberal trade in for your old engine unit, too.

Clinton Machine Company
Dept. 16) A ★ Chainsaw Division
Clinton, Michigan

Please send me your fact packed, 3-color brochure on Clinton Chainsaws and the name of my nearest dealer where I can get a free Clinton Chainsaw tryout.

Name _____
Address _____
City _____
State _____

"$2,128 Net Profit from 180 Cords of Pulpwood"

Homelite Chain Saw

Mr. Donald B. Robarge of Rice Lake, Wisconsin used a Homelite Chain Saw in his spare time to cut 180 cords of pulpwood from his 160 acre woodlot. He received $2,500 for the wood which, after deducting $372 for skidding, hauling, maintenance and depreciation, left him a big net profit of $2,128 With this extra income, Mr. Robarge plans to build a new barn for his dairy farm.

MAKE YOUR WOODLOT A NEW SOURCE OF PROFITS WITH A HOMELITE

Farmers all over America are harvesting woodlots for cash — to build barns, buy new equipment, make home improvements. And they're using Homelite Chain Saws, because Homelites pack more power into less weight than any other chain saw.

For instance, the Homelite EZ gives you 5 full horsepower, yet weighs only 19 pounds. With direct drive speed you can cut down trees up to 3 feet in diameter . . . zip through 8" Oak in 5 seconds, 18" Pine in 14 seconds.

4 models available
3½ to 7 horsepower,
19 to 29 pounds. Straight blades, bows, brush-cutter and clearing attachments.

HOMELITE BUILDS AND SELLS MORE CHAIN SAWS THAN ANY OTHER COMPANY IN THE WORLD

HOMELITE — *A DIVISION OF TEXTRON INC*
4303 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

☐ Please call me about a free demonstration. ☐ Please send me further information.
☐ Please send me name of nearest Homelite dealer.

Name.....
Address.....
Town/City..... County .....State .....

In Canada: Terry Machinery Co., Ltd.

Growth Booster

(Continued from page 40)

through any resting period. It may solve some of our dormancy problems in other crops too, bulbs particularly," says UCLA scientist H. C. Kohl.

Treatment with gibberellic also promises to replace the cold weather needed to develop flower parts in biennial crops such as beets and carrots. UCLA researchers will try it on the McIntosh apple which does poorly in California's warm climate.

Another possible use may be to stimulate fruit setting without pollination. Tomatoes, cucumbers and eggplant, sprayed *while in bloom*, set fruit earlier and more abundantly, reports S. H. Wittwer, Michigan researcher. So the hormone might be a real help when cool weather keeps bees in their hives.

British researchers report that gibberellic boosts the sugar content in wheat plants. U. S. scientists hope that it may sweeten sugar beets, too.

Oddly enough, gibberellic acid is obtained from a fungus disease related to alfalfa wilt. To get it requires a tricky fermentation process similar to, but considerably more complicated than that used to get penicillin. You won't be able to buy gibberellic acid until manufacturing methods improve.

"As recently as last June, we could get barely enough to run a few experiments," says Lawrence Rappaport, University of California vegetable crops specialist. At least three firms—Eli Lilly and Co., Chas. Pfizer and Co. and Merck and Co., Inc.—are offering increasing amounts to research workers.

Gibberellic acid first came along just three years ago. It was the discovery of B. E. Cross, an English scientist, and F. H. Stodola of the USDA Regional Laboratory at Peoria, Ill.

Surprisingly, gibberellic acid may be the stepping stone to other, natural growth hormones. UCLA scientists have now recovered growth stimulators from peas and beans that they bought in a local super market. These natural hormones act like gibberellic acid to increase growth in corn!

What's more, the California scientists have discovered similar growth boosters in young seeds of avocado, corn, wild cucumber, lupine and plum.

No effects on humans have been observed from use of these hormones. Nor are plants overly sensitive to varying concentrations. For example, Rappaport slugged tomato plants with gibberellic acid concentrations as high as 4,000 parts per million—400 times the normal dose—without harming them.

This season, scientists hope to find out whether they can increase the yields of grains and forages. They may also come across the answer to that age-old riddle: *What makes a plant grow?* **End**

TWO NEW
HOMELITE
6-Horsepower
Power Twins!

Lightest, most powerful direct drive chain saw made Full 6 horsepower zips through 8" oak in 4 seconds, 18" pine in 14 seconds. Fells trees up to 5 feet in diameter. Its light 19 pounds are easy to handle, easy to operate. Does every kind of farm cutting job . . . cutting cordwood, fenceposts, hedgerows, pruning orchards, turning woodlots into cash crops and building lumber.

Most versatile chain saw you can own. The 6 horsepower makes quick work of felling trees up to 7 feet in diameter. Cuts through 20" trees in 18 seconds. Full line of attachments lets you convert easily from straight blade to plunge cut bow, brush-cutter or clearing attachment. No other chain saw offers so much for your money.

Last chance to win! Contest closes Sept. 30!

You have up to three chances to win: Grand Prize, a free Homelite chain saw every year for life! PLUS 25 chain saws being given away by Homelite District Offices. PLUS hundreds of chain saws being given by Homelite dealers in their own local contests! Nothing to buy, nothing to write, no obligation! See your Homelite dealer today! Contest limited to residents of the United States and subject to local state, county and city laws.

HOMELITE
A DIVISION OF TEXTRON INC
4509 Riverdale Avenue, Port Chester, New York
Homelite builds and sells more chain saws than any other company in the world

We pulled up stakes

(Continued from page 31)

did a pump repair job for a psychiatrist, and enjoyed it. He was such an interesting conversationalist. Listened to everything I said!

The variety of jobs I get suits me just fine, after those years on the farm and in the depot. Occasionally I take on a new kind of service work just to keep things interesting. I took factory training to service these new-fangled electronic ranges that bake a potato in two minutes and a cake in ten. I also got into installing and servicing oil heaters and furnaces—installing in the summer and servicing in the winter.

I find that city people are nice, friendly souls, but really quite helpless about fixing things. They're willing to pay good prices to have you do things for them, and don't seem embarrassed not to know how. And those who do know how probably don't have the tools or materials they need.

I make a minimum of $3.50 an hour and often $6, with an occasional day running up to $60. And I don't see why other farmers who like people and like a little variety couldn't do the same—maybe as a sideline—because farmers are "handy men" by necessity. They can repair 'most anything with a saw, hammer, pliers, screwdriver, wrench, and maybe a welder. I know a lot of them are as skilled as I am.

I get twice as many calls for my services as I can accept. I turn them over to friends in the service business.

Now don't think that all I do is work. Far from it. We go deep-sea fishing several times a year. Those salt-water fish sure taste good, and usually they're so big that one will provide several meals.

We do lots of things we never did back home. On a hot day out mowing the lawn, I wear nothing but shorts and sneakers, exposing my knobby knees to a good suntan. Back home I'd never even think of going without my shirt where people could see me.

Getting up at 3 a.m. to drive to the beach for breakfast as the sun comes up is another way to add novelty to living. When you retire, I say think up something unusual, even outlandish, to do every day. It's important to get out of that lifelong rut.

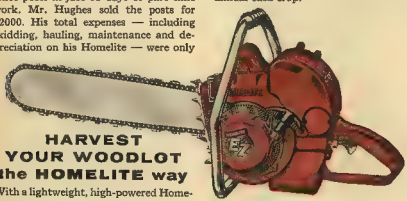
Take my organ playing, I had always wanted an organ and finally found a $4,000 Wurlitzer that had been in a church fire. I got it for $150.

Out in my shop I peeled and scraped off charred wood, sanded smoke stains off the keys, replaced a lot of burned wires, made an organ bench and sat down to it. A few faint squeaks was all I got. Then I sent for a service book and traced the wiring circuits. Soon I got faint music, but not very

"$1,827 Net Profit in 68 Days of part time Cutting"

Homelite Chain Saw

With his Homelite Chain Saw, Mr. Henry L. Hughes of Table Grove, Illinois cleared 40 acres of land and cut 4,000 fence posts in just 68 days of part time work. Mr. Hughes sold the posts for $2000. His total expenses — including skidding, hauling, maintenance and depreciation on his Homelite — were only $172.90, leaving a net profit of $1827.10. In addition to this profit, Mr. Hughes will plant the cleared land for an extra annual cash crop.



HARVEST YOUR WOODLOT the HOMELITE way

With a lightweight, high-powered Homelite you can turn your woodlot into a new source of profits quickly . . . and have the cash for those needed repairs, new buildings or new equipment.

For instance, the Homelite EZ — the world's lightest, most powerful direct drive chain saw — packs 5 full horsepower into only 19 pounds. With it you'll cut down trees up to 3 feet in diameter . . . and it will only take 5 seconds to cut through 8" Oak, 14 seconds through 18" Pine.

Homelite builds and sells more chain saws than any other company in the world

4 models available
3½ to 7 horsepower
19 to 29 pounds
straight blades, bows, brush cutter and clearing attachments

HOMELITE — *a division of Textron Inc.*
4501 RIVERDALE AVENUE, PORT CHESTER, NEW YORK
☐ Please call me about a free demonstration. ☐ Please send me further information.
☐ Please send me name of nearest Homelite Dealer.
Name.....
Address.....
Town..... .....County.....State.....

Jeff Was a Mind-Reader

(Continued from page 31)

heard a sound. But suddenly Jeff rushed from beneath the table as if aware of the coming doom. The screen door slapped behind him as he darted into the yard and down toward the barn.

Our father went to the door, and then gave a little yell. "Those geese!" he cried. "Those contaminated bloody geese!" And he took off like a horse.

Jeff had scattered the geese by the time our father swept Prissy into his arms. Prissy, shrieking with terror, was more frightened than harmed, but the back of her head and neck bore ugly little welts where the geese had punished her for coming too close to their nests.

"Mama!" father said angrily, "if you don't keep those contaminated geese of yours penned up, I'll skin them all alive!"

But after it was all over, and the fright and anger had blown away, there was still the great wonder as to how Jeff had known.

"Must be able to hear out of that half ear better than most," the hired man said.

Father wasn't satisfied with that answer. "It was too far for the rest of us to hear," he said. "Looks to me as if he knew without hearing."

The incident and Father's comment received little more thought until Mother noticed that when Father went to town, Jeff went to the foot of the lane about a half hour before Father arrived home. The drive to town took a half hour by Model T Ford.

"Seems to know when you decide to start home," she said. "What time did you leave the store today anyhow?"

Father remembered that it was 11:30.

"It was 11:30 when he got up and went down the lane," she said. "I know because I was worrying about whether you were going to make it for dinner or not."

In later years, when Jeff had acquired enough independence to venture from home sometimes, we had a still more remarkable chance to study his incredible talent for wireless telegraphy. To come home from the village, we had a choice of two roads. Starting from the same corner at the Methodist church, the Town Line ran north and west and the Bay road ran north and east. Five miles out of town, the two roads were roughly three miles apart, and our farm was located halfway between.

Father's decision as to which road to patronize generally depended upon which had the fewer mudholes or snowdrifts. But Jeff always seemed to know which way he would come. He would trot down the side road at the appointed time, either to the Town Line corner, or to where the side road el-

SUPER PLENAMINS SWEEPSTAKES

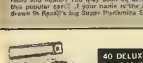
1958 FORD V-8 2-DOOR SEDAN

DREAM CAR FOR NEXT LUCKY WINNER. Sensational price in a new FORD V-8 Custom 300 complete with radio and heater! This may soon be all the wheel of this popular sport. If your name is the fourth to be drawn in Rexall's big Super Plenamins Sweepstakes

NOTHING TO BUY!
NOTHING TO THINK UP!
NOTHING TO WRITE!
But Your Name And Address

ALL YOU DO IS ASK YOUR REXALL DRUGGIST TO TELL YOU ABOUT SUPER PLENAMINS ... a question that could make your wildest dream come true! You may win a luxurious trip for two to romantic Brazil via VARIG AIRLINES, if yours is one of the *first three names* drawn in Rexall's Super Plenamins Sweepstakes. And there are 1,436 more chances your name will be drawn for one of the other fabulous dream prizes shown here. You will receive an official entry blank when you ask about Super Plenamins.

40 DELUXE CALORIC GAS RANGES



The CALORIC's new automatic Thermo-Set burner ends guesswork, makes cooking automatic! No more burning, sticking, scorching. 40 lucky winners will get this deluxe CALORIC Range

11 VITAMINS, 12 MINERALS with B12, iron and true liver concentrate in *one daily tablet* ... a formula so potent, so well balanced, that Rexall SUPER PLENAMINS have become *America's largest-selling* vitamin-mineral product! Rexall's Super Plenamins Sweepstakes ends November 30, so enter now at your Rexall Drug Store. Contest subject to state, local and federal laws. Your chance to win is as good as anyone else's!

40 EVANS BICYCLES

to the next 40 winners. Popular FIRE BIRD. America's finest speed king with 3-speed gear shift

75 EVANS TRICYCLES

Famous Imperial. Velocipedes to next 75 names drawn in these Sweepstakes

PLUS 1000 one-year Supplies of **REXALL SUPER PLENAMINS**

Bottle of 144, $7.95
72, $4.79, 36, only $2.59

For children aged 6 to 12, ask about Super Plenamins, Junior

Guaranteed 60 Days

SPUNTEX NYLONS Box of 3 Pairs **$2.98**

New sweetbread knit makes these sheer nylons wear twice as long because they resist snags. You're unconditionally guaranteed 60 days' wear from the box of 3 pairs. 60 gauge, deluxe sheer DuPont Nylons; exquisite shades.

Save ½
CARA NOME LIQUID CREAM SHAMPOO

Luxurious, lanolin-rich lather leaves hair as lustrous as a model's. Extra large 12-oz. professional size. Lasts for months! Reg. $2.50 **98¢**

CARA NOME BATH OIL

Lets many drops! A few drops Reg. $2 lather and perfume the water, leave skin smooth and fragrant. **98¢**

CARA NOME ESTROGENIC HORMONE CREAM

Super-rich lubricating cream for women over 30. Has 10,000 harmone units per oz. 3½-oz. $2.00 Val. **98¢**

NEW! Save 41¢
STAG AFTER SHAVE LOTION

Stag's new lotion with the outdoor tang has proved so popular, we've added this bigger, 10-ounce size! $2.00 Value **$1.59**

STAG LATHER BRUSH has pure badger bristles and rubber. Reg. $3.00 **$3.69**
STAG COLOGNE **$1.25**
STAG ELECTRIC PRE-SHAVE sets up your beard for a cleaner shave. **$1.00**
SEE THE COMPLETE LINE of 5 gg Toiletries for men!

REXALL TABLE SWEET

Put this sweet decoster right on the table! New liquid sweetener has no calories, no sugar, no sugar-substitute flavor! 4-oz. **89¢**

BOBBY PINS Helen Curtis. Rubber-tipped ends protect hair and scalp. Card of 72, black or brown, reg. 25¢, now 2¢ **2 FOR 35¢**

HOUSEHOLD GLOVES Lady Fair-quality gloves resist acids, detergents, insecticides. Non-slip surface. Choice of sizes. **69¢**

FACIAL TISSUES Rexall Luxury Tissues are soft, yet strong. Come in popular pastel colors. Save on big box of 500 **32¢**

CHRISTMAS CARDS Cello Packs. Full-color Kodachrome, sparkle-cards, modern, traditional. Big pack with envs. **39¢**

REX-RAY FAN HEATER

Portable, powerful, priced low! The cool heat feel the fan blows warm air. Streamlined smart colors UL-approved **$9.95**

LUXURY FITTED ELECTRIC BLANKET

Guaranteed 2 years! New Acrilan blend is lighter, warmer, washable 8" contour foot, color choice. UL-approved. Twin-bed size $18.45. Double-bed dual control, $24.95. Double bed with single control illustrated. All prices include Federal Tax **$18.95**

EARLY-BIRD CHRISTMAS BUYS

CHRISTMAS CARDS

BIG VALUE BOX. 50 gift slims, many with metallic glitter. Special **98¢**
QUALITY BOX. 25 unusual cards. Special **89¢**
RELIGIOUS CARDS 15,69¢
"MERRY CHRISTMAS" BOX. 16 gift slims..... **69¢**
FAMILY BOX of 36 beautiful and distinctive cards, a buy at $1.49
OTHER SMART, BOXED CARDS FROM 50¢

CUDDLY WILD ANIMALS

Only **$3.99**

Choose the huge huggable Tiger or a lazy, lovable Leopard—each with a coat of soft plush for The green-eyed Tiger, lounging but ready to lunge, is more than 2½ feet long from nose to the tip of his tail. The lazy Leopard is so refined you can almost hear him purr. Ea., only $3.99

WESTCLOX

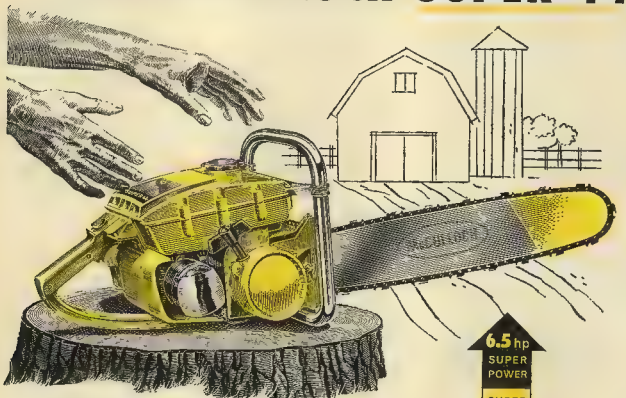
THREE BEAUTIFUL WATCHES for women, with the Westclox Full-year guarantee!
1. **BLACK FACED COQUETTE.** a dark modern beauty with glamorous silver-color case. $12.95
2. **THE WESTCLOX COQUETTE.** Lots and lots of elegance, marble golden hands, second hand. Smart leather band. $11.95
3. **THE COQUETTE** with expansion band. $12.95
COLBY POCKET WATCH for men, reg. $2.98, $2.57

This advert sponsored in run on behalf of 10,000 independent druggists who recommend and feature product of Rexall Drug Company. Prices in Rexall product retail prices are effective through November 30, 1957 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 54, California

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Rexall

TRY THE SAW THAT BREAKS THE POWER BARRIER... THE McCULLOCH SUPER 44!



6.5 hp SUPER POWER

SUPER LIGHT 19 lb

Now you can cut wood faster and easier than you've ever thought possible with the direct-drive saw that packs more power-per-pound than any other --the Super 44 by McCulloch!

TOPS IN PERFORMANCE / TOPS IN FEATURES

- Greatest power (6.5 hp) at lightest weight (19 lb)
- Cuts fast with just fingertip pressure
- Dyna-balanced to let you cut *more* without tiring
- Extra convenient keyboard arrangement of controls, including automatic-reset choke
- Automatic rewind starter and servo action clutch
- Fastest, smoothest cutting Pinta.l chain outlasts ordinary chain up to 20%

McCULLOCH

McCULLOCH MOTORS CORPORATION
LOS ANGELES 45, CALIF. • *Distributor: Scott-Atwater Mfg. Co., Minneapolis, Minn. McCulloch Co. of Canada, Ltd., Toronto, Ont.*

win a FREE saw!

Nothing to buy...see your nearest McCu.loch dealer for a Saw-Draw entry blank.

ALSO SEE OUR MAC 35—NOW ONLY **$165** f.o.b. factory

Find Your Nearest Dealer in the Yellow Pages

5-7020-F

You may never need all the fine tool features in this Pioneer chain saw

Ruggedness
to take on the toughest jobs the farm or woods can offer.

Speed
to cut through 8" trees in seconds.

Safety
for a man doing a man-size job.

Simplicity
for men who are too busy to waste time with delicate parts.

New Pioneer 5-hp RA chain saw was woods-engineered to give it maximum dependability and long, trouble-free life on rugged jobs

But having them makes mighty good sense

If you've ever used a really good tool, you *know* why it makes sense to get this woods-proved Pioneer chain saw for *every* outdoor use.

Take its *ruggedness*. Even in routine use, it means you save money in repair bills. And it means you won't have to pamper it, either.

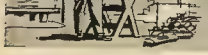
Or take its speed. It comes from a direct drive (no gear train) between engine and chain. This faster cutting, of course, means *smoother* cutting, with less ripping and splintering.

The extra *safety* built into the Pioneer was to protect professional chain saw users. But it can be mighty comforting for *any* man, especially if there are children around.

The Pioneer had to be *simple*, too. The professional who earns money with his saw has no time for delicate adjustment of complicated parts. That means, *you* never have to worry, either. Pioneers are fully guaranteed by Outboard Marine Corporation, makers of famous *Johnson* and *Evinrude* outboard motors and *Lawn-Boy* power mowers.

There are actually 24 woods-proved features built into this Pioneer. We'd like you to get the solid feel of what they mean to you by action-testing the Pioneer for yourself. We invite you to try a free demonstration at your Pioneer dealer's.

DEALERS: DIRECT FACTORY-TO-YOU DEALERSHIPS ARE AVAILABLE IN SOME AREAS. WRITE FOR INFORMATION.



Firewood tool The new Pioneer can pay for itself in firewood cutting alone.

Brush clearer Many Pioneer owners pay for their saw in one season doing their own clearing!

Builder Pioneer's smoother cutting makes it perfect for building a fence, leanto, or shed.

PIONEER SAWS • division Outboard Marine Corporation, Waukegan, Ill.

• • • I woke up to music one morning and discovered it was coming from the bedsprings. The radio and TV connections were turned off and were in a room separated by walls from the bedroom.

Hemet, Calif. *Anna Richardson*

• • • I was driving along an isolated road one night and nearly jumped out of my skin when music started coming from the grillwork on the dashboard. There was no radio in the car, and never had been, as I just don't care much about listening to the radio when I'm driving.

South Coventry, Conn. *Lucy Granberg*

He Brings the Boys Home • • • My husband, a soldier in the Regular Army, collects and shows colored slides to his buddies as a hobby

Many servicemen have asked to see slides of their home states and even home towns. And now that my husband is about to start a tour of duty overseas, he's trying to collect slides from people all over the country to show to groups of servicemen overseas.

Will anyone who wishes to help us please mail extra 2 x 2 colored slides to me at 1306 South Westlake Avenue, Los Angeles 6, Calif.? Slides needn't be of historical or tourist interest—just ordinary scenes of various cities and towns and surrounding countrysides which will bring "home" to men overseas. We know they'll be appreciated.

Los Angeles, Calif. *Mildred Radeline*

Wilbur Radeline, her husband, is the man who you may remember refused to accept the title of "Count" and an inheritance of $360,000 because it meant giving up his American citizenship.—The Editors

What Can You Do with a Worrier? • • • Don't get me wrong. My husband is a wonderful man. But he's such a worrier that he's got us all on edge. Even the children stop playing when he comes in from the barn.

He worries about the weather, and I tell him there's nothing he can do about it. He doesn't say much about it, but I know he worries about buying more land, about the car, about the cattle, about the mortgage. I try to tell him we're getting along as well as the next.

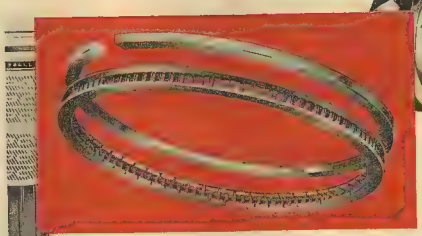
He worries if the children aren't in by dark. He worries about his health, although he won't go to the doctor. Now he's got me worried about him! What can I do to help him? Life would be so pleasant if he could let down somehow.

Cameron, Mo. *Name Withheld*

Have you ever helped anyone—or yourself, for that matter—snap out of a worrying spell? What's your remedy? We'll pay for any ideas we publish. Write "Worry," Farm Journal, Philadelphia 5, Pa.—The Editors

RE-RING FOR SPRING!

Now is the time to re-power your farm engines by installing PC 2-in-1 chrome piston rings



It's a grand and glorious feeling to know that your farm engines are in tip-top condition—ready to do their powerful best work—when spring rolls around again. That's why it's smart to prepare for next year's farming right now by installing Perfect Circle 2-in-1 Chrome piston rings.

Perfect Circles perform better under the rugged demands of farming because both the top rings and the oil rings are plated with thick, solid chrome that resists wear—*more than doubles* the life of cylinders, pistons and rings. This means more work time—less shop time! For sustained power with lasting oil economy it pays to install PC 2-in-1 Chrome piston rings with every engine overhaul! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., 888 Don Mills Road, Don Mills, Ontario.

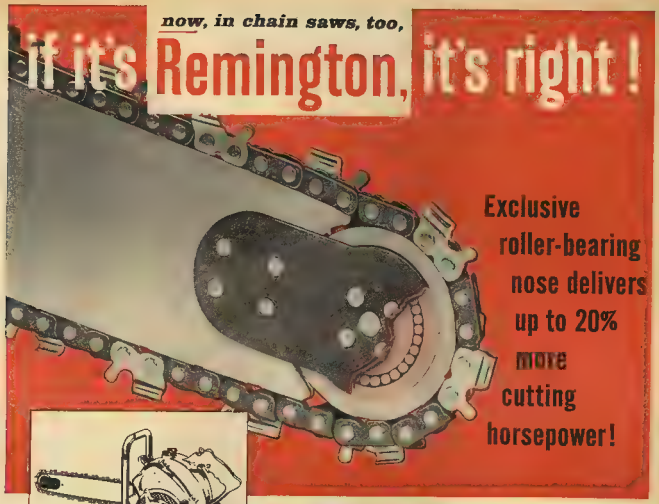
PERFECT CIRCLE

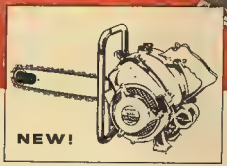
2-in-1 CHROME PISTON RINGS

The standard of comparison

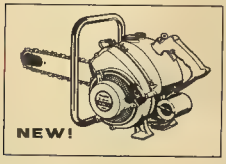
now, in chain saws, too,

if it's Remington, it's right!





Golden "Logmaster". 5 hp. class, 1 cylinder, air-cooled, 2 cycle. Bar sizes 18", 24", 30". 27 lbs. As low as $285.00* complete.



Silver "Logmaster". 3 hp. class, 1 cylinder, air-cooled, 2 cycle. Bar sizes 18", 24", 30". 26 lbs. As low as $229.00* complete.

**Prices and specifications subject to change without notice*

More work in less time with less wear!

The greatest chain saw development in years! That's what timbermen call the revolutionary new Roller-Bearing Nose on Remington chain saw by Mall.

The nose actually revolves on precision-ground high-grade steel roller bearings (shown above in cutaway picture). And by reducing friction between bar and chain, the Roller-Bearing Nose gives faster cutting with any type chain, boosting actual cutting horsepower up to 20 per cent! Because of the faster chain speed, you can fell, buck and limb more timber in less time than ever before. And the reduced wear on chain and bar increases the life of both, an important money-saving factor!

The spectacular Roller-Bearing Nose is another power-boosting exclusive on the Remington line of Mall chain saws. No other make has it!

For a free copy of our new, fully-illustrated 24-page catalog showing the complete Remington line of Mall chain saws, just fill out the convenient coupon.

Fast, efficient chain saw service is available at a network of service stations. Write for our Chain Saw Service Directory or see your retailer.

REMINGTON—*manufacturer of sporting firearms and ammunition—famous for quality for 141 years.*

Remington Mall®

MALL TOOL COMPANY, Division of Remington Arms Company, Inc.
2000 S. Western Ave., Park Forest, Ill nois.
In Canada: Mall Tool Ltd., 36 Queen Elizabeth Blvd., Toronto, Ont.

MALL TOOL COMPANY
Division of Remington Arms Company, Inc., Dept. J51
2000 S Western Ave., Park Forest, Illinois

Please send new FREE *catalog on chain saws.*

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

TIMEX and INGERSOLL by U.S. Time

Automatic — normal wrist motions keep it wound!

TIMEX AUTOMATIC

14.95

E **NEW TIMEX AUTOMATIC**...winds itself! Tells the time accurately, with never a second lost for the normal movements of your wrist give it constant power Water- and shock-resistant for added dependability Gleaming chrome case with steel back; gold color hands and numerals
193-003 A998 With leather strap.. **$14.95**

F **INGERSOLL "SWEEP"** ,popular choice for youngsters. Get 'em to school on time, home when they're supposed to be—give your boy or girl this reliable, shock-resistant timepiece to consult! Red sweep second hand. Chrome case, stainless steel back
193-011 A487 With Plain dial, leather strap. **$6.95**
193-029 A597 With Luminous dial (Timex)..... **8.95**

G **TIMEX MARLIN WATCH** , favorite of active men. Waterproof and dustproof (as long as crystal, crown and back remain intact). Shock-resistant, of course! Radiolite dial, sweep second hand Chrome case; unbreakable crystal
193-037 A863 With stainless steel expansion band **$12.95**

H **TIMEX SPORTSTER for Boys and Girls.** Its small size and ruggedness make it ideal for sport wear by ladies of any age Young men like the way it fits their wrists, yet looks so adult. Waterproof, dustproof (as long as crystal, crown and back remain intact), shock-resistant. Chrome case. Radiolite dial; sweep second hand.
193-045 A863 With expansion band... .... **$12.95**

New! Watches in Color

- Dustproof
- Waterproof
- Shock-resistant
- Unbreakable crystals
- Fully guaranteed
- Gift boxed

K **SNOW WHITE'S PICTURE ON THE DIAL**. .makes time-telling fun for the lucky wearer of this sturdy little watch by U.S. Time. Crayon-yellow case and matching ribbon band
193-060 A487 Snow White Watch **$6.95**

L **WALT DISNEY'S CINDERELLA**...smiles sweetly from the dial of this pert shock-resistant watch by U.S. Time. Has bright blue case and ribbon band...is sure to please a little Miss.
193-052 A487 Cinderella Watch **$6.95**

M **CLEVER MICKEY MOUSE WATCH**...by U.S. Time. Mickey's hands point to the correct hour Shock resistant for full-time wear by youngsters. Gay red case and leather backed vinylite band.
193-086 A487 Mickey Mouse Watch **$6.95**

N **FOR COWBOY FANS**. Hopalong tells time western style, on shock-proof watch by U.S. Time. Dial features Hoppy's picture. Branded leather strap has fancy cowboy-copied silver buckle
193-078 A487 Black case, gray dial.....**$6.95**

Bradley YOUNGTIMERS

THRIFTY WATCH VALUES

THE BARTON. Smart, dependable timepiece. Round silvertone dial, gilt numerals. Chrome plated case. Stainless steel back. Expansion Bracelet.
1914K456 Retail $6.95

THE BRAD. Handsome Chrome plated slim case. Round dial with gilt numerals. Stainless steel back. Genuine leather strap.
1911K399 Retail $5.95

WATER-RESISTANT 1-JEWEL. Attractive rugged smart, slim, Chrome plated case. Stainless steel back. Silvertone dial, luminous numerals and hands. Genuine leather strap.
1927K652 Retail $9.95

WATER-RESISTANT 1 JEWEL. Same as above with matching Expansion Bracelet.
1928K715 Retail $10.95

COPLEY 2-JEWEL. A truly distinctive, deluxe timekeeper at modest cost. Rich Gold finished case. Matching Expansion Bracelet. Stainless steel back.
1940K585 Retail $8.95

COPLEY 2-JEWEL. Same watch as above with Chrome plated case and matching Expansion Bracelet.
1929K518 Retail $7.95

PENDANT FOB WATCH. Dainty Bow pin and exquisite watch smartly Bow glued with brilliant rhinestones and simulated pearls. Round slim Gold finished case with clear faced white dial.
1942K518 Retail $7.95

SUPERMAN

Reg. U.S. Pat. Off.

WATCHES for BOYS and GIRLS

THE SUPER. Chrome plated case; Stainless steel back. Leather strap with insignia and fittings.
1910K331 Retail $4.95

SUPER DELUXE. Same as above with Expansion Bracelet.
1909K398 Retail $5.95

It's Animated!

DANCING

Ballerina

WRIST WATCH

Colorful ballerina on dial tells time as she dances. Smart round lustrous Chrome plated case with Stainless steel back. Tailored blue Nylon stretch band trimmed with light blue leather endpieces. Excitingly packaged in a 3-dimensional, full color Clear-Vue presentation gift box.
1923K458 Retail $6.95

OFFICIAL

Robin Hood

WRIST WATCHES

Lustrous Chrome plated slim oblong case. Stainless steel back. Leather strap. Thrilling scenes of Robin Hood beautifully illustrated in 3-dimensional, full color. Clear-Vue presentation gift box.
1941K331 Retail $4.95

Bradley TIME

DAVY CROCKETT by Bradley

WRIST WATCHES

FRONTIER-SCOUT. Slim, oblong Chrome plated case. Stainless steel back. Genuine leather strap and western fittings. In captivating 3-dimensional, full color. Clear-Vue presentation gift package.
1939K331 Retail $4.95

DELUXE FRONTIER-SCOUT. Same as above with matching Expansion Bracelet.
1943K398 Retail $5.95

Prices are subject to 10% Federal Excise Tax

Rohde-Spencer Company 18 S. Michigan Ave., Chicago 3, Ill.

KING OF THE COWBOYS

ROY ROGERS

OFFICIAL WRIST WATCHES and JEWELRY SETS

America's favorite Western Star and his horse Trigger colorfully reproduced on Autographed Dial. Thrilling gifts for every youngster

Advertised in LIFE POST LOOK

NBC TV coast to coast!

ROY ROGERS DeLuxe Round Expansion. Gold finished smart slim case with matching Expansion Bracelet. Stainless steel back. In 3-dimensional, full-color, Clear-Vue gift box.
1934K456 Retail $8.95

ROY ROGERS DeLuxe Round. Same Gold finished watch as above with genuine leather Western strap and fittings.
1933K399 Retail $5.95

ROY ROGERS Slim Oblong. Lustrous Chrome plated case. Stainless steel back. Genuine leather strap and Western fittings. Exclusively packaged in a unique 3-dimensional full color Clear-Vue gift box
1931K331 Retail $4.95

ROY ROGERS Oblong Expansion. Sun Chrome plated oblong case. Matching Expansion Bracelet. Stainless steel back. In exciting 3-dimensional full color, Clear-Vue gift box
1901K399 Retail $5.95

NEW! OFFICIAL

ROY ROGERS "BOOTS & SADDLE" JEWELRY and WRIST WATCH SET Features Chrome plated watch with matching Expansion Bracelet. Official Roy Rogers Boots & Saddle cuff links and tie bar in rich Rhodium finish. Packaged in exciting 3-dimensional full color Clear-Vue presentation gift box.
1932K490 Retail $7.50

QUEEN OF THE WEST

DALE EVANS

OFFICIAL WRIST WATCHES and JEWELRY SETS

Dale Evans and her pal, Buttermilk, colorfully reproduced on Autographed Dial. Exciting gifts for Young Westerns

NEW! OFFICIAL

DALE EVANS "LUCKY HORSE SHOE" JEWELRY and WRIST WATCH SET Features a dainty western style Official Dale Evans "Lucky Horse Shoe" necklace in rich Rhodium finish a Lustrous Chrome plated wrist watch with matching Expansion Bracelet In Clear-Vue, 3-dimensional, full color presentation gift package
1936K490 Retail $7.50

DALE EVANS Colorful Western. Choice of Blue Pink Enamel or Gold finished cases with matching leather strap in exciting 3-dimensional full color, Clear-Vue gift box. Specify color when ordering.
1930K399 Retail $5.95

DALE EVANS DeLuxe Round Expansion. Gold finished case with matching Expansion Bracelet. Stainless steel back. In 3-dimensional, full color, Clear-Vue gift box.
1935K456 Retail $8.95

DALE EVANS Slim Oblong Lustrous Chrome plated case. Stainless steel back. Genuine leather strap and Western fittings. Exclusively packaged in a unique 3-dimensional, full color, Clear-Vue gift box
1937K331 Retail $4.95

DALE EVANS DeLuxe Oblong. Same as above with matching Expansion Bracelet.
1905K399 Retail $5.95

Prices are subject to 10% Federal Excise Tax

Rohde-Spencer Company 18 S. Michigan Ave., Chicago 3, Ill.

full of spunk...

but beautifully behaved . . . the '57 Chevy!

It doesn't just look sweet, smooth and sassy . . . it is! You get sports car control behind the wheel . . . a solid, sure-footed feel on the road, smooth and easy response to every command.

When you design sports car handling into a passenger car, then drop in the industry's most advanced, most talked-about V8 engine; you've got a car that's noticeably different from any other on the road. That's the new Chevy! Its pep and easy handling make it fun. Safer, too. It's spacious inside, daring in design outside. But still it's a stickler for tradition, and in the grand Chevrolet manner it's known to be as trouble-free as that totem pole!

Drive a new Chevy, one with the exact power you prefer (h.p. goes up to 245*). With triple-turbine Turboglide, too, the newest and smoothest of all automatic drives (an extra-cost option). Your dealer will gladly arrange it. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

1 USA

**270-h.p. high-performance V8 also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p.*

The new Bel Air 2-Door Sedan with Body by Fisher—one of 20 new Chevrolets.

Chops a whole winter's feed for

Exclusive Micro-Shear Cutter head
—does both chopping and blowing

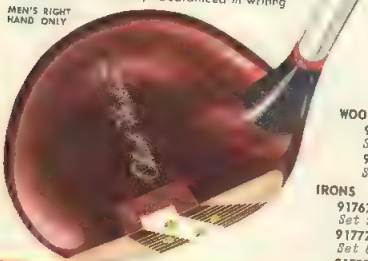
This highly efficient cutter head helps give the "800" its giant capacity, getting maximum use of its horsepower. Straight knives are mounted at an angle on a *cylinder* for faster, cleaner chopping. *Not* a lawn mower-type cutter head. Permanently mounted sharpener is standard equipment—sharpens knives in less than five minutes without removing them.

exclusive Clubmakers

Burke

Since 1910

PRESENTED FOR THE FIRST TIME.. ARISTOCRAT WOODS & MATCHING KOPPER KLAD IRONS



ARISTOCRAT WOODS

Here are the finest clubs money can buy—powerfully built for the extra yardage that will give every golfer the biggest thrill of his life—precision balanced for easier control. Driver deepfaced for distance, fairway woods somewhat shallower to make difficult lies easier to get up and out. All incorporate new streamlined shape and styling. Genuine True Temper Rocket Shafts. Gleaming cherry Dur-O-Var finish will stay new looking indefinitely. Guaranteed in writing.

MEN'S RIGHT HAND ONLY

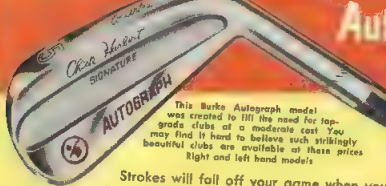
Recommended by Chick Harbert P.G.A. Champion Ryder Cup Captain 1954-55

KOPPER KLAD ARISTOCRAT IRONS

Newest club design — hitting area specially plated with copper, not only imparts modern eye appeal — but actually will improve your game because of the ease with which the ball may be lined up to center of club face — Note the newly designed back of blade which puts maximum weight directly back of ball for more distance. Other features include True Temper Rocket Shafts — all sets perfectly matched, balanced, guaranteed in writing — men's right hand only

		Retail
WOODS		
9174Z6X5292	*Matched Set 4 Woods (1-2-3-4)*	$90.00
9175Z5X3969	*Matched Set 3 Woods (1-2-3)*	$67.50
IRONS		
9176Z12X8282	*Matched Set 9 Irons (2 thru 9 & P)*	$140.85
9177Z11X7362	*Matched Set 8 Irons (2 thru 9)*	$125.20
9178Z8X5521	*Matched Set 6 Irons (2-4-5-7-9-P)*	$ 93.90

Autograph WOODS AND IRONS



This Burke Autograph model was created to fill the need for top-grade clubs at a moderate cost. You may find it hard to believe such strikingly beautiful clubs are available at these prices. Right and left hand models.

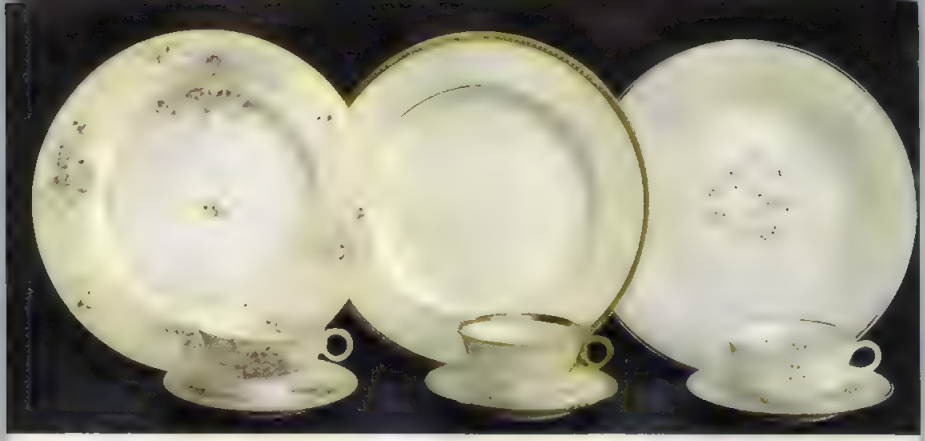
Strokes will fall off your game when you feel the smoothness these perfectly balanced irons give your swing. Heavy chrome plates, double flanged head assures clean sure hit under all conditions. Shafts are True Temper Meteor Pattern. Mens right and left hand models.

Whether you are beginner or expert you will play well with these woods and take pride in their sleek appearance. Medium deep, round solid persimmon heads will stand up year after year. Rich walnut Dur-O-Var finish, genuine True Temper Meteor Shafts.

All woods finished in Dur-O-Var, an exclusive Burke formula that is waterproof — will not crack, craze, chip, peel or come off under buffing.

RIGHT & LEFT HAND

		Retail
WOODS 9179Z6X3998	*Matched Set 4 Woods (1-2-3-4)*	$ 68.00
9180Z5X2999	*Matched Set 3 Woods (1-2-3)*	$ 51.00
IRONS 9181Z12X6615	*Matched Set 9 Irons (2 thru 9 & P)*	$112.50
9182Z11X5880	*Matched Set 8 Irons (2 thru 9)*	$100.00
9183Z8X4410	*Matched Set 6 Irons (2-4-5-7-9-P)*	$ 75.00



APPLE BLOSSOM by Haviland the pride of your home through years of beauty and service. Sprays of apple blossoms in pale pink and white with fresh green leaves, add enchantment to the wide ivory border A tiny nosegay nestles in the white center Gold lines and edges. Contents on page 536

707-257	B975	5-pc Setting (for 1)	$ 12.95
707-265	C12480	53-pc. Set (for 8)	166.40
707-273	C14810	62-pc Set (for 8)	197.35
707-281	C23825	93-pc. Set (for 12)	317.65

SHELTON and DANVILLE...by Haviland. Flawless ivory-toned, translucent porcelain embellished only by a gleaming band of precious embossed gold or platinum with a matching inner circle...elegant in any decor' Specify Shelton (with platinum); or Danville (with gold). Contents of sets on page 536

707-331	B1650	5-pc Setting (for 1)	$ 21 95
707-349	C20000	53-pc Set (for 8)	265 30
707-356	C24310	62-pc Set (for 8)	324 10
707-364	C38400	93 pc Set (for 12)	511 90

PRELUDE...a new, versatile Haviland pattern, beautifully contemporary in coloring and design. Bright pink and dove gray dots blossom on gracefully curved gray branches that seem to sway against a field of creamy white translucent china. Platinum edged. Contents of sets on page 536

707-711	B1125	5-pc. Setting (for 1)	$ 14.95
707-729	C13860	53 pc Set (for 8)	184 80
707-737	C16750	62-pc Set (for 8)	223 25
707-745	C26725	93-pc Set (for 12)	356 20

HAVILAND CHINA . . . pride of your home!

BAGATELLE ..Haviland's very newest pattern created for daily beauty. This is its ever fresh, ever loved appeal a tender red rose with shaded gray-black leaves and stems against a translucent white background Twin bands of bright gold follow the exquisite Baroque shape Contents on page 536

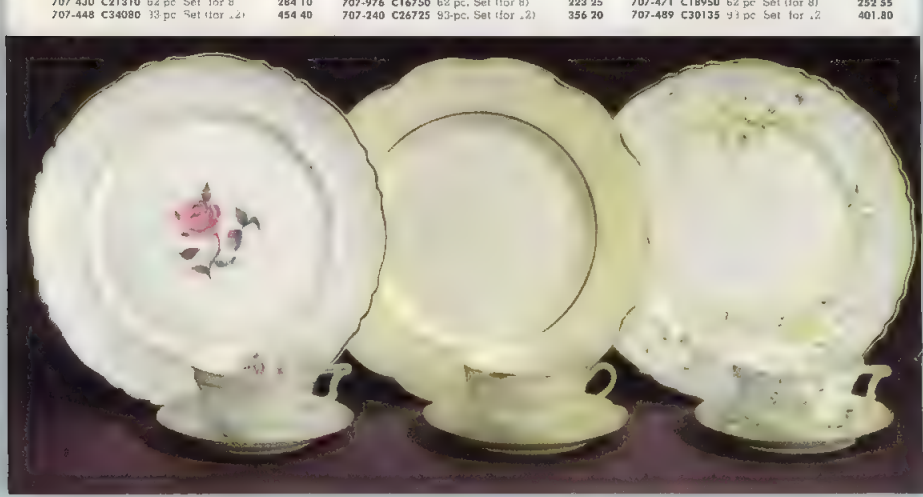
707-406	B1425	5-pc Setting (for 1)	$ 18 95
707-422	C18050	53-pc. Set (for 8)	240 60
707 430	C21310	62 pc Set (for 8	284 10
707-448	C34080	93 pc Set (for 12)	454 40

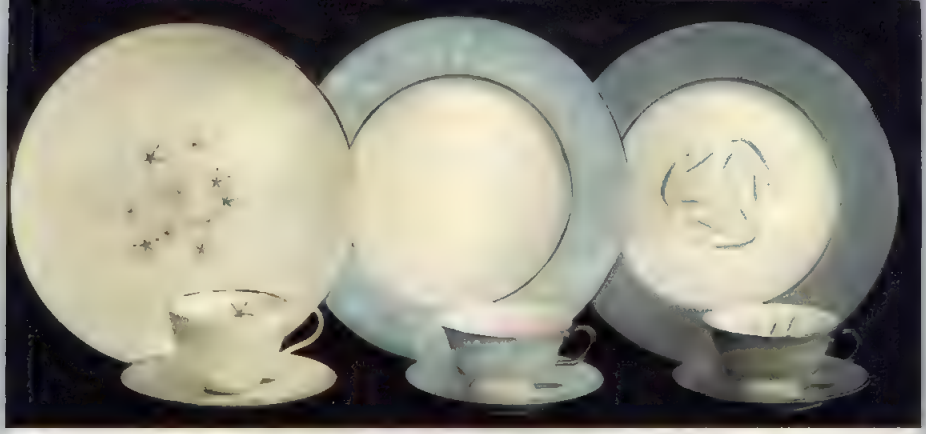
CONCORDE . beautiful dinnerware with a classic simplicity of design that's pure poetry Flawless, high-glazed pure white translucent china encircled with wide bands of creamy ivory. .one perfect touch, scalloped edges framed in gold Concorde stands out in any decor. Contents of sets on page 536

707-216	B1125	5-pc Setting (for 1)	$ 14 95
707-224	C13860	53-pc Set (for 8)	184 80
707-976	C16750	62 pc. Set (for 8)	223 25
707-240	C26725	93-pc. Set (for 12)	356 20

FLEURETTE . exquisitely made of translucent white porcelain in Limoges, France where world renowned Haviland china originated Fleurette lovely with sprays of deep blue and yellow flowers .fresh as the sun after a spring rain Gold traces the scalloped borders Contents of sets on page 536

707-455	B1275	5-pc Setting (for 1)	$ 16 95
707-463	C15720	53-pc Set (for 8)	209.50
707-471	C18950	62 pc Set (for 8)	252 55
707-489	C30135	93 pc Set for 12	401.80





CONSTELLATION...by Castleton. The china of your dreams brings you an enticing new pattern.. modern today, beloved tomorrow. Centered abstract bouquets of sepia brown swirls are interspersed with "comet" flowers in subtle yellows and greens. Each fleurette has a raised red center. Ivory ground; platinum edge. Contents on page 538.

707-158 B1535 5-pc. Setting (for 1)..$ 19.75
707-166 C19350 53-pc. Set (for 8).... 249.50
707-174 C5115 5-pc. Table Service... 66.00

CORSAGE ..new pride of Castleton, crafted in the finest porcelain. A border of soft Turquoise sets the background for a raised garland of Queen Anne's lace in hues of pink, white and rosy beige. Twin bands of platinum highlight the pattern further...platinum handles make the cups unique. Ivory white centers. Contents on page 538.

707-299 B1695 5-pc. Setting (for 1). $ 21.75
707-307 C21250 53-pc. Set (for 8).... 274.00
707-315 C5115 5-pc. Table Service.. 66.00

FLAIR...proudly introduced by Castleton to enter the exciting scheme of today's living! There's a wind blown freshness about the raised pink 'n' white flowers and black dabbed dove-gray leaves that flow on an ivory white center. Twin bands of platinum sparkle on the smooth dove gray shoulder See contents on opposite page.

707-372 B1695 5-pc Setting (for 1)..$ 21.75
707-380 C21250 53-pc. Set (for 8).... 274.00
707-398 C5115 5-pc. Table Service.. 66.00

CASTLETON . . . the Finest in China

TURQUOISE and SHELL PINK. Castleton's exciting gem of rare beauty in vibrant porcelain. A bold stroke of delicate turquoise or blushing pink flows between wisps of gleaming platinum, creating a striking effect on the classic Century shape. See contents of sets on opposite page Please specify color Turquoise or Shell Pink

707-125 B1695 5-pc Setting (for 1) $ 21.75
707-133 C21250 53-pc. Set (for 8).... 274.00
707-208 C5115 5-pc. Table Service. 66.00

DOLLY MADISON...by Castleton. Delightfully romantic porcelain, with lovely sentiment captured in the beauty of a single rose. Delicate pinks and greens emphasize the luminous ivory background. The shape is Castleton's pearl edge, dramatized with gold tracings. Contents on page 538.

707-042 B1535 5-pc. Setting (for 1)..$ 19.75
707-059 C19350 53-pc. Set (for 8). 249.50
707-067 C23595 62-pc. Set (for 8).. . 304.50
707-075 C36525 93-pc. Set (for 12)... 470.00

LACE...by Castleton. Inspired by the sweetest of American wild flowers, Queen Anne's lace! Tiny white and pink blossoms scatter 'round the dove gray border... platinum frames the pattern on Castleton's classic Century shape Lace is sure to find favor with the conventional as well as contemporary Contents on opposite page.

707-182 B1695 5-pc. Setting (for 1) $ 21.75
707-190 C21250 53-pc. Setting (for 8). 274.00
707-497 C5115 5-pc. Table Service.. 66.00

DENISE ..by Noritake. A circlet of leathery garlands, composed of dainty rose fleurettes and green leaves, floats on luminous white china . in the streamlined coupe shape. Soft gray and celadon green shaded leaves are caught in a platinum border. Denise is for you who cherish the old, yet welcome the new. Contents of sets on page 536.

709-527	**C3575**	53-pc Set (for 8)....	**$ 53.75**
709-535	**C4650**	63-pc Set (for 8) . .	**69.50**
709-543	**C6900**	93-pc. Set (for 12)....	**100.00**

FERNWOOD...china by Noritake. A triad of delicate ferns in subtle shades of green emphasize the lustrous translucence of the pure white porcelain background. Platinum rims the deep gray border for a final touch of sophistication. You'll be proud to set your table with Fernwood...so expressive of superb taste. Contents of sets on page 536.

707-596	**C4460**	53-pc Set (for 8)...	**$ 66 95**
707-604	**C5800**	63-pc Set (for 8) .	**87 00**
707-612	**C8625**	93-pc. Set (for 12)....	**129 50**

DIANA...by Noritake, the name that suggests everything that is most charming in china ware Simplicity is the keynote of this pattern, elegance its forte. A single spray of gold wheat sways on black stems and leaves with yellow and gray fleurettes against a field of translucent, white china Black and gold rimmed. Contents of sets on page 536

709-550	**C3725**	53-pc. Set ,for 8)...	**$ 55 95**
709-568	**C4850**	63-pc. Set (for 8) .	**72 50**
709-576	**C7200**	93 pc. Set (for 12)....	**108.00**

IMPORTED CHINA by Noritake and Narumi

HERITAGE .imported China by Narumi Beautiful evidence of good taste on your table Heritage suits every scene from brunch to formal suppers.. every setting from ultra modern to traditional Black scallop circlets and triple swirls of coin gold play on a background of sparkling white translucent china The smart, new coupe shape is edged in coin gold. Contents of sets on page 536

707-786	**C4500**	53-pc. Set (for 8)	**$ 67 50**
707-794	**C7500**	98-pc Set (for 12)	**112 50**

CHARISSE.. imported china by Narumi A modern floral pattern in soft muted shades brown, yellow and gray)...moved right from the outdoors to a glistening background of pure white china Matching fleurettes wreath round the classic shape. Twin bands of gleaming gold edge the borders. A classic beauty to use always with pride, through the years. See contents of sets on page 536.

707-802	**C3450**	53-pc. Set (for 8) ..	**$51 95**
707-810	**C6000**	98-pc. Set (for 12). . .	**89 95**

PINECREST ..by Narumi Reflects the skill of fine china making! The ever beloved pine in rosy pink tints, nestles delicately amid branches and shaded gray fronds on shimmering white porcelain. Platinum lines twinkle 'round the modern coupe shape Pinecrest is universally spirited. perfectly adaptable to any setting, any occasion. See page 536 for contents of sets

707-828	**C3450**	53-pc Set	**$51.95**
707-836	**C6000**	98 pc set	**89 95**

CHANTILLY ..imported china by Halsey A new overall floral pattern of intriguing beauty! Takes its inspiration from the beloved "Tree of Life"...its aristocratic charm from the gentle tones of blue, rose, gray and yellow on the white translucent background. Contemporary coupe shape. Platinum edge lines. Contents of sets on page 536

707-844 C1185 20-pc. Set (for 4).....**$16.00**
707-851 C475 4 each: fruits, soups. **7.00**
707-869 C795 5-pc Service Set. .. **11.95**

DAMASK ROSE...imported china by Halsey. The beloved rose in delicate pinks, with tender leaves in soft gray-green, poses on pure white translucent china...a beautiful foil for the gray-green border with its concentric circles of sparkling platinum. Crafted to give elegant and durable service Contents of sets on page 536

709-642 C1185 20-pc Set (for 4) .. . **$16 00**
709-659 C475 4 each: fruits, soups. **7.00**
709-667 C795 5-pc. Service Set **11.95**

BLUE DANUBE.. imported china by Halsey You'll love Blue Danube on your table use it too, to complement another pattern with accessory pieces. Holds all the fascination of ancient folklore ..as striking today as it was years ago Far Eastern flowers in vibrant Meissen Blue on translucent oyster white Contents of sets on page 536.

708-693 C1185 20-pc Set (for 4) .. **$16 00**
708-701 C475 4 each: fruits, soups **7.00**
708-719 C795 5-pc. Service Set..... **11.95**

Dinnerware That Sets a Gracious Mood

JEAN...American semi-porcelain Lovely pattern adapted from a famous French chinaware Scattered blossoms in pink and green pastel tones decorate the snowy white American semi-porcelain. Scalloped edges are embossed and fluted...outlined in gleaming gold. Gold favors the footed pieces and handles too. Contents of sets on page 536.

708-537 C3000 53-pc. Set (for 8)... . **$44.95**
708-545 C3600 62-pc. Set (for 8) **53.95**
708-552 C5450 93-pc. Set (for 12).... **80.95**

ELAINE. .American semi-porcelain of exceptionally high quality. The pattern has a delicate beauty you'll love to live with and enjoy more each day. Turquoise fleurettes with yellow centers shine amid soft gray foliage Wisps of them dance along the wide bordered, ivory white body Twin edged in platinum Contents of sets on page 536

708-396 C3600 53-pc. Set (for 8).....**$53.95**
708-412 C4200 52-pc. Set (for 8). . . **62.95**
708-420 C6375 93-pc Set (for 12)..... **95.00**

INGRID. fine American semi-porcelain. A harbinger of fashion's newest colors! The soft browns and grays of the simple floral sweep have a dramatic, almost photographic quality about them. Design, colors, ivory white setting and coupe shape rimmed in platinum all coordinate for spectacular beauty. Contents of sets on page 536

708-438 C2400 35-pc Set (for 6).. ...**$35.95**
708-446 C3000 45-pc. Set (for 8) **44.95**
708-453 C4050 62-pc. Set (for 8).... . **60.75**

PEBBLEFORD semi-porcelain in a delightful array of speckled colors to fill your mealtimes with a blithe, carefree mood. Now in the versatile 45-pc. Buffet Set; 8 each: dinner plates, salads, cups, saucers (2 each in marble white, pink, turquoise, sunburst yellow); turquoise covered sugar and creamer, yellow vegetable dish, pink salt & pepper, marble white chop plate...plus yellow covered casserole and pink coffee pot with warmer stands and candles
708-776 C1750 45 pc Buffet Set (service for 8)..... **$24.95**

20-pc. Pebbleford Set. 4 each: 10" dinner plates, cups, saucers, cereal-soups, bread-and-butter plates. 1 setting in each color
708-750 B575 20-pc. Set (service for 4) **$8.35**

7-pc. Pebbleford Table Service. 13½" marble white oval platter, sunburst yellow open vegetable dish, turquoise creamer and covered sugar bowl plus pink salt and pepper shakers.
708-768 B490 Pebbleford Table Service..... **$6.95**

DESERT LILY...semi-porcelain in simple, modern shapes. Chartreuse and forest green, splashed with warm desert red and dark brown, make a lovely raised enameled lily pattern on ivory ground. Cups, bowls, sugar and creamer in solid chartreuse. Desert Lily presents such a friendly invitation to dine. Contents of sets on page 536.
708-164 C885 23-pc. Set (service for 4).....**$13.25**
708-172 C1350 35-pc. Set (service for 6)..... **19.25**
708-180 C2060 53-pc. Set (service for 8) **29.50**

AMERICAN PROVINCIAL...Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. You'll love the bright gaiety of the quaint, stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of chartreuse) on white semi-porcelain. Contents of sets on page 536.
708-727 C1050 23-pc. Set (service for 4)..... **$15.25**
708-735 C1595 35-pc. Set (service for 6)..... **22.95**
708-743 C2450 53-pc. Set (service for 8)..... **34.95**

FROLIC...a blithe spirited new pattern in highly glazed American semi porcelain. Sets a gay scene that appeals to all with its black scroll and turquoise star-studded design centered on white ivory. A studied sprinkling of turquoise "diamonds" highlight its heavenly charm. See contents of sets on page 536.
708-826 C775 23-pc. Set (service for 4).....**$11.50**
708-834 C1225 35-pc. Set (service for 6)..... **17.95**
708-842 C1895 53-pc. Set (service for 8)..... **27.95**

FEATHER FANTASY...imaginative, new American semi porcelain dinner ware. Its smart, unusual off-round shape is enhanced with a capricious feathery scheme artfully done in textured charcoal black and white...and richly contrasted with futuristic "outlined" leaves of gold. White-ivory background. See contents of sets on page 536.
708-859 C795 20-pc. Set (service for 4)..... **$11.95**
708-867 C1575 35-pc. Set (service for 6)..... **23.50**
708-875 C2350 53-pc. Set (service for 8)..... **34.95**

TRIUMPH...beauty in form and design to give you ever increasing pleasure. A new pattern in semi-porcelain, characteristically American with a bouquet of delicate gray leaves spiced with bitter-sweet berries on an ivory white center. The rim is a tender shade of turquoise, double banded in platinum. Contents of sets on page 536

708-321 C2600 53-pc. Set (for 8) **$38.95**
708-339 C3150 62-pc. Set (for 8).. .. **47.25**
708-347 C4800 93-pc. Set (for 12). ... **71.95**

MOULIN ROUGE . gay as Paris itself! A full sweep of scarlet roses with shaded gray leaves and fronds creates a dramatic effect on ivory white semi-porcelain. Modern coupe shape with platinum edge. Cups and bowls have dove gray exteriors, ivory white interiors. All pieces are oven and detergent proof. See contents of sets on page 536

708-461 C950 23-pc. Set (for 4).. .. **$14.25**
708-479 C1500 35-pc. Set (for 6) .. **22.50**
708-487 C2300 53-pc. Set (for 8)..... **34.50**

BALLERINA MIST . in White Lilac Decoration. Its misty, delicate turquoise color is solid throughout, under a crystal glaze. A classic bouquet of white lilacs with deep turquoise stems, leaves and charcoal tracings...is set on this distinctive background. Coupe shape edged with platinum. By the famed Universal Pottery. Contents of set on page 536

708-636 C1350 25-pc. Set (for 4) .. **$19.95**
708-644 C1800 35-pc. Set (for 6) .. **25.95**
708-651 C2225 53-pc. Set (for 8)..... **34.95**

Lovely New Semi-Porcelain Patterns

STEM ROSE. .fine American semi-porcelain. Here is really lovely dinnerware at an appealingly low price. The 101-pc. setting is a complete service for 12...and there are 6 extra cups included. Pretty pink moss roses and delicate green foliage bespeak a quiet elegance on pale ivory background. A gold edge adds the perfect finishing touch. See page 536 for contents

708-982 C1295 45-pc. Set (for 8).....**$19.50**
708-065 C2975 101-pc. Set (for 12). . **42.50**

BLUE WILLOW . the most beloved dinnerware in the world! The pattern depicts a charming old Chinese legend of young love with quaint, lovely allover design in rich blue against a background of highly glazed, snow white semi-porcelain. 32-pc. set: 8 each dinner, bread-n-butter plates, cups, saucers, fruits, 1 each: vegetable dish, platter. Contents of 53-pc. set on page 536.

708-974 C860 32-pc. Set (for 6) **$12.75**
708-941 C1620 53-pc. Set (for 8) **24.50**

FINLANDIA...a pattern of chaste simplicity to triumph in any setting. Fragile yellow forsythia blossoms in a delicate sheaf of fresh green leaves...exquisite on the snowy white background. Finlandia is high-glazed semi-porcelain with distinctive border lines of green and platinum ,platinum edges. See contents of sets on page 536.

708-032 C2425 53-pc. Set (for 8)..... **$36.50**
708-248 C2850 62-pc. Set (for 8)..... **42.75**
708-057 C4275 93-pc. Set (for 12)... **63.75**

Outdoor Lights to Brighten Your Home

MULTIPLE-TYPE LIGHTS—IF ONE BULB GOES OUT, OTHERS STAY LIGHTED

(P) TREE LIGHT SETS. For use Outdoors or Indoors. Weatherproofed cord and sockets. Bakelite sockets, rustproof clip-ons, rubber insulating washers. Lights are 18 in. apart on sets with GE bulbs. 14 in. apart on sets with Japanese bulbs. Parallel string—bulbs burn independently. Add-on plug for attaching additional light strings, other electric decorations or outdoor displays. With assorted color bulbs (C9½).

25-LIGHT OUTDOOR SET. Ship. wt. 3 lbs. 4 oz.
48 T 202—With GE bulbs; 40-ft. string. 8.37
48 T 208—With imported Japanese bulbs; String 36 feet long 8.29

15-LIGHT OUTDOOR SET. Ship. wt. 2 lbs. 2 oz.
48 T 201—With GE bulbs; 25-ft. string 4.87
48 T 207—With imported Japanese bulbs; String 21 feet long 3.27

7-LIGHT SET. 13½-ft. string. Ship. wt. 1 lb. 4 oz.
48 T 200—With GE bulbs 2.29
48 T 204—With imported Japanese bulbs; bulbs twinkle on and off individually 2.29

TREE LIGHTS ARE UL APPROVED FOR 110-120 VOLT, 60-CYCLE AC OR DC. NO SPECIAL SAFETY DEVICES NEEDED.
FOR OUTDOOR CHRISTMAS DISPLAYS, SEE PAGE 291

(R) WARDS SPECIAL 40-LIGHT SET For dramatic outdoor decorating. Extra-long 62-ft. cord makes it easy to string lights in novel, interesting ways—indoors or out. Weather-proofed cord and bakelite sockets, rustproof clip-ons, rubber-insulated washers. 40 lights are 18 in. apart on parallel string—each light burns independently. Assorted color GE bulbs (C7½). Add-on plug for attaching additional sets and other electric decorations. (See Pg. 290 and 291 for outdoor display pieces for your lawn or porch.)
48 T 205—40-Light Set. Ship. wt. 5 lbs. 9.45

(T) VERSATILE "TRIMS-EEZY" OUTDOOR LIGHTS. Nail sockets to flat surfaces for unusual lighting arrangements—around doors, windows, etc. (see sketch, above right). Sockets have metal tabs, special listening nails. Weatherproofed cord, bakelite sockets, rubber insulating washers. Lights 12 in. apart on parallel string (16-light set has movable take-off socket)—each light burns independently. Add-on plug for attaching additional lighting or other electrical doorway or home decorations. Assorted color GE bulbs (C7½).
48 T 199—16-Light Outdoor Set String 17 ft. long. Ship. wt. 1 lb. 4 oz. . . 4.75
48 T 198—8-Light Outdoor Set. String 8½ ft. long. Ship. wt. 12 oz. 2.47

(CC)

"Bliz" Snowflakes

(CC) Just press the button to spray fluffy white or pink "snow" on tree, windows or mirrors. 20 stencils for making a wide variety of beautiful Christmas designs are included. Snow won't fall off but it wipes off easily. Pine scented. It's easy to give that "frosty" look to your decorating with handy "snow" at your fingertips! UL App'd. non-flammable. Big 12½-oz. can. Ship. wt. 1 lb. 12 oz.
48 T 248—White Snowflakes 77c
48 T 247—Pink Snowflakes 77c

Replacement Christmas Light Bulbs, Extension Cords, Icicles, Tinsel

(U) TO (Y) EXTRA TREE LIGHT BULBS. Keep a supply on hand as replacements for sets like those shown on these 2 pages, other lighted decorations. All pretested G.E. bulbs in assorted colors (except (Y), Japanese clear miniature-base bulbs).

(U) 48 T 168 Box of 4 Bubble Lights Multiple-type. Ship. wt. 4 oz. 1.34
(V) 48 T 175—Box of 10 Indoor Bulbs. Series-type (C6). Ship. wt. 4 oz. 65c
(W) 48 T 176—Box of 10 Indoor-Outdoor Bulbs. Multiple-type (C7½). Ship. wt. 4 oz. 1.27
(X) 48 T 225 -Box of 10 Outdoor Bulbs. Multiple-type (C9½). Ship. wt. 6 oz. 1.64
(Y) 49 T 91—Box of 10 Japanese miniature base "twinkler" bulbs, 2 extra fuses. Ship. wt. 4 oz. . . 83c

(Z) LEAD FOIL ICICLES. Make tree shimmer. Extra large supply of 36-in. strands, folded over cardboard.
48 T 3—7-oz. box. Ship. wt. 9 oz. 47c

(AA) TINSEL GARLAND. Fluffy, sparkling silver plated copper strands. About 1½-in diameter.
48 T 2—Abt. 30 ft. Ship. wt. 5 oz. 64c

(BB) NO SHOK INDOOR CORD SET. Protect children—rotary spring caps prevent insertion of pins, toys, etc. Ivory Bakelite with two outlets.
83 W 1289—15-ft. Cord. Wt. 9 oz. Ea. 98c . . . 2 for 1.85

OUTDOOR HEAVY-DUTY CORD SET (Not shown). 18-gauge wire with heavy rubber insulation. Single outlet and plug. See Page 312 for 25, 50 and 100-ft. outdoor cord sets. 15-ft. Cord. UL Approved.
83 W 1274—Ship. wt. 1 lb. 1.25

(DD) (EE)

"Snow Blanket"

(DD) (EE) "SPARKL-TEX", a glittering white cotton blanket sparkled with shiny sequins. Use it under your tree, on tables, for other decorating at Christmas time. Flame-resistant.

(DD) BLANKET ABT. 32 BY 54 IN Wt. 6 oz.
48 T 12—Multicolor sequins 85c
48 T 65—With "gold" sequins . . . 85c

(EE) LARGE ECONOMY ROLL. 32 in. wide, 10½ ft. long. With multicolor sequins.
48 T 27 M—Ship. wt. 1 lb. 1.74

FOR DE LUXE TREE SKIRT, SEE PG. 288.

Make Your Tree Shimmer with Beauty

P 5.94 and 14.45

A IMPORTED GERMAN GLASS ORNAMENTS. Height 2½ to 7 in. Hand-blown, hand-decorated by skilled craftsmen. Two shining twisted icicles, 2 suspended with tinsel and pearls, satin-finish oval reflector with cobweb design, ringing bell, double spearpoint reflector, ball with deep church reflector. Vivid, luminous colors. Metal caps. From U.S. Zone. Ship. wt. box 14 oz.
48 T 82—Box of 8.....1.67 2 Boxes.....3.19

B IMPORTED ITALIAN GLASS FIGURES. About 6 in. tall. Real conversation pieces. Hand blown and decorated with exquisite beauty by famed Venetian glass-blowers. Lovely colors, fascinating detail. Ballerina has net "tutu"; Colonial Lady, cotton wig; Ski Jumper, wood skis; Skater, cotton "furs". Metal caps.
48 T 83—Box of 4. Ship. wt. 12 oz.....2.98

C IMPORTED GERMAN GLASS ORNAMENTS. 3-in. diam. Traditional old-world charm. Hand-blown, decorated. 3 shimmering reflectors with lovely little figures: Dancing Angel, Angel with Moon and Star, Water Mill, 3 tiny scenes in frosty crystal domes: Christmas Tree, Santa, Church. From U.S. Zone. Metal caps.
48 T 81—Box of 6. Ship. wt. 10 oz.....1.98

D 2¼- TO 2½-IN. GLASS ORNAMENTS. Lovely, lustrous pastels over silver-lacquered base. 2 frosted "spinning tops", 2 sparkling double-reflector balls, 2 balls with frosty snow-cap, 4 balls with frosted scroll design, 1 each frosted lantern and mushroom. Assorted colors. Metal caps. Ship. wt. box 14 oz.
48 T 42—Box of 12.....1.17 2 boxes.... . 2.10

E 2⅜- TO 3¼-IN. DE LUXE GLASS ORNAMENTS. Big, shimmering with vibrant color. 2 striped "trees", 2 silk-screened snow-scene balls, 2 "rainbow" balls with "Merry Christmas", "Peace on Earth", 2 gold-satin banded, 2 frosted striped balls, 2 frosted double reflectors. Asst'd. colors. Metal caps. Wt. box 1 lb. 4 oz.
48 T 43—Box of 12 .....1.47 2 Boxes.....2.74

F 2- TO 2½-IN. GLASS ORNAMENTS. Sparkling variety of shapes, colors. 2 "rainbow" balls, 2 striped double reflectors, 2 silk-screened balls with "Merry Christmas", "Silent Night", 2 frosted barrel shapes, 2 striped bells, 1 gold-striped oval, 1 frosty striped ball. Assorted colors. Metal caps. Ship. wt. box 12 oz.
48 T 41—Box of 12.....87c 2 Boxes.....1.64

R 9.44

G SPARKLING PLASTIC ORNAMENTS. For tree or packages. Featherweight styrofoam balls, stars, snowflakes, "reflectors", other shapes—many with sequin glitter, some frosty white. Lovely foil butterfly
48 T 28—2 to 5 in. high. Ship. wt. 8 oz. .24-Pc. Set 94c

H LITTLE ANGELS. Dainty, hand-decorated miniatures from Germany, U.S. Zone. Beautifully molded and tinted, delicate detailing. Gilded wings. Cords for hanging, or will stand alone. Abt. 2¾ in. tall.
48 T 84—Ship. wt. 6 oz.....5-Pc. Set 84c

J MINIATURE GLASS ORNAMENTS. For small trees, centerpieces, gift ties. 1-in. round balls in an array of lovely colors. 12 with reflectors. Ship. wt. box 6 oz.
48 T 75—Box of 36.....54c 2 Boxes.....97c

K SOLID-COLOR GLASS BALLS. Rich, vibrant color over silver lacquered base. Sets include: 3 red, 3 blue, 2 green, 2 gold, 2 silver. Metal capped.
48 T 71—1¾-in. diameter. Ship. wt. box 12 oz.
Box of 12.....59c 2 Boxes.....1.10
48 T 72—2¼-in. diameter. Ship. wt. box 14 oz.
Box of 12.....87c 2 Boxes.....1.65
48 T 73—2⅝-in. diam. Ship. wt. box 1 lb. 4 oz.
Box of 12.....1.14 2 Boxes.....2.07

L DE LUXE PLATED PLASTIC ORNAMENTS. 1⅜ to 4¾ in. high. Pretty and bright. Almost unbreakable; you can even use them outdoors! Sizes to trim tree from top to bottom. 1 starburst, 2 stars with swinging ornaments, 2 faceted balls, 6 filigree balls (2 sizes), 3 "lamps", 8 bells (2 sizes), 2 tiny deer. Asst'd. colors.
48 T 32—Ship. wt. 1 lb. 6 oz..... 24-Pc. Set 1.97

M PLATED PLASTIC ORNAMENTS. 2½ to 4½ in. high. Shimmering metallic colors—almost unbreakable. 2 lovely starbursts, 4 balls with cut-outs, 2 plain bells, 2 filigree balls, 2 faceted balls. Asst'd. colors.
48 T 58—Ship. wt. 1 lb. 6 oz.....12-Pc. Set 1.17

N 1¾ TO 2-IN. NOVELTY GLASS ORNAMENTS. Shining colors over silver-lacquered base. 3 beehives, 2 decorated balls; 1 each, twist shape, grape, acorn, lantern, ripple ball, plain bell, frosted bell. Assorted colors. Metal caps. Ship. wt. box 8 oz.
48 T 40—Box of 12.....59c 2 Boxes.....1.10

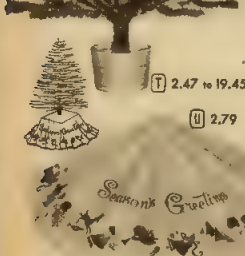
Beautiful Artificial Christmas Trees to Last for Many Years

P FLOCKED TREE. Lovely and glamorous. Thick nubby branches resemble popular long-needle pines—heavily flocked with "snow," each branch tipped with a shimmering glass ball. Made of flame-resistant fiber bristle. Complete with stand. Folds for storage. Large size. Frt., Truck, Exp., others *Mailable*.
48 T 125 R—Pink. Abt. 3 ft. high. Wt. 12 lbs.....14.45
48 T 127 MO—Pink. Abt. 2 ft. high. Wt. 3 lbs.....5.94
48 T 117 MO—Blue. Abt. 2 ft. high. Wt. 3 lbs.....5.94

R FLOCKED WHITE TREE. Realistic down-swept branches heavily flocked with "snow" and shimmering with gilt glitter. Plastic; flame-resistant. Complete with stand. Folds for storage. Frt., Truck, Express.
48 T 121 R—Abt. 3 ft. high. Ship. wt. 6 lbs.....9.44

T DARK GREEN VISCA TREES. Full, fluffy branches of straw-like rayon. Flame-resistant. In white wood tub. Fold flat for storage. 2 largest sizes. Frt., Truck, Express, others are *Mailable*. Ship. wts. 11 lbs., 10 lbs., 7 lbs. 6 lbs., 4 lbs., 2 lbs. 8 oz.
48 T 109 R—84 in. high; about 160 branches...19.45
48 T 107 R—72 in. high; about 83 branches....10.79
48 T 106 MO—60 in. high; about 71 branches....8.44
48 T 105 MO—52 in. high; about 55 branches. ...6.95
48 T 104 M—42 in. high; about 48 branches.....4.95
48 T 113 M—30-in. high; about 37 branches.....2.47

WHITE VISCA TREES. Like above. Wts. 7 lbs. 4 lbs.
48 T 111 MO—60 in. high; about 70 branches....8.44
48 T 110 M —42 in. high; 46 branches.....4.95



T 2.47 to 19.45

U 2.79

De luxe Tree Skirt . . . . Sturdy Steel Stands to Hold Live Trees

U DE LUXE TREE SKIRT. Covers stand, keeps gifts off floor, catches needles. Lovely over box or table if tree is set in window. Fine white percale beautifully silk-screened in color. Sanforized, washable, flame-resistant. Slit side; drapes easily.
48 T 283—Abt. 71 in. square. Ship. wt. 1 lb. 6 oz.2.79

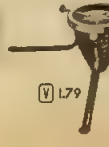
V CONE-SHAPE TREE STAND. Red enameled steel; chrome plated rim, bolts. Holds trees up to 4¾-in. diam. 3 wide legs (abt. 23-in. spread) lock in securely, removable for storage. Holds abt. 1 qt. water.
48 T 64—Abt. 7¼ in. high. Ship. wt. 3 lbs. 8 oz...1.79

For Musical Tree Stand, see Page 30

W FOLDING TREE STAND. Red enameled cylinder; strong screws secure legs, hold tree up to 4¾-in. diam. 3 sturdy nickle plated legs (abt. 28-in. spread) removable, fold for storage. Holds abt. 2 qts. water.
48 T 69—Abt. 9¾ in. high. Ship. wt. 4 lbs. 8 oz...2.94

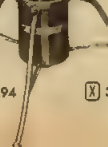
X "SUPREME" TREE STAND. King-size. Extra heavy gauge steel enameled red and green. Extra stable; 4 legs—abt. 26-in. spread. Strong screws hold tree up to 4½-in. diam. Holds full gallon of water.
48 T 62—Abt. 7½ in. high. Ship. wt. 7 lbs. 8 oz...3.47

Buy Early While Stocks Are Complete! Use your Credit for all your Christmas shopping. Terms Pg. 328.



V 1.79

W 2.94



X 3.47

A Box of 8 1.67

B Box of 4 2.98

C Box of 6 1.98

D Box of 12 1.17

E Box of 12 1.47

F Box of 12 87c

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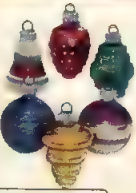

N

MERRY CHRISTMAS
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290 WARDS

(G) RIGOLETTO — Lavish necklace and earrings of simulated shell-shaped pearls decorated with permanent yellow-gold finish.
1065AW365T 2 Pc. Set.....Retail $11.25
1066AW265T Bracelet only....Retail $ 9.25

(K) AIDA—Stunning necklace, fashion highlight of any costume, and earrings ensemble of pearls enhanced by rhinestones set in swirls of permanent rhodium finish.
1071AW1200T 2 Pc Set ... Retail $24.00
1072AW840T Bracelet only ... .Retail $12.75

ALL NECKLACES ADJUSTABLE FOR A PERFECT FIT

(H) MANON — Gracefully designed filigree appearance, necklace and earrings set with pearls. Permanent gold finish
1067AW715T 2 Pc. Set Retail $14.25
1068AW265T Bracelet only Retail $ 5.25

fashion jewelry originals
by Clariff de Paris®
A DIVISION OF LADY ALICE PEARLS
NATIONALLY ADVERTISED
NATIONALLY PREFERRED

(L) CARMEN — Classic "Horn of Plenty" necklace and earrings of pearls baguette and marquise rhinestones in permanent yellow gold finish
1073AW1425T 2 Pc. Set .. . . .Retail $28.50
1074AW490T Bracelet only . .. . .. Retail $ 9.75
1075AW490T Pin only . .. Retail $ 9.75

All Clariff de Paris jewelry in attractive gift packages.

Suggested Retail Prices Subject to Federal Excise Tax

(J) SALOME — Lovely tailored necklace and earrings created in the swirl motif. Simulated pearls in a setting of permanent yellow-gold finish.
1069AW825T 2 Pc Set. Retail $18.50
1070AW340T Bracelet only Retail $ 6.75

(M) LAKME — A symphony-in-swirls, *exciting new conversation piece*, necklace and earrings set of pearls enhanced by rhinestones in a rhodium-finished setting
1076AW1950T 2 Pc. Set . . Retail $33.00
1077AW640T Bracelet only .. .. . . Retail $12.75

Litho in U.S.A.

© Copyright 1966, Clariff de Paris, Div of Lady Alice Pearls

(A) **PRELUDE** — Sparkling rhinestone necklace and earring set with hand-pronged sparkling imported stones. Original design. Crystal only.
1051AW750T 2 Pc. Set Ret $15.00

1052AW250T Bracelet only ..... Retail $5.00

(D) **MELODY** — Exquisitely designed necklace and earring set of imported navette and pear-shaped crystal and ice-blue rhinestones.
1059AW1125T 2 Pc. Set Ret $22.50

Same set as above
1058AW1125T All crystal Ret $22.50

(E) **ROMANCE**—Superb creation of crystal and Montana blue rhinestone necklace and earrings, accented with simulated pearls. 2 Pc. Set.
1060AW1125T .....Retail $22.50
Same as above
1061AW1125T Crystal and pearls $22.50

ALL JEWELRY BEAUTIFULLY GIFT BOXED AS SHOWN

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A DIVISION OF LADY ALICE PEARLS
NATIONALLY ADVERTISED NATIONALLY PREFERRED

(B) **RHAPSODY**

(B) **RHAPSODY**— Fabulous ensemble of necklace and earrings, hand-pronged imported rhinestones, blending crystal and ice-blue jewels with simulated pearl trimmings.
1053AW1425T Retail $28.50
1054AW1425T As above all crystal and pearls....Retail $28.50
1055AW525T Bracelet, specify ice-blue or crystal Retail $10.00

(C) **SERENADE** - Smartly styled necklace and earring set decorated with glittering marquise and baguette-shaped rhinestones
1056AW1000T 2 Pc. .Ret. $20.00

(F) **SYMPHONY**—Necklace and earrings of fiery magnificent marquise-shaped ice-blue and round crystal rhinestones. Swirling pendant on necklace adds a striking note of elegance.
1062AW1475T 2 Pc. Set Retail $29.95
1063AW1475T Set all crystal Ret $29.95

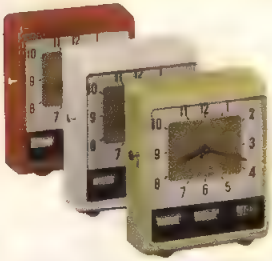
ALL NECKLACES ADJUSTABLE FOR A PERFECT FIT

1057AW340T Bracelet only .. Retail $6.75

Bracelet, specify ice-blue or crystal
1064AW525T.... ..... .Retail $10.00

Suggested Retail Prices Subject to Federal Tax

® Reg. U.S. Pat. Off.

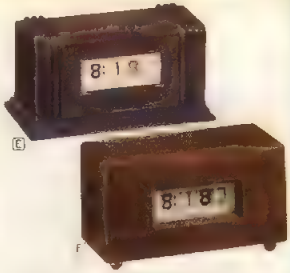


DATE-MINDER ELECTRIC CLOCK. Lux' fabulous Calendar wall clock tells the day, the date and the time automatically on easy-to-read face. Simple styling makes it suitable for any room, any place. 6x7" polystyrene case in red, yellow or white. AC.

228-510 A725 Flame Red $10 95
228-528 A725 Antique Yellow 10.95
228-536 A725 Ice White 10.95

GLOLITE TV LAMP-CLOCK...cleverly designed to glow in the dark. Restful for TV eye fatigue, comforting in bedroom or nursery. Colorama numerals automatically tell hour minute, even the seconds "at a glance." Handsome walnut grained plastic case with Glolite window. Size 3½x5½x5" high. Accurate, self-starting electric motor. AC.

228-429 A657 Glolite TV Clock $10.95



NUMECHRON ELECTRIC CLOCKS Automatically tell "time at a glance." Unexcelled for accuracy, self starting. Aristocratic looking cases. 115v., 60 cycles. AC. With cord.

(E) **Jefferson** Walnut plastic case.
228-403 A598 Size 7x4x4" $9.95
(F) **Belvedere.** Simple, elegant case is solid Mahogany. Gold plated bezel.
228-411 A1200 Size 7½x4½x3½" . $19 95

TYROLEAN CHALET CLOCK. Quaint little decoration with many features, all in a brightly colored handmade wood case. 40-hour key wind clock, thermometer, barometer and night light. Light operates on standard flashlight batteries. Boy comes out to forecast sunshine, girl steps out with umbrella to warn of coming rain. Size: 8¾" high, 13" wide.

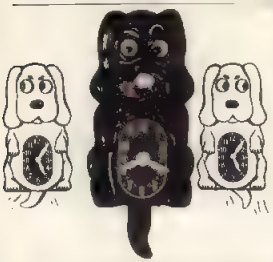
227-967 A720 Chalet Clock $10 95

"Personality" Clocks

For a gift that's delightfully different...give an intriguing novelty clock that tells time in talented style. Some also let you know the day, date and weather ...others double as smart TV lamps or comforting night lights. You'll find ideal "first" clocks for children's rooms ..clever companions for kitchen or den.

ELECTRIC FIREPLACE LAMP-CLOCK. Flip the switch and realistic flames dance and glow in a colorful three-dimension old fashioned hearth scene, complete with andirons, logs and fire-screen. Indirect light, controlled by pinswitch, illuminates entire action scene... serves as night or TV background light. Walnut plastic case. AC.

227-918 A1017 Clock, 10½x7½x4¾" . $16.95



ANIMATED KLOCKER SPANIEL. Practical little "pet" that brightens kitchen, den or children's room! Klocker wags his tail tirelessly to and fro, rolls his eyes from side to side. Good little watch dog, too—his eyes and hands glow in the dark! Sturdy black plastic with clear, easy-to-read numerals. 11x5x3". Accurate electric movement. AC.

228-478 A450 Animated Wall Clock ... $6.95

(G) **MINIATURE GRANDFATHER CLOCK.** Hand painted flowers decorate the ivory finished wood case, 30-hr key wind movement.
228-080 A330 Clock, 8½" tall $4.95

(H) **ROY ROGERS '40-HR. ALARM.** Roy and Trigger in action pose against colorful Western scene. Ivory metal case, key wind.
227-645 A265 Alarm Clock, 5¼" high $3.95

WALT DISNEY'S ANIMATED PLUTO. World's favorite dog becomes an electric clock with real personality! Pluto's eyes roll expectantly, his panting tongue reaches over and over for the bone hands in his "dish." Pluto stands guard thru the night, too—hands and eyes glow in the dark! Brightly colored, a sturdy plastic case. Self-starting; AC.

227-942 A695 Pluto Clock, 8¼x4x4" deep $9 95

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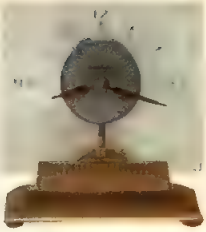
THE GOLDEN VISIONETTE. electric clock with the famous "see-thru" dial, slightly tilted for Angle Vision. Base and rim are heavy 24K gold plate metal...add a touch of elegance. Petite 7½x8¼x4¼" size makes Golden Visionette appropriate for every appointment ...desk, bedroom, mantel or table. Self-starting motor. 60-cycle. AC.
228-189 A1077 Golden Visionette **$17.95**

CERAMIC CLOCK. Let this cheery electric clock accent your decorating scheme...perfectly! An accurate movement marks off the minutes on a smart-hued concave circle. Hang it on the wall or stand it up...foldaway support holds it steady 9" across. AC.
228-395 A530 Yellow **$7.95**
228-387 A530 Black **7.95**
228-379 A530 Pink **7.95**



STARLITE...has a softly lighted dial that lets you read the time even when the room is in total darkness. It's the ideal TV or bedside clock! The intriguing star design is fired on to the plate glass dial; metal base is finished in gleaming gold color. Self-starting electric movement; switch to control light. Size: 4½x8½x9" high. UL approved. AC.
227-900 A1017 Starlite Clock **$16.95**

New Trends in Time!

These handsome gift clocks will say nice things about your taste

OLD FASHIONED BELL ALARM...can wake up the most determined sleeper. No more being late to appointments when there are—not one, but two nickel balls ringing heartily. This key wind clock is simply designed to blend with any decor. Its black face gives good contrast to the radium-painted hands and numerals that let you read time in the dark
227-678 A330 Bell Alarm, 6¾" high ...**$4.95**

NEW DAPPER ALARM...so good-looking and so accurate, no one will guess you paid so little for it! Ingraham styles this small key wind clock with durable ivory-colored lustrex case and gleaming brass-finished trim. Contrasting colors of dial make it easy to read the time at a glance. Height 4½".
227-389 A207 With regular dial **$2.98**
227-397 A245 With luminous dial **3.50**

DAWN 8-DAY ALARM. .needs winding only once a week. It's small enough to carry on trips (only 5½" high), and has easy-to-read dial. Metal case is finished with ivory baked enamel, trimmed with polished brass. The dial contrasts brown numerals and soft ivory background. Soft ticking!
227-421 A385 With Regular dial **$5.50**
227-439 A455 With Luminous dial **6.50**

CONTEMPORARY BANJO CLOCK This new version of an old American favorite can be the focal point for a picture group...or use it alone as a dramatic accent. Made of solid brass, highly polished for wonderful luster. Its brushed brass dial contrasts with black Roman numerals. Self-starting electric movement is fully guaranteed. 22" long. AC
227-983 A2557 Banjo Clock **$39.95**

LITTLE PAL ALARMS...only 3½" high! These 40-hour miniatures are small enough to pack for traveling, but still rate high in accuracy. One key winds both time and alarm. The handsome case is baked ivory enamel with gleaming polished brass plated bezel. Choice of regular dial or dark brown radium dial
227-405 A276 With Plain dial **$3.95**
227-413 A356 With Radium dial **4.95**

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COLONIAL

Catalog For Pleasure...1957

"37" Sedan

New beauty . . . New seagoing comfort in the bright and sparkling interior, which can be arranged to sleep six or eight. Complete galley and enclosed toilet. Famous Colonial Roun-Vee hull with greater beam gives top performance and a level ride. Twin power from 120 H.P. each, with reduction drives and hydraulic clutch controls standard.

"37" Express

A big cruiser built for the family that wants the open areas of a sport model plus living comfort on extended cruises. Optional interior arrangement to sleep four or six. Extra large cockpit with room for lounging or fishing chairs. Same hull and power equipment as "37" Sedan

"32" Express

An outstanding value in beauty, seaworthy performance and cruising pleasure for four. 6'2" headroom in trunk cabin, complete with dinette, galley and enclosed toilet. Large cockpit. Twin power selections from 110 H.P. each, with reduction drives and hydraulic clutch controls.

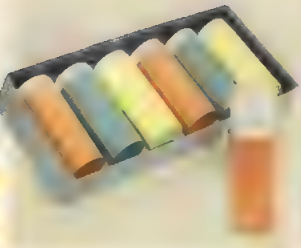
"32" Sedan

Newest member of the Colonial Fleet, now in production. Big . . . roomy . . . beautiful. Sleeps six. Lounge in deckhouse converts to double bed 6'2" headroom. Trunk cabin arrangement and power equipment same as "32" Express. See the new Colonials at Boat Shows or ask your Colonial Dealer.

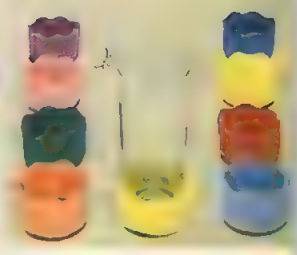
"32" **COLONIAL CRUISERS** "37"

Colonial Boat Works, Inc., River Ave., Millville, N. J.

8 HI-JACS COASTERS Damp glasses stay bone-dry inside these pert, party-color protectors. Snug "sweaters" of terry-knit lastex yarns stretch to fit all sizes. They go where the glasses go, keep furniture stain-free Easy to wash. With "gold" squares or red-and-gold numbers from 1 to 8.
507-947 B132 Gold Square Set . . **$1.98**
507-954 B132 Numbers Set. **1.98**



INSULATED HI-KOOL TUMBLERS. Set of 6 big, 15-oz. tumblers, made on the famous Thermo-Glass principle to keep your drinks at perfect temperature! Really two glasses in one that fit together to keep hot drinks hot, cold ones cool Satiny, unbreakable Styron in cool shades of Melon, Yellow and Green with White Need no coasters
507-822 B330 Tumbler Set **$4.98**



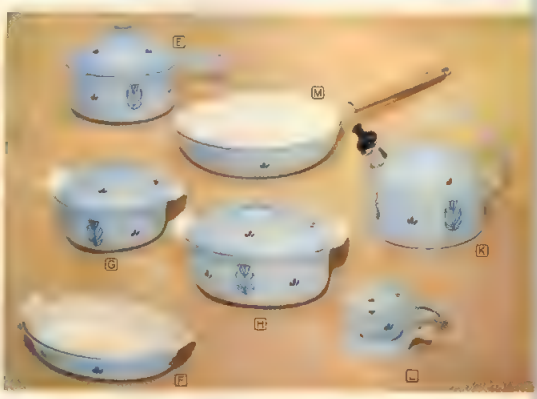
8 GAY "SPONGETTE" COASTERS. .brand new party styled drink props that put protection wherever a glass is placed! Completely absorbent and skidproof ..they fit most glasses; wash with soap and water Smart swirl tops add eye-appeal Set of 8 coasters in attractive, assorted party colors ..a clever aid in keeping drinks separate
507-939 B132 Coaster Set **$1.98**

Beautiful Imported
DRU-IRON WARE

Lovely, oven-to-table cookers . . . made for lifetime service

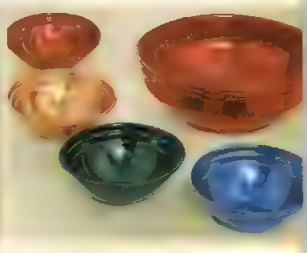
Lasts a lifetime...this lovely oven-to-table ironware imported from Holland Made of indestructible iron coated with a baked enamel high gloss finish resembling fine porcelain blends beauty with utility so effectively Use Dru Iron in oven or over an open flame ...cooks quickly and thoroughly either way, without burning Comes proudly to your table too, to serve with great charm. Interiors are white to contrast with the soft Delft Blue outside, hand painted in a tulip design

E	509-901	B663	3-qt. Sauce Pan . . $9.95
	509-919	B530	1½-qt. Sauce Pan . 7.95
F	509-927	B365	Oval Dish, 10" 5.50
G	509-935	B632	1¾-qt. Cov. Casserole 9.50
H	509-943	B530	1¼-qt Oval Baker 7.95
	509-950	B663	2¼-qt. Oval Baker 9.95
K	509-968	B567	Tea Kettle, 2-qt. 8.50
L	509-976	B317	Butter Melter 4.75
M	509-984	B435	8½" Fry Pan 6.50
	509-992	B632	11½" Fry Pan 9.50



MODERN WAFFLE SET. .2 unique table servers for hot syrup and melted butter. Each is trimmed with copper ..copper hinged covers and copper banded easy-grip, bakelite handles. Candle warmer base is copper too! Servers are ideal for keeping sauces, gravies, honey, other liquids piping hot for table service Four 4-hour candles included.
508-390 B300 Waffle Set **$5.00**

COLORAMA PITCHER and TUMBLERS. Serve your beverages the modern way in unbreakable, chip-proof anodized aluminum. Cheery as sunshine .never needs polishing! Set of 8 (12 oz.) stay-cool tumblers in rainbow hues. Big 2-qt. pitcher with ice-guard spout comes in two-tone colors Gold or Ruby.
507-780 B300 Tumbler Set **$4.50**
507-772 B265 Pitcher, State color **4.00**



5-PC RAINBOW SNACK SET... yours for lasting service in colors that glow with the luster of jewels. One big 4-quart bowl and four cereal size bowls in anodized aluminum—chip proof and unbreakable, a cinch to keep clean. So useful and durable ..perfect for picnics, baby's meals, all those occasions that are really rough on a bowl
507-905 B263 Snack Set **$3.95**

Hi-Standard

HI-STANDARD SPORT-KING. New Lightweight Aluminum Frame. .22 long rifle cartridge. Fixed rear sight. 10 shot magazine. New positive lock safety. Either 6¾" or 4½" barrel. Warranty with each pistol. Molded diamond checkered, thumb rest grips. Slide notched for easy addition of adjustable target sight! Hammerless, hooded breech. Solid steel stop lug is part of frame. Features new push-button take-down.

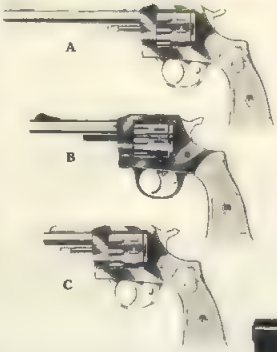
G946 A3777 4½" Barrel. Wt. 45 oz. Retail $46.50
G947 A3777 6¾" Barrel. Wt. 48 oz. Retail $46.50
G948 A4626 Comb. Both Barrels 55 oz. Ret $54.50

HI-STANDARD FLITE-KING .22 SHORT. Shoots .22 cal. short only. Lightweight alloy, weighs only 24 oz. Auto-slide lock. Molded on diamond checkered thumb rest grip. Features new push-button take-down.

G961 A3777 4½" Barrel. Wt. 24 oz. Retail $46.50
G962 A3777 6¾" Barrel. Wt. 26 lbs. Retail $46.50
G963 A4626 Comb. Both Barrels 28 oz. Retail $54.50

HI-STANDARD EXTRA MAGAZINE. Long grip type. .22 long rifle size. To fit Sport King and Supermatic autoloading pistols.

G955 A298 Sport King & Supermatic Retail $4.25
Extra Magazine for Flite-King (.22 cal. short)
Long grip type .22 short for Flite-King.
G964 A298 Retail $4.25



COLT

A. COLT HUNTSMAN. Caliber .22 Long Rifle. Magazine capacity 10 rounds. Length of barrel 4½" and 6". Length overall 9" with 4½" barrel, 10½" with 6" barrel. Sights fixed. Trigger grooved. Stocks checkered Coltwood. Finish Colt Blue only.

G1880 A3799 6" Barrel. Wt. 31½ oz. Retail $46.75
G1881 A3799 4½" Barrel. Wt. 30 oz. Retail $46.75

B. COLT WOODSMAN TARGET MODEL. Caliber .22 Long Rifle. Magazine capacity 10 rounds. 6" barrel. Length overall 10½". Sights Accro rear sight, adjustable. Ramp type front sight with removable blade. Trigger grooved. Automatic slide stop. Magazine safety. Stocks checkered. Finish Blue. Ship. wt. 32 oz.

G1882 A5071 Retail $74.75

Sheridan

SHERIDAN KNOCKABOUT PISTOL. A rugged, inexpensive .22 caliber pistol. Shoots all .22 cal. rim fire ammunition including high speeds. 5" barrel. tip-up action. Accurate, reliable, compact and sturdy. Ideal for kit-bag, trap-line, tackle box, plinking or protection. Modern design, ingeniously engineered, a practical utility gun at a popular price. Ship. wt. 1½ lbs.

G2334 A1386 Retail $17.95

HOLSTER for Knockabout. Also fits most .38 cal. Auto Pistols. Ship. wt. dozen, 4 lbs.

G2335 A180 Retail $3.00

NEW H & R SIDE-KICK REVOLVER MODEL 929. .22 Cal., 9 shot, swing-out cylinder revolver. Raggedly constructed, all parts finished in Crown-Lustre Blue. Single or double action. Swing-out cylinder with automatic ejector return. For .22 cal. short, long or long rifle. Checkered (marbleized) grip. Patented safety cylinder. Ideal for target, casual shooting, or plain fun.

A. 6" Barrel. Ship. wt. 1 lb., 10 oz.
G2200 A3050 Retail $37.95

B. 4" Barrel. Ship. wt. 1 lb., 8 oz.
G2199 A3050 Retail $37.95

C. 2½" Barrel. Ship. wt. 1 lb., 7 oz.
G2198 A3050 Retail $37.95

REVOLVERS AND PISTOLS

Revolvers and air pistols cannot be sent thru the mails except to bona fide firearm dealers, therefore they will have to be shipped to others by express.

ASTRA

A. ASTRA AUTOMATIC PISTOL. 25 Caliber vest pocket model. Length of barrel 2-7/32". Overall length 4¾". Magazine capacity, 6 cartridges. Wt. 11⅔ oz. Has chamber load indicator which discloses at a glance if there is a cartridge in chamber. Ship. wt. 14 oz.

G2323 A2240 Retail $29.90

B. ASTRA "CUB" AUTOMATIC PISTOL. Caliber, .22 short. Barrel length 2¼", overall length 4-7/16", weight 12¼ oz. Non-snagging sights. Positive thumb safety, magazine disconnector safety, half cock safety. Ship. wt. 1 lb., 6 oz.

G2324 A2240 Retail $29.90

BENJAMIN AIR PISTOLS

BENJAMIN ACCESSORIES

BELT-TYPE LEATHER HOLSTER. For all Benjamin pistols, can be used with most standard type pistols and revolvers also.

G687 A265 Ship. wt. 2 lbs. Retail $4.00

BENJAMIN SHOT. Copper-coated, polished to close tolerances. For smooth bore BB caliber. 500 shots in metal can. Ship. wt. 8 oz.

G689-3A72 BB Shot Retail 40c

BENJAMIN H-C LEAD PELLETS. (High Compression) Designed to form a tight seal in rifled barrel, prevents loss of compression. For other makes of like calibers. 250 pellets in can.

G688-3A238 .22 Cal. Ship. wt. 11 oz. Retail $1.15
G689-3A195 .177 Cal. Ship. wt. 7 oz. Retail $ .95

GAS CYLINDER. Benjamin Super Co-2 Gas Cartridges for use in G597, G2060, G673, G672. 10 in package. Ship. wt. 12 oz.

G638 A70 Retail $1.00

BENJAMIN SUPER CO-2 "ROCKET" 22 CAL. and .177 GAS PISTOLS. New! Gas powered! Single shot. Rifle bore, brass lined! Gunmetal exterior finish. Streamlined grips, walnut finish plastic stocks. Uses standard CO 2 gas cartridge for power with up to thirty full power hard-hitting shot capacity per power cartridge. Will group 1" from rest at 10 yards. Adjustable rear sight. Includes one CO 2 cartridge and sample supply pellets. Ship. wt. 2½ lbs.

G597 A1085 22 Cal. Retail $15.50
G2060 A1085 177 Cal. Retail $15.50

BENJAMIN TARGET PISTOLS. 22 Cal. and .177 Cal. Streamlined hand pump in combination with the new Hy Car piston provides maximum power, with minimum pumping. Overall length 11". Partridge type sights, adjustable rear sight. Gunmetal finish barrel and butt, finish stocks and pump grip. Rifled bore. Fine trigger pull. Box of 250 Benjamin H-C lead pellets included. Net wt. 1¾ lbs. Ship. wt. 3 lbs.

G685 A1435 .22 Cal. Retail $20.50
G686 A1435 .177 Cal. Retail $20.50

COLUMBIA STAR-LINE FOR '56—*America's First Bike Since 1887*

BETTER VALUE
BETTER STYLING
EXCITING
NEW
MODELS

3487TF5574—Boys "Fire Arrow" 26" Lightweight Spectacular styling with all the deluxe features to satisfy everyone. Has Multi-Speed coaster brake with hand lever Lubri-Kleen chain oiler, built in kick stand chrome headlight, short tank with electric horn and spring retainer on luggage carrier. Airline fenders with center ridge Two-tone saddle with crash rail, red plastic handle bar grips and pedals, and white sidewall 1.75" tires. Finished in Fire Red with Pastel Grey trim Ship Wt 56 lbs.
Mfr's. Sugg. Retail $71.95

3524TF5316—Girl's Fire Arrow. Same as above except without tank and horn Ship. Wt 53 lbs.
Mfr's. Sugg. Retail $68.95

3488TF4962—Boy's Fire Arrow Same as 3487TF5574 except with regular coaster brake Ship Wt 54 lbs
Mfr's. Sugg. Retail $62.95

3525TF4644—Girl's Fire Arrow. Same as above except without tank and horn Ship Wt 51 lbs
Mfr's. Sugg. Retail $59.95

3526TF4776—Boy's and Girl's 26" Startorpedo Lightweight. Has Therm-o-matic lightweight frame, 21" for boys, and 19" for girls Chrome rims and 1¾" high pressure tires Features the Sturmey Archer 3-speed rear hub and hand caliper brakes. Lightweight fork, head fittings and Free-Flo precision crank hanger assembly Grey saddle, with harmonizing hardware Colors Boy's model is Red, Girl's model is Parisian Blue Both trimmed in Arctic Grey Ship Wt 52 lbs **Specify Boy's or Girl's Model**
Mfr's. Sugg. Retail $61.95

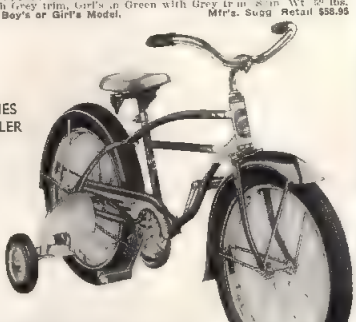
A
MODEL
FOR EVERY
MEMBER
OF THE
FAMILY

3527TF4380—Boy's and Girl's 24" Three Star A 24" model equipped with deluxe features and balloon tires Has Air-Flow Tank, chrome rims, and full length chain guard with Lubri-Kleen oiler Special equipment includes electric horn and head-light Luggage carrier, kick stand and chrome truss rods with grey plastic tips. Saddle is in Grey Tex Tweed with harmonizing hardware. Colors are Red with Arctic Grey trim on boy's model Parisian Blue with Arctic Grey trim, on girl's model. Ship Wt 52 lbs **Specify Boy's or Girl's model.**
Mfr's Sugg Retail $56.95

3489TF4608—Boy's and Girl's 26" Motobike. New design deluxe bicycle with balloon tires, sure to please any boy or girl 18" frame, 26" wheels Airflow tank with electric horn, modern headlight, chrome-plated truss rods. Has full protection chain guard with Lubri-Kleen chain oiler New Grey Tweed Top saddle with harmonizing hardware and Arctic Grey truss rod plastic tips Special kick stand and coaster brake Boy's model finished in Red with Grey trim, Girl's in Green with Grey trim Wt 52 lbs. **Specify Boy's or Girl's Model.**
Mfr's. Sugg Retail $58.95

THERM-O-MATIC FRAMES
LUBRI-KLEEN CHAIN OILER
FREE-FLO CRANK
ASSEMBLY

3528TF3750—Boy's and Girl's 26" Star Torpedo Standard models with balloon tires features chrome rims and sandcast chain oiler extra large tubular frame and full chain guard Solid construction throughout with wide fender Saddle is Grey with harmonizing hardware. Colors are Red and Grey trim on Boy's model Parisian Blue and Grey trim in Girl's model. Ship. Wt 54 lbs **Specify Boy's or Girl's model.**
Mfr's. Sugg. Retail $48.50



3529TF4122—Boy's and Girl's 20" Three Star Beautiful colors and styling in an attractive learner bicycle Tires are 1.75" with inner tubes. Has wide fenders, chrome rims, full length chain guard, black pedals and grey plastic handle bar grips. Equipped with adjust-o-matic trainer with 7" disc wheels and one piece step-plate Colors are Red with Grey trim on Boy's model. Parisian Blue with Grey trim on Girl's model. Ship. Wt. 41 lbs. **Specify Boy's or Girl's model.**
Mfr's. Sugg. Retail $52.95

NEW Idea in Model Airplane Merchandising

Comet's "Speed-Selling" by Assortments

PRE-PLANNED for Quick Turnover and Bigger Profits

Easy-to-Stock
Easy-to-Sell, Easy-to-Ship Assortments
of Comet's
ALL-PLASTIC Models
True-to-Scale

PL:29 ASSORTMENT ALL-PLASTIC JETS and FIGHTERS

Authentic true-to-scale beautiful models of famed jets and fighters like Grumman Cougar, Super Sabre and Starfire, in translucent colored plastic, complete with pedestal, in full color cartons 5½" spans. 12 ass't per pkg 6 pkgs. to carton. 11 lbs. **29c**

Kit No. PL-502 BEECHCRAFT SUPER 18

Vivid colored plastic model of luxury executive plane Fully detailed engines, props spin Ball swivel stand 10" span. In full color box. **69c**

69c models assorted 12 per pkg., 4 pkgs. to carton. 15 lbs.

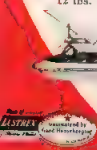
Kit No. PL-800 BOEING 707 JET AIRLINER

Faithful reproduction of giant plane which carries 130 passengers at 550 miles per hour! 10-wheel landing gear, pilot's cabin, 12 clear plastic windows. Wingspan 13¾" Dramatic full-color carton shows plane BIG! **98c**

NEW

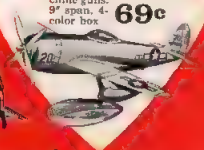
Kit No. PL-500 LOCKHEED F-104-A STARFIGHTER

"Missile with a man in it" 2,000 mile-per-hour night-fighter-interceptor. 10¾" long Clear plastic canopy, new-type swivel-ball stand. 4-color box with exciting action scene' **69c**



PL:39 ASSORTMENT ALL-PLASTIC JET BOMBERS and EXECUTIVE PLANES

True-to-scale, 7" spans All important exterior details Swivel pedestals, colorful boxes Such famous planes as Douglas B-66, Boeing Stratofortress, Piper Apache, Grumman Tracker, etc 12 ass't per pkg 6 pkgs. to carton, 12 lbs. **39c**



Kit No. PL-501 REPUBLIC P-47 THUNDERBOLT

Famous World War II fighter-bomber. 4-bladed spinning prop, clear canopy, pilot, gas tanks, machine guns. 9" span. 4-color box **69c**

98c models assorted 6 per pkg. 4 pkgs. to case. 12 lbs.

Kit No. PL-801 GRUMMAN S2F-1 TRACKER "HUNTER-KILLER"

Hunts out and destroys enemy subs! Model reproduces every detail, including rockets movable sonar turret, magnetic detector boom Ball swivel stand Big 15½" wingspan Full color box with exciting action scene **98c**

COMET PAINTS for PLASTICS

New beauty for plastic models —many other uses! 12 sparkling colors in generous 10c jars **10c**

"Set of Seven" jars in handy container, including cement. **69c**

COMET CEMENT for PLASTICS

In smart metal tube. Turns out better-looking plastic models; repairs plastic objects.

10c and 25c tubes

COMET MODEL HOBBYCRAFT, INC.
201-05 WEST 35TH STREET
CHICAGO 16, ILLINOIS

You'll Enjoy the Finest
In Boating With A

COMMODORE

COMMODORE 23' WEEKENDER

Largest model in the Commodore line for '57. Lapstrake construction and solidly built for comfort, convenience and versatility. Has an 8' 1" beam, 50 gallon fuel capacity, 20 gallon freshwater tank, toilet, [illegible] Inboard outdrive equipment [illegible] includes a box and full galley accommodations, hard top, electric bilge pump, opening windshields, foam rubber mattresses (for two), and cushions, chrome fittings and deck hardware. Power option from 100 to 215 hp. A cruiser, day boat, sport fisherman and utility — all supremely [illegible] the WEEKENDER.

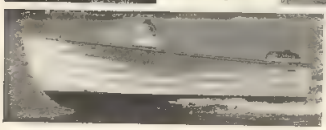
COMMODORE 18' ANGLER

The 18' Angler Inboard, *left*, features drag link steering, bronze shoe and rudder, rubber cutless bearing, bronze and brass fastenings. It has wraparound windshield, folding top plus the self-assurance of durable lapstrake construction. For cruising, offshore fishing, skiing or trolling the Angler's at ease under all conditions. Power option from 60 to 110 hp.

OUTBOARD POWERED

18' ANGLER

Left: All new interior full-width aft seat. Lapstrake construction, saltwater fastenings. Packed with extras. Free color option.



COMMODORE 16' GULL

Already acclaimed, the 16 Gull, *above*, has the extra depth and beam for safety and best performance, even at top speeds.

DeLUXE GULL

16' DeLuxe, *right*, has watertight motor well, rear seat and aft deck space for stowage, many extras built in. Crafted workmanship for unexcelled performance.

14' TERN *above*, is an all-mahogany lapstrake-built dynamic performer. Filled with new conveniences—racks, roomy interiors, etc., it's economically priced.

For Complete Information and Name of Nearest Dealer Write Today to:

COMMODORE BOATS **NEW BERN 1, NORTH CAROLINA** **TEL: 4191**

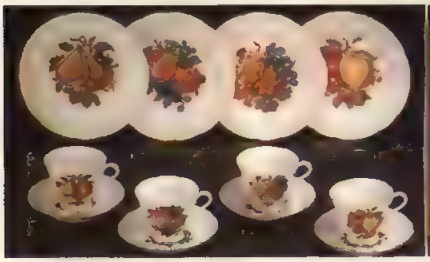
Division of Ed Weigel Industries

CHUCKWAGON SET...by Brock of California. You'll enjoy bright, cheery serving, Chuckwagon style! Food is always piping hot and delicious when it's prepared and served directly in the fry pans... they're oven-safe! Whether you use it indoors or out, you'll love this unusual set with its 4 fry pans and 4 matching coffee mugs. Made of oven-safe California pottery, colorfully hand decorated (under heavy glaze for lifelong beauty) in country style design. Lipped fry pans 9½x14x1¾" deep have "hang up" handles. 8-pc. set

718-106 B920 Chuckwagon Set **$12.95**

HAND BLOWN GLASS...made by skilled craftsmen. Distinctively original "collector's pieces" to accent, complement any setting

E	710-426	B150 Red Krackle Cruet, 6½" high	$2.25
F	710-442	B120 Green (White Overlay) Cruet, 6½" high	1.75
G	710-459	B238 Green "Bubble" Pitcher, 5½" high	3.50
H	710-467	B300 Red Krackle Pitcher, 5½" high	4.50
K	710-475	B270 Green "Bubble" Heart Candy Dish, 6¼x3½"	3.95
L	710-483	B200 Green (White Overlay) Cruet, 7½" high	2.95
M	710-491	B270 Red Krackle Cruet, 7½" high	3.95

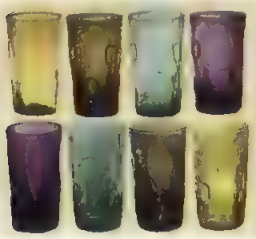


12-PC. FRUIT DECORATED DESSERT SET. This Continental dessert set of fine imported translucent china is a set you'll delight in owning...a gift you'll be proud to give. It's perfect for dessert service, teas or small luncheons. Colorfully decorated with 4 different fruit designs against a glistening white china background. Gracefully scalloped edges are touched with gleaming gold. Set consists of four 8" dessert or salad plates, 4 attractively shaped, footed cups and 4 saucers. Matches compotes shown on page 47

718-114 B338 Dessert Set **$4.95**

17-PC. TEA or COFFEE SET...exquisite service for six in fine imported china. Serves coffee, tea or chocolate so elegantly at the table or in the living room. It's the pride of the hostess, the delight of her guests. Made of pure white imported translucent porcelain, decorated in the delicate Moss Rose pattern...all pieces bordered in gleaming gold. Saucers are scallop edged, dainty footed cups have graceful handles. 17-pc. set consists of 6 cups, 6 saucers, covered sugar bowl, creamer, 8-cup covered pot

717-124 B465 Tea or Coffee Set **$6.95**



TEXTURED GLASS TUMBLERS...with hidden talents! The hand made glass is of a specially selected composition that resists heat and cold...their permanent colorings defy detergents. Each 12 oz. glass is carefully hand crafted in "go together" hues of ametnyst, amber, green, smoke. Set of 8 glasses (2 in each color).

710-525 B335 Set of Tumblers **$4.95**

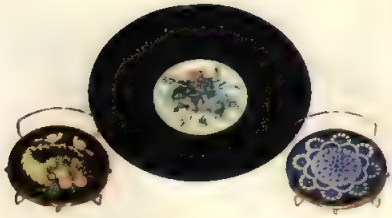
7-PC. DRINK or JUICE SET...by Gay Fad. Every day is Spring when cold beverages are served in this refreshing set. Exquisite hand decorated butterflies and lacy pods seem to "float" against the pastel shaded glass back grounds. Set consists of 40 oz. Pink pitcher, six 8 oz. glasses...2 each in soft shades of Pink, Yellow and Blue.

710-772 B400 Juice Set **$5.95**

7-PC. IMPORTED SPICE SET...keeps spices fresh and handily in one place. Perky rooster design is hand painted in vivid colors on white semi porcelain. Six triangular containers with black lettering: pierced top salt, pepper, cinnamon; knobbed lid tops on cloves, all-spice, nutmeg. Scalloped stand is 8" tall, including handle

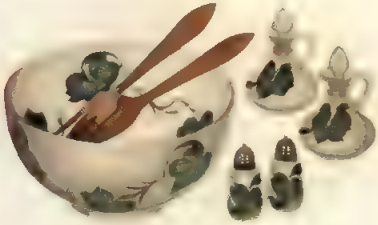
715-417 B183 Spice Set **$2.75**

REVOLVING SUPPER SUSAN by KENWOOD...designed for delightful dining...indoors or out! Includes, 1-quart casserole and 6 sectional serving dishes—all are removable and made of oven-proof, semi-porcelain; a revolving brass stand and candle warmer. Warmer uses candle, sterno or alcohol. Measures 16" in diameter, 6½" high.
717-009 B1000 Pink and White Supper Susan **$14.95**
717-017 B1000 Turquoise and White Supper Susan **14.95**

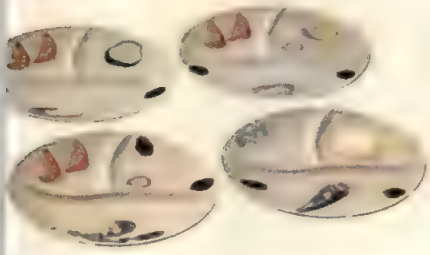


MERRY-GO-ROUND TRAY and ATTRACTIVE TILE TRIVETS...beautifully hand-decorated, marvelously functional! Black metal tray with tile center, is 14" in diameter—perfect for serving snacks to a hungry crowd. Table-protecting trivets have removable 6" cork-backed imported tile centers...footed brass frames with handles.
717-041 B135 Merry-Go-Round Tray **$2.00**
717-058 B150 Pair of Trivets, 1½" x 7¾" overall **2.25**

8-PC. SNACK SETS...to charm the hostess and her guests! Made of imported pure white translucent china, edged in platinum. Modern coupe-shaped plates are ridged to hold the generous sized cups. Choose from two patterns: Frolic, as festive as a Mardi Gras...Trellis, a modern version of a classic theme. Four 8⅝" plates, 4 cups.
E **705-517 B300** Trellis Set—red roses with black and gray **$4.50**
F **705-509 B300** Frolic Set—chartreuse, gray, citron, black **4.50**



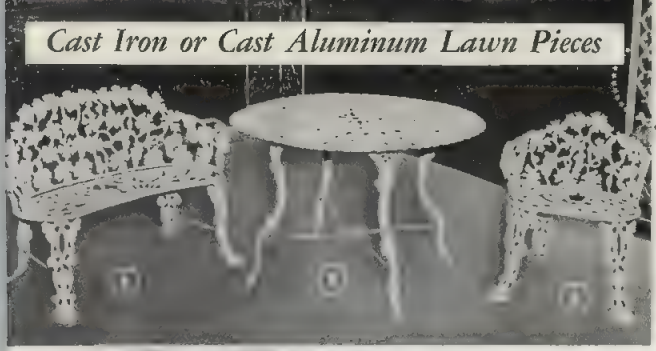
7-PC. IVY SALAD SET. You just can't find a cooler looking, more inviting way to serve your salads. Huge frosted glass bowl is hand-painted with trailing green leaves. . measures 10" in diameter, 5¼" deep. Other pieces include: 10" wooden spoon and fork. . matching oil and vinegar cruets with ground stoppers, 5¾" tall...matching chrome-topped salt and pepper shakers, 3¾" tall.
710-566 B415 Hand Painted Ivy Salad Set **$6.00**



4-PC. COMPARTMENT PLATE SET by KNOWLES. Copies of very expensive French originals! Highly-glazed, ivory white American semi-porcelain is the background for luscious looking food decorations...tomatoes olives, cucumbers, shrimp, etc....so realistic in detail, they look good enough to eat! Three gracefully curved divisions keep food separated. Set includes all four plates illustrated above
717-843 B350 Set of Compartment Plates **$5.00**

FESTIVE COOKBOOKS...by the well known food authority Ruth Chier Rosen. Unusual, delicious, kitchen tested recipes are delectably illustrated on coated 3x5" cardboard pages in spiral bindings. Gift boxed.
717-850 B100 "Cyrano de Casserole," casserole recipes **$1.50**
717-876 B100 "Wick and Lick," chafing dish specialities **1.50**
717-884 B100 "Thank You Mr. Columbus," Italian dishes **1.50**
717-892 B100 "Epicurean Guide," general cookbook **1.50**

Cast Iron or Cast Aluminum Lawn Pieces



Confederate Foundry

Southern Charm

Modern skill and age-old experience in metal working technique give you the finest castings, beautifully finished. Magnificent grape leaf pattern pieces can be used to make many groupings to accent the charm of a garden or porch. Now available in either cast iron or new lightweight cast aluminum. Combines beauty and strength—built to last a lifetime. F.O.B. Factory, Alabama.

Ⓐ **Two-place Settee.** A cherished addition to any garden setting. Graceful feet in leaf design. 40" wide. Ship. wt 78 lbs. Cast iron
10F1 1630 .....RETAIL **$31.50**

As above: Made of Cast Aluminum. Ship. wt 31 lbs.
10F1A 2175 .....RETAIL **$41.75**

Ⓑ **Tree Bench.** Encircles tree in graceful beauty. Adds lots of seating for gardens. Fits trunk to 18" diameter. Ship. wt. 115 lbs. Cast iron.
10F4-2895 .....RETAIL **$55.50**

As above: Made of Cast Aluminum. Ship. wt. 46 lbs.
10F4A 3850 .....RETAIL **$73.95**

Ⓒ **Large Table.** Delicately cast. Sturdy legs with cross-brace. Hole for umbrella. 42" diameter, 27" high. Ship. wt. 80 lbs. Cast iron.
10F2-2075 .....RETAIL **$40.00**

As above: Made of Cast Aluminum. Ship. wt 32 lbs.
10F2A-2860 .....RETAIL **$54.85**

Ⓓ **Coffee Table.** Delicate circular top in "fan" motif. 17" diameter. Ship. wt. 28 lbs. Cast iron
10F5-600 .....RETAIL **$11.50**

As above: Made of Cast Aluminum. Ship. wt. 11 lbs.
10F5A-820 .....RETAIL **$15.50**

Ⓔ **Arm Chair.** Full dimension leaves and graceful hanging grapes are molded in rich detail. 17" wide. Ship. wt. 30 lbs. Cast iron
10F3-1195 .....RETAIL **$22.50**

As above: Made of Cast Aluminum. Ship. wt. 20 lbs.
10F3A-1495 .....RETAIL **$29.50**

Ⓕ **End Table.** Circular top in "fan" motif. Graceful sculptured legs. 20" diameter. 27" high. Ship. wt 34 lbs. Cast iron
10F6-760 .....RETAIL **$14.50**

As above, Made of Cast Aluminum. Ship. wt. 14 lbs.
10F6A-1015 .....RETAIL **$19.50**

UMBRELLA TABLE and CHAIR GROUP

Summer Furniture by TROY. All steel furniture is bonderized for rust protection, painted and baked, then painted and baked again for extra quality. Sturdily constructed chairs and table adapt perfectly to any garden or porch setting. F.O.B. Factory Ohio.

Garden Umbrella. Six foot eight rib type with painted tower pole. Trayform flowered interior. Choice of Red, Green, Yellow or Turquoise exterior with 4" fringe. Bright zinc plated pole with lifting device
102F21 2225 .....RETAIL **$34.95**

Umbrella Table. Available in White, Charcoal Black or Turquoise, 33" diameter. Ship. wt. 27 lbs
102F16-1245—Specify color .....RETAIL **$21.50**

Umbrella Table. (Not Illustrated.) Same features as above table. 42" diameter. Ship. wt. 49 lbs
102F17-1000—Specify color .....RETAIL **$16.95**

Folding Chairs. Expanded metal seats and swivel backs. In White, Charcoal Black or Turquoise. **(No less than four sold.)** Ship. wt. 52 lbs. per carton of four
102F18-2995—Specify color .....RETAIL, SET OF 4 **$52.50**

Spring Base Chair. Strap iron legs and back, strap steel resilient seat. Available in White, Turquoise, Pink or Black. 18" diameter seat. Ship wt 56 lbs per carton of two **(Sold in pairs only.)**
102F19-3490—Specify color .....RETAIL, PAIR **$62.50**

STACK STOOLS

The most practical of all stools, sturdy and attractive. For extra seating on the patio, pool, playroom porch etc. Can be used as handy snack tables. Sparkling aluminum construction with colorful strung-woven Saran webbings.

46F1100-1125
RETAIL SET of 3 **$17.50**

They Stack for Storage

Set of three stacks in space of one. **Saran colors: Aqua Tweed and White solid.** Sold only in carton lots of 3. Ship wt 11 lbs. Shipped from our stock

See Important Information of Factory Shipments—Page 320

All necklaces adjustable (16 inches long) to fit every neckline. Earrings with comfortable clip-back mountings. All jewelry hand-set and hand polished. All bracelets 7" long.

M M FLIRTATION Exquisite craftsmanship highlighted with many faceted heart-shaped rhinestones.
605022K588 2 Pc. Set, Retail $11.95
605023K368 Bracelet Retail $7.50

P R MERMAID—Lustrous simulated pearls with blazing rhinestones. Available in Rhodium or Gold finish. Specify choice.
605026K490 2 Pc Set Retail $9.95
605027K368 Bracelet . . . Retail $7.50

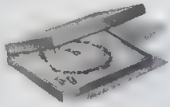
S STARFIRE—Exclusive design of diamond-shaped rhinestones. Available in Crystal, and Crystal/Sapphire. Specify choice
605020K1102 Crystal Retail $22.50
*605021K1102 Crystal/Sapphire Ret $22.50

T MIDNIGHT—Stunning beauty achieved with polished simulated Hematite. 2 pc. set consists of bracelet and earrings.
605025K343 2 Pc Set . Retail $6.95

U CONCERTO—Flashing rhinestone bracelet of square-cut and round rhinestones. Bracelet 1½" wide, with jeweled clasp
605024K735 Bracelet Retail $14.95

V CAPRICE—Enchanting radiance and simple elegance achieved with octagon cut rhinestones offset by round crystals
605028K735 2 Pc Set Retail $14.95

W ENCHANTMENT—Delicate and elegant . . a perfect accent for every occasion.
605029K477 2 Pc Set Retail $9.75



*Trademark applied for by Albion Jewelers

Retail prices subject to Federal Excise Tax

THE ULTIMATE IN ELEGANCE .
THE PERFECT GIFT FOR HER

Contessa*

Contessa*

Fine jewels of beautiful design and craftsmanship – featuring first quality Austrian rhinestones hand set in rhodium finished mountings.

- Safety clasps on all pins.
- All jewelry beautifully giftboxed

A HEARTS—Eternal symbols of love Rhodium plated chain 18" long. Illustration actual size
605011K368 2 Pc. Set Retail **$7.50**

B BOUQUET—Stunning beauty captured with crystal clear marquise-shaped rhinestones. Pin 3" high.
605032K661 Pin . Retail **$13.50**

C ELEGANCE—Ultra luxurious accent for every ensemble Pin 2¾" high.
605004K588 Pin Retail **$11.95**

D COMET—Brilliant loops highlighted with baguette-cut rhinestones Pin 3¼" in diameter.
605033K735 Pin . Retail **$14.95**

Retail prices subject to Federal Excise Tax

*Trademark applied for by Albion Jewelers

E FERN—Exquisite leaves of marquise shaped rhinestones Pin 2½" high.
605001K441 Pin Retail **$8.95**

F G SILVER LEAF—Continental elegance that touches you with exciting beauty. Pin 3½" high. Earrings 1½" high.
605030K735 Pin . Retail **$14.95**
605031K368 Earring Retail **$7.50**

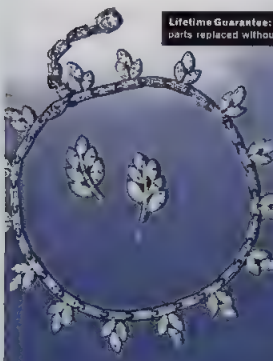
H LOVEBIRDS—A replica of a diamond masterpiece. Illustration actual size.
605006K294 Pin . Retail **$5.95**

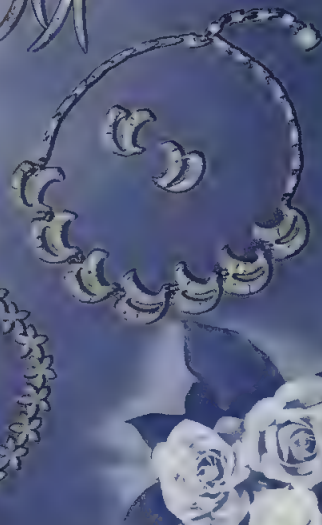
J LORELEI—Brilliant splendor captured with blazing baguette-cut rhinestones.
605035K1225 2 Pc. Set Retail **$24.95**

K GARLAND—Interlaced stars that form a perfect circle of radiance — at a fabulously low price.
605017K368 2 Pc. Set Retail **$7.50**

L STARLET—Light as a feather, conceived with meticulous care
605034K882 2 Pc. Set Retail **$17.95**

Lifetime Guarantee: Defective or broken parts replaced without charge.





ROHDE-SPENCER COMPANY, 18 SOUTH MICHIGAN AVENUE, CHICAGO, ILL.

FOR 1957 CORRECT CRAFT INTRODUCES THE EXCITING
27 FOOT DISCAYNE Sport Fisherman
DUAL HYDRAULIC STEERING
DUAL CONTROLS
DUAL INSTRUMENTS
For the first time, a true fishing bridge is an integral part of a [illegible] planked mahogany bottom and sides with heavy-duty marine canvas sandwiched between . power-packed to twin 215 hp motors, 420 hp in all
SPECTACULARLY PRICED from $6760
The same boat without the fishing bridge from $6017
F O B Orlando, Florida
20' DEBONNAIRE . . . a high performance speedboat power-packed up to 285 h p. Triple-hull and super-safety features
22' UTILITY . . . a heavy-duty, all-purpose boat at an economy price. Roomy and comfortable with clean beauty of line
22' VACATION DE LUXE . . . the ideal budget-priced boat for vacations. Sleeps four, with ample head room and separate toilet
Correct Craft's deep V hydro-dynamic hull means [illegible] BOAT FOR YOUR MONEY!
[illegible] useable power...no "stern squat", no power lost in climbing uphill over the waves that roll up in front of squatting stern.
[illegible] ruggedness.. patterned after the most advanced construction of the superb rescue boats developed for the U.S. Air Force. CORRECT CRAFT'S DEEP V HYDRO-DYNAMIC HULL is the finest example of monohedrin design in boating today
[illegible] safety...better balance, more directional stability, maximum buoyancy.
To see CORRECT CRAFT'S extensive line of sea-going beauties ...from 14' to 54'...contact your local dealer or write:
Correct Craft INC.

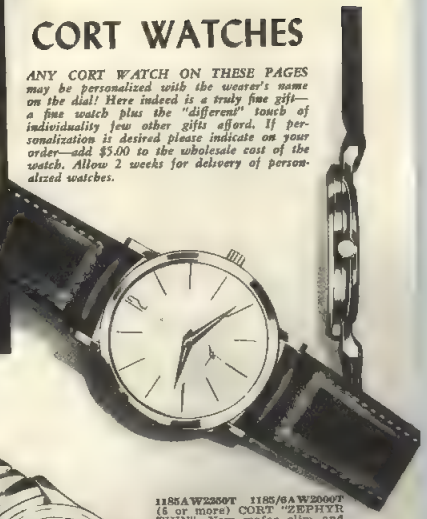
CORT WATCHES

ANY CORT WATCH ON THESE PAGES may be personalized with the wearer's name on the dial! Here indeed is a truly fine gift—a fine watch plus the "different" touch of individuality few other gifts afford. If personalization is desired please indicate on your order—add $5.00 to the wholesale cost of the watch. Allow 2 weeks for delivery of personalized watches.

1180AW2250T 1180/6AW2000T (6 or more) "NAVY COMMANDER". Smart, new platter watch with brilliant goldtone case. Has stainless steel back, radium treated dial, sweep second hand. Water and shock resistant, anti magnetic, unbreakable mainspring guaranteed for life Cort De Luxe electronically tested 17 Jewel movement, with matching gold filled KREISLER expansion bracelet with handsome leather inserts. The perfect all-purpose watch for him . . . . . **Retail: $55.00**

1181AW1950T 1181/6AW1750T (6 or more) "NAVY CADET", same as above with sparkling chrome case, stainless steel bracelet as illustrated . . . . . **Retail: $45.00**

1182AW325T JACQUES KREISLER expansion band, available separately. Specify choice of yellow gold filled or stainless steel. **Retail: $12.50**



1183AW1150T 1183/6AW1000T (6 or more) CORT 7 Jewel Man's water-resistant sports watch, same style as illustrated above. Precision anti-magnetic Swiss watch with lever movement, electronically tested. Has chrome top, stainless steel back, unbreakable mainspring guaranteed for life, second hand, leather band. . . . . **Retail: $22.50**

1184AW1275T 1184/6AW1100T (6 or more) Same as above in Ladies' sports model. . . . . **Retail: $24.95**

1185AW2250T 1185/6AW2000T (6 or more) CORT "ZEPHYR THIN". New wafer slim and trim watch with a sparkling 10K yellow rolled Gold case. Has eye catching silver platter dial with hour sticks of Gold inlay, striking javelin hands. Cort De Luxe electronically tested 17 Jewel movement, with guaranteed unbreakable mainspring. Jacques Kreisler padded strap. . . **Retail: $55.00**

1186AW7500T Similar style as above but in heavy weight 14K Solid Gold Case with 18K Gold applied figures on the dial **Retail: $150.00**

1187AW2150T "MISS PROFESSIONAL" Ladies sports and nurses' model with sweep second hand, radium dial, Shockproof, water-resistant, suitable for all sports and professional activity. Guaranteed 17 Jewel electronically tested movement, unbreakable mainspring Gleaming chrome case with stainless steel back, matching expansion band . . . . . **Retail: $45.00**

1188AW1950T As above with leather strap **Retail: $39.50**

1189AW2500T Similar to above in yellow gold finish, matching expansion band. **Retail: $55.00**

1190AW2250T As above in yellow with strap **Retail: $49.75**

1191AW2250T "MISS DEBBY" Luxurious new bracelet watch. Attractive hourglass shaped case, clearview crystal, with gold figures and hour sticks on the dial Matching gold filled expansion bracelet with leather inserts, Cort De Luxe 17 Jewel electronically tested movement, unbreakable mainspring. Specify color of natural or white gold finish **Retail: $55.00**

1192AW2850T AUTOMATIC SELF-WINDING WATCH with sweep second hand, large masculine platter case. Gold filled top, stainless steel back, radium treated dial Genuine Incabloc 17 Jewel movement, electronically tested; anti magnetic. . . . . **Retail: $59.50**

1193AW2300T Same as above, with chrome top, stainless steel back **Retail: $53.00**

Mido

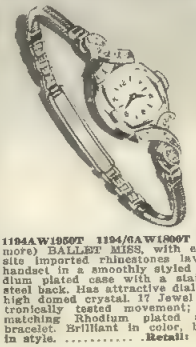
1205AW4770T MIDO AUTOMATIC "JEFFERSON", superb modern wafer-thin design in a brilliantly polished stainless steel case—handsome black-and-copper dial face. 'POWERWIND', self-winding, waterproof shock-resistant movement Unbreakable mainspring. Specify black and silver dial if desired **Retail: $79.50**

1206AW13750T MIDO AUTOMATIC 'EDEN", styled as above in 14 Karat Solid Gold, with gold figures and hands. Expertly simple and distinguished. **Retail: $275.00**

1207AW4770T MIDO AUTOMATIC "MADEMOISELLE". Elegant, fashion-conscious case of fine stainless steel handled with a jeweler's art. Self-Winding "POWERWIND" movement, waterproof, shock-resistant, unbreakable mainspring, sweep second hand. . . . . **Retail: $79.50**

1208AW5370T MIDO AUTOMATIC "SENORITA", styled as above in 10K yellow gold filled case. . . . . **Retail: $89.50**

1209AW11250T MIDO AUTOMATIC "FIRST LADY", styled as above in 14 Karat, Solid Gold. . . . . **Retail: $225.00**



1194AW1950T 1194/6AW1800T (6 or more) BALLET MISS, with exquisite imported rhinestones lavishly handset in a smoothly styled Rhodium plated case with a stainless steel back. Has attractive dial with high domed crystal. 17 Jewel electronically tested movement; with matching Rhodium plated snake bracelet. Brilliant in color, bright in style. . . . . **Retail: $49.50**

. . . but remember

LINOLEUM:

- needs continual waxing
- isn't very easy to install yourself
- must be waterproof around sink and seams so wood underneath can't absorb moisture
- will dry out, fade and deteriorate from use of soaps, detergents
- will show heat rings and scorch
- will fade in direct sunlight

VINYL:

- will blister and get sticky if you set a hot skillet on it
- will cut, scratch and indent more easily than linoleum
- does stain from bluing, grape juice, dyes, alkalines (such as drain cleansers, ammonia, disinfectants)—though resistant to most other stains

LAMINATED PLASTICS:

- have a higher initial cost
- are most satisfactory when bonded to wood core at factory and are installed by a skilled workman
- may warp unless well installed
- show knife marks and can be scratched by rough utensils

CERAMIC TILE:

- is hard, rigid, and noisy
- has some light reflection—if glazed
- will stain some if unglazed—joining material will stain, too
- may crack or break with heavy blow
- has high initial cost—should be installed by a skilled workman

STAINLESS STEEL:

- has high original cost
- is not resilient, quiet, or colorful
- shows scratches, fingerprints, water spots
- will dent with heavy impact
- will show discoloration from acids, alkalis (like ammonia, soft drinks)
- will conduct electricity

"My old stained and cracked counters are getting me down," Agnes Smith, right, told Dr. Elaine Knowles Weaver. "I want to replace them, but honestly, there are so many choices, I'm confused." Ohio State University's research will help her decide.

Need a new counter top?

Here are samples of the five materials you can choose from →

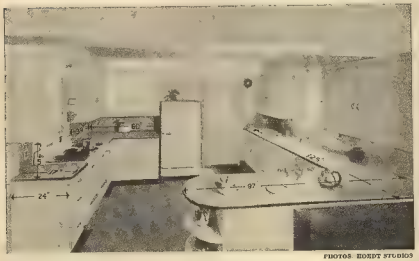
BY ELAINE KNOWLES WEAVER
AND VELMA EVERHART
SCHOOL OF HOME ECONOMICS, OHIO STATE UNIVERSITY

IF YOU'RE remodeling your kitchen, you probably wonder what to use on the counter tops.

Plenty of homemakers have puzzled over this, since counters take such a beating in a farm kitchen. So we at the Ohio Experiment Station decided to help them—by testing the different types: linoleum, vinyl, laminated plastic, ceramic tile, stainless steel.

When Mrs. R. H. Smith asked us recently what would be the best counter top for the kitchen in their Franklin Co., Ohio home, we couldn't give her a pat answer. But perhaps our discussion will guide you, if you

(Continued on page 132)



PHOTOS HORDT STUDIOS

Mrs. Smith's kitchen has 92 square feet of counter and splash-back. Here are approximate costs of new tops—including labor. (Price estimates will vary with patterns and quality you choose and section of the country you live in.) Linoleum: $100 to $150. Vinyl: $90 to $140. Laminated plastics: $175 to $375. Ceramic tile: $375 to $425. Stainless steel: $1500 to $1800.

Desirable qualities . . .

LINOLEUM IS:

- very resilient deadens sound
- self-sealing—cuts seem to "heal"
- durable if well installed
- flexible for continuous splash-back
- stain-resistant if kept waxed
- economical in price
- a non-conductor of electricity

SHOWN LEFT TO RIGHT: ARMSTRONG, GOLD SEAL

VINYL IS:

- resilient—deadens sound
- flexible for splash-back
- unaffected by soap, detergent
- resistant to food stains
- unaffected by direct sunlight
- easily installed by amateur
- reasonable in price
- a non-conductor of electricity

BRANDS SHOWN LEFT TO RIGHT: GOODYEAR TRU-VINYL, SOLTA-TOP, GOLD SEAL NAIRON, FLOR-GYZE, ARMSTRONG PLASTIC SURFACING

LAMINATED PLASTICS ARE:

- non-porous with glasslike surface
- remarkably resistant to stains, acids
- easily cleaned and cared for
- extremely durable under hard wear
- suitable as facing for counter edge—eliminates metal edging (but labor costs are higher)
- non-conductors of electricity

BRANDS SHOWN LEFT TO RIGHT: CORIAN, MICARTA, PARKWOOD, PANELITE, TEXTOLITE, FORMICA

CERAMIC TILE IS:

- durable, with smooth, hard surface
- easily cleaned when installed with minimum joining material exposed
- resistant to all stain if glazed
- unaffected by heat
- resistant to ordinary scratching
- a non-conductor of electricity

BRANDS SHOWN LEFT TO RIGHT: ROBERTSON, AMERICAN OLEAN, MOSAIC, CERATILE

STAINLESS STEEL IS:

- durable for a lifetime—won't break, chip or crack
- non-absorbent hard surface
- unaffected by heat
- seamless when molded to fit counter by special order
- more reasonable in price when flat sheets are used; can be installed by family handyman

AT RIGHT, CUSTOM MADE, MOLDED STAINLESS STEEL COUNTER IN OUR COUNTRYSIDE KITCHENS,

Crooksville 48-Piece

WALDORF

SERV-ALL BUFFET SET

Composition:
8 8" Plates
8 6" Plates
8 Teacups
8 Saucers
1 12" Platter
1 Covered Casserole
1 11" Salad Bowl
1 Coffee Server and Lid
1 Salt and Pepper
1 Creamer and Open Sugar
1 Wooden Salad Fork
1 Wooden Salad Spoon
2 Warmers
2 Candles

Ship. Wt. 39 lbs.
F.O.B. Ohio Factory

THE MODERN WAY TO ENTERTAIN A COMPLETE BUFFET SERVICE FOR 8 EVERY CONVENIENCE FOR THE HOSTESS

5607XF2275—Waldorf 48-Pc. Serv-All Set. Retail $36.00
A versatile set perfect for informal serving of today. Waldorf pattern. A modern food theme executed in striking combination of charcoal, gold and green on stark white background. Fine quality semi-porcelain earthenware. Unlimited in its possibilities for unusual table settings.

Imported Semi-Porcelain Dinnerware F. O. B. NEW YORK WAREHOUSE

A beautiful set of fine china is a treasured possession in any home. For more than a century BOOTHS Fine English Semi-Porcelain Dinnerware has been made by hand at the famous old works in Staffordshire, England. From the royal palace abroad to the average home in America, BOOTHS fulfills the desire of those who demand the best in authentic designs, fine quality, the lasting beauty and charm of a fine English table service.

"Real Old Willow"—by Booths

The only rich and elegant treatment of this famous design, cherished for generations Semi-Porcelain English Dinnerware in blue underglaze with gold on white.

	Mfr's. Sugg. Retail
5505XF713 —5-Pc. Place Setting	$ 8.55
5506XF7804 —53-Pc. Service for 8	112.50
5507XF16445—95-Pc. Service for 12	229.20

"Flowerpiece"—by Booths

The inspiration of this pattern is a flower painting by an 18th Century Dutch artist. The mixed flower spray is equally suitable for traditional or modern table settings. Semi-Porcelain English Dinnerware.

	Mfr's. Sugg. Retail
5502XF621 —5 Pc. Place Setting	$ 7.45
5503XF6828 —53-Pc Service for 8	99.30
5504XF14321—95-Pc. Service for 12	208.30

"Vine and Wheat"—by Booths

Hand crafted, English dinnerware in semi-porcelain. This distinctive border pattern, reproduced from the original engravings by renowned 19th Century designer, Davenport, is as beautiful today as it was a Hundred Years ago.

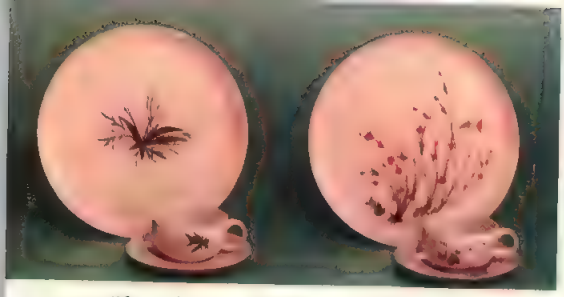
	Mfr's. Sugg. Retail
5499XF429 —5-Pc. Place Setting	$ 5.15
5500XF4710—53-Pc. Service for 8	68.50
5501XF9653—95-Pc. Service for 12	140.40

Composition of Sets

5-Pc. Place Setting: 1 each—Dinner Plate, Salad Plate, Bread and Butter, Teacup and Saucer. Ship. wt. 5 lbs.

53-Pc. Service for 8: 8 each—Dinner Plates, Salad Plates, Bread and Butter, Soup Plates, Teacups and Saucers. 1 each—Open Vegetable, 12" Platter, Sugar and Cover, Creamer. Ship. wt. 45 lbs.

95-Pc. Service for 12: 12 each—Dinner Plates, Salad Plates, Bread and Butter, Fruit Dishes, Soup Plates, Teacups and Saucers. 1 each—Oval Vegetable Dish, Round Vegetable Dish, 12" Platter, 14" Platter, Sugar and Cover, Creamer, Sauce Boat and attached tray, Covered Vegetable Dish. Ship. wt. 65 lbs.



CROOKSVILLE

Semi-Porcelain China

These lovely modern dinnerware sets are of extra fine quality semi-porcelain body with smooth, non-crazing glaze to protect the brilliant colors and decorations. All shipments F.O.B. Ohio Factory—No C.O.D. order accepted on factory-shipped merchandise

Composition of Sets

35-Pc Set—Shipping wt 21 lbs. 6 Dinner Plates 9", 6 Salad Plates 6", 6 Fruit Dishes 5½", 6 Teacups, 6 Saucers, 1 Platter 11", 1 Oval Vegetable Dish 9", 1 Sugar Bowl & Cover, 1 Creamer.

53-Pc Set—Shipping wt 39 lbs 8 Dinner Plates 9", 8 Salad Plates 6", 8 Fruit Dishes 5½", 8 Soup Dishes 7½", 8 Teacups, 8 Saucers, 1 Platter 13½", 1 Round Veg. Dish 9", 1 Sugar Bowl & Cover 1 Creamer

94-Pc Set—Shipping wt 80 lbs. 12 Dinner Plates 10", 12 Salad Plates 8", 12 Bread and Butter Plates 6", 12 Soup Dishes 7½", 12 Fruit Dishes 5½", 12 Teacups, 12 Saucers, 1 Platter 1.," 1 Platter 15", 1 9" Round Veg Dish, 1 Gravy Boat, 1 Pickle Dish 9½", 1 Sugar Bowl & Cover 1 Creamer, 1 Covered Veg Dish 8"

All Dinnerware Patterns Are Open Stock

"Remembrance"

Turquoise spray with black and grey leaves on Pink body. Coupe shape. F.O.B. Ohio Factory

	Mfr's.	Sugg. Retail
5604XF1374—35-Pc. Service for 6.		$21.50
5605XF1996—53-Pc. Service for 8...		31.50
5606XF4000—94-Pc. Service for 12.....		63.75

(Extra veg. and relish tray in place of casserole)

"Windblown"

Beautiful pink bell-like flowers with charcoal and gray leaves and foliage, decorated on a lovely soft Pink Body. New Cupe shape. F.O.B. Ohio Factory

	Mfr's.	Sugg. Retail
5482XF1374—35-Pc. Service for 6		$21.50
5483XF1996—53-Pc. Service for 8		31.50
5484XF4000—94-Pc. Service for 12		63.75

"Fleur-De-Lis"

This lovely set shows pearl pink and blue flowers combined with cool, mint green leaves. Ivory background is trimmed with 22K Gold edges. New Coupe shape. F.O.B. Ohio Factory.

	Mfr's.	Sugg. Retail
5598XF1135—35-Pc. Service for 6....		$17.95
5599XF1829—53-Pc. Service for 8		28.95
5600XF3466—94-Pc. Service for 12		54.95

"Tiffany"

A pleasant, brown-toned floral design reminiscent of pioneer days. Beautiful semi-porcelain decorated with 22K Gold trim. A lovely table setting. F.O.B. Ohio Factory.

	Mfr's.	Sugg. Retail
5419XF1254—35-Pc. Service for 6.....		$19.50
5420XF1835—53-Pc. Service for 8.....		29.50
5421XF3663—94-Pc. Service for 12.....		58.25

"Enchantment"

Contemporary floral pattern of harmonious brown and turquoise. Platinum band on edge and handle. New Coupe shape. F.O.B. Ohio Factory.

	Mfr's.	Sugg. Retail
5601XF1374—35-Pc. Service for 6.		$21.50
5602XF1996—53-Pc. Service for 8		31.50
5603XF4000—94-Pc. Service for 12..		63.75

"Flamingo"

A striking pattern designed for those who like distinctive dinnerware. Beautiful Hibiscus flowers in varied shades of red. New Coupe shape. F.O.B. Ohio Factory.

	Mfr's.	Sugg. Retail
5297XF1254—35-Pc. Service for 6....		$19.50
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"Queen Rose"

An enchanting white rose pattern adorns this set. The rose center is touched with a delicate shade of pink, and the leaves are soft moss green. F.O.B. Ohio Factory.

	Mfr's.	Sugg. Retail
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This quaint, yet new pattern portrays in brilliant colors the story of the ever-popular Sulky race. Attractive table setting for any time of day. F.O.B. Ohio Factory.

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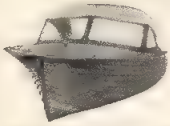

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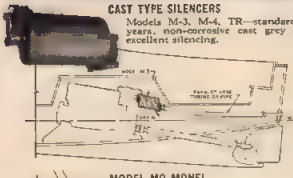

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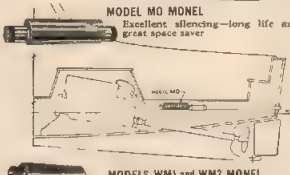

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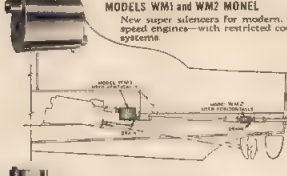

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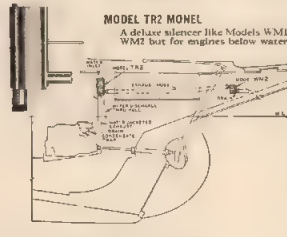

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felt obligated to promote the company's product by trying to teach sailors to drink water. The family nature of the Indianapolis organization and the hazards of inexperience made the ban against alcohol highly desirable. This ban, however, did not extend to entertaining in nearby homes of members.

Racing for everybody was the order for the club's first Labor Day weekend, a handicap regatta open to all boats being scheduled The race committee furrowed its brows over books on handicapping, juggled slide-rules, and came up with handicaps which everybody accepted more or less happily. For three furious days some 50 boats of all shapes and sizes plowed around the race course, and everybody got enough racing to talk about during all of the coming winter But the next weekend it was revealed that the Snipe fleet had invited all of its playmates from throughout the central states to come for a round of races, and the club rocked with another roaring regatta, complete with sudden storm and with three Snipes, a Thistle, and a Buick convertible turned over

Freshening fall winds gave the new sailors opportunity to learn more about the ways of a boat under sail and they kept at it, racing off a fall series. Final act of the season was a "Long John" regatta sailed in the chilling bluster of the first Sunday in November with "long johns" worn under foul weather gear. The Highlanders and Lightnings came into their own in this event

Indoor "regattas" continued the Sailing Association's activities through the winter, the largest of these filling the Indianapolis Athletic Club ballroom with three hundred and fifty very happy and friendly people. Most of them had been strangers to each other in the spring but a season of sailing together had developed warm and wide-spread friendships. Many members remarked that they had gained a whole new circle of friends from their sailboats

When winter iced the reservoir, boat kits began to go together in barns and shops. Cars stood outside in the snow while inside the garages boats were being refinished. It was learned that the sport of sailing included a lot of sanding, scraping, and painting, which also could be good sport on winter days. But the winter proved too long for a number of members to stay off the water. One group, headed by the commodore, chartered a ketch for a Virgin Islands cruise, while the vice commodore led another group to the Bahama "Out Islands."

The first birthday of the Indianapolis Sailing Assn. was celebrated at the annual meeting of all members in March with announcement of plans for enlargement of the club house and extensive improvement of sailing facilities. Membership was approaching the 300 mark, and boats numbered more than one hundred. Instead of ten thousand dollars, thirty thousand had been spent, in addition to many thousands donated in materials and labor And instead of crying into their beer because water was so far away. Indianapolis sailors were looking forward joyously to another frenzied season of sailing right at home amid their corn fields.

P S Our second season came to a close with a "Long John" regatta on November 4 Three regattas for Y-Flyers, Snipes and Thistles—highlighted our season with boats from Illinois, Michigan, Ohio, and Kentucky participating The home fleet took quite a beating, but we had grand sailing Rare were the weekends when there were not 40 to 50 boats competing in our own point-score races

Membership has now stabilized at around 300, with boat owners numbering about 140 Our financial condition is sound, despite a splurge of improvements made last spring, and it looks as if sailing has come to the central Indiana corn fields to stay.

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*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

SAILING AMID THE CORN FIELDS

(*Continued from page* 141)

enced skipper, not a beginner, who was usually found in the dog house.

When June came the clubhouse stood completed and the association was ready for its formal opening. That was a day—with music and speeches, and more than 1000 members and guests milling around and piling into sailboats. Luckily there was no wind, so the only casualties were from sunburn and excess of hotdogs.

As soon as the average skipper learned to handle his boat and won his qualification card, he became possessed by the urge to race. Out he came to the starting line full of confidence and ambition But before he turned the weather mark he discovered that sailing a boat and racing a boat were two different things, especially if he was up against the several experienced racing skippers in the club. Yet few became discouraged. They took their beatings and came back for more, eager as ever. Every week there were usually newer skippers who were worse than they were, and racing for tenth place can be almost as tense and exciting as racing for first

The Snipes were the first racing fleet organized and had the largest nucleus of experienced skippers. In fact, they had three or four top skippers with shelves full of hardware won around the nation, making it very tough going for the poor novice who had bought a Snipe. The weekends these boys were gone to regattas at other clubs were the only times when a new skipper had much chance of finishing in the first five

Thistles began appearing on the reservoir in numbers and soon were out there racing They were practically all new boats, evenly matched, and all sailed by skippers with little or no racing experience, so the outcome of each of their races was highly uncertain. They had themselves a terrific time.

The Lightnings were all old boats, gathered in from lakes to the north where they had been sailed for several years Some would go and some wouldn't, but in both speed groups were three or four that were evenly matched, and a good skipper in a bad boat could give a battle to a green skipper in a better boat. They, too, had some hard fought races whenever summer breezes hardened.

Outside of these three classes there was a numerous miscellany of boats—C Scows, Y-Flyers, Penguins, Flying Dutchmen, Highlanders, Comets, and so on, only one or two in each class. Their skippers caught the racing bug too, and sometimes, when point scores weren't being counted, were permitted to race with the organized fleets. When a little Penguin with a keen skipper showed its transom to larger boats, this practice became somewhat unpopular

Women of landlocked Indianapolis took to the water with a zest equal to that of their men. For them there was no pacing of a widow's walk, gazing to far horizons for sight of a returning sail. They were out there with the men, heaving on sheets, wrestling with dagger boards, and getting soaked with spray. Some were skippering their own boats. One was awarded the club's sportsmanship trophy for the year.

The little snack bar in the club house proved to be a popular spot crowded with hungry skippers and crews when the racing fleets came in. It also was quite a profitable place adding nearly one thousand very welcome dollars to the club's first year's income

First regatta experience came when Y-Flyers from surrounding states arrived one bright Saturday morning in August The local Y-Flyers weren't organized but regatta-wise Snipers piloted in and for a first regatta it was a howling success, in spite of a mast-breaking storm howling winds in the day time, howling sailors at night

Visitors to the Indianapolis club from other yacht clubs noticed a certain peculiarity no bar not even a beer cooler It was explained to them that since sailing on Geist Reservoir was by courtesy of the Indianapolis Water Co., the club

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*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

every winter, has been primarily responsible for bringing Cuban yachtsmen into the international picture. Next to the Havana Race in point of age and length in the southern conference is the Miami-Nassau Race which began in 1934 and has continued annually except for wartime interruption. Newest in this grouping is a short race from Havana to Varadero which was begun experimentally last spring and will henceforth be one of five races in which points are amassed for the Governor's Trophy. Recent winners of this prized trophy have been the controversial *Hoot Mon* and the keel-centerboarder *Finisterre*

There are also in the eastern waters of the United States important coastal races, such as those from Newport or New London to Annapolis and those others in the opposite direction from the Marblehead area to Halifax and the well established Vineyard, Block Island and Monhegan Races. Thrashes of intermediate distance in partly sheltered waters are as numerous as Saturdays in a summer

When the art editor was going through photographs to illustrate this article he asked, "How about the Great Lakes?" and was reminded that while many yachts have passaged from the Lakes to take part in Bermuda and Florida races a benign Providence has not yet filled the Lakes with sea water. We therefore skip lightly over the famous long distance events of Lakes Ontario, Erie, Huron and Michigan, merely pausing to remark that the Chicago-Mackinac which was first sailed in 1898 is the oldest regularly scheduled long distance event in the world

In the Pacific the principal ocean racing feature is, as has been said, the Honolulu Race. Its distance of 2225 miles is measured to Diamond Head on the island of Oahu from San Pedro, Calif, but it has been started in years past from other places in Southern California as well as from San Francisco From that city in 1939 the cutter *Blitzen*, from the East Coast, won.

In the racing to Honolulu the trans-Pacific Yacht Club does not impose the top limit which obtains in Bermuda racing, and the 68-foot w.l. (96 feet o.a.) ketch *Morning Star* has been able to attain speeds that seem phenomenal to us contestants in the so-called nasty weather belt. For example, when rigged as a schooner *Morning Star* sailed from San Pedro to Diamond Head in 1949 in 10 days and 10 hours, while as a masthead-rigged ketch in 1955 she knocked 19 hours off her record and in so doing averaged better than 240 miles a day for nearly 10 days. For a comparison that will permit us fully to appreciate the swiftness of this passage it is necessary to go back more than 50 years to the trans-Atlantic race for large yachts of 1905, which was won by the three-masted schooner *Atlantic*.

Atlantic's waterline length was 135 feet. Her best day's run was 341 miles—the greatest distance ever sailed by a yacht from noon to noon. Her passage of the ocean for which she was named was faster than has been attained by any other sailing vessel—yacht or merchantman. And yet her best nine consecutive days gave her a daily mileage which was virtually identical with that of a yacht of half her waterline length *Morning Star*, designed and built by the Italian family of Martinolich who have not otherwise distinguished themselves in the annals of ocean racing—may be hailed as a star of the first magnitude

There were 50 finishers in this Honolulu Race—an all-time record for the series—and it was historically notable in at least two other respects. For one thing it was won for the second time in a row by the ketch *Staghound*, and for another the top four places in the fleet were divided among the four classes—which bespeaks pretty good handicapping Such an equal distribution of the honors is rarely achieved in ocean racing, although it was approached in the 1956 Bermuda Race when the first three places went to representatives of three of the four classes. In that race, however, the corrected time of the remaining class winner was surpassed by several boats in the other classes

In 1925, there was a race of four yachts from San Francisco to Papeete on the island of Tahiti and that event

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Although blue water racing thrived in the early Thirties on both coasts of America it suffered a relapse in England. Three American yachts went over for the Fastnet in 1933 (the event had been made a biennial to alternate with the Bermuda Race after 1931) and had it not been for them British participation would have dwindled to two starters. But the late Charles E. Nicholson, England's most famous designer, met the overseas challenge by entering a boat of his own design and so made it three apiece. The number of British boats again shrank to two when one of them started her motor to avoid being drifted on the rocks.

Spurred on by taunts and criticism from both sides of the water, British owners began to get busy and in the race following produced 13 starters. In 1955, the year of the Fastnet's latest running, more than 30 Britishers, together with participants from Sweden, Holland, France, Spain, Ireland and the United States, joined a record fleet of 47 starters.

Nor does this begin to tell the story of Britain's interest in the sport. Under the aegis of the R.O.R.C. the hardy yachtsmen race periodically across the Bay of Biscay, the English Channel and the North Sea, as well as up Channel and down Channel, and from late May until the beginning of September hardly a weekend goes by without its long distance race.

Before leaving the far side of the Atlantic it is worthy of note that the Swedes have the Gotland Runt—a Baltic event which is the near equivalent of an ocean race—and that the French and Italians put on spirited blue water events in the Mediterranean. The Portuguese have staged an ocean race out of Lisbon, while last summer the first revival of big ship racing since 1928 took place when training ships of square rig as well as fore-and-aft raced successfully from Torbay, England, to Lisbon.

The small-boat races from America to Spain, England and Norway having been mentioned in passing, we come to the fourth and latest of these truly trans-Atlantic events. This was the Newport to Marstrand, Sweden, Race which occurred in 1955 and was won by the Rhodes-designed keel-centerboard yawl *Carina*—which thereupon followed the example already set by the previous trans-Atlantic winners (*Niña*, *Dorade* and *Stormy Weather*) and won the Fastnet.

In the two decades intervening between the race to Norway and that to Sweden there had occurred a race from Bermuda to Cuxhaven, Germany, two races from Bermuda to Plymouth, England, and one race from Havana to San Sebastian, Spain. Eight German yachts and one Dutchman sailed to Cuxhaven in 1936, victory going to the German yawl *Roland von Bremen*. In 1950 the sloop *Cohoe* won the race to Plymouth from four other Britishers, and in 1952 the sloop *Samuel Pepys* won a slow race over the same course in competition with one American, one French and two other British yachts. The race from Havana to San Sebastian was sailed in 1951 and won by the American ketch *Malabar XIII* from one Cuban, one other American and one Argentine competitor. Starting the day after the start of the 1955 Swedish race and, because of the greater distance involved, finishing several days later, a second race from Havana to San Sebastian was won by the Spanish yawl *Mare Nostrum*, the other competition again being confined to one American, one Cuban and one Argentine entry. Commodore Rafael Posso, prime mover in these Spanish races, had scheduled a third race for next June, but has now postponed it until 1959 so that it will not conflict with a proposed race from Newport to Santander, Spain, which is being organized by the New York Yacht Club, with the Havana Yacht Club as a co-sponsor.

Although by no means the first in the field, the relatively short (284 miles) St. Petersburg-Havana Race has been sailed more often than any other salt water fixture. It began in 1930, has occurred every year except in the war years of 1942-5 and next spring will be sailed for the 24th time. The race, longest leg in the Southern Conference series which provides spirited racing

LEARN BOAT HANDLING

(*Continued from page 96*)

In fact, USPS members often render assistance during emergencies, but they do this as well-trained boatmen, not as part of any planned rescue service.

4. It does *not* inspect boats to see if they have the equipment required by law (the Coast Guard Auxiliary performs this service), nor does it board vessels for inspection when they are underway (only the U.S. Coast Guard may do this)

What, then, is the United States Power Squadrons?

First; it is a non-profit, educational organization, dedicated to increasing the pleasure of "pleasure boating" by teaching the principles of proper small-boat handling, seamanship, and navigation. In carrying out this program, USPS issued almost 40,000 course papers from National Headquarters for use in instructing students. Next year, it is possible that 50,000 will be enrolled in the piloting classes. These classes are free, and anyone is eligible to take the course, whether or not he owns a boat, and regardless of his previous experience, age, or sex.

Second, being a private organization, USPS has chosen to limit its membership to males who are 18 and over, citizens of the United States, and who have passed the examination given at the end of each piloting course. As a private organization, USPS reserves the right to invite prospective members into the Squadrons by selection.

This does not mean that the ladies have been completely ignored. In recent years, many Squadron auxiliaries have sprung up all over the country, with the encouragement of local Squadrons. To assist in the formation of sound auxiliaries, USPS has established a national committee which offers suggestions on starting such groups, and standard proposed by-laws.

Each year, in order to carry out the over-all program of education, each Squadron offers one, and sometimes two or more courses in piloting. These free classes often run from 10 to 14 weeks in length

After acceptance into membership, a USPS member may go on to advanced and elective courses which include subjects such as advanced piloting, seamanship, junior navigation, navigation, weather, engine maintenance, and sail. These courses are open also to women certificate holders and apprentices (young men between the ages of 16 and 18).

The idea for an educational organization was born in the Boston Yacht Club in 1912 with the creation of the Power Squadron of that club. Those were the days when a yachtsman was a sailor, and everyone else was a renegade. The idea spread rapidly, other yacht clubs formed Squadrons, and the USPS was formally organized in 1914 in a meeting at the New York Yacht Club. In the intervening years, the name has remained the same, although sailboatmen comprise half the membership of USPS. But the outboarders are joining USPS in ever-growing numbers, for they are eager for the information offered by USPS. Instruction course papers, which are revised periodically, show that many of the changes now being made are aimed at some of the specific problems of the small boat.

Traditionally, yachtsmen are self-taught. This was OK when the waters were uncrowded, in the good old days when an outboard was a modern appliance intended to replace oars. With outboard cruisers, and every harbor filled to overflowing, a knowledge of boating techniques is essential for enjoyment as well as safety.

Going to school in the winter (most classes start in the fall, and many will be registering for classes in a few weeks again) can make enjoyment of boating an all-year affair.

All USPS courses are taught by members, who themselves received their knowledge from other volunteers who went before. Piloting examinations are graded locally, but all other examinations are marked by members of national committees, with occasional outside assistance. Upon completion of piloting, a certificate is awarded. Members who go on to other courses, and pass them, have notations added to this certificate indicating their proficiency.

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on the busy shore side of City Island and a lofty reputation in the yachting field for personal integrity and the quality of his work, which is the work of a perfectionist given to severe self-criticism

It was inevitable, perhaps, that Rosie's three sons should become photographers, although he did nothing to push them into the path he had chosen. It was inevitable, too, that they should become skilled boatmen with their father's appreciation of all that the sea is and means.

The family grew up on the shore front of City Island, that teeming boating community to which Morris and Esther Rosenfeld moved in 1927 from the confines of the city proper. On City Island all hands eat, sleep and talk boats whether they build, repair, supply or merely admire them

So the boys became photographers and sailors. The daughter, Eleanor, did her bit for art in her father's office until she married—a yachtsman. David, the eldest, wed a sea captain's daughter and was lured away from his Dad's shop to set up and administer a course in the practice and art of photography in New York's Metropolitan Vocational High School. He is now a spare-time member of the firm

Stanley, who inherited many of his father's qualities, served overseas during World War II, married a school teacher and became Rosie's right bower. William, the youngest, and a war-time Coast Guard seafaring officer, married a minister's daughter and followed Stanley into the shop.

After half a century of wedded life paralleled by a career that flourished as the years slipped by, Rosie must sometimes say to himself: "I have done pretty well. I have a lovely, understanding wife, a fine family, a niche that I carved for myself in the world of yachting, and the health, enthusiasm and love for my profession to keep me going for years to come What more can a man ask?"

What more indeed, Rosie. Congratulations!

EVERETT B. MORRIS

ASSOCIATION OFFERS SERVICE TO BOATMEN

The American Yachtsmen's Association of Annapolis, Maryland and Washington, D. C. has completed five years of active and aggressive service on behalf of the American boating public. The Association now numbers nearly 2,000 members from forty-one states, as well as all U. S. territories and several foreign countries. The membership roster includes boating enthusiasts ranging from able-bodied seamen on large tankers to operators of 8' sailing dinghies, from non-boat owners to marine operators and owners of some of the world's finest ocean yachts.

In its widespread legislative activities, which have been conducted at national, state and local levels, the American Yachtsmen's Association has represented pleasure boating interests at Hearings on legislative proposals involving pollution, restriction of navigable waters, licensing, boat taxation, and many others. Surveys have been made of member opinions on many of these subjects and have been presented as forceful evidence against adverse legislative proposals. Through volunteer member monitoring, a constant watch is maintained on development of regulations and activities on all inland and coastal waterways.

Special member privileges include the maintenance of an information and research staff to assist on special personal problems ranging from organizing local yacht clubs to exporting boats, or to working passage to Japan to start a round-the-world cruise. The monthly newsletter offers the latest developments in pleasure boat activities, and members buy and sell boats and equipment through its Swap Column. Worthwhile savings are available on insurance and merchandise procurement. Hard-to-find items are located around the world. Member's chart service insures receipt of up-to-date charts and assistance in cruise planning, with the names of recommended marinas is also among the many other services available through membership.

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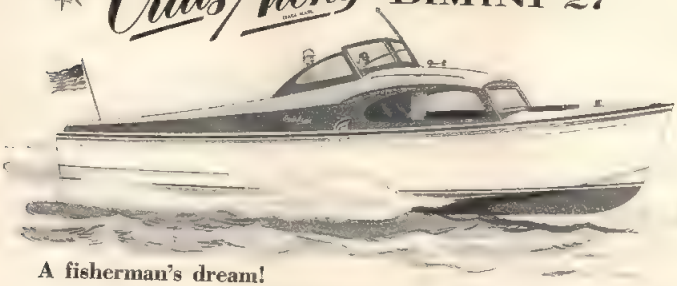

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WINDJAMMERS IN AN ATOMIC AGE

(*Continued from page 80*)

public during her stay at San Francisco, and she was greatly admired by the many who trod her decks. A similar vessel, the Spanish Juan Sebastian De Elcano, called at Charleston, South Carolina early in the year.

Several training schooners were to be found on the high seas. One of the most active was the Albatross, a Swedish four-master with a staysail rig. To help cover training expenses, she carries cargo on most of her passenges. She visited various Mediterranean ports during 1955. The Swedish two-masters Gladan and Falken were also on the move. The French Navy sent to sea two smallish schooners, the Etoile and Belle Poule, each carrying about thirty officer-cadets. During the summer they visited England. The three-mast schooner Flying Clipper, once the British yacht Sunbeam II owned by Lord Runciman, is now worked out by Malmo, Sweden with cadets. Built in 1929 at Dumbarton, she is 195 feet overall. The Moray Sea School of Burghead, Morayshire, Scotland acquired the Danish three-mast schooner Peder Most, formerly of Svendborg. Built in 1944, she once was a trader in Greenland waters, and later in the Baltic and North Sea. Re-named Prince Louis by the Duke of Edinburgh, she will replace the former schooner Mascie Graham which had been launched in 1878. During the dedication ceremonies, the Duke, in speaking of sail training in general, said: "I remember only too well the times when I was wet, cold, miserable, probably sick and often scared stiff, but I would not have missed that experience for anything. In any case, the discomfort was far outweighed by the moments of intense happiness and excitement."

The Germans under Russian domination have a handsome brigantine, the Wilhelm Pieck for training purposes in the Baltic. Launched at Warnemunde in 1951, little is heard of her activities as she operates behind the Iron Curtain. A numbered of other brigantines, not training vessels, were to be found at sea during the year. Perhaps the best known of these today is the Madalan, the Brava Packet which carries passengers and cargo between Providence, Rhode Island and the Cape Verdes, making one annual round trip. In January, 1955, she was caught by a heavy gale while bound out off Nantucket. Heavy seas swept aboard, smashing her steering wheel, sweeping away her compass and stand. When her deck cargo let go, deck rails and stanchions carried away. Her sails were ripped. At some time she struck an unknown object in the water, punching a hole under her counter. Clearing weather found her a sorry sight, but her crew made repairs, and she sailed on. The spring and summer months were spent in the inter-island trade. Then, in September Madalan arrived off Brenton Reef again, thirty days from Dakar. For once she was light, no cargo nor passengers, as she had not stopped at the islands on the voyage from Africa. Early in December she departed for home with eight passengers, three motor vehicles and a mixed cargo of household goods.

Consort of the Madalan, the schooner Ernestina, best remembered as the Effie M. Morrissey of the late Captain 'Bob' Bartlett, arrived at Providence also in September, after a fast run of 23 days, much of her speed due to a motor, her first in sixty years. She carried four passengers and a load of beans and flour. In recent times her captain and co-owner has been Enrique Mendes, now 76 years old. When he took his vessel away from the old Colonial Line wharf in Providence in November, he was setting off on his 54th Atlantic crossing, this to be his last voyage to Fogo and retirement on a farm. Enrique Mendes' life at sea started before the turn of the century aboard a New Bedford whaler as a harpooner. Later he was deckhand on coastal schooners before he entered the Brava run. He served aboard fourteen different vessels, four of which sank under him. One of these, the three-mast schooner Frank Brainerd, was caught in a fierce gale 500 miles off Bermuda in December, 1936. Dismasted, wallowing in raging seas, the schooner had been a sorry sight when the Imperial Oil Com-

Cruis Along SPORTSTER 22

Everything you need plus speed!

Turn daytime leisure into cruising pleasure . . . take your family and friends in the day boat that guarantees the level-best ride in even choppy waters. Built on the famous Super Hy-Plane Hull* it goes at lightning speeds up to 32 miles per hour depending on engine selection. In the roomy cockpit you'll find two steering positions . . . a stern tiller for inlet running and trolling and a forward wheel. The engine box is hinged and insulated for quiet; up forward there are two permanent quarter berths and lots of stowage space. Extras include marine toilet, navy top, side curtains, cockpit cover. Write for free catalogue: M. M. DAVIS & SON, INC., Solomons, 4, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

WINGS UNDER WATER

(*Continued from page* 101)

design for these parts. I think some type of surface-running propeller will be developed to bring the real possibilities of the hydrofoil boat of the future within reach.

We also have other possibilities, i.e., air propellers and jet propulsion. At a speed over 40-50 knots you will find advantages in the air-propeller and over 60-70 knots in the jet system of propulsion.

The possibilities of a real breaking through for the hydrofoil boat have become greater in the last few years. I refer to the problem of getting suitable motors. Modern motors are well adapted to this purpose. In the hydrofoil boat it is ordinarily not necessary to take out all the power.

The definite success of the 50-year-old idea of the hydrofoil boat is no longer dependent upon technical circumstances.

I envision for instance speedboats for passenger transport. In this case it may be appropriate to make a comparison with the airplane. With a hydrofoil boat we can do, over the sea, all that the airlines can do—but of course in the speed range from 40-100 knots. We can do it cheaper, as the boat is cheaper than the airplane and as it can load more. The organization required is more simple, the safety factor good, and the cost less.

☆ ☆ ☆

ORGANIZED OUTBOARDING IDEAS

Boating clubs seeking ideas for expanding their activities receive another valuable assist from the Outboard Boating Club of America, national association of outboarding enthusiasts and manufacturers and sellers of marine equipment, which has just published a new booklet, "*Organized Outboarding—Activity Ideas for Outboard Boating Clubs.*"

The aim of this new OBC publication is to aid local boating groups in working for improved boating facilities, in conducting boating safety education campaigns, in protecting themselves from unjust and discriminatory legislation, and in getting greater enjoyment from outboard boating through their affiliation with a local club.

Nearly 100 of the most active and most successful boating clubs in the country were contacted in compiling material for *Organized Outboarding*. It is designed to serve as a handbook of practical and popular activity ideas that have proved to be most successful for local clubs.

Subjects covered by the booklet include club meetings, club cruises, beach parties and picnics, better boating facilities, boating safety and legislation, regattas, races and boat shows, public service activities, special events and club promotions.

A final section lists OBC booklets, pamphlets and other publications offered free of charge to boating clubs.

A copy of *Organized Outboarding* can be obtained by writing OBC at 307 North Michigan Ave., Chicago 1, Ill.

GLEN MARINE DESIGNS

Both amateur and professional boatbuilders will find the plan service offered by Glen Marine Designs, Compton, California, to their liking. To meet the demand for an outboard cruiser, their latest design is of interest. This need is directly related to the fact that larger and twin motors are both popular and practical. To meet this need, they have produced a new 21' by 7'10" design under the name of Vera Cruise.

Designed for outboard power in single or twin types of from 20 hp up, the hull is of the V-bottom type, designed for planking with sheet plywood. The plan sets are offered in two ways. The one provides the necessary drawing and instructions for the amateur builder, while the other offers, in addition, full-size patterns for the stem, knee, and breasthook as well as half sections of all frames and the transom. The hull, weighing about 1200 pounds, can be readily carried on a trailer.

Cruis Along ANGLER 22

Hard-top styling...sea-sure cruising!

Go fishing in solid comfort with a hard top to shade you from the burning sun . . . to shelter you in a sudden shower! And get to the fishing grounds in a hurry at speeds up to 32 miles per hour depending on the engine you select. It will be a smooth ride, too, and the credit belongs to the Super Hy-Plane Hull*. It has a spacious cockpit with two steering positions, a stern tiller for inlet running and trolling as well as a forward wheel. Forward, two quarter berths make it the perfect overnighter, especially when you add the comfort extra of a marine toilet. Other extras include side curtains and cockpit cover. Write for free catalogue. M. M. Davis & Son, Inc., Solomons, 4, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

As a result, the various symbols connected with these courses may be worn on uniforms or displayed on boats, and this often arouses much interest among non-members. Members who have completed AP may display a single star; Seamanship is indicated with a short bar. A member who has passed both AP and S may exhibit a star which has a bar on its left and right, similar to short dashes. Both AP and S are requisites to JN and N, and therefore JN is indicated by two stars with a bar between. Members who have passed Navigation may display three stars with the bars in between them.

It has been said that the insignia of the educational achievements show what a man has gotten out of the Squadrons, but his Merit Marks indicate what he has put into USPS. Like the man with a best and only suit of clothes, a single Merit Mark is the highest, and at the same time, the only reward that can be given for work performed during any given year. Even the Chief Commander receives a single Merit Mark, and he is proud of his as is the man who worked on the entertainment committee of a small Squadron.

Another topic of much conversation among non-members is the special flag which may be flown only by members of USPS. It looks a little like a Coast Guard ensign, and basically is designed with a fouled anchor on a red field encircled by stars; the stripes are blue, but are vertical instead of horizontal

This flag is intended only to serve as a means of identifying the skipper of a vessel as being a member of the United States Power Squadrons. In that sense, it is somewhat similar to yacht club signals, which identify members of a specific club to each other and to yachtsmen in general. Therefore, the USPS ensign is flown from a Squadron craft only when the member is aboard, and therefore in command of his boat. Like other flags of its type, it is flown from 8:00 A.M. to sunset, and is raised and lowered according to explicit rules of etiquette.

With more than 33,000 members today, USPS has doubled in size in the past decade. However, large membership is not a goal of USPS; rather, membership has increased in an attempt to cope with the magnitude of the problem which faces all boatmen today: With so many new boats and new boatmen on the waters, what can be done to avoid confusion, accidents, and loss of life in America's greatest outdoor sport?

USPS believes the answer lies in education, that a boatman who knows what to do and why he does it will have a better accident record than an uninformed, inexperienced person And, with almost 45 years of experience behind it, USPS looks to the future with confidence.

In a few weeks, yachtsmen all over the country will be going to Squadron classes again. Anyone interested in knowing if such free piloting classes are available in his or her vicinity is invited to write for information to National Headquarters, United States Power Squadrons, 9 West Demarest Avenue, Englewood, N. J.

The text book is *Piloting, Seamanship and Small Boat Handling*, published by MoToR BoatinG, 572 Madison Ave., New York 22, N. Y The retail price is $4 per copy

☆ ☆ ☆

ROUGH IDLING

The various causes for rough engine idling are listed in Service Bulletin No. 104 issued by Pennsylvania Refining Company, 2686 Lisbon Road, Cleveland 4, Ohio.

According to engineering studies, the most common cause for rough idling is the accumulation of gum, dirt, and carbon deposits in the carburetor. Even small amounts of such deposits that collect around the throttle plate and in the idle air bleeds seriously affect the carburetor idle system. It generally results in a fuel mixture too rich for efficient combustion and causes excessive fuel consumption at idle speed.

According to the bulletin, periodic cleaning of the carburetor is the only practical solution. The company's bulletin points out the case with which carburetors may be cleaned right on the engine in a few minutes' time.

Cruis Along

BUCCANEER

Sea-safe and speedy!

Wow . . . what wonderful speed . . . up to 33 miles per hour depending on the engine you choose! Rugged, seaworthy . . . it's clinker built and designed to give a dry and level ride in open waters. You couldn't pick a better boat for fishing . . . a more comfortable boat for family parties. It's 19 ft. long with 7 ft. beam and will out-perform any boat of its size, price and class. Tremendous cockpit has a stern seat and room for fishing chairs. There are two steering positions; a stern tiller and forward wheel. The engine box is hinged and insulated. Load of extras include marine head, fish tank, navy top, side curtains and cockpit cover. Write for free catalogue: M. M. DAVIS & SON, INC., Solomons 4, Md. Boat builders for over 80 years.

ROSIE

(*Continued from page 94*)

still in grammar school and he and four or five other boys interested in photography pooled their savings to buy a camera. Their tour of East Side pawn shops in quest of a desirable instrument that they could afford ended in Trigger's, an emporium at Third Avenue and Ninth Street which dealt in all manner of hocked merchandise.

The camera thus acquired was rotated among its owners on a weekly basis. One day, when Rosie had it, he was walking along the East River. In a long since departed shipyard at the foot of Houston Street a square-rigged ship was hauled out for repairs. "It was a cloudy day," Rosie recalls, "but every once in a while the sun would break through and shine brilliantly for a moment. I happened to hit it just right, made a picture of the square-rigger and submitted it to a magazine that was running a photo contest. I won $5 and a year's subscription to the magazine."

That was the beginning. When young Rosenfeld quit school—it was nothing in those days, he pointed out, for thirteen and fourteen-year-olds to do a man's work—he worked for an old German named Guetz on Spruce Street, who photographed on wood and copper to make plates for Ginn & Company's school textbooks, it being considered in some circles that the halftones then making their debut were hard on children's eyes.

He worked with Jimmy Haire, lugging a huge 11 x 14 box camera (the snapshot instrument of that era) and three plate-holders containing six plates around town on assignments, or speculative ventures. He free-lanced for *Leslie's Weekly*, for *Harper's* and he worked for a time with Levick. He hustled and he worked. He got some good breaks and some bad ones.

But for one of the latter he would have been there to photograph the Wright brothers' first flight at Kitty Hawk. His friend, Jimmy Haire, told him one day that he was going down South to cover for *Collier's* the attempt of someone to go up in a flying machine. Rosie passed the tip to four or five magazines in an attempt to get an assignment to the event and thus guarantee his traveling expenses. "No one would believe me," Rosie said. "The guy over at *Leslie's*, whom I knew, told me I was nuts, or whatever they called it in those days. No one could fly, he told me. Anyhow I couldn't sell the idea to anyone so I missed seeing the first flight of a heavier-than-air machine. I didn't have money enough to make it on my own."

He hasn't missed much since. He got a good break in 1906, a good one, that is, besides his marriage to the girl who later helped by working in his shop, carrying plate cases, holding lights and assisting in focusing shots.

The break came at the Russo-Japanese peace conference at Portsmouth (N. H.) Navy Yard. The throng of newsmen and photographers sent there to cover the event were barred from the conference building. A petition to the Secretary of the Navy for permission to get up close to the work they had to do resulted in one reporter and one photographer being permitted to cover for all of them.

Rosie was the photographer selected to record history in the making, a signal honor for one so young, he felt.

Before he went into business for himself in 1910 at 116 Nassau Street, where he still holds forth, Rosie free-lanced around New York on a variety of jobs which included covering the Tong wars in Chinatown with the late George Buchanan Fyle, doing a series of pictures for the *Staats Zeitung* on the process of making bluteurst, photographing the first Chinese picnic at College Point, L. I., and greeting with camera yachts racing back to Atlantic City from Bermuda in the first years of the now classic ocean test.

In the course of fifty years of never settled, never dull but always happy married life, Rosie has acquired three sons, a daughter, nine grand-children, a beautifully situated home

Cruis Along EXPRESS 27

For pride and performance!

The big thrill comes when you see the sweeping lines of this stunning cruiser . . . but wait until it performs for you. Handling like a dream . . . taking the big waves smoothly, thanks to the design of its Super Hy-Plane Hull*. You couldn't ask for a roomier cockpit and you'll find apartment comfort in the cabin that sleeps four. The dinette turns into a double bed, the settee becomes upper and lower berths. All this . . . plus full sized lavatory, complete galley and five hanging lockers gives big yacht facilities to the smartest, sleekest boat afloat. Write for free catalogue: M. M. DAVIS & SON, INC., Solomons, 4, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V bottom type.

COMPLETE KITS AS LOW AS $49.95

Above The Art-New Victory 19 ft. Twin-Trunk Express Cruiser. Also available in 21 ft. length

Awarded Gold Medal for "BEST KITS" by Sportsman's Club of America!

Custom Craft features the World's largest and most complete line of real performance boats and boat kits in the entire industry. Over 200 Boats Kits. Powerboats, Skis and Custom-finished models to choose from! Exclusive models for the new Thunderbird Series with revolutionary Flying Stern, plus the sensational new Victory Series with new Dihedral construction and Flying Transom. They're easier to build, too. **SEND 25c FOR 1957 CATALOG SPECIAL OFFER** Send $1.00 for big 5-pages catalog PLUS valuable booklet, Boat Selection, Operation & Maintenance

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DEALER & AGENT INQUIRIES INVITED!

DEALERS: Add Custom-Craft to your other lines of quality marine products. Kit sales lead to EXTRA profit SALES on many unrelated items — items like hardware, accessories paints, motors, etc.! Choice dealerships are still open . . . so hurry . . . establish your exclusive Custom-Craft dealer in your area by sending for our colorful KIT-B PORTFOLIO

AGENTS: Sell Custom-Craft products from our Agents Portfolio. No stocking of merchandise. Sell to friends, fellow club members, etc. and make extra money! Get complete details on a profitable part time business. Send for AGENTS PORTFOLIO

BOAT PLANS

Over 500 new plans full size patterns and new Frame-Pac Kits. World's largest selection! Designed for the amateur. All types prams, kayaks, canoes, runabouts, catamarans, houseboats, cruisers, inboards, new outboards 6-40 ft. in wood, plywood and steel. **SEND 35c FOR PLAN CATALOG** or send $1.00 for catalog PLUS Amateur Boatbuilding Handbook.

ARMOR GLASS

Best process for reinforcing wood or metal hulls, car body, roofing, etc.! Lasts a lifetime, as painting needed. Four Resin types Polyester, Acetyl, Phenolic and Vinyl each one formulated scientifically to give the very best results! **SEND 10c FOR FOLDER** or send $1.00 for folder PLUS valuable booklet, "Fiberglassing" your Boat or Auto Body

BOAT HARDWARE FITTINGS

Over 3,000 items from the nations leading makers of special racing fittings, accessories, trailers, marine engines, convertibles, paints, etc.! Most complete catalog available. Open up savings to mail buyers. Profit by discount. **SEND 25c FOR HARDWARE CATALOG** or send $1.00 for catalog PLUS booklet Outfitting and Handling Tells how to care for your boat and how to comply properly

CUSTOM-CRAFT INDUSTRIES (DEPT BM) BUFFALO 7, NEW YORK

LURE PRODUCTS

House-cleaning on board a boat is as big or even a bigger job than it is in the home. Recognizing this, Lure Products, 2191 N. W. 26th Avenue, Miami, Florida, have developed several products to do these tasks both better and easier.

For cleaning and bleaching natural wood decks, deodorizing bilges and similar spots, they make a product called Kleeny which works chemically to dissolve grease and oil. It will clean anything about the boat, including growths on the bottom.

Another item is Kromo for cleaning and polishing chrome and brass. It will remove rust and leave metals brighter than new. An allied product is Alumex, designed especially for cleaning and polishing aluminum

Their Bilge-Gene is an automatic bilge-cleaning compound in fluid form. Added to the bilge water, the fluid will clean with the roll of the boat, emulsifying oil, and cleans without scrubbing. Pump the bilge and all goes overboard.

NIKON BINOCULARS

Nikon Incorporated, 251 Fourth Avenue, New York 10, New York, is releasing a complete line of binoculars. These new 'featherweight' prism binoculars combine Nikkor optics with many important features, such as shock-resistant construction.

Of special interest are the new waterproof models which are central focusing and available in the 7 x 50 and 8 x 35 sizes.

Nikon is releasing a booklet *Simple Tests*, showing how anyone can judge binocular quality, easily, positively—and without test equipment

Nine Nikon binocular sizes are available, from 6x15 to 9x35, in central and individual focus-types. All Nikon binoculars, Nikron Series, are covered by a lifetime guarantee, and come complete with a leather carry case.

Copies of the free booklet *Simple Tests*, and binocular specifications are available

KENCO PUMPS

Many manufacturers of medium-to-large size pleasure craft are installing Kenco Bilge Pumps. Of trouble-free design, it has become one of the world's most popular, automatic bilge pumps.

The Kenco 101 pump and switch are enclosed in watertight, spark-proof bronze cases. Switch is of an exclusive two-stage principle without floats or trick displacement devices. Neither motor nor switch can flood

The 101 is easy to install, since it is light and compact only 6-1/2" high by 5" diameter. It can be screwed or bolted directly into the bilge. Pump impeller is direct coupled to the motor—with no bearings operating in water.

The Kenco 101 is easily adapted for other uses on board—bait tank, water circulating and shower sump or head uses. It is available to operate on 6, 12, 32-volt DC or 115-volt AC and can pump up to 600 gph at 2-foot head. Power consumption is low—only 60 watts.

Kenco Pumps are manufactured by the Kenco Pump Division, 1305 Oberlin Ave., Lorain, Ohio. The firm is a division of The American Crucible Products Co.

METALLIC COATINGS

With the largest content of pure metallic copper, which, as all hands know, offers the best protection against destructive toredos and other forms of marine life, The Metallic Coatings Corp., 236 West 44th Street, New York, continue to produce their Coperoyd-Superior antifouling boat bottom coating. An allied product is the new Coperoyd Racing Bronze which not only protects against marine life, but provides a mirror-smooth racing finish. This naturally helps to win races, as the boat will slip through the water more easily adding to its speed.

These products have been in increasing demand during the year as yachtsmen observe the excellent results secured by their neighbors. Boats protected with Coperoyd will give efficient performance year after year in all climates, and regardless of conditions. There are never any complaints where Coperoyd is used, and boatmen have no worries about the protection provided to the underwater portions of their craft.

AIR RIFLES

DAISY CUB No. 102

The Daisy "Cub" is a "500-Shot," lever-action repeater holding over 350 BBs. 35" long. Full-fashioned, checkered stock. Boxed. Pk. 10 ea.

6U202 . . . List $5.95 . . . . . 43976 Ea.

DAISY SCOUT No. 75

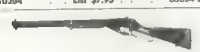
"500-Shot," lever-action repeater holds over 450 BBs. 35" long. Adjustable sight. Full-fashioned, checkered forearm, bright-plated steel forearm band. Yellow sling. Boxed. Pk. 10 ea.

6U203 . List $6.95 54665 Ea.

DAISY LONG RIFLE No. 80

"1000-Shot," lever-action repeater holds over 850 BBs. Full 37" long. Double-notch rear sight adjustable for elevation. Full-fashioned forearm with nice checkering. Bright-plated carbine band. Brown sling. Boxed. Pk. 10 ea.

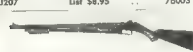
6U204 . . List $7.95 . . . 65334 Ea.



DAISY RED RYDER CARBINE No. 94

Carbine-type, "1000-Shot" lever-action repeater with secondary barrel that has the Lightning Loader feature. 35" long. Holds over 850 BBs. Carbine-type stock and forepiece with checkering. Bright-finish carbine band "engraved" with western-Indian design. Bright-plated carbine ring on the swivel in jacket. Boxed. Pk. 10 ea.

6U207 . List $8.95 . . . 76003 Ea.



DAISY PUMP GUN No. 25

One bolt take-down model; 37" long; King of all B-B guns. Bulls-eye shot packed with the gun. One to a box. Pk. 10.

6U206 . . . List $9.95 . . . . . 76663 Ea.

DAISY EAGLE No. 98

Lever-action, 37" 850 shot repeater, with 2 power scope mounted. Ovalled stock, heavy leather sling. Looks like expensive hunting rifle. Pk. 10 ea.

6U208 . . . List $13.95 . . . 99331 Ea.

2-POWER SCOPE No. 303

Fits old or new Daisy air rifles. New type 4 lens system, two power magnification, adjustable crosshairs, detachable. Adjustable universal mount. 11" long. With two lens caps, scope book. Pk. 10 ea.

6U213 . . . . List $4.98 43326 Ea.

TUBES AIR RIFLE SHOT

Federal copper plated steel shot in uniform size. Packed in resale 5c tubes. 100 tubes to case.

Lots-5

6U217 . . . . List 5c . . . 43334 Cs. 43246 Cs.

ROLLER SKATES

ROLL FAST SKATES

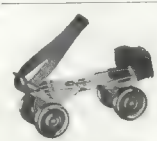
Bright metal finish with ball bearing wheels. High steel back. Rigid extendable channel-type chassis. Adjustable, 6¼x9½". Pk. 12 pr.

6U182 . . . . List $2.98 . . . . . 21998 Pr.

STEEL SKATE KEY

Heavy steel extra key. Pk. 1 doz. N.B.

6U179 . . . . . List 5c . . . . . 4366 Dz.



WHIZZER SKATES

For ages 3 to 6 years. Plain bearing wheels. Adjustable 6½" to 8¼". For the beginning youngsters who are just learning to skate.

6U180 . . . . . List $1.79 21208 Pr.

DELUXE BEGINNER'S SKATES

Features ball bearing action, unbreakable one-piece heel and back, oscillating trucks mounted on live rubber cushions. Adjustable, 6½" to 9¾". Pack 12 pairs.

6U181 . . . . . List $2.98 . . . . . 21988 Pr.

SPECIAL SKATES

Features rubber cushioned oscillating trucks, one-piece heel and back, and extension channel and "shaped to the shoe" toe plate construction. Adjustable 7¾" to 10". Pack 12 pairs.

6U184 . . . . . List $3.29 32177 Pr.

DELUXE SKATES

Easy running streamline skates. Turned over edges and channel extension bars. One-piece back and heel plates, easy action oscillation with quality rubber cushions. Adjustable 6¾" to 11¼". Pack 12 pairs.

6U185 . . . . List $3.98 . . . . . 32667 Pr.

"500 MILE" SKATES

The only skate carrying a 500-mile guarantee. Streamlined for beauty. Features a one-piece back and stronger extension bars. Extra long adjustments—6¾" to 11¼". Pack 12 pairs.

6U186 . . . List $4.98 43356 Pr.

"SILENT 8" SKATES

Rubber tired wheels with double row ball bearings, rubber-cushion oscillating trucks, and shaped to the shoe toe plates. One-piece heel and toe plates. Adjustment from 6¾" to 11¼" with sponge rubber ankle pads. Pack 12 pairs.

6U187 . . . . . List $6.69 . . . . . 54465 Pr.

Daisy Air Rifles

DAISY RED RYDER refill packs. Cellophane pouch with genuine copper coated BBs. Use as refill for new Daisy BB loader wallet. 100 packs to case. 13 lbs.
20-63709-365 ..... **5.95**

(A) "DAISY EAGLE" 850 shot repeating rifle with new 2X Bulls Eye scope mounted. Designed by famous air rifle stylist to be the juvenile counterpart of expensive, high-powered hunting rifles. Streamlined scope has new type 4-lens system, adjustable cross hairs . . . looks just like expensive hunting scopes. Ramp front sght. 37 in. long overall. Adjustable mount 11-in. long. With regulation target shooter leather sling, leather BB loader wallet.
20-63667-866 with two BB Refill Packs. Wt. 6 lbs.. . . . .Retail **12.95**

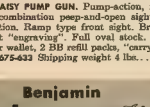
(B) DAISY PUMP GUN. Pump-action, forced feed repeater now with new combination peep-and-open sight, adjustable for windage and elevation. Ramp type front sight. Bright plated trigger. Gold-filled jacket "engraving". Full oval stock. Overall 37 in. long. With BB loader wallet, 2 BB refill packs, "carry-case" carton
20-63675-633 Shipping weight 4 lbs..... Retail **9.50**

(C) DAISY RED RYDER CARBINE. Carbine-type, Western lever action repeater with secondary barrels, lightning load feature. Holds 850 BBs. Cocking lever. Red Ryder design and leather boot on stock. Swivels for sling BB loader wallet, 2 BB refill packs.
20-63683-567 Shipping weight 4 lbs..... Retail **8.50**

(D) DAISY SCOUT. 500-shot lever-action repeater holds over 350 BBs. 32-in long. Adjustable sight, full-fashioned, checkered forearm, bright plated steel band. Full fashioned carbine-type stock checkered. Bright trigger, Yellow sling.
20-63691-433 Shipping weight 3 lbs..... Retail **6.50**

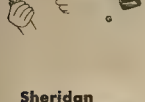
(E) RED RYDER DELUXE COWBOY OUTFIT. 850-shot air rifle, canteen, leather canteen holder, belt, 2 packs BB, gun case type carrying
20-63717-666 Shipping weight 5 lbs..... Retail **9.95**

Benjamin



Adjustable shooting force depending on air pressure. 7 or 8 strokes supply ample power.

Sheridan



(F) BENJAMIN SUPER SINGLE SHOT AIR RIFLE. Maximum pressure over 2000 lbs. Streamlined easy-pump hand pump with improved Hycar piston. 35-in. long overall; gun metal finish barrel, 23-in. long. Rear adjustable V sight. Walnut finish stock, pump handle. Rifled grooves give maximum power, accuracy; group 1-in. from rest at 15-20 yds. 6 lbs.
20-63543-1400 For .22 Cal. lead pellets. **20.00**
20-63550-1400 For .177 Cal. lead pellets **20.00**

(G) BENJAMIN SUPER SINGLE SHOT TARGET PISTOL, with hand pump, breech loading, bolt action hammer fire, hair trigger. Pellets will group 1-in from rest at 10-yds.
20-63568-1400 For .22 Cal. lead pellets. **20.00**
20-63576-1400 For .177 Cal. lead pellets **20.00**

BENJAMIN H-C LEAD PELLETS in round metal cans with quick lock lids. Wt. 5 lbs.
20-63592-860 .22 Cal. (250) Carton **12.90**
20-63600-700 .177 Cal. (500) Carton . . . **10.50**

(J) SHERIDAN "BLUE STREAK" PNEUMATIC RIFLE. Bolt action, single shot. Automatic "fire-proof" safety. Over and under type construction, rigid barrel mount. Bantam 5 lb. wt. 37 in. long. 5mm (.20 Cal.) micro-rifled rust-proof barrel.
20-63758-1796 Blued finish. Wt. 6 lbs.. **23.95**

(K) SHERIDAN "KNOCASOUT" PISTOL. Sturdy firing action, overside rotary bolt safety, positive extractor. Anti-jack, squeeze-type trigger. 5-in. barrel. .22 Cal. rim fire ammunition, including high speeds
720-63121-1383 Wt. 2 lbs.. . . Retail **17.95**

(L) SHERIDAN BANTAM 5'S. (5 m/m .20 Cal.) Solid nosed, penetrating, bullet-shaped.
20-63782-157 (500 rounds in can). 2 lbs. **2.35**

(M) SHERIDAN "TARGETRAP" for standard and pneumatic .22's. "No-splash" baffle.
20-63774-542 Handle, flat base. 9 lbs. . . **7.75**

NEW

now can be YOURS with the GREATEST OF EASE

I-N-T-R-O-D-U-C-I-N-G THE ALL NEW

American MIRROR TOYS

Jiminy Cricket says,

"What we can do **WITH MIRRORS** will keep your cash registers ringing and **YOU** a-singing... this is the happiest whoop-dee-do 'n' get-together of WALT DISNEY FOLK ever... we'll be seein' ya at **COLMAN & HIRSCHMANN'S!**

Mickey's

MERRY MIRRORS

All Star Revue!

a Walt Disney Theatre-in-the-Round featuring

6-LARGE MIRRORS-6

Come in and take a peek — See the removable revolving stage — It WHIRLS 'N' TWIRLS — It TWINKLES 'N' TINKLES — Just try and count the hundreds of performers reflected right and left and as far as the eye can see — ANY CHILD CAN CHANGE THE "ACTS" AT WILL — *It's COLOSSAL!*

Climb aboard Mates—they're HOT!

...with our Window and Counter ADVERTISING Tie-ins they'll sell FAST!

MICKEY MOUSE CLUB

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HEAVILY PROMOTED — All three of these NEW American MIRROR TOYS will be widely publicized as the *beginning* of an entire NEW LINE... AND they'll be ADVERTISED IN SUNDAY COMIC SUPPLEMENTS, COMIC BOOKS AND TV SPOTS starting in October to Xmas!

more than ever...

HEADQUARTERS FOR JUVENILE GUNS AND EQUIPMENT

Daisy presents a completely new and larger selection of exclusive holster and canteen sets, sensational super smoke rifles, famous "Guns of the West" outfits, play rifles and pop guns – all Commended by Parents' Magazine. Brilliant new styles, new colors, new packaging! Genuine Daisy quality at competitive prices – backed by expanded Daisy national advertising. All this *plus* two new air rifle items, a new BB Gun Cleaning Kit, an air pistol – makes Daisy your headquarters for juvenile guns and equipment!

new! SUPER SMOKE RIFLES

new! HOLSTER and CANTEEN SETS

IT'S A DAISY

new! GUNS of the WEST OUTFITS

new! COWBOY CANTEENS

new!

AIR RIFLES • BB SHOT
GUN CLEANING KIT • AIR PISTOL

Daisy's popular play rifles, super smoke rifles, holster sets, canteens, Guns of the West outfits Commended by Parents' Magazine

See the big new Daisy Line at the Toy Fair or write for price lists, catalog sheets.

SINCE 1888

COMMENDED BY THE PARENTS' MAGAZINE

DAISY MANUFACTURING COMPANY

PLYMOUTH, MICHIGAN, U.S.A. 200 Fifth Avenue, New York City

America's Headquarters for Juvenile Guns and Equipment

DAISY BIG SMOKE SUPER PLAY RIFLE

This brand new rifle has new Improved Cocking Action! Realistic Muzzle Blast Chamber! All parts heavy steel except stock. Gun bangs, smokes! Harmless. Length. 25½". A sturdy, durable gun. Boxed. Pk. 1 dz

6T6350 . . . . . List $2.98 . . . . . 324007 Dz.

DELUXE TRAINING RIFLE

Made of heavy gauge steel—35" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Lever action—self loading. World's LOUDEST play gun. Each shot produces smoke. Absolutely harmless. Adjustable web shoulder strap. Pk 12 ea

6T6354 . . . . . List $3.98 . . . . . 42656 Ea.

DAISY FRONTIER SCOUTING KIT

Durable 32" scope smoke rifle has bronzed barrel, receiver. Real 11" scope. Compass inset in the pint canteen. Genuine leather belt, holster, canteen holder. "Western" pistol New golden metal strips on holster, holder are "turquoise styled"! Pk. 6.

6T6357 List $9.95 76653 Ea.

DOUBLE BARREL CORK GUN

Heavy gauge steel—21" long. Gun-blu finish. Walnut finish wood stock. Break action, two triggers Shoots harmless corks. Pk. 1 dz.

6T6351 . . . . . List $1.39 . . . . . 211208 Dz.

CORKS (10 in bag for Daisy Play Guns)

6T6368 . . . . Pk. 12 Dz. . . . . List 10c . . . 9801 Dz.

RED RYDER'S DOUBLE BARREL CORK GUN

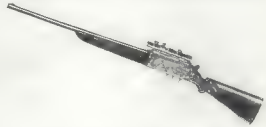
Made of heavy gauge steel—31" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Stock has "secret" pocket. Break action—two triggers. Shoots corks. Absolutely harmless. Pk. 1 dz.

6T6353 List $1.98 . . . . . 216002 Dz.

DAISY SUPER SCOPE RIFLE

This sturdy, harmless 32-inch smoke rifle comes with golden-colored magnifying scope mounted. The rifle shoots a loud noise and smokes. (Won't shoot BBs.) Golden lever has easy-cocking feature. Full-fashioned stock beautifully checkered. The realistic scope looks exactly like the hunting scope on Dad's own gun; it snaps on or off in a jiffy for use as a portable magnifying telescope. Scope full 11 inches long. Pk. 12 ea.

6T6356 . . . . . List $4.98 43336 Ea.



HUBLEY "SPORTSMAN" REPEATING CAP RIFLE

Swirl walnut plastic butt and hand grip. Nickel plated "telescopic" sight, trigger guard and magazine. Elaborate chasing of hunt scene. Simulates real engraving. Blued metal barrel with red plastic choke and front sight. Rifle "breaks" realistically for loading. Can be further taken apart for "cleaning" by pressing release on side of magazine. Shoots standard roll caps Pk. ½ dz.

6T6358 List $2.98 . . . . . 324007 Dz.

SCOUT RIFLE
REPRODUCTION OF THE "WINCHESTER 73"

Repeater, length 35¾". Shoots standard roll caps. Walnut color plastic butt and grip, highly embossed Special shock resistant plastic. All working parts bright nickel finish. Elaborate chasing with Western scenes. Blued metal barrel with red plastic choke and front sight. Realistic lever action cocks hammer for each shot just like the "Winchester 73". Boxed. Pk. 6 ea.

6T6361 . . . . . List $3.98 . . . . . 32657 Ea.

MACO U. S. ARMY TANK ELECTRONIC COMMAND UNIT

Packaged in a new and unique replica tank this set contains a combination of Electronic Battery operated Walkie-Talkie Replica and Sound Amplifying Loud Speaker, Paratrooper Carbine, Regulation Helmet same as used by a Commanding Officer (C.O.) in directing field maneuvers. Pk. 6.

676382 . . . List $13.95 . . . . 99301 Ea.

THUNDERBURP

Patented new machine gun with vibrasonic chamber. Pull trigger for loud chattering burst and the vibrating action of a real machine gun. Single shots or automatic rapid fire. Safe, easy to operate. Rugged tuff-to-break construction with ball action all-metal spring mechanism. Adjustable sharpshooter sight. Air-cooled muzzle and permanent wire stock. Boxed Pk. ½ dz.

676377 List $2.98 324007 Dz.

THE "LITTLE BURP GUN"

A new kid-sized version of the famous Mattel Burp Gun, including the smoking action and the realistic wire stock. Size: 16" x 5½" x 2½". Note the double-action feature: turn the crank for machine gun bursts or pull the trigger for rifle-like single shots. All metal firing and loading mechanism. Easy to load and fire. Use perforated roll caps only. Pk. 1 dz.

676394 . List $1.30 210403 Dz.

INDIAN CHIEF COMBINATION

Contains TOM-TOM, size 7¼" high by 5¼" diam. Made of sturdy metal, lithographed with colorful Indian pictures. Two-tone heavy rubber skins. Colored plastic lace. Two mallets. Large BIG CHIEF INDIAN HEADDRESS with colorful feathers. Pk. 1 dz.

676383 List $1.98 . . 215608 Dz.

MACO U. S. MACHINE GUNNER

Plastic reproduction of an authentic U. S. A. type 1917A1 Water Cooled Machine Gun on a tripod Gun swivels all around. Shoots 10 Harmless "glow in the dark" Tracer Pellets. Fed by magazine and has automatic repeater device Helmet has an Adjustable Head Size Band. Pk. 12.

676381 . . List $3.98 . . . . . 32657 Ea.

KADET TRAINERIFLE

Wood stock, blued metal parts. Has metal butt plate for added durability, stacking swivel, operating bolt action and clicker trigger. Complete with adjustable heavy 1" web sling and detachable rubber bayonet. Also has 28-page Kadet Handbook. Over-all length 40¼". Pk. 12.

676372 . . List $3.98. . . . . 32607 Ea.

FANNER 50 SMOKING CAP PISTOL

Authentic fanning pistol of the Old West! 10¾" long Smoking barrel, revolving cylinder, wide fanning hammer. "Fan" 50 consecutive shots or trigger it for single shots. Die cast zinc and plastic. Stag horn handle, side loading all-metal firing mechanism. Uses perforated roll caps. Boxed. Pk. 1 dz.

676393 List $2.50 . 320007 Dz

LITTLE CHIEF TOM TOM

Heavy 2-tone red rubber skins. Sturdy metal with colorful lithographed Indian designs. 6⅝" high, 5" in diameter. Pk. ½ dz. N.B.

676362 . . . . . List 98c . . . . . 87605 Ea

ACK-ACK RIOT GUN

One easy loading provides rapid fire of 15 1¼" balls at target. Gun is completely safe — no springs, no levers. Makes realistic "Ack-Ack" sound. New foam type unbreakable plastic balls. Pk. 12.

676366 List $3.98 . . 32657 Ea.

EXTRA ACK ACK BALLS—15 in poly bag. Pk. 1 dz.

676367 . List 69c . . . 65504 Dz.

ROOKIE TRAINERIFLE

Wood stock, blued metal parts. Operating bolt action, clicker trigger. Complete with adjustable ¾" web sling, detachable rubber bayonet and 28-page Kadet Handbook. Over-all length 36". Pk 1 dz.

676371 List $2.98 . 322807 Dz.

WESTERN HAT

White plastic binding and chin cord. Double ridged crown. Black only. Asstd. sizes. Pk. 1 dz.

676383 . . . . . List 98c . . . . 98001 Dz.

MOHAWK CHIEF SET

MULTI COLOR TOM TOM: Two mallets: LARGE BIG CHIEF Indian HEADDRESS. Hand painted Tomahawk with soft molded rubber blade and leather thongs bedecked with feathered tips. Boxed Pk. 1 dz.

676384 List $2.98 322807 Dz.

more than ever...

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new! GUNS of the WEST OUTFITS

new! COWBOY CANTEENS

new!
AIR RIFLES • BB SHOT
GUN CLEANING KIT • AIR PISTOL

Daisy pop guns, play rifles, super smoke rifles, holster sets, canteens, Guns of the West outfits Commended by Parents' Magazine

See the big new Daisy Line at the Toy Fair or write for price lists, catalog sheets.

SINCE 1888

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

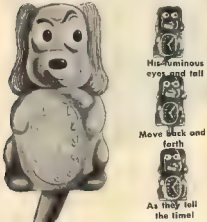
DAISY MANUFACTURING COMPANY
PLYMOUTH, MICHIGAN, U.S.A. • 200 Fifth Avenue, New York City

America's Headquarters for Juvenile Guns and Equipment

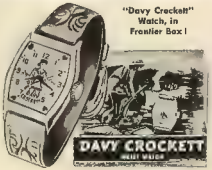
ROY ROGERS WATCH. Handsome boy's timepiece, with Roy Rogers and "Trigger" on dial! Thin chrome case, stainless steel back. Keeps accurate time. Genuine leather western strap.
87V4150B338 With Leather Strap **$4.95**
87V4151B407 With Expansion Band **$5.95**

DALE EVANS WATCH. Picture of Dale and her horse adorn smart dial. Chrome case; stainless steel back. Adored by female cowpokes 4 to 12! Genuine leather western strap. Designed for the active youngster—keeps fine time.
87V4152B338 With Leather Strap **$4.95**
87V4153B407 With Expansion Band Retail **$5.95**

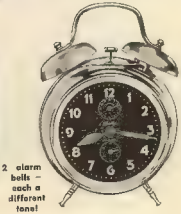
ANIMATED BALLERINA WATCH. Hour and minute hands are ballerina's legs—she tells time as she dances! Lustrous chrome plated case; stainless steel back, trim, tailored matching band. Dances her way into a little girl's heart, makes time-telling more fun!
87V4155B465 Retail **$6.95**



KLOCKER SPANIEL ELECTRIC CLOCK. Fascinating accessory in kitchens, children's rooms, dens—it's gay, eye-catching, fun to watch! Tail wags, eyes roll waggishly back and forth! 10¾" high 1 year guarantee. *In Black, White, or Yellow.* AC current
87V4157B463 *Specify color* Retail **$6.95**



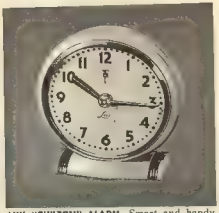
DAVY CROCKETT WRIST WATCH. It's Bradley's "Frontier Scout" model, handsomely made up with Davy in coonskin cap, and holding his rifle. Large, easily read dial. Chrome plated case, stainless steel back, western fittings; desired by, and fine for, all active boys from the ages of 4 to 12. Keeps accurate time, resists wear and tear. Quality leather strap.
87V4156B338 Retail **$4.95**



TWIN-BELL ALARM CLOCK. Authentically styled revival of a quaint old-fashioned favorite! Ingeniously designed with 2 compelling bells of different sounds. Efficient, accurate 30 hour movement, luminous hands, clear dial; large numerals. Smart brassed finish. Guaranteed
87V4154B330 . . . . . Retail **$5.95**

LUXETTE ALARM. America's smallest hand-wound, jewelled alarm clock! Perfect gift for travel or boudoir, keeps accurate time with fine, extra-thin 2-jewel movement. Beautiful all-metal case, compact stand; takes up little room on dresser or night table. Luminous dial permits time-telling at night without turning on the lights. Single key wind takes care of alarm and regular movement. 2⅞" high.
87X4165B450 Maroon or Blue. Specify **$6.95**

LUX CALENDAR CLOCK. Tells Day, Month, and Year, in addition to second, minute and hour! A glance at the large dial gives you all the information quickly! Handsome in home or office, features a flat gold center with black numerals and minute calibrations on a white background; black calendar with gold windows. Lustrous plastic case, 6 1/32x7 9/64", *in Bronze, White or Red*
87X4164B725 *Specify Color* Retail **$10.95**



LUX "CHILTON" ALARM. Smart and handy, easy to carry from room to room as needed, ideal for travel. Modest cost, yet keeps accurate time under all conditions of use, sounds compelling but pleasant alarm to wake you in the morning! Luminous dial and hands show clearly at night. Trim ivory-finish case is 4⅝"x5⅛"x2¾", fits in nicely at home or office. Deep brown dial sets off trim.
87X4166B308 . . . . . Retail **$4.95**

All goods subject to Federal Excise Tax

If this Housing ever Breaks or Distorts we will replace it Free

Even *without* this famous guarantee

Genuine

RIGID

would still be

the World's Most Popular Pipe Wrench

Millions of users know it *outperforms, outlasts* all others!

It's the "RIGID" name that guarantees you everything you want in a pipe wrench—instant bite on the pipe or conduit, instant let-go—it can't lock because of patented hookjaw suspension . . . handy pipe scale, easy-spin adjusting nut, comfort-grip I-beam handle . . . and every one factory-tested before shipment! The wrench that makes your farm piping work easier—buy it at your nearest Hardware Store!

RIGID
Work-Saver Pipe Tools

The Ridge Tool Company, Elyria, Ohio, U.S.A.

POULTRY ★★★ *last-minute report*

New egg deal pays 3 to 10¢ above market

A rash of new contracts like this could turn the Midwest's back-yard flocks into big commercial poultry set-ups

ONE day recently a small classified advertisement appeared in 35 eastern Iowa and western Illinois weekly newspapers. Just four days later, 500 farmers had written in; feed dealers and egg buyers were keeping the telephone wires hot, and still others were driving over to see the man who ran the ad.

The man: Merlin Nichols, Avon, Ill. egg dealer. The ad: "Eggs wanted—will pay 3¢ to 10¢ per day over local markets for quality eggs picked up at your farm on a guaranteed basis."

With it, Nichols gave another shove to the "Egg Business in a Package" move which FARM JOURNAL first reported two months ago (November, page 36) from Kansas. Similar deals are popping up all over the Mid-west. In a nutshell, egg dealers offer premiums for quality eggs which they ship East at a profit. With the help of the egg dealer or a feed company, or both, farmers line up their buildings, birds, and equipment to zoom from a back-yard flock to a commercial poultry business overnight.

Nichols, who has been in the egg business 25 years and can handle 75,000 dozen eggs a day, promises a guaranteed market, daily pick-up at the farm, and a fixed market premium.

Each farmer, in turn, agrees to go into the egg business on a commercial scale of 1,000 to 1,600 layers or more, to follow a few rules for quality eggs, and to sell all his eggs to Nichols for five years. At the end of five years, he will own free and clear the modern laying house and equipment built under the terms of the contract.

Nichols does no financing himself—leaves it to the farmer to do his own borrowing from FHA or wherever.

The farmer has to put up the cost of the 1,200 pullet chicks he needs to start. But Arcady Farms Milling Company of Chicago finances the feed up to $1.30 a bird for their first 24 weeks in the laying house. The farmer repays this gradually out of weekly egg checks.

There's no monkey-business about the *premium* that Nichols pays. It's right in the contract. He signs his name to a guarantee that he'll pay "not less than 3¢ under the daily Chicago Top Market Mixed Quotations for 36 months." After that, he guarantees to raise this still further so that he'll be paying farmers no less than 1¢ under the same Chicago quotations.

What's more, the contract says that each day's quotations are to apply to the particular grades picked up at the farm and delivered that day.

Big surprise in this egg deal is that farmers do their own grading, candling, and packing right at home.

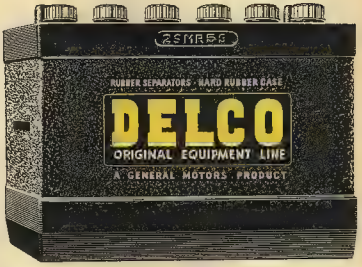
The package plan in Kansas, which guarantees farmers 37¢ a dozen for grade A large, is holding up even though prices have slid to 23¢—25¢ at country buying points. "We aim to keep right on signing contracts," says Bill Hurst of Hurst Foods Inc.

Last week poultryman Leslie Heaton, Rush County, Kan., told FARM JOURNAL that the plan is giving him $3.90 more per case than other producers are getting. That's the difference between making a little money and going in the hole," he adds. "It gives us a regular income and will be a real good set-up when the pullets are paid for after the first nine months."

Ivan Weinhold, Ellsworth County, Kan., averaged more than $10 a case for all of his eggs last month. "And nine cases out of 11 last week made grade A large."

The Kansas plan, which was started by General Mills, is still gaining momentum. "Not one of our farmers has said that he's sorry he joined the plan," says Claude Schwabe, feed dealer at Lacrosse, Kan.

General Mills now have 183 houses (goal: 600) completed or underway in Kansas, are also offering a package plan in Missouri, with a goal of 200 houses, and "are interested" in Nebraska.



Nothing in nature is fresher than a quality-built Dry Charge Delco

Even a dawn-fresh rose is no fresher than a Dry Charge Delco battery—yes, even when long stored.

These quality-built batteries are stored bone dry, that's why! To activate, just snip open the handy, disposable container of fluid, pour it in—and all its factory-fresh power springs *instantly* to up-and-at-'em life. No booster charge required.

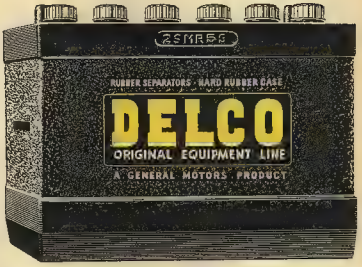
Exclusive grid design, rubber separators, genuine rubber case all add up to longer battery life through and through. So to end worktime losses resulting from sudden and costly power emergencies, get and *keep* a Dry Charge Delco from your Delco Battery Dealer right away!

KEEP A S-P-A-R-E DRY CHARGE DELCO BATTERY ON HAND (NO POWER LOST, NO TIME LOST)

TUNE IN | **ON TV** . . . Spectacular "Wide Wide World" on NBC Network.
ON RADIO . . . Lowell Thomas Newscast on CBS Network.
See your local listings for time and station.

GM GENERAL MOTORS PARTS SALES UNITED MOTORS SERVICE

GENERAL MOTORS LEADS THE WAY—*STARTING* WITH DELCO BATTERIES



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The man: Merlin Nichols, Avon, Ill. egg dealer. The ad: "Eggs wanted—will pay 3¢ to 10¢ per day over local markets for quality eggs picked up at your farm on a guaranteed basis."

With it, Nichols gave another shove to the "Egg Business in a Package" move which FARM JOURNAL first reported two months ago (November, page 36) from Kansas. Similar deals are popping up all over the Mid-west. In a nutshell, egg dealers offer premiums for quality eggs which they ship East at a profit. With the help of the egg dealer or a feed company, or both, farmers line up their buildings, birds, and equipment to zoom from a back-yard flock to a commercial poultry business overnight.

Nichols, who has been in the egg business 25 years and can handle 75,000 dozen eggs a day, promises a guaranteed market, daily pick-up at the farm, and a fixed market premium.

Each farmer, in turn, agrees to go into the egg business on a commercial scale of 1,000 to 1,600 layers or more, to follow a few rules for quality eggs, and to sell all his eggs to Nichols for five years. At the end of five years, he will own free and clear the modern laying house and equipment built under the terms of the contract.

Nichols does no financing himself—leaves it to the farmer to do his own borrowing from FHA or wherever.

The farmer has to put up the cost of the 1,200 pullet chicks he needs to start. But Arcady Farms Milling Company of Chicago finances the feed up to $1.30 a bird for their first 24 weeks in the laying house. The farmer repays this gradually out of weekly egg checks.

There's no monkey-business about the *premium* that Nichols pays. It's right in the contract. He signs his name to a guarantee that he'll pay "not less than 3¢ under the daily Chicago Top Market Mixed Quotations for 36 months." After that, he guarantees to raise this still further so that he'll be paying farmers no less than 1¢ under the same Chicago quotations.

What's more, the contract says that each day's quotations are to apply to the particular grades picked up at the farm and delivered that day.

Big surprise in this egg deal is that farmers do their own grading, candling, and packing right at home.

The package plan in Kansas, which guarantees farmers 37¢ a dozen for grade A large, is holding up even though prices have slid to 23¢—25¢ at country buying points. "We aim to keep right on signing contracts," says Bill Hurst of Hurst Foods Inc.

Last week poultryman Leslie Heaton, Rush County, Kan., told FARM JOURNAL that the plan is giving him $3.90 more per case than other producers are getting. That's the difference between making a little money and going in the hole," he adds. "It gives us a regular income and will be a real good set-up when the pullets are paid for after the first nine months."

Ivan Weinhold, Ellsworth County, Kan., averaged more than $10 a case for all of his eggs last month. "And nine cases out of 11 last week made grade A large."

The Kansas plan, which was started by General Mills, is still gaining momentum. "Not one of our farmers has said that he's sorry he joined the plan," says Claude Schwabe, feed dealer at Lacrosse, Kan.

General Mills now have 183 houses (goal: 600) completed or underway in Kansas, are also offering a package plan in Missouri, with a goal of 200 houses, and "are interested" in Nebraska.

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SUPERFINE *Electric Time Savers*

(a) **DELUXE "KITCHEN-AID" ELECTRIC FOOD MIXER**—Makes difficult mixing recipes a lark! This efficient mixer features controlled positive speed and constant power. Beats as little as an egg white, as much as bread dough with matchless ease. Complete with smooth tinned steel bowl, wire loop whip and combination self-scraping flat beater-pastry knife. White baked-on enamel finish. 110-120 volts. A.C.-D.C. UL approved. Shpg. wt. 31 lbs.
35A433-2W8203 *6-Qt. Tinned Steel Bowl, Whip, Beater* . **$124.50**

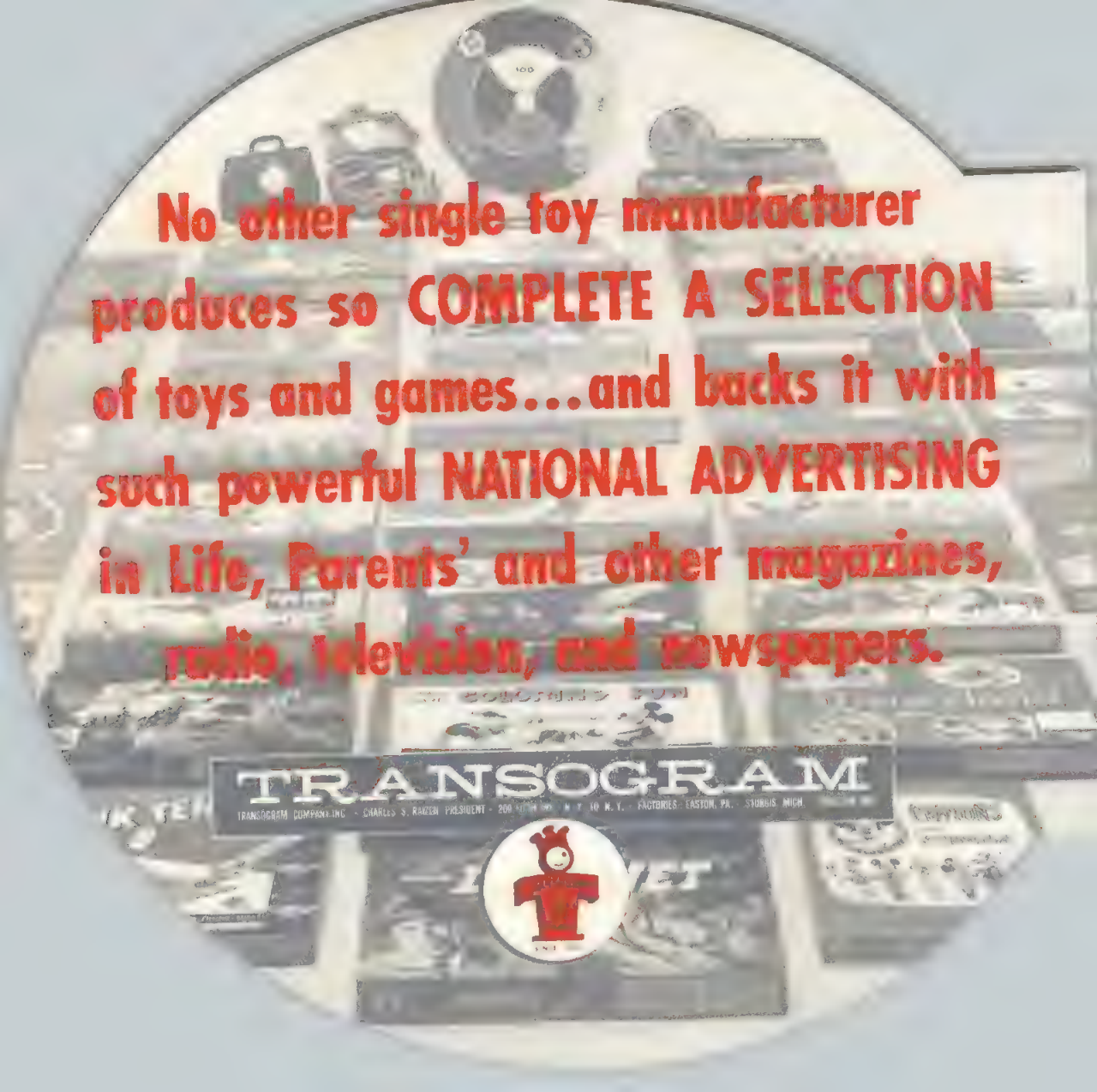
(b) **SILEX "HANDYHOT" BLENDETTE**—Versatile kitchen tool to mix or blend beverages, spreads, soups, light batters, salad dressings, crumbs, desserts, gravies, malteds, cocktails. Blends, mixes, whips, purees, churns, beats. Quiet, vibration-free operation. No splash—spinner action. Removable stainless blades. Rugged air-cooled motor. Big 32-oz. glass bowl graduated in cups and ounces. Easy to clean. Unbreakable plastic cover and base, white finish. Rubber feet. 6-ft. cord. 90 watts, 115 volts, 60 cycles. A.C. only. UL approved. Shpg. wt. 9 lbs.
35A435-7W1212 *Blender-Mixer* **$17.95**

e

(c) **FAMILY SIZE "KITCHEN-AID" ELECTRIC FOOD MIXER**—Mother will treasure this modern work-saver for heavy duty mixing jobs. Ideal for large family recipes. Powerful motor is speedy and efficient. Mixes bread dough or fruit cake. Complete with easy to clean bowl with handle, combination self-scraping flat beater and wire whip. White baked-on enamel finish 110-120 volts. A.C.-D.C. UL approved. Shpg. wt. 35 lbs.
35A431-6W9191 *5-Qt. Tinned Steel Bowl, Beater, Whip* . **$139.50**

(d) **SILEX "SUNKIST" ELECTRIC JUICER**—Better tasting orange juice in seconds with this modern juicer. Heavy duty reamer shreds pulp and extracts up to 20% more juice. Derive all the natural flavor and health-giving benefits of fresh oranges, lemons—even grapefruits with no effort on your part. No controls, simple on-off switch. 115 watts. 110-120 volts. A.C. only. U.L. approved. White baked-on enamel finish. Shpg. wt 9 lbs.
35A434-0W1145 *Stationary Strainer* **$16.95**

(e) **STANDARD "KITCHEN-AID" ELECTRIC FOOD MIXER**—Ideal for the average family! It will beat as little as 1 egg white or as much as a bowlful of whipped potatoes. Sleekly designed with durable baked-on white enamel finish. Features a 10-speed mixing guide with intermediate speeds. Powerful motor, all-purpose self-scraping beater. 110-120 volts —A.C.-D.C. UL approved. Shpg. wt. 22 lbs.
35A432-4W4579 *3-Qt. Pyrex Bowl, All-purpose Beater* . . **$69.50**


No other single toy manufacturer produces so COMPLETE A SELECTION of toys and games...and backs it with such powerful NATIONAL ADVERTISING in Life, Parents' and other magazines, radio, television, and newspapers.

TRANSOGRAM
GOLD MEDAL
Toys and Games
SINCE 1915

BOONTONWARE . dinnerware of Melmac plastic It's lovely to look at (new "gourmet" colors of Turquoisette, Bon-Bon Pink, Smokey Charcoal and Butter Yellow)...easy to live with (defies breakage). .and fashion-right (even for fussiest company dinners). Satin-smooth finish and colors are molded in to stay!

Choose classic *Deluxe* (E) or square-in the circle shape *Belle* (F). 1-yr. guarantee against breakage. Table service matches either Deluxe or Belle patterns. Contents of 16-piece sets on page 536.

E **705-004 B1120** Deluxe 16-pc Rainbow Boontonware Set **$15.95**
F **705-046 B973** Belle 16-pc. Rainbow Boontonware Set... . **13.95**

45-pc. Set. 8 each (2 each color shown); 10" dinner plates, 7" dessert plates, 12 oz. soup-salads, cups, saucers, 1 each Charcoal creamer and covered sugar. Pink vegetable dish, Turquoisette platter

E **705-319 B3850** Deluxe 45-pc. Boontonware Set **$54.95**
F **705-327 B3495** Belle 45-pc. Boontonware Set **49.95**
G **705-079 B795** 5-pc. Rainbow Service Set (colors shown)... **11.65**

BOUQUET...Melmac created by Texas Ware. Its beautiful, French inspired cluster of spring flowers in soft green, brown and pink will enhance any setting, any occasion. Hollow pieces match the dominant pink: white interiors. 2-yr. guarantee against breakage

705-335 B1395 16-pc. Set. Contents on page 536. .... **$19.95**
705-350 B4200 45-pc. Set. 8 each: plates, salads, cups, saucers, cereal-soups; platter, vegetable dish, sugar, creamer..... **$59.95**
705-368 B825 5-pc Table Service. Contents on page 536 ..... **11.80**

Melmac Dinnerware

...now in fresh, new patterns that suit any banquet scene—formal or casual. And guaranteed against breakage!

COLOR-FLYTE . Melmac in carousel colors. Debonair dinnerware that makes every meal an event! Combines fresh colors and simplicity of design with miraculous toughness—won't chip, crack, break.

47-pc. set includes 8 each (2 in each color shown); 10" plates, cups, saucers, bread-butters, cereals; 1 each: creamer, covered sugar, 10" bowl, spoon, fork, 12½" platter
705-228 B3335 47-pc. Rainbow Set (service for 8)..... ...**$49.95**
705-210 B1080 16-pc Rainbow Set. Contents on page 536..... **14.95**

COLOR-FLYTE...matching 5-pc. table service Beautiful, amazingly durable Color-Flyte...guaranteed against breakage for one full year. You'll always have a complete dinner set! Its softly-mottled under tone contrasts superbly with the festive colors. .neat, modern shapes reflect such good taste.

5-pc service, 14" Mist Gray platter, 10" Glow Copper divided vegetable bowl, Glade Green creamer and covered sugar bowl
705-236 B730 5-pc Table Service **$10.95**

BROOKPARK MODERN break-resistant Melmac Here's dinnerware that takes years of wear. needs no pampering to look its best at every opportunity Striking square shape 4 brilliant colors.

705-376 B3495 47 pc. Set. 8 each (2 in each color ; 10" dinner plates, bread butters, soup-cereals, cups, saucers; 1 each (as shown): platter vegetable dish, sugar, creamer, 2-pc. tier tray..... **$49.95**

705-384 B1125 16-pc. Set. 4 each (1 in each color shown), 10" dinner plates, fruit dishes, cups and saucers **$15.95**

BROOKPARK MODERN.. smart place and table serving pieces to "round out" your set Brookpark gives your table a carefree, assured air...and accident-proof durability. Fully guaranteed against breakage. Rainbow colors· pearl gray, burgundy, forest green, chartreuse

705-129 B795 8-pc. Set (4 each salads, cereal soups). **$11.40**

705-137 B995 6 pc. Table Service consists of Chartreuse 13½" platter, Chartreuse and Green vegetable bowls, Burgundy covered sugar bowl, Gray Creamer **$14.95**

BROOKPARK MODERN...in Pink and Black! If your dinnerware must do daily duty yet serve for special occasions--Brookpark was meant for you! Trust its grand assurance of bright beauty...its guarantee against breakage, even when the children handle it.

705-392 B1125 16-pc Set 4 each (colors as shown) 10" dinner plates, fruit dishes cups and saucers **$15.95**

705-400 B995 6 pc Table Service· 2 vegetable dishes (1 pink, 1 black), pink platter, black creamer and covered sugar..... .. **$14.95**

FANTASY .designed by Joan Lutz, made by Brookpark. A new, sophisticated pattern in turquoise, blue and black molded in white Melmac Has the translucence of finest dinnerware Unbreakable

705-418 B1250 16-pc Set. 4 each decorated dinner plates and saucers solid Turquoise cups and fruits..... .... **$17.95**

705-426 B1120 8-pc. (4 salads, 4 Turquoise cereal soups). .. **$16.00**

705-442 B950 5-pc. Table Service in solid colors turquoise platter vegetable dish and creamer, white vegetable dish, sugar . **$13.95**

RIO VISTA, by Texas-Ware. .means lots of wonderful things. There's its penny-pinching price. .then it's molded of Melmac and guaranteed for two years against breakage. .and last, but not least, its scallop edged coupe shape and exciting colors

45 pc. Rainbow Set of Rio Vista, 8 each (2 in each color shown), dinner plates, salads, cereal soups, cups, saucers, 1 each (as shown) platter, vegetable dish, creamer, covered sugar

705-459 B2175 45 pc Rainbow Set **$29.95**

45-pc. Turquoise and White Rio Vista Set . by Texas-Ware, 8 each Turquoise cups, salads, cereal-soups; 1 vegetable dish, 1 covered sugar; 8 ea. White dinner plates, saucers, 1 platter, 1 creamer

705-467 B2175 45-pc. Turquoise and White Set **$29.95**

45-pc. Gray and Pink Rio Vista Set...by Texas-Ware. 8 each Gray· cups, salads, cereal-soups, one vegetable dish, one covered sugar; 8 each Pink dinner plates, saucers, one platter, one creamer

705-475 B2175 45-pc. Pink and Gray Set **$29.95**

Vassar Rose Service for 12

Reg. $42

29.95

Melmac Service for 8

Elsewhere $39.95

22.95

Christmas Specials . . . Colorful and Mighty Thrifty

VASSAR ROSE SEMI-PORCELAIN . . . 101 PCS.

- Fine Salem China Co. dinnerware—at saving
- Full service for 12 with 6 extra cups incl.
- Detergent proof decoration, oven proof body

One of the choicest patterns ever offered, one of Salem China's finest. Special bargain price in time for Christmas . . . we would regularly sell this service for 12 for $42. Graceful Pink rose decoration is permanent, completely safe in dishwashers and strongest detergents. High fired semi porcelain . . . chip and break resistant body, modern coupe shape, completely oven-proof. Complete service for 12 includes 12 large dinnerplates, 12 salad plates, 18 cups (6 extra for breakage insurance), 12 saucers, 12 bread-and-butter plates, 12 fruit dishes, 12 soup-cereal bowls, 2 platters, 2 vegetable bowls, 1 each salt and pepper shaker, creamer, sugar bowl with lid, gravy boat, gravy boat stand (doubles as pickle dish)

B79 J 4235 Freight (75 lbs.) . **29.95**

MELMAC OPEN STOCK. Order additions to your set from chart at right. Open stock on Table To Terrace will be available for 6 months after catalog expires. State catalog number F79 J 4318, name of piece and color of each piece. Turquoise, Pink, Yellow or Antique White. Mailable promptly from Manitowoc, Wisc.

Item	Shpg. Wt	Price
1 Cup	4 oz	$ .59
1 Saucer	4 oz	.59
1 Pie or Salad Plate	4 oz	.79
1 Large Dinner Plate	12 oz	1.49
1 Cereal Soup Bowl	4 oz	.79
1 Sauce Dish	4 oz	.59

"TABLE-TO-TERRACE" MELMAC . . . 16 AND 45 PC. SETS

- Truly heavyweight Melmac . . . for festive dining, carefree service
- Available in choice of Rainbow assorted or Solid one-color sets
- 2 year guarantee against breakage; safe in dishwasher, detergents

Bargain of the year! 16-pc. set elsewhere $13.95; 45-pc. elsewhere $39.95. Styled with an eye to the new trend toward casual, carefree dining; gay molded in colors. **16-Pc. Set:** 4 each, cups, saucers, large dinner plates, sauce dishes. **45-Pc.:** 8 ea. cups, saucers, lge dinner plates, soup bowls, salad plates; 1 ea. divided veg. bowl, platter, covered sug. bowl, creamer. Open stock below.

Rainbow Assorted Sets: Gay assortment of colors makes every meal a cheerful, festive occasion. Each set includes place settings in colors as shown—Turquoise, Pink, Yellow and Antique White. Molded in colors can't fade or wear off. Mailable.

F79 J 4315 (8 lbs.) 16-Pc. **7.95**

F79 J 4316 (17 lbs.) 45-Pc. 22.95

Solid Color Sets: Captivating colors to suit your taste. Ideally suited to today's serving needs . . . fits so many occasions so well. Your choice of either Turquoise, Pink, Yellow or Antique White. Mailed promptly from Manitowoc, Wisc. State color.

F79 J 4317 (8 lbs.) . . . 16-Pc. **7.95**

F79 J 4318 (17 lbs.) 45-Pc. 22.95

Item	Shpg. Wt	Price
1 Covered Sugar Bowl and Cream Pitcher	8 oz	$3.59
1 Large Platter	12 oz	2.49
1 Divided Veget ble Bowl	12 oz	2.99
1 Oval Vegetable Bowl	12 oz	2.49

Shpg. Wt. total wt. of pcs. plus 1 lb. lbs. 1 platter, veg. bowl or dinner plate incl.

See Page 239 for new, lower credit terms . . . longer time to pay

Announcing two new

4-Wheel-Drives

at record low prices!

Yours now . . . new full-sized low-tonnage Dodge *Power Giants* . . . only trucks of the low-priced 3 with *both* off-road pull and on-road go!

Here are two new models of the only low-tonnage 4-wheel-drive trucks offered by the low-priced three. They're built to carry a real profit-packed load, with G.V.W.'s to 8,000 pounds . . . yet they're priced right down your alley.

You get the extra dig-in traction of four driving wheels plus the power, payload capacity and exclusive features of a regular Dodge *Power Giant*. Take your choice of body styles—pick-up, stake or Town Wagon—with V-8 or 6 power . . . and you can even enjoy the extra convenience of a *push-button* automatic transmission.*

These Dodge 4-wheel-drive *Power Giants* can go practically anywhere off the road, and with a flick of a lever, head down the highway with 2-wheel-drive ease. Add a few accessories and you've got mobile power to lick almost any farm job that a tractor can do. But find out for yourself. Get the details from your dealer the next time you're in town.

**Available on all low-tonnage and Forward-Control models.*

POWER WHERE YOU NEED IT . . . Power take-off accessories let you pull stumps, dig holes . . . supply power for special farm equipment.

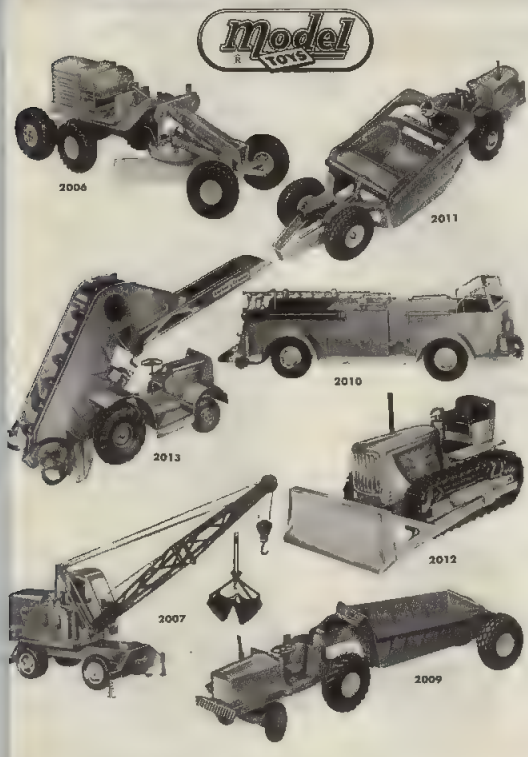
HAUL FULL-SIZED LOADS in your choice of full-sized bodies. Use power accessories to help you load or unload anywhere on your farm.

HIGHWAY GO . . . V-8 or 6, plus off-road traction, means new 4-wheel-drive trucks get your produce from field to market quicker.

DODGE

Power Giants

- AUTHENTIC REALISM SCALED FROM THE BIG ONES
- HEAVY DUTY STEEL TOYS FINISHED IN BAKED ENAMEL



2006 ADAMS ROAD GRADER. Duplicates action of the huge machine that levels ground for construction sites, grades and banks roads and airport runways. Scraper blade adjusts 3 ways. Has steerable "knee-action" front wheels and tandem rear wheels, travels smoothly over rough ground. "Adams Orange" baked enamel finish. Length, 26". **$13.95**

2007 UNIT MOBILE CRANE. Clam-shell and cargo hook lift earth and other materials, swing with boom in full circle, dump loads for other Model Toys. With ground jacks extended, has astonishing lifting power. All operations crank-controlled from cab. Tow bar steers front wheels. Dual rear wheels. "Unit Orange." Length, 12"; boom length, 19". **$13.95**

2009 EUCLID BOTTOM-DUMP TRUCK. Hauls and dumps loads just like the *big* truck. Lever-controlled dump mechanism. Steerable "knee-action" front wheels. Has "universal-type" coupling between tractor and trailer, rides smoothly over bumpy ground. Tractor uncouples to tow other Model Toys. "Euclid Green" baked enamel finish. Length 27". **$13.95**

2011 HEILINER-SCRAPER. Reproduction of the huge triple-duty earth mover. Scoops up earth and loads itself hauls and dumps loads for the Bucket Loader or Crane to pick up. Manual controls for loading and dumping mechanism. Tows other Model Toys, or can be towed itself. "Heil Red" baked enamel finish. Length, 29". **14.95**

2012 CATERPILLAR D6 TRACTOR AND BULLDOZER. Rugged replica of the powerful "Cat." Levels areas for "backyard" construction jobs, cuts down banks of earth for Model Heilliner or Euclid Truck to haul away. Bulldozer blade adjusts 3 ways from driver's seat. Realistic cast "Diesel" engine. Authentic Tenite bulldozer treads operate independently for sharp turns. Tows other Model Toys. "Caterpiller Yellow" baked enamel finish Length, 15". **$12.95**

2013 BARBER-GREENE BUCKET LOADER. "Spirals force earth into piles for loading. Chain-driven buckets scoop up loads, move up and empty onto rubber belt conveyor which carries loads forward and dumps into other Model Toys. One crank coordinates action of spirals, buckets, conveyor belt. "B-G Green" baked enamel finish. Length, 22". **$18.95**

2010 AMERICAN-LA FRANCE PUMPER. Rubber hose unreels, connects to pump-operated tank, shoots stream of water high in air. Equipped with scaling ladder, hard suction hose, fire extinguishers and bell. "Knee-action" front wheels steer from driver's seat. This toy and Model Aerial Ladder form complete fire department. Fire engine red baked enamel finish Length, 18". **$13.95**

2014 AMERICAN-LA FRANCE AERIAL LADDER. Die-cast aluminum extension ladder rises high above truck with spring activated lift action. Revolving ladder base, extension jacks, auxiliary ladders. Fire engine red baked enamel finish. Length, 33"; height (ladder extended), 42" **$19.95**

SPORT CAR KITS. Die-cast metal body with heavy gauge steel chassis. All parts are metal except the seats and real rubber tires. Over 50 precision-fitted parts, including semi-elliptical rear springs. Chrome plate trim. In colorful box that displays all parts.

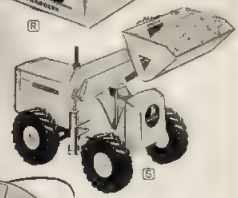
Available in 2 Models

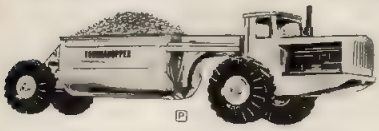
No.	Description	Each
2017	**MT Sports Car.** 15" long. Body finished in prime coat —ready for your own color scheme	[redacted]
[redacted]	**British Jaguar.** 17½" long. Blue baked enamel finish.	10.95

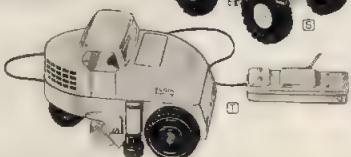
2015 CLARK AIRPORT TRACTOR AND 2 TRAILERS. Superbly built, with tractor of durable die-cast construction, trailers of heavy-gauge welded steel Self-locking couplings on tractor and trailers. Real airlines insignia on side panels of trailers. Baked enamel finish tractor in red, trailers in green and yellow Overall length, 27". **6.95**

2023 SEARCHLIGHT TRUCK. Great new model of a real searchlight truck that's a world of fun by itself and a perfect addition to any backyard fire department. Giant searchlight revolves through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Steerable "knee-action" front wheels. Baked enamel finish in gleaming white. 18" long, weighs 6 lbs. **13.95**

Scale Model Road Building and Construction Toys That Really Work







M ROAD GRADER . . . fun and action for the young road-builder. Does real scraping and grading with a blade that can be raised, lowered, tilted or swung in any direction to 6 positive-lock positions. Tandem pivoted rear wheels never leave the ground. All steel.
894-766 B470 Road Grader. 30¼x7¾x6½" **$6.95**

N MICHIGAN SHOVEL. Newest and most active scale model. Bucket takes a full "bite," then trips automatically when raised to the boom. Sturdy boom raises and lowers, and the entire housing pivots on the rugged chassis. Wheels can really be steered!
894-717 B695 Michigan Shovel. 3½x7½x20¼" **$9.95**

P TOURNAHOPPER . . . a real heavy-duty play truck that makes an ideal companion to the Michigan Shovel. Hauls, dumps; built to turn and "snake around" corners or rock across rough roads. Big dump hopper with slide gates operates by rear lever. Rubber tires. All steel.
894-725 B470 Tournahopper 22½x5¾x6½" **$6.95**

R TOURNADOZER . . . new, intriguing double-action toy built for rugged play. Has a big adjustable bulldozer blade on one end, a sturdy hoist on the other for lifting heavy loads. 20-gauge welded steel; baked enamel finish. Extra large 3¾" rubber tires.
894-733 B550 Tournadozer. 20x8x9½" high **$7.95**

S PAYLOADER . . . action-filled scale model! Actually digs, loads and carries all kinds of materials. Can bulldoze, level, grade or scrape too! Bucket remains level while raising, has release for dumping. 20-gauge welded steel construction; baked enamel finish.
894-758 B550 Payloader. 18x7x7½" high **$7.95**

T REMOTE CONTROL ELGIN SWEEPER . . . authentic scale model. Electric motor driven street sweeper steers in any direction . . . brushes rotate automatically. With control box, cable. 20-gauge welded steel; baked enamel. Uses 2 flashlight batteries (not incl.).
894-774 B420 Elgin Sweeper. 8¾x7x5" high **$5.95**

AMERICAN-LA FRANCE PUMPER TRUCK . . . actually squirts water! Junior firemen will rush this mighty "firefighter" to the scene of make-believe blazes with all the excitement of the real thing. Authentic down to the finest detail, this beautiful perfectly scaled model pumper truck is equipped with scaling ladder, hard suction hose, fire extinguisher and clanging bell. Has sturdy rubber tires. Front wheels have "knee-action" and steer from the driver's seat. Heavy gauge steel construction; colorful baked enamel finish.
894-881 B1065 Pumper Truck, 18" long **$15.95**

AMERICAN-LA FRANCE AERIAL LADDER TRUCK . . . the most fascinating piece of equipment little fire heroes could wish for! With dramatic true-to-life realism the die-cast aluminum ladder soars 42" high for "top-story" fire fighting and rescue work. Ladder base revolves in any direction. Built big and solid, and precisely detailed to exact scale, truck comes equipped with extension jacks, 2 auxiliary ladders, bell. Has steerable "knee-action" front wheels, sturdy rubber tires. Made of heavy gauge steel, bright red baked enamel finish.
894-899 B1350 Aerial Ladder Truck, 33" long **$19.95**

(a) **ELECTRONIC CANNON**—Wonderful action! Swivel the gun mount, raise or lower the barrel by *electronic pushbutton* to exactly the right elevation indicated on a dial, then load and . . . FIRE! Just a touch on the *electronic firing button* sends the HARMLESS, colorful, plastic, sponge-nosed missile instantly and swiftly on its way. Requires 2 size D flashlight batteries (not supplied). A rugged toy, with reliable motor. Two missiles in clips. Olive drab finish. Operating instructions permanently printed on bottom of platform. Size 22½ x 16¾ x 6½ in. Shpg. wt. 11 lbs.
36A160-9W910 *Push Button Control* . . . **$12.95**

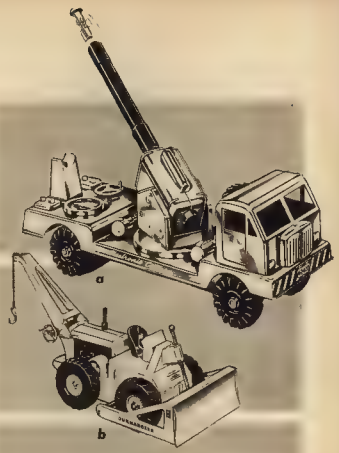
(b) **TOURNADOZER**—New double-action toy with big adjustable blade on one end, sturdy hoist on the other. Spring-latched *positive* lock holds the blade wherever it is positioned. Winch has a lever pawl to hold the load. Durable welded steel construction. Extra-large 3¾-in. rubber tires on steel wheels. Size 20 x 9⅛ x 8 in. Shpg. wt. 9 lbs.
36A161-8W555 *Hoister-Dozer* **$7.95**

(c) **SPEED SWING**—Offers so much fun because it does so much. This modern machine features a bucket that swings to any position, raises and lowers. To dump load, just trip the catch. Broad, sturdy chassis has steerable wheels, extra-size 3¾-in. rubber tires. Heavy gauge steel construction. Colorful baked-on enamel finish. Size 19 x 7½ x 11¼ in. Shpg. wt. 9 lbs.
36A162-6W555 *Recommended For Five To Ten-Year-Olds* **$7.95**

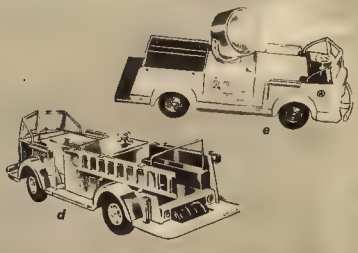
(d) **AMERICAN-LA FRANCE PUMPER**—Works just like a real one! Rubber hose unreels, connects to pump-operated tank, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel that really steers. Red baked enamel finish. Shpg. wt. 8 lbs.
36A164-2W1062 *Length 18 in.* **$15.95**

(e) **SEARCHLIGHT TRUCK**—Perfect addition to the other Model fire-fighting equipment, a world of fun by itself! Giant searchlight swings through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Gleaming white baked enamel finish. Shpg. wt. 8 lbs.
36A163-4W930 *Length 18 in.* **$13.95**

(f) **AMERICAN-LA FRANCE AERIAL LADDER**—Big, solid, exactly like the real ladder truck! Die-cast aluminum ladder extends 42 in. above truck. Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders, bell. Red baked enamel finish. Shpg. wt. 13 lbs.
36A165-9W1330 *Length 33 in.* . . **$19.95**



FIRE DEPARTMENT

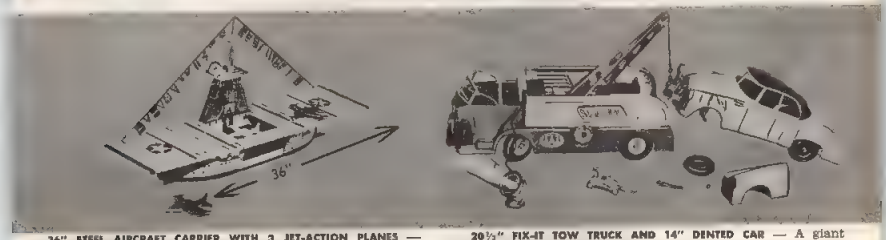


FUN ON LAND . . . IN THE AIR . . . AND ON THE SEA

TOOTSIETOY CONSTRUCTION SET — Scale reproductions . . . Junior will be busy for hours. 4" Caterpillar Bulldozer & 5¾" Road Grader, 5½" Mack Dump Truck, 11¼" Machinery Hauler & Cab PLUS 1½" Road Signs. All in durable metal with non-toxic finishes.
2T76X199 (Sh wt. 2 lbs.) . . . **List $2.98**

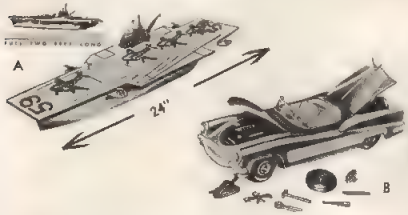
GIANT FLEET OF 12 ACTION CARS — Just roll 'em . . . windshield wipers 'swish'; windows go up, down; Fire Truck, Ambulance clang; Taxi Cabs record fares; Police car shoots. Husky all-steel 4-inchers, lithographed in 2 colors.
2T19X198 (Sh wt. 1½ lbs.) **List $3.00**
2T77X132 **Fleet of 8 Cars** . . . **List 2.00**

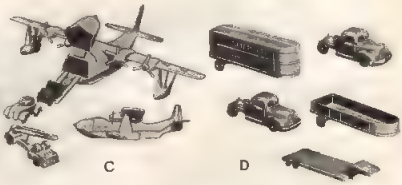
TOOTSIETOY PLAYTIME DELUXE SET — 8 of the latest model Cars and Trucks, plus two Jet Airplanes, built with "Rol-Eny" construction and finished in high gloss non-toxic enamels. Cars are sleek 6" streamliners; planes have 4" wingspread. In gift box. Sh. wt. 2½ lbs.
2T73X199 . . . . . **List $2.98**



36" STEEL AIRCRAFT CARRIER WITH 3 JET-ACTION PLANES — Provides complete protection for fighting forces. Three 6" planes: one fires rocket, one fires shell, one drops bomb. Tower has rotating radar screen and signal flags. Elevator lowers planes below deck. Height 14". Sh wt. 6 lbs.
2T41X330 . . . . . **List $5.00**

20½" FIX-IT TOW TRUCK AND 14" DENTED CAR — A giant true-to-life toy . . . replaces fender, wheels interchangeable and searchlight works on and off truck. 3 compartments open and close. Includes service station tools and portable fire extinguisher. Tow Truck of hi-impact plastic with metal base Sh wt. 7 lbs.
2T39X663 **List $9.95**



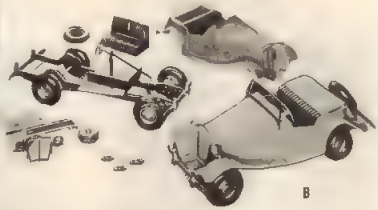


(A) "U.S.S. FORRESTAL-TYPE" AIRCRAFT CARRIER WITH 4 PLANES —A big TWO-FOOTER . . . carrying 4 Cougar Fighter Planes. She rolls on almost hidden wheels; put her in water, she floats. Made of unbreakable polyethylene plastic.
2T72X199 (Sh. wt. 2 lbs.) . . . . . **List $2.98**

(B) IDEAL FIX-IT SPORTS CAR—Jr. mechanics "service" this plastic model themselves. Luggage compartment holds gas can, jack, hammer, screw driver, 2 wrenches. Headlights powered by flashlight battery (not incl.). Horn blows, too.
2T106X395 (Sh. wt. 3 lbs.) . . . . . **List $5.95**

(C) CARGO PLANE WITH 3 ARMORED VEHICLES—A mighty 20-incher with a 22-inch wing span . . . holds Jeep with Machine Gun, Armored Car and Rocket Launcher with Rocket that works! Unbreakable polyethylene plastic.
2T73X199 (Sh. wt. 2 lbs.) . . . . . **List $2.98**

(D) TOOTSIETOY INTERCHANGEABLE TRUCK SET—Perfect miniatures of the real thing . . . 2 Semi-Trailer Cabs, Utility Truck, Shipping Van and Heavy-Machinery Hauler. Trucks 8½" long, of durable metal with non-toxic finishes.
2T74X112 (Sh. wt. 1½ lbs.) . . . . . **List $1.49**



SCALED TO SIZE FOR YOUNG OPERATORS . . .

(A) REMOTE CONTROL BELL TELEPHONE TRUCK—Completely maneuverable . . . motor torque steering by a touch of remote control buttons. Goes forward and reverse. Authentically designed in green, it's safe, powerful and fast. Operated by two flashlight batteries (not included). Size: 6"x3"x3".
2T142X132 (Sh. wt. ¾ lb.) . . . . . **List $1.98**
2R34X10 BATTERIES . . . . . **List 0.15**

(B) DOEPKE MT ALL-STEEL SPORTS CAR KIT—"Build-'Em Yourself" Model—Superbly engineered model of the British MG. More than 50 precision-fitted parts: die-cast metal body, heavy gauge steel chassis, steerable front wheels, semi-pneumatic rubber tires, etc. Length 15". Bright red baked enamel finish. Sh. wt 7 lbs.
2T160X663 . . . . . **List $9.95**

(C) CORVETTE HYDRO SPEED BOAT By Wen-Mac — Queen of the Waterways . . . 18" single-step hydroplane, powered by air-cooled miniature outboard engine. Speeds to 20 knots. Dura-flex plastic makes it rugged. In real-life two-tone boat colors. All-assembled. Sh. wt 1¼ lbs.
2T82X905 . . . . . **List $13.95**
MINIATURE ENGINE ACCESSORY KIT—Contains ½ pint fuel, propeller, pouring spout, fueling tube, battery connector clip and wire and wrench. Sh. wt. ¾ lb
2T78X98 . . . . . **List $1.49**

(D) JOHNNY PARSONS INDIANAPOLIS AUTOMITE RACER —A thrilling reproduction of the Speedway's hand-crafted racer. Features exclusive recoil engine starter for trigger-action starts. 1-cylinder engine, speeds to 35 MPH in circular pattern. All-assembled, in 2-tone "Dura-flex" plastic. Sh. wt. 1¼ lbs.
2T83X840 . . . . . **List $12.95**
2T78X98 ENGINE ACCESSORY KIT . . . . **List 1.49**

(E) PLYMOUTH YELLOW TAXI—An exact scale model . . . gleaming with reality in true-to-life color! 8¼" long with tinted windows, sparkling chrome-like bumpers and wheel discs. Start a collection! Sh. wt. ½ lb.
2T85X100 . . . . . **List $1.50**

(F) OLDSMOBILE 4-Door Hardtop—Complete with interior. 8¾" long. An exact scale model.
2T86X100 (Sh. wt. ½ lb.) . . . . . **List $1.50**

(G) TURBOJET By Wen-Mac—It really flies! Featuring the automatic recoil engine starter for trigger-action starts. Miniature 1-cylinder engine at 17,500 RPMs. "Dura-flex" plastic in 2-tone colors.
2T84X840 (Sh. wt. 1¼ lbs.) . . . . . **List $12.95**
2T78X98 ENGINE ACCESSORY KIT . . . . **List 1.49**

(H) COMBINATION BOMBER AND AIRCRAFT CARRIER KIT —258 parts! ! World War II B-17 has 14¼" wing span, co-pilot, crew, movable controls, etc. In metallic silver. Carrier WASP is 20½" long, in grey plastic. Has 32-plane hangar deck, elevators, etc.
2T87X295 (Sh. wt. 3 lbs.) . . . . . **List $4.49**

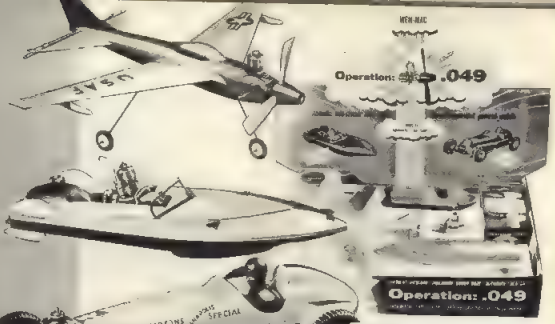
(J) 3-IN-1 AUTHENTIC MODEL CONSTRUCTION KIT — Total of 97 parts in all! Includes "Spirit of St. Louis" with 11½" wing span in metallic silver plastic; F86 Jet Fighter with 10" wing span in metallic silver; F7U-1 Cutlass Jet Fighter with 9½" wing span, in blue. Includes easy-to-follow plans.
2T88X195 (Sh. wt. 2¼ lbs.) . . . . . **List $3.00**

Educational Models

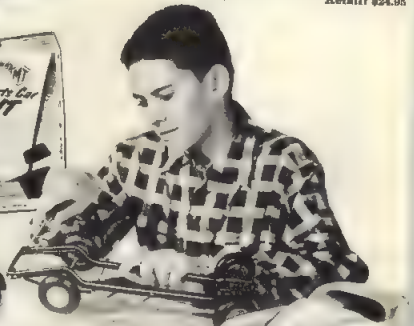
9170Z2W907 TURBOJET, all assembled . . . ready for instant take-off. Fabulous WEN-MAC miniature 1-cylinder internal combustion engine is started trigger-fast by automatic recoil starter, 3-bladed prop, tricycle landing gear. Rugged, durable construction, authentic Jet styling **Retail: $12.95**

9171Z2W907 AQUAMITE, twin rudder, inboard-type 1 cylinder engine-powered speedboat. All assembled, ready to race. Trigger-fast starts with automatic recoil start. Set rudders for controlled racing pattern Beautiful 2-tone colors, authentic in detail. . . . . **Retail: $12.95**

9172Z2W907 JOHNNY PARSON'S INDIANAPOLIS AUTOMITE—thrilling reproduction of the Speedway racers. Speeds up to 35 mph in controlled circular pattern. Exclusive automatic recoil starter on miniature 1-cylinder engine All assembled—beautifully detailed. **Retail: $12.95**



9173Z6W1747 OPERATION 049 Includes Turbojet Automite and Aquamite illustrated with interchangeable automatic recoil starter engine to power all 3. Also includes battery, accessory kit and fuel. **Retail: $24.95**

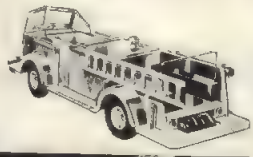


6009M6W464 CLARK AIRPORT TRACTOR and TRAILERS . . . just like those he's seen at the airport! Die cast tractor with welded steel trailers; self locking couplings. Colorfully finished, authentically scaled and decorated. 27" long overall. **Retail: $6.95**

6010M7W664 MT SPORTS CAR KIT Superbly engineered model of the British MG. An ideal father-and-son project, favorite of hobbyists Over 50 precision-machined parts. Die-cast body, steerable front wheels, semi-elliptical rear springs, semi-pneumatic tires 15" long **Retail: $9.95**

6011M7W720 JAGUAR SPORTS CAR KIT: perfectly detailed scale model of the famous Jaguar An absorbing, precision fitted construction project that makes a rugged toy or a prize collector's item. Steerable front wheels, semi-elliptical rear springs. Cast metal body 18" long . . . . . **Retail: $10.95**

6012M13W1230 AMERICAN-LA FRANCE AERIAL LADDER Big, solid sturdy like the real ladder truck! Die-cast aluminum ladder extends 42" above truck Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders bell Red enamel finish, 33" long. **Retail: $19.95**



6013M8W1064 AMERICAN - LA FRANCE PUMPER. Rubber hose unreels; connects to pump operated truck, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel really steers. 18" long. red enamel finish... **Retail: $15.95**

6014M8W930 SEARCHLIGHT TRUCK Giant searchlight swings through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Gleaming white enamel finish 18" long. . . . . **Retail: $13.95**

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Looking ahead, every user of dolls eyes will appreciate a reliable source of supply, which not only delivers consistently superior products, but is constantly bringing creative developments to the industry.

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See our new and greater selection of "Brite-Eyes."

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Series "P" — Fool-proof, life-like tearing eyes.
Series "G" — New, distinctive natural color eyes.

Photos Courtesy Gerber Baby Foods

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PLUSH MUSICAL BEAR. Should be heard as well as seen. Guaranteed Swiss music boxes in assorted children's tunes. Stands 12" high. Black or brown. 2 lbs.
TM1-E265-6E240 ..... **$3.98**

PLUSH TOY ASSORTMENT. "Cuddly" Animals. Finest quality plush with bright button eyes. Terrier Pup, Scotty, Lamb, or Cuddle Bear. (We reserve the right to substitute when necessary.) 1 lb.
T200A-E135-12E120 ..... **$1.98**

"BABY TRIX" LIFE ACTION DOLL. As lifelike as life. Tears flow directly from her eyes. Drinks and wets. All vinyl with rooted hair, jointed arms and legs, sleeping eyes, life action. Wears 2-pc. jersey outfit. Includes layette of ninon dress and hat, rayon slip, Kleenex, bottle & nipple, Ivory soap, clothepins, instruction book. 4 lbs.
TD134-E800-6E775 .. **$12.95**

SAUCY GREY SQUIRREL. 11" high in semi-standing position with colorful flowers in his paws. Made of rayon plush with vinyl face. Irresistible expression and bushy tail. 2 lbs.
T300A-E190-12E180 . . **$2.98**

4-LEGGED BEAR. 14" long by 12" high, in a standing position. Finest quality plush with vinyl nose and mouth. Plastic eyes permanently riveted through material. Brown, gold, or white. 3 lbs.
T500A-E325-6E300 ..... **$4.98**

PIGGY. 18" high with an expressive vinyl face and a vinyl belly. Finest quality plush. Pink & blue color combination with contrasting felt bonnet that ties under the chin. 3 lbs.
T700A-E465-6E425 . .. **$6.98**

TEDDY BEAR. 16" high and made of the finest quality plush. Vinyl nose. White, honey, and gold with contrasting satin ribbon around the neck. 2 lbs.
T400T-E265-6E240 . . .. **$3.98**

A

B

C

D

E

A BABY BUNTING DOLL. 22" latex body, coo voice, vinyl head, sleeping eyes, rooted poodle style hair, heavy poodle cloth bunting and bonnet. 4 lbs.
TD910-E535-6E515 . ... **$8.95**

B "SMARTY PANTS"—19" DOLL. 19" Latex body, vinyl head, sleeping eyes, coo voice, molded hair. Wears embossed cotton dress, panties, shoes, and socks. 3 lbs.
TD32-E285-6E260 ..... **$4.49**

C LITTLE CUTIE"—14" DOLL. Similar to "Smarty Pants" but in 14" size. Embossed cotton and dimity dress. 2 lbs.
TD22-E210-6E190 ..... **$3.79**

D "MISS PATSY"—22" DOLL. 22" latex body, coo voice; vinyl head, sleeping eyes, rooted poodle style hair, beautiful ninon dress and bonnet with permanently pleated trim, rayon slip, panties, shoes and socks. 4 lbs.
TD81-E535-6E510 ..... **$8.95**

E "MISS RONNI"—19" DOLL. 19" latex body, coo voice, vinyl head, sleeping eyes, rooted poodle style hair, flocked ninon dress and bonnet, rayon slip, panties, shoes and socks. 3 lbs.
TD601-E400-6E375 ..... **$6.50**

Five Fully Formed, Unbreakable Vinyl Dolls

(F) BALLERINA WITH PINK ROOTED HAIR. This "prima ballerina" is all ready to dance in her filmy net "tutu" laced with silver. Attached satin panties, satin bodice trimmed with net and braid. Elastic straps at shoulders. Matching nylon "tights" and ballet slippers.

All vinyl doll with turning waist, jointed arms and legs. Her beautiful pink rooted hair is fashioned in a ponytail. Glassene sleeping eyes

48 T 3964—18 in tall. Wt. 1 lb. 12 oz... 4.98

(G) "WALKING" DOLL IN A PARTY DRESS. She'll walk along at your side if you guide her. She's dressed in a print nylon gown with soft lace trim. Separate taffeta slip has a gay net ruffle. Rayon and lace panties. Straw hat, big streamers. She wears nylon nose, pearl plastic shoes with high heels, pearl earrings.

Full-formed vinyl body with swivel waist. Glassene sleeping eyes. Rooted hair

48 T 3953—Abt. 18 in. tall. Wt. 2 lbs. .. 7.98

(H) "TEEN-AGER" IN A SWEATER AND SKIRT. She wears an attractive two-piece outfit, just like older sister's. Cotton sweater with white and gold knit around neckline. Matching cotton and shantung-weave skirt. Rayon and lace panties. Pearl earrings, plastic high heel shoes.

Fully formed vinyl body, jointed arms and legs. Swivel waist turns to assume charming, like-life poses. Sleeping eyes, rooted hair.

48 T 3965—Abt. 18 in. tall. Wt. 1 lb. 10 oz. . 4.98

(J) "JUNIOR MISS" WITH 2 OUTFITS. Dainty vinyl doll with wired arms and legs that can be bent, posed. Vinyl head, rooted hair, sleeping eyes. Wears lace-trimmed panties, bra, nylon hose, shoes. Outfits include chintz dress with piqué collar; taffeta dress, velvet bow.

48 T 3962—About 18 in. tall with 2 Outfits. Ship. wt. 2 lbs. 8 oz. 5.98

(K) "PETITE MISS" IN SCOTCH PLAID. Fully formed vinyl body, jointed arms and legs. Vinyl head, delicately molded features. Sleeping eyes, rooted hair. Dressed in plaid taffeta dress, lace-trimmed panties, nylon stockings, dainty high heeled shoes, pearl earrings.

48 T 3961—About 15 inches tall. Ship. wt. 1 lb. 4 oz..... .. . 3.98

DOLL-E-LAYETTE

(L) EVERYTHING FOR DOLLY. Overnight basket, 13¾x10x5½ in. high, with metal handles, hinged lid. Diaper, hair brush, 2 unbreakable bottles with caps, nipples. Feeding dish, spoon, cup, funnel, measuring spoon. Q-tips bottle brush. Bib

48 T 4171—Wt. 1 lb. 12 oz. 14-Pc. Set 2.79

DIAPER BAG SET

(M) JUST LIKE MOTHER'S. Diaper bag with shoulder strap, zipper opening, clothing compartment, bottle loops, outside pocket. Zippered bottle carrier with strap. Ruffled bib. Training pants, 2 bottles, nipples, caps. Soiled diaper compartment, diaper, diaper protector, safety pins, purse. Gold name marker for writing name.

48 T 4133—Ship. wt. 1 lb. . oz. Set 1.69

GIFTS FOR A LITTLE GIRL

(N) LOVABLE CHUNKY AND LAMBKIN. Decorated vinyl, squeeze voices. Lambkin, 6x6½ in., moveable head.

48 T 4101—8-in. Chunky. Boxed. 1 lb. 5 oz.....Set 1.69

(P) DOLLY'S LAUNDRY CLOSET AND LINEN CLOSET. Everything the little mother needs from soap to sock stretchers. Linens, diapers, laundry basket, etc.

48 T 4102—Ship. wt. 1 lb. . 1.79

A

$8.98

- She walks with you
- Jointed knees bend
- She's 25 in. tall

B

C

"Life-Size" Drink-Wet Babies

A SHE "WALKS," STANDS, SITS, KNEELS. Assumes life-like poses. Fully jointed plastic body with bending knees. Vinyl head, rooted ponytail, cry voice. Organdy pinafore and taffeta petticoat attached to plaid taffeta dress. Panties, socks, shoes.
48 T 4357 Abt. 25 in. tall. Wt. 4 lbs. 8 oz. 8.98
48 T 4356—Like (A) but no bending knees . . 7.98

B "TOODLES" CAN KNEEL AND SIT DOWN. She can even play with her toes and fingers just like a real baby. She's made entirely of vinyl and has a baby-soft complexion. Jointed at the elbows and knees so she can bend. With molded head and sleeping eyes.

Toodles drinks from her bottle, wets and can be bathed. "Coos" when you squeeze her.

She's dressed in a gingham romper with a carefully embroidered collar. Matching bonnet. Sandals, socks, bottle. Ship. wt. 5 lbs. 8 oz.
48 T 4343—Abt. 21 in. tall 13.98

C BIG BABY CRIES REAL TEARS. Just squeeze this adorable, cuddly tot and big, wet tears will roll down her chubby cheeks.

Feed her from her own bottle. She'll drink, then wet. She wears an appealing printed romper and matching bonnet. Stockings and vinyl booties complete her outfit.

Made entirely of new, flesh-tone vinyl. Fully jointed, with big, sleeping eyes and curly rooted hair. Mouth is formed to hold her soft plastic bottle, with nipple.
48 T 4359 Abt. 20 in. tall. Ship. wt. 3 lbs. 8.45

BABY TO DRESS

D BIG-AS-LIFE. Large enough to wear child's own outgrown clothes. She has a soft vinyl head, sleeping eyes, coo voice, lovable baby features. She comes with washable rooted hair, or molded hair. Cotton stuffed, flexible vinyl body. Wears training pants, socks, shoes. Wt. 4 lbs. 8 oz.
48 T 4353 About 26 in. tall with rooted hair 5.98
48 T 4352—About 26 in. tall with molded hair 4.98

ADORABLE LITTLE GIRL WITH HER OWN DAINTY WARDROBE

E DRESS HER IN HER BRAND NEW CLOTHES. Comb and wash her lovely rooted ponytail. She has beautiful little girl features, soft, flexible vinyl body, big sleeping eyes. Wired legs can be bent into "baby" positions. Soft "coo" voice. Dressed in nylon dress with flocked design and collar, belt tie in back. Combination slip and panties have dainty lace trim. Vinyl shoes, socks, hair ribbon. Her fashionable wardrobe includes a taffeta party dress trimmed with rickrack, lace and ribbon bows. Snap fasteners. Corduroy coat with binding, button fastening and matching corduroy hat. Print 2 pc. taffeta pajamas. Sweet nylon robe with lace trim. Clothes in plastic bag.
48 T 4355—Abt. 17 in. tall. Wt. 2 lbs. 8 oz. . 6.98

Molded Hair

D

E

K

L

Betsy Cries Big Tears

K "BETSY-WETSY WITH LAYETTE. So adorable, just like a real baby. Soft flesh tone vinyl, with sleeping eyes. Rooted saran hair can be washed and waved. Dressed in diaper. Layette includes organdy dress, matching bonnet. (2 larger sizes have slips). Booties, rubber training pants, washcloth, 3 powder puffs, bottle and nipple, soap, 6 clothespins, shirt, diaper, tissues. In gift case.

48 T 4327 -About 16 in. tall. In suitcase with metal handle. Ship. wt. 4 lbs 12.45
48 T 4326—About 13½ in. tall. In suitcase with metal handle. Ship. wt. 3 lbs. 9.95
48 T 4325—About 11½ in. tall. In gift case, metal handle. Ship. wt. 2 lbs. 8 oz 7.95

Baby in a Basket

L SHE DRINKS, WETS, BIG TEARS ROLL DOWN HER CHEEKS when you squeeze her. She has her own nursing bottle, and tiny plastic rattle. She can be carried about in her big plastic basket with two handles, which she uses as a bed. Baby is softest vinyl, fully jointed, with rooted saran hair, sleeping eyes. Dressed in cotton shirt and training panties, booties. Basket 16½x11½x5 in., with a satin pillow and ribbon rosette on the handle Satin covering with dainty lace trim.

48 T 4339 -About 15 in. tall. Ship. wt. 2 lbs. 10 oz..... 7.98

THREE HUGGABLE VINYL TOTS THAT DRINK, WET AND CRY REAL TEARS

M LOVABLE "CRY BABY" WITH LAYETTE. Fully jointed tot made entirely of soft, unbreakable vinyl. Rooted hair can be brushed and combed. Sleeping eyes, lovely baby features.

Little mother's will love to care for her. "Feed" her from her own bottle, change her panties, dry her tears and give her a "bath". She wears a cotton "baby" shirt and panties.

Her layette includes a soft, plastic bottle, and nipple Adorable knit booties. Powder and three powder puffs. Sponge and Q-tips Boxed

48 T 4328 Abt. 11 in. tall. Wt. 1 lb. 12 oz. 3.69

N HUGGABLE TOT WITH HER OWN LAYETTE. Soft Vinyl baby drinks, wets and cries real tears! She has molded vinyl hair and glassene sleeping eyes. She wears soft, knit panties

Her layette includes adorable ninon dress trimmed in dainty lace, over a taffeta half slip. Matching ninon bonnet with net and ruching. Checked cotton romper for playtime. Diaper, safety pins. Her own pacifier, bottle, sponge and washcloth, clothes pins, soap. Booties for her tiny feet. Clothing in plastic bag.

48 T 4304—Abt. 12 in. tall. Wt. 2 lbs 4 oz. .4.98

P PERKY PONYTAIL BABY WITH LAYETTE. Fully jointed, unbreakable vinyl. Sweet baby features, sleeping eyes, long rooted ponytail. Drinks, wets, cries real tears. With soft nursing bottle, pacifier. Ninon panties, lace trim.

Rayon socks, vinyl shoes. Sponge for bath time. Wardrobe includes 2 nylon dresses. One dress with lace collar and cuffs, yarn trim, attached taffeta and net petticoat. The other is a gay print with lace, velvet belt. Matching net and lace bonnet. Ribbon tie In plastic bag.

48 T 4303—15-in. tall. Wt. 3 lbs. 6 oz. 8.98

M

N

P

Dew Drop $5.98

CRIES, DRINKS, WETS

- Cries real tears, coos when you squeeze her
- Give her a bath, she loves to be washed

A DEW DROP WITH LAYETTE. Was $9.98 last year. Adorable cry-baby only at Wards by mail. When you squeeze her she coos like a real infant. Big tears well up in her pensive eyes and roll down her cheeks. She drinks from her very own bottle and she wets her panties . . . just like baby sister. She has baby-soft vinyl body and head; jointed, moving arms and legs, turning head. Rooted hair can be washed and combed. Big, blue sleeping eyes, long lashes. Dressed in training panties and shirt. She sits up, enjoys being bathed and dressed.

Her layette includes baby sack set of pink-and-white knitted sweater and panties with matching bonnet and booties. Soft bottle, plastic bottle brush, clothes pins, soap. Gift boxed

48 T 4322—Abt. 16 in. tall. Wt. 2 lbs. 8 oz. 5.98

B PLAYPEN FOR DEW DROP. Let her play, like a real baby, in her own sturdy playpen. Use also as toy chest. Wood frame. Vinyl-covered tie pad is washable. Pen is about 16¾ in. square. Height 10½ in. Easily assembled with eight screws.

48 T 4323—Ship. wt. 2 lbs. 12 oz. 2.98

Combination Offer . . . Only $7.98

SAVE 98c. COMBINATION DEW DROP (A) AND HER PLAYPEN (B). Lovable crying doll with entire layette described above. Bathe her, "feed" her, change her panties, dry her tears. Let her play in her own colorful, durable playpen also described above.

48 T 4324—Ship. wt. 5 lbs. 4 oz. . . . . Combination 7.98

Ward Extra, Cries Real Tears $3.98 to $9.98

C "LINDA" WITH LAYETTE AND SUITCASE. Special low price for a doll that cries real tears. Drinks from her bottle, wets her panties, too. She has lovely, long rooted hair, styled in a pony-tail. Her hair can be washed, set and combed into any fashion. Petal soft vinyl head and body, jointed arms and legs. Big sleeping eyes, long lashes. Linda is dressed in panties and shirt. Her layette includes dainty Ninon dress, hat, and waffle pique coat. Matching diaper and short jacket. Powder puffs, bootles, socks and shoes. Soft bottle, washcloth, sponge, soap. Her own comb, tiny mirror and rattle.

48 T 4010—About 16 in. tall in Suitcase with Layette Wt. 4 lbs. 8 oz 9.98
48 T 4009—About 14 in. tall in Gift Box with Layette. Wt. 3 lbs. . . . 6.98
48 T 4008—14-in. doll with pants, shirt, bottle. No Layette Wt. 1 lb. 3 oz 3.98

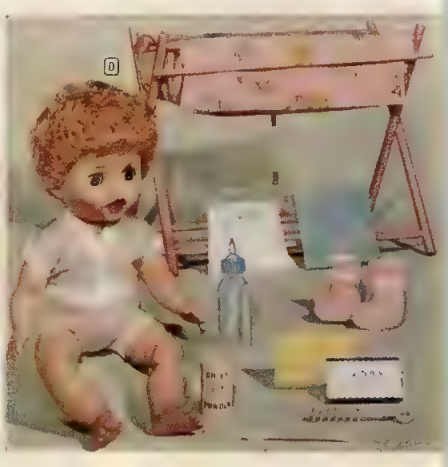
Twinkle Tears With Her Own Bathinette $4.98

D ADORABLE CRY BABY LOVES TO BE BATHED. Cuddly baby, 12 in. tall, cries real, sad, wet tears when you hug her. She drinks and wets . . . her mouth supports her bottle! Twinkle's durable bathinette actually works! Fill it with water . . . give Twinkle a bath. Bathinette measures 12½ in. long, 7 in. wide, 10 in. high. Wood frame, printed vinyl sheeting bath, rubber drain with removable plug to let water out.

Twinkle Tears has soft, vinyl skin, big, blue sleeping eyes, long lashes. Movable jointed arms and legs, turning head. Curly, rooted hair can be washed, set and combed. Twinkle Tears wears training pants, shirt.

Her layette includes soft nursing bottle, plastic bottle brush. Booties, washcloth, diaper, baby powder, sponge, soap and Q-tips. In attractive hat-box type carrying case.

48 T 4321—Twinkle Tears with Bathinette, Layette. Ship. wt. 2 lbs. 8 oz. 4.98



Delightful "Twin" Sisters

(F) (G) "LITTLE SISTERS" WITH PERKY PONYTAILS. Exactly alike except for color of hair and clothing. Perfect for two little girls you want to treat exactly alike . . . twins or sisters. They're so ladylike and dainty.

Both little girls are made of soft, smooth, flesh tone vinyl, stuffed with cotton. Their legs are wired and can be bent into life-like positions. Rooted hair can be combed and set. Glassene sleeping eyes, lashes. Sweet "coo" voices. They wear training pants and polished cotton dresses with button fastenings, lace and velvet trim. Piqué cuffs and collars. Rayon socks, vinyl baby shoes.

(F) 48 T 4348—Abt. 17 in. tall. with Red ponytail. Turquoise dress. Ship. wt. 2 lbs. 4 oz. . 4.98
(G) 48 T 4349—Abt. 17 in. tall with Blonde ponytail. Red dress. Ship. wt. 2 lbs. 4 oz. . . 4.98

Sweater Baby

(H) TURNING HEAD, BEAUTIFULLY DETAILED FEATURES, the winsome smile of a happy baby. Head is flexible vinyl molded tinted hair. Big sleeping eyes, lashes. Cotton stuffed vinyl body with flexible legs. "Coos" when squeezed. Flaky nylon dress, attached slip, panties. Soft knitted sweater and hood, socks, shoes.

48 T 4037—Abt. 24 in. tall. Ship. wt. 3 lbs. 8 oz. 5.98
48 T 4036—Abt. 20 in. tall. Ship. wt. 3 lbs. 4 oz. . . 4.98
48 T 4035—Abt. 16 in. tall. Ship. wt. 2 lbs. 4 oz. 3.98

FOUR VINYL TOTS IN DAINTY OUTFITS, JUST WAITING TO BE LOVED

(J) BABY IN A FRILLY DRESS. A darling armful with her sweet "coo" voice and appealing features. All vinyl, stuffed with soft cotton. Legs wired for baby poses. Moving eyes, rooted hair. Nylon dress, trimmed with lace and ribbon. Attached matching taffeta half slip. Knit panties, plastic shoes, socks, hair ribbon. Ship. wt. 1 lb. 10 oz.

48 T 4351—Abt. 16 in. tall . 4.98

(K) SNOWSUIT BABY. A soft, cuddly baby all dressed for a cold winter day. Soft, realistic vinyl body. Washable rooted hair. Sleeping eyes, lashes.

So adorable in her flannel snowsuit trimmed with looped wool braid. Zippered top makes her easy to dress. Matching flannel bonnet with satin ribbon. Ship. wt. 2 lbs.

48 T 4354—About 15 in. tall. 2.98

(L) KINDERGARTEN KIDDIE is all ready for school. Such a big girl . . . she stands up all by herself! Vinyl head with lovely features, moving eyes, rooted "bob." Flexible jointed vinyl body. Dainty cotton dress with a colorful embroidered skirt and rick-rack trim. Ribbon bow around waist matches her pert hair ribbon. Shoes, socks. Ship. wt. 2 lbs.

48 T 4350—About 18 in. tall. . . 5.69

(M) LITTLE BOY IN BLUE. Dressed like a rugged little rascal in a plaid, button-up shirt and gabardine slacks. His hat matches his slacks. He wears saddle shoes. All vinyl with lively bending legs, sleeping eyes, "coo" voice. A doll to please boys or girls. Ship. wt. 1 lb. 12 oz., 1 lb. 8 oz.

48 T 4297—Abt. 18 in. tall. . . 3.98
48 T 4296—Abt. 15½ in. tall. 2.98

Three Lovable Vinyl "Cry Babies"

(A) "DEWDROP" DRINKS, WETS, CRIES. Sad, wet tears roll down her cheeks. All vinyl, movable arms, legs Big go-to-sleep eyes, rooted hair Cotton romper, elastic at legs. Cap. Vinyl shoes, socks. Coo voice. Bottle, rattle. Wt. 2 lbs. 8 oz.
48 T 4332—16 in. tall. . .5.98

(B) DEWDROP'S DOLLY BATH KIT Sturdy, lightweight aluminum frame, 15½x8½ in., with vinyl plastic bo' . Plastic apron, washcloth, diaper, pins, sponge, soap, cotton tips, cotton, clothes pins.
48 T 4308—Aluminum bath, 15½x8½ in. Ship. wt 8 oz.... . 1.98

COMBINATION OFFER. SAVE 98c Dewdrop (A) and Bath Kit (B)
48 T 4309 Dewdrop with Bath Kit at Saving Ship. wt. 3 lbs . . .6.98

(C) A WARD EXTRA! "LINDA" CRIES BIG TEARS when you squeeze her. Wets her diaper and drinks from her own bottle like a real baby. Flesh-tone vinyl head and body; rooted ponytail hair, sleeping eyes. Movable arms, legs.

She wears a checked nylon dress with starched petticoat and pinafore, all lace trimmed. Diaper, shoes and socks. Straw half hat trimmed with ribbon and flowers.
48 T 4361—About 20 in. tall. Ship. wt. 3 lbs. 9.98
48 T 4360 -About 16 in. tall Ship. wt. 2 lbs. . 7.59

(D) "SUNNY TEARS" WITH LAYETTE. Cries real tears, drinks from her bottle, wets her diaper. Made entirely of flesh-tone vinyl with movable head, arms, legs. She can be bathed. Rooted "poodle cut" hair, sleeping eyes with lashes. Coo voice. Dressed in flannel diaper, cotton shirt, plastic bib.

Layette includes pique dress and panties, flannel bathrobe, nursing bottle, bubble pipe, washcloth, 4 powder puffs, sponge, soap, Kleenex, funnel, bottle brush, 4 Q-tips. Shoes and socks. Weigh her on her own baby scale in suitcase.
48 T 4336 18 in. tall. Wt. 5 lbs. 8 oz. 13 98
48 T 4335—13 in. tall. Wt. 3 lbs. 8 oz. 9.49

SOFT, CUDDLY, UNBREAKABLE . . . EACH WITH HER OWN NURSING BOTTLE

(E) "CRIB MATE". Drinks from her bottle, wets her diaper. Adorable tot that loves to be bathed (for dolly bath see (B) above). Made of soft washable vinyl, will not peel or crack Jointed arms, legs Sleeping eyes rooted hair
48 W 4056—About 11½ in. tall. Wt. 7 oz. .1.98

(F) TOT IN SWEATER DRINKS, WETS, CRIES TEARS. Fully jointed, unbreakable vinyl body with sleeping eyes, molded hair, charming baby features. Dressed in two-tone knit sweater and panties, booties and bonnet Bottle incl.
48 T 4330—About 11½ in. tall. Wt. 1 lb.. 3.45

(G) "TWINKLE TEARS" CRIES LIKE A BABY. She drinks from her bottle, wets her panties too. Soft, unbreakable vinyl with jointed arms and legs, rooted 'poodle cut" hair, sleeping eyes. Wears lace-trimmed nylon dress and bonnet over taffeta slip. Panties, socks, shoes.
48 T 4331—About 12 in. tall. Wt. 1 .lb. 6 oz 3.98

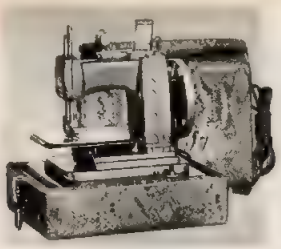
(H) "SO WEF" WITH HER OWN BOTTLE. Lovable coo voice. Drinks, wets. Wears flannel diaper with ribbon ties. Bottle, bottle brush, bib, 4 powder puffs, bubble pipe, plastic funnel
48 T 4334—About 10 in. tall. Wt. 1 lb. 3 oz. 2.98

(J) "MIRACLE" HAIR BABY WITH LAYETTE. She's just a baby—drinks from her bottle, wets her panties and cries real tears. Made entirely of soft, unbreakable vinyl, with movable head, jointed arms and legs, big go-to-sleep eyes. Luxurious rooted "miracle" hair, won't pull out. She wears it in ponytail style

Dressed in cotton sunsuit with neat binding, lace trim She has a white terry cloth snuggle robe and hood to wear after she is bathed. She wears baby shoes, will drink from her own nursing bottle, which is included.
48 T 4329—About 15 in. tall. Wt. 2 lbs. 6 oz 5.45

IMPORTED SEWING MACHINE . . . for the littlest seamstress. She'll be able to sew as neat a chain stitch as Mother's with her "first machine". It's hand operated, has clamps to hold it steady. Detachable light with on-off switch operates on 2 penlite batteries (not included). Sturdy metal, finished in bright colors. 7½x4½x5".

891-291 B415 Sewing Machine..... **$5.98**



Betsy Ross Electric SEWING MACHINE. Dreams come true when you give her this perfectly performing portable in its bright red alligator grain carrying case. Light, only 8 lbs.—8¾x6x9" long. Lock-stitch mechanism with stitch and tension adjustment, self-setting presser foot, enclosed full gear-driven mechanism. AC motor, cord, plug.

892-331 B1375 Sewing Machine.....**$19.95**

NECCHI SEWING KIT . . . a smart little luggage-style case holds a toy model of the famous "Necchi" sewing machine plus everything needed for making a dolly wardrobe. There's a pretty doll to sew for, dresses, material, patterns, needles, thread, scissors and instructions. Machine is factory tested and guaranteed to sew. 14¼x9¼x3¾".

892-349 B280 Necchi Kit..... ....**$3.98**

JUNIOR MISS KNITTING SET . . . a beautiful and practical introduction to knitting for the young lady 6 to 16 years of age. New, smart red patent leather-type padded vinyl case contains 8 large balls of wool yarn, knitting needles, sewing needles, plastic yarn holder and complete easy-to-follow instructions. Size: 9⅞x5x4".

892-372 B210 Knitting Set.....**$2.98**

HOOVER VACUUM CLEANER . . . a miniature replica of the new Hoover—29" high for Mother's little helper. It actually runs . . . has a motor that really picks up dirt. So much fun and such wonderful training! It even hums, lights up and the bag fills up! Operates on batteries (2 included). Does not have to be plugged into electric socket.

892-661 B695 Play Hoover.....**$9.95**

IRONING BOARD AND IRON. Authentic "Proctor" style all steel ironing board adjusts to 3 different heights (maximum 24"). Multiple leg construction of tubular steel, rubber tipped feet. Pink enameled top, 8x27¼". Flannel back cover. "Tufflex" pad. Chrome-plated electric iron (6¼" long) heats evenly. 20w, UL approved.

892-380 B420 Iron and Board Set.....**$5.98**

MODEL KITCHEN. The busy little housekeeper will spend many a happy hour puttering about her completely modern kitchen. Dishwasher and sink really work. Stove, refrigerator, broom closet and shelves all have play equipment. Real clean-up accessories too. Kitchen is metal and most accessories are plastic. Size: 23x5x11 inches.

891-705 B280 Model Kitchen.....**$3.98**

DOLLYDUDS ELECTRIC WASHER . . . built by Naxon. It has the same safety features and same washing action as the regular adult Naxon machine. 14" high . . . accommodates even a large dolly wardrobe! Colorful baked enamel finish. Aluminum agitator whips up lots of suds in the full gallon tank. UL approved cord and plug. AC motor.

892-455 B695 Dollyduds Washer.... .**$9.95**

HOUSEKEEPING SET . . . contains everything she needs to keep the house spic and span: musical sweeper, plastic broom, dust pan, ruffled apron, hand duster, squeeze wet mop, dust mop, hand brush, chamois, plastic dish pan, dish drainer, silverware holder, dish scraper, drain tray; Tide box, DuPont sponge, Wright's Silver Cream, housekeeping book.

893-396 B350 Housekeeping Set.....**$4.98**

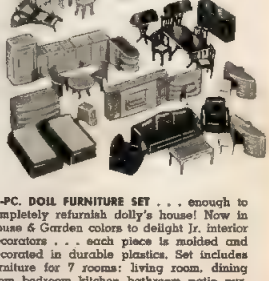
FOLDING DOLL COACH . . . a lightweight little traveler designed to delight the "carriage trade". It's a beauty with gold streaked Coral and off-white quilted fabric body. Enameled aluminum finish on collapsible steel frame. Axle supports, 4-bow folding hood. Tubular handle 28" high. White wheels. Foot brake. Body 22x10¼x18½" high.
892-034 C575 Folding Doll Coach.....**$7.95**

FOLDING DOLL CARRIAGE . . . the pride of any little girl from 5 to 12 years of age. Cherry red and off white quilted washable vinyl plastic body 23¾" long, (27" long with foot extension). 4-bow, folding hood. Chrome plated cross handle 30" high. Collapsible steel frame with welded axles; baked enamel finish. Brake, shackle gear.
892-257 C1120 Doll Carriage.....**$15.95**

OUR FINEST DOLL CARRIAGE . . . so beautifully detailed, it deserves a "live" rider! Golden white and Cherry red body in silver baked enameled steel frame. Features Duchess-link action gear, chromed fenders, 31" high chromed pusher, 5-bow hood with visor. Chromed-plastic top rail with unbreakable, snap-on storm shield. Foot brake. 31" body.
892-265 D1695 Wt. 20 lbs. From Ind. .**$23.95**

FURNISHED DOLL HOUSE . . . offers 8 rooms, 2 stories for playtime! What fun arranging the 25 pieces of plastic true-to-life furniture! All ground floor doors and windows open to reveal living-dining room, kitchen. Upstairs has terrace, bedroom, nursery and bath! Made of smooth metal, lithographed in 4 colors inside and out. 23¾x29½x16⅜" high.
891-416 B350 Doll House.....**$4.95**

6-ROOM EARLY AMERICAN DOLL HOUSE. Junior homemaker's delight! It's a two-story house, made of U.S. Gypsum Duron, finished in white with red blinds and chimneys; green roof. Exterior stenciled in red, green and black designs simulating trees, ivy, etc. Painted floors stenciled to look like rugs, linoleum. Size: 29¼x21¼x14".
892-133 C695 Doll House.....**$9.95**



47-PC. DOLL FURNITURE SET . . . enough to completely refurnish dolly's house! Now in House & Garden colors to delight Jr. interior decorators . . . each piece is molded and decorated in durable plastics. Set includes furniture for 7 rooms: living room, dining room, bedroom, kitchen, bathroom, patio, nursery (even a flexible plastic "baby").
892-216 B475 Furniture Set..... ...**$6.95**

DELUXE TOY REFRIGERATOR . . . has everything she'll find in Mommy's refrigerator. New, modern two door type with revolving shelf like the latest "grown-up" models! Doors are lithographed on inside; have snap lock handles. With ice cube tray, imitation ice cubes, dummy frozen food packages, imitation meats, open top cans, mixing bowls.
892-422 B420 9¾x6½x17" high.....**$5.95**

39-PC. DOLL-E-FEEDER SET. Real-life treatment for Dolly! Includes 6 unbreakable bottles with nipples, sealing discs, caps; unbreakable sterilizer, cover and bottle rack; juicer, feeding dish, duck, rattle with teething ring, bottle tongs, bib, feeding spoon, sponge, funnel, measuring spoon, measuring cup, bottle brush, Carnation Milk can with bank slot.
892-091 B210 Doll-E-Feeder Set.....**$2.98**

ELECTRIC VACUUM CLEANER . . . thrill any little girl with this new tank-type cleaner that really works, yet is completely safe! Flashlight battery operated, no plug-in. Removable cloth dust collector. Aluminum, 11" long, sturdy 3½ volt sealed motor. Clear plastic hose, 24" long. Big on-off switch. Brightly colored. Battery included.
892-299 B350 Vacuum Cleaner.....**$4.95**

BEAUTIFUL DOLLS she'll love and cherish

They're real as life and lovable as can be

E **"SWEET SUE"... Life-Size American Beauty.** Magnificent doll walks, sits, bends . . . assumes countless positions with vinyl arms, jointed elbows and knees. Her rooted Saran hair can't pull out . . . and what fun washing it! Wears exquisitely laced and pastel nylon tricot gown with ribboned sash and corsage, petticoat, panties, socks, shoes.

887-208 B2448 Sweet Sue, 31" . . . **$34.98**
887-166 B1540 Sweet Sue, 25" . . **21.98**
887-158 B1118 Sweet Sue, 18" . . . **15.98**

H **POSIE, the Walking Doll . . . with magic** knee action! She'll walk beside you, turn her vinyl head from side to side, kneel for prayers, close her eyes. Shampoo, set rooted Saran hair with her own curlers. Wears school-dress, undies, socks, shoes.

887-679 B1063 Posie Doll, 23" **$14.98**
887-661 B698 Posie Doll, 17" **9.98**

F **MELODIE, the Golden Voiced Doll . . .** talks, walks, kneels and sings! Just press magic button, Melodie sings and recites. Rooted Saran hair can be shampooed and set. Vinyl-head, plastic body with jointed, movable knees. Wears on organdy dress, lacy taffeta slip, panties, shoes, socks, bonnet. Guaranteed Golden Voice unit operates on 2 flashlight batteries. Comes with 3 unbreakable records a child can interchange.

887-257 B2150 Melodie, 30" . . . **$29.98**

K **"CINDY"**, . . lovely "teenager" in an elegant Mardi Gras costume of lace and velvet, high-heeled shoes! Cindy's quite a coquette . . . turns her head, opens and closes her long-lashed eyes, bends her jointed arms and shoulders in any position. Delicately shaped all vinyl; washable, rooted hair.

887-646 B900 Cindy Doll, 20" **$12.98**

G **Talented Life Size "SWEET SUE"** . . . in her Sunday Best! Skin-soft vinyl; fully jointed at elbows and knees so she'll walk, stand, sit, kneel with "mother" . . . likes to have her radiant, rooted-in Saran hair washed and set. Ready for church in delicately tucked white nylon dress, pretty straw hat and bag, ruffly petticoat, panties, socks, shoes.

887-083 B2100 Sweet Sue, 31" . . . **$29.98**
887-117 B1118 Sweet Sue, 22" . . **15.98**
887-091 B698 Sweet Sue, 15" **9.98**

L **DOLL WARDROBE TRUNK.** Ivory baked enamel sheet steel over wood frame. Lined with linen-like print, red binding. Brass plated steel hardware, leather top handle. Drawers for accessories, wood garment hangers for dresses, etc. Identification holder. Real Airlines and Railway stickers.

892-273 B975 Trunk, 20" **$13.95**

M **JOANIE WALKER and her Wardrobe.** The most adorable bride you'll ever meet comes with 5 extra costumes! Just 8" tall . . . but she walks by herself, sits up straight when you comb her golden dynel hair. Made of unbreakable acetate, she'll take lots of rough treatment. Her beautiful, wide-awake eyes are fringed with real lashes . . . and at bedtime, they close dreamily in sleep. Joanie comes with a well-balanced wardrobe, including a cute cowgirl outfit and dungarees for playtime.

887-489 B350 8" Joanie Walker, and Wardrobe . . **$4.98**

N **"MISSY" the Walking Doll . . .** is a sophisticated little lady with her high-fashion outfit and curly rooted Saran hair. Just take her by the hand, see her jointed knees bend realistically as she struts on high-heeled plastic shoes. Dressed in black taffeta with trimmed bolero over ruffly crinoline and fancy lace all-in-one panty-bra . . . even wears full fashioned stockings! Unbreakable plastic.

887-471 B420 Missy Doll, 12" tall **$5.98**

From
RAGS . TO . RICHES
In 8 Seconds!

18-inch doll

9.98

"Rags-to-Riches"

Undo a snap, untie a drawstring —presto—she's changed from rags to riches in 8 seconds!

RAGS-TO RICHES DOLL. Amazing a few simple moves will transform peasant into princess in just 8 seconds—as if by magic! She's new firm vinyl plastic jointed at the waist. Her long rooted hair can be combed, her lashed eyes close. Dressed in babushka, blouse and skirt with patches she quick-changes into a glistening "silver" and nylon gown, crown, "diamond" earrings, "pearl" choker and bracelet, "silver" hi-heel slippers. Crinoline petticoat, cotton panties

18-inch doll. (4 lbs.)
R35 JP 3675. Mailable 9.98

20-inch doll. (5 lbs.)
R35 JP 3676. Mailable. 13.95

"Poser" Has 3 Outfits

Horsman doll will sit, kneel, cross her legs—they're famous wire-core Superflex!

HORSMAN DOLL AND OUTFITS. Her Superflex legs can be placed in any position—hidden wire core holds them that way! Long pony tail is rooted into vinyl head, can be curled and shampooed. Lashed go-to-sleep eyes, cuddly vinyl body. Dressed in a lace-trimmed ninon dress, matching taffeta slip, cotton panties and socks, plastic shoes. Extra outfits: pleated skirt and bolero outfit with White blouse attached; sleeveless cotton dress, knit sweater.
35 J 3670. 15-in. doll. (2 lbs.). 5.98

15-inch doll, 2 extra outfits

5.98

High-Heel Ballerina

Walking ballerina models her high-fashion wardrobe and "dances" on a revolving stand!

HI-HEEL WALKING BALLERINA. Jointed at knees, hips, waist, shoulders. All plastic with rooted upswept hair, moving eyes. Wears "silver" and ninon lace evening gown, taffeta slip; satin cape, panties; nylons; hi-heels. Extra outfits: cocktail dress; party dress; pedal pushers, blouse; nightgown, housecoat; crinoline half-slip; bra; hat; sun glasses; "pearl" earrings, choker; nylon net tutu; ballet hose; Capezio slippers. Pink plastic stand revolves with thumb action. (2 lbs.)
35 J 3649. 10½-in. doll. 7.94

10½-inch doll, wardrobe, stand

7.94

in ballet costume

in evening dress

Budget Power can make this your brightest, happiest Christmas

is a poor doll display costing you *sales?*

Do you want to solve your doll display space problems?

Blake & Conroy's new revolving doll display tree will solve your problem!

Available in two sizes:

No. 200 for 8 to 12" dolls, displays 16 dolls (not shown)

No. 220 for 12" to 26" dolls (as shown) displays 12 dolls

Write for further information

Be sure to see these major lines during the Toy Fair, displayed in our exciting showrooms, rooms 407-8.

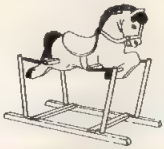
BLAKE and CONROY
TOYS

1107 BROADWAY
NEW YORK 10, N. Y.

WHEEL GOODS by THE GARTON TOY CO.

JUVENILE PRODUCTS by THE DELPHOS BENDING CO.

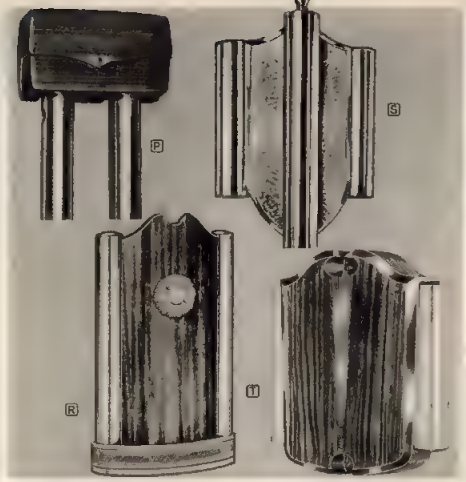
IDEAL DOLL STANDS by BLAKE and CONROY



SPRING HORSES by THE DELPHOS BENDING CO.

CROQUET SETS by THE GARTON TOY CO.

In '57 shop 1107



Melodious Nu-Tone Chimes

N **NU-TONE "CONTINENTAL"** . . . French Provincial design. 3 brass tubes; 2 notes front door, 1 note rear; 1 metal cover 41¾" long. Uses 16v transformer; see S.
842-625 C1102 Limed Oak **$16.95**
842-443 C1102 Walnut finish **16.95**

P **NU-TONE "DELUXE"** . . . handsome short tube style. 2 notes for front door, 1 for rear. Walnut cover, brass finish tubes. 8x2¾x11¾". Uses 16v transformer; see S.
842-641 B553 UL listed.....**$8.50**

R **NU-TONE "SYMPHONIC"** . . . sounds an 8-note Westminster chime, 2 for rear door. Has volume control. Transformer incl.
842-617 B2208 Walnut finish **$34.50**
842-435 B2208 Limed Oak **34.50**

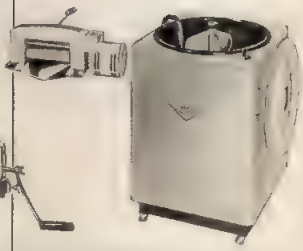
S **NU-TONE "MT. VERNON"** . . . early Colonial reproduced in shining hammered brass. Sounds 2 notes for front door, 1 for rear. Uses 16v transformer. 7x3x12½" high.
842-633 B748 UL listed **$11.50**
842-674 B179 16v Transformer **2.75**

T **NU-TONE "JEWEL" DOOR CHIMES** . . . limed oak finish, satin brass tubes. 2 notes front door, 1 rear. Size 7x9x3". Use 16v transformer above.
842-450 B777 Door Chimes. **$11.95**

V **NU-TONE "MAJESTIC"** . . . graceful ivory and gold plastic cover, brass tubes. Westminster chimes—8 or 4 notes for front door, 2 for rear, 1 for 3rd door Transformer incl.
842-468 C2697 9⅝x49¼x5½" **$44.95**

NAXONETTE PERSONAL WASHER . . . gently agitates the most delicate fabrics (nylons, too) 'til they're sparkling clean. Light (13 lbs.), portable . . . so handy for in-between washes. Does up to 10 diapers, 4-6 slips. Roomy, Jonquil Yellow porcelain enamel tub, white dome, heavy rubber-rim seal. 13" diam., 14" high. AC only. Fully guaranteed.
845-693 C1670 Personal Washer.....**$24.95**

HANDYHOT PORTABLE WASHER . . . ideal for small spaces! Only 14½" high—fits in corner or on pantry shelf. Has agitator action, automatic timer . . . washes up to three pounds of dry clothes (personal things, baby clothes). Seven-gallon aluminum tub also serves as clothes sterilizer. 110-120v. AC.
845-701 C2835 Handyhot Washer **$42.50**
845-719 C664 Hand Wringer **9.95**



NAXON PORTABLE WASHER . . . stores under sink, in closet. Only 20x27" high, yet it washes up to 6½ pounds of dry clothes—from overalls to lace curtains! Tri-level agitator saves soap, water. Has automatic drain pump; porcelain tub. 110v. From Ill.
845-727 D4990 Washer (37 lbs.).....**$74.95**
845-735 D1325 Electric Wringer **18.95**
845-743 D685 Hand Wringer..... **9.95**

HAMILTON BEACH FOOD MIXER...the only mixer in the world with a timer! No more over-beating or under-mixing...the exclusive Mix Timer chimes exactly at any pre-set time up to 15 minutes. New Magic Beaters reach down to the bottom and pull up ingredients for smooth, lump-free mixing. Fingertip Bowl Control shifts the bowl, even while beaters are turning, to insure thoroughly mixed ingredients without using a spatula. Mixguide gives you 10 selected speeds, magnified for flash reading. The mixer easily slides off stand without releasing, for portable use. Comes with a full 5-year guarantee! White enamel finish. 1 and 3 qt. white pyrex bowls included

840-223 B2995	Hamilton Beach Food Mixer, AC-DC	$43.95
840-157 B267	Juicer Attachment	4.00

Blender has 6 speeds

Knife sharpener won't wear blades

New! See page 585 for base cabinet built-in mixer

NUTONE "POWER-MAID" COMBINATION MIXER and BLENDER. Here's the most spectacular kitchen appliance in 20 years—mixer, blender and 8-speed motor unit all at one price! Knife sharpener available too! Functional triangular design ..fits compactly into any corner of your work space. Attachments fit on the same motor unit, .faster change in seconds. Motor turns 3½-qt. featherweight, unbreakable aluminum mixing bowl automatically! Wonderful for preparing pies, cakes, cookies, whipped potatoes. Blender has extra-sharp, sealed-in steel blades, extra-heavy transparent pink plastic container AC

840-256 B3997	Mixer-Blender with 48-page recipe book	$59.95
840-272 B330	Knife Sharpener Attachment	4.95
840-280 B263	Fruit Juicer Attachment	8.95

Dormeyer

Mixers that make light work of countless kitchen tasks!

DORMEYER "SUPER CHEF" and "POWER CHEF" From the functional top-notch performance you get, to the artistic sparkling appearance. .you are sure to be thrilled with these Dormeyer "Mixers." The "Super Chef" has a luxurious all-chrome finish and two handsome stainless steel bowls—just the right combination to add elegance to your kitchen, traditional or modern! The "Power Chef" is baked-on enamel

Extra powerful... does everything faster, neater and smoother GRINDS raw meats, vegetables, leftovers, nutmeats. MIXES—gives lighter, higher, finer textured cakes .greater aeration. JUICES snap-on juicer gets all the juice out. Automatic beater release in the handle beaters pop out for easy cleaning.

Easily adjusts to the bowl size simply by turning arm to right or left depending on whether you are using a large or small bowl. This adjustment puts beater in right position to get all the batter into action. Becomes a convenient "portable," too...lift off the mixing head and mix foods in their own cooking pans.

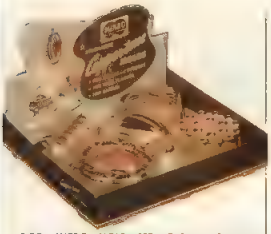
Has ten full-powered speeds with automatic control which keeps mixing speed constant. Indicator clearly shows multiple operations no guesswork. Heavy-duty motor with built-in power drive for food grinder, juicer, slicer, shredder—just snap on and use, no adaptors needed. Automatically adjusts for light or heavy batter. AC-DC

DORMEYER SUPER CHEF Includes: meat grinder, pestle, 2 bowls, recipe book

840-009 B3777	'Super Chef" and Grinder	$55.95
839-993 B267	Juicer Attachment	4.00
840-058 B452	Slicer and Shredder Attachment	6.95

DORMEYER "POWER CHEF"...with the same features as "Super Chef, except finish is white baked-on enamel. Equipment includes meat grinder, pestle, 2 glass bowls, recipe book ..plus juicer bowl, strainer, reamer, Adapts to Slicer-Shredder attachment above.

840-017 B3207	"Power Chef" with Attachments	$47.50



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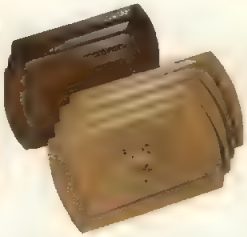

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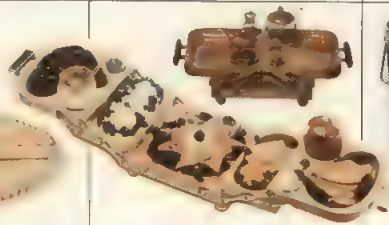

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507-848 B777 Fold Away Buffet **$12.95**

PLAS-TEX ICE BUCKET. ..and wine chiller. Lovely enough for festive events ..practical enough to hold 60 cubes for 18 hours! Stunning polyethylene body is unbreakable rust-proof; has seal tight lid. Fiberglas insulation keeps beverages frosty cold. Sparkling brass trim won't tarnish. 6¼ qt. capacity
508-507 B665 Turquoise **$9 95**
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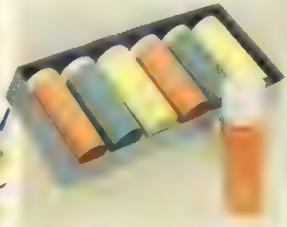
RIVAL "BUCKETEER" ICE-O-MAT use as ice-crusher and a detachable serving bucket combined! You can crush ice coarse or fine . .lift off the top that conceals stainless steel crushing blades—and carry the crushed ice back to the party in the serving bucket Lustrous chrome crusher; black bakelite bucket, 8" high.
509-034 B863 Bucketeer . . **$12.95**

MUSICAL CAKE PLATE. Enchanting, king-size musical cake plate plays "Happy Birthday" as it revolves! Superb quality Swiss musical movement, with patented mechanism to prevent overwinding. 2-tone aluminum cover and base, luxurious Gold top, satin-finish sides. Use this elegant 14" crystal plate separately as cake server.
507-756 B663 Musical cake plate..... **$9.95**

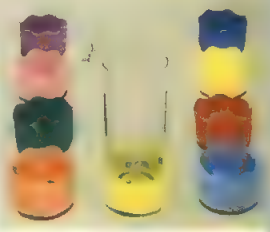
8 HI-JACS COASTERS Damp glasses stay bone-dry inside these pert, party-color protectors. Snug "sweaters" of terry-knit lastex yarns stretch to fit all sizes They go where the glasses go, keep furniture stain-free Easy to wash. With "gold" squares or red and-gold numbers from 1 to 8

507-947 B132 Gold Square Set ... $1.98
507-954 B132 Numbers Set 1.98



INSULATED HI-KOOL TUMBLERS Set of 6 big 15-oz. tumblers made on the famous Thermo Glass principle to keep your drinks at perfect temperature! Really two glasses in one that fit together to keep hot drinks hot, cold ones cool. Satiny, unbreakable Styron in cool shades of Melon Yellow and Green with White Need no coasters

507-872 B330 Tumbler Set $4.98



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Beautiful Imported
DRU-IRON WARE

Lovely, oven-to-table cookers ... made for lifetime service

Lasts a lifetime ..this lovely oven-to-table ironware imported from Holland! Made of indestructible iron coated with a baked enamel high gloss finish resembling fine porcelain.. blends beauty with utility so effectively. Use Dru Iron in oven or over an open flame cooks quickly and thoroughly either way, without burning Comes proudly to your table too, to serve with great charm. Interiors are white to contrast with the soft Delft Blue outside hand painted in a tulip design

E	509-901	B663	3-qt. Sauce Pan $9 95
	509-919	B530	1½-qt. Sauce Pan 7 95
F	509-927	B365	Oval Dish, 10" . .. 5.50
G	509-935	B632	1¾-qt. Cov Casserole 9 50
H	509-943	B530	1¼ qt. Oval Baker 7 95
	509-950	B663	2¼ qt Oval Baker 9 95
K	509-968	B567	Tea Kettle, 2-qt 8 50
L	509-976	B317	Butter Melter 4 75
M	509-984	B435	8½" Fry Pan 6.50
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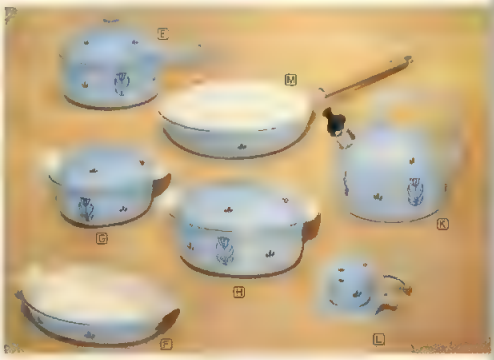
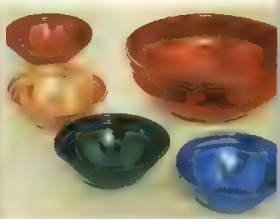


MODERN WAFFLE SET 2 unique table servers for hot syrup and melted butter Each is trimmed with copper .copper hinged covers and copper banded easy-grip, bakelite handles. Candle warmer base is copper too! Servers are ideal for keeping sauces, gravies, honey, other liquids piping hot for table service. Four 4-hour candles included.

508-390 B300 Waffle Set $5 00

COLORAMA PITCHER and TUMBLERS Serve your beverages the modern way in unbreakable, chip proof anodized aluminum Cheery as sunshine...never needs polishing! Set of 8 (12 oz.) stay-cool tumblers in rainbow hues. Big 2-qt. pitcher with ice-guard spout comes in two-tone colors: Gold or Ruby

507-780 B300 Tumbler Set $4.50
507-772 B265 Pitcher, State color. . . 4.00



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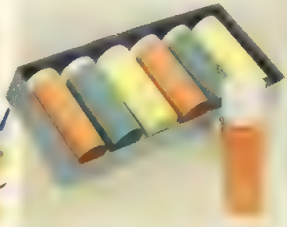

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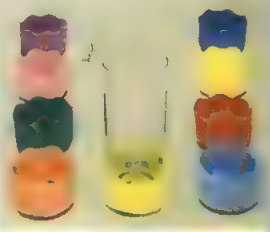

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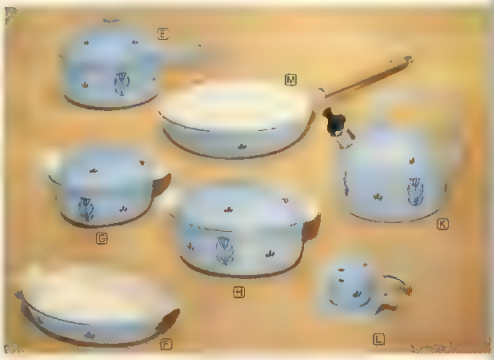

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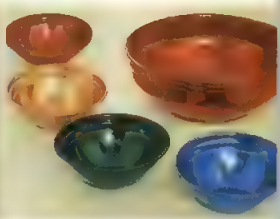

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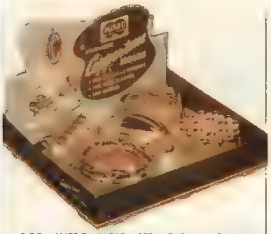

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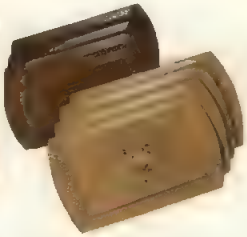

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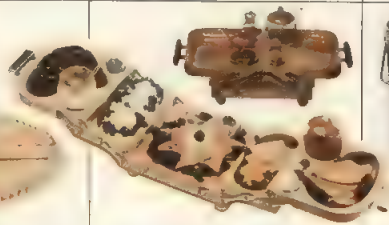

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BASEBALL . . . CROQUET . . . SHUFFLEBOARD

DUKE SNIDER PROFESSIONAL TYPE MODEL—Extra large size . . . made of selected quality cowhide, fully genuine cowhide lined, welted seams, large cowhide web, laced to palm crotch. Features special built heel with "broken in" pocket. Rolled leather bound, fully oiled

6G11X650 (Sh. wt. 1¾ lbs.) **List $9.75**

GEORGE KELL PROFESSIONAL MODEL By Wilson—Large size . . . high quality 5-finger fielder's glove of tan cowhide. Full leather lining, leather laced crotch, leather binding and grease-set pocket. Hold-Tite adjustable wrist strap, felt pad, hand formed heel, fully oiled

6G24X1015 (Sh. wt. 3 lbs.) **List $15.45**

BOY'S SIZE FIELDER'S GLOVE—Little League Model. Made of genuine cowhide with large cowhide web, glove is sewed in-seam, leatherette palm lining, hand formed pocket, button strap Sturdily built of guaranteed quality, just like the "big leaguers." Sh. wt. 1 lb

6G12X195 . . . . . **List $2.95**

MAJOR SHUFFLETTE—With linoleum courts for youngsters and oldsters alike! 24" wide, 12-ft. court 4 each of 50" pushers, red and green discs, 3½" in diameter Sh. wt 11½ lbs.

7G40X660 **List $9.95**

SAME AS ABOVE except court is 36" wide, 14-ft. long. Sh. wt. 18 lbs.

7G41X1195 . . . . . **List $17.95**

6 PLAYER CROQUET SET—Full size 7" mallets in white colored tips. Beaded screw-in handles, striped in 6 colors. Solid color plastic balls 9 heavy shaped arches All wood parts weatherproof. Complete with rollway rack for easy handling, and easy-to-follow book of rules. Sh. wt. 17 lbs

7G21X765 . . . . . **List $11.50**

ROLLWAY CROQUET WITH BALL DISPENSER—For 6 players. Full size 8" mallets, with assorted colored "Dura-Tips." Screw-in mallet handles, with six color bands and grips. Solid colored plastic balls 9 yellow heavy arches Rollway rack of metal and wood for easy handling. With book of rules

7G24X1225 (Sh. wt. 25 lbs.) **List $18.50**

OFFICIAL IN SIZE AND PLAY . . . YET FOLDING AND PORTABLE

PLAY BUMPER POOL!

BUMPER POOL—Now . . . for the first time for home use! The fascinating game now sweeping the country in coin operated form. Official in size and play, yet folding and portable Ideal for homes and clubs where space is at a premium Similar in principle to the exciting action games of Hockey and Soccer, yet requiring the skill and precision of billiards. Bumper Pool can provide hours of engrossing pleasure. Capable of making exciting bank shots from rail cushions, plus tricky maneuvers of ball around and between live plastic bumpers. Legs fold under for easy storage. Bumper Pool size is 36" wide, 51" long. Comes equipped with two 48" cue sticks, a set of ten 1⅞" lathe turned balls, chalk, leg levellers and a book of easy to read rules. Bumper Pool can be played by two players or by four players as partners . . . using 5 white balls and 5 colored, one of each being a marked ball. The first player or team to sink all of their five balls is declared the winner. Truly, a new and exciting pastime, yet priced at a fraction of the cost of the coin operated version. F.O.B. N. Y. Sh. wt. 60 lbs.

13G25D6663 **List $99.95**

BEATTIE jet Lighter

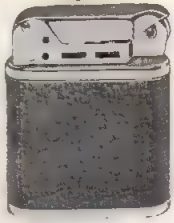
The World's Foremost Pipe and Cigarette Lighters

UPRIGHT
A regular flame for cigars, cigarettes

TILTED
Automatically projects a 2½" flame right down into the pipe for a perfect light.

BEATTIE JET

- the only two-way lighter with the flame you can point! A gentle tilt and the jet projects a 2½" flame right down into your pipe for a perfect effortless light. When held upright it is a perfect flame for cigarettes and cigars.



Beattie Jet Pigskin

8028J480—Smartly designed lighter in genuine Pigskin covered pocket plate. Equipped with the famous incomparable Beattie Jet action—easy to fuel—easy to operate and a pleasure to own. **Established Retail $8.00**

Beattie Jet Chrome Engine Turned

8027J585—Beautiful lighter in bright finish engine turned chrome. Nothing mechanical to get out of order. A practical pocket lighter with famous Jet action combined with beauty of design. **Established Retail $9.25**

Beattie Jet Heavy Nickel Plate

8029J411—A handsome and efficient lighter in heavy nickel plate. Nothing mechanical to get out of order. A wick that needs no replacement, extra large, long life flints and large fuel tank for easy fueling. **Established Retail $6.85**

Beattie Jet Satin Chrome

8030J480—Handsome satin chrome finish. Equipped with the famous incomparable Beattie Jet action. Nothing mechanical to get out of order. A wick that needs no replacement, extra large, long life flints and large fuel tank for easy fueling. **Established Retail $8.00**

An ideal gift for the sportsman—the jet flame action is invaluable for starting camp fires—for blackening gun sights and in cold weather, its the answer to frozen automobile locks.

THE NEW RONSON WINDLITE

Here's a handsomely built outdoor lighter that's rugged, dependable . . . really windproof! Only RONSON, maker of the world's finest precision lighters, could bring you a quality windproof lighter that sells for as low as $3.95 retail. The new Ronson Windlite is backed by powerful year-'round advertising in Mass Media to bring you volume sales in the big outdoor lighter self-purchase market.

NOTICE
Ronson prices are Fair Traded in states having such laws—Ronson products are sold by us for resale or as incentive awards. Not shown in our display rooms.

Satin Finish Windlite

8365J237—Smartly styled chromium plated lighter in handsome satin finish. A durable all purpose windproof lighter. **Retail $3.95**

Bright Chrome Plate

8366J270—Same as above in polished chrome plate. **Retail $4.50**

Engraved Design Windlite

8364J297—Distinctively finished in bright chromium plate with engraved design. A high styled wind proof lighter containing all the famous Ronson features. **Retail $4.95**

The new RONSON WINDLITE

is the only windproof lighter that has all these outstanding features

- Exclusive slotted "Wind-shield" for greatest flame protection!
- Lifetime Fiberglas wick lasts indefinitely!
- Removable base—for simpler fueling!
- Large fuel capacity more lights, less frequent filling!
- Hidden hinge eliminates wear and tear on pockets!
- Sturdy Construction ruggedly built for dependable enduring service!

Textured Enamel Windlite

8362J270—A striking textured enamel lighter with chromium plated top and base. Removable base for easier fueling. Large fuel capacity. Exclusive slotted "wind-shield" for greater flame protection. **Retail $4.50**

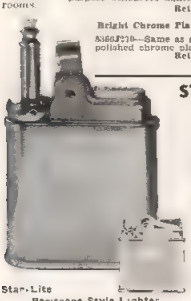
Enameled Windlite

8363J270—A jet black enamel finish combined with a chrome top and base that makes this Windlite an outstanding beauty. Contains all the famous Ronson features. **Retail $4.50**

"Advertising Specialty"
Handsome chrome plate satin finished Windlite with your trademark or company name engraved in color—on special quotation.

STAR ★ LITE AND NASH AUTOMATIC LIGHTERS

Quality Imports—Minimum Order 3 Pieces



Star-Lite

Periscope Style Lighter
For both cigarettes and pipes. With a flick of the finger the wick tube rises to insure a perfect pipe lite. Chrome Plate—Engine Turned designs. Sturdy and dependable.
8367J200 ..... Retail $4.50

8164J180
Enameled Windproof Lighter
Beautiful enameled automatic windproof lighter, classic styling with the advance feature PULL UP WIND SHIELD. **Retail $3.75**

Pull Up Wind Shield

8165J165
Engine Turned Windproof Lighter
Durable engine turned automatic windproof lighter, with built in advance feature PULL UP WIND SHIELD. **Retail $3.25**

Minimum Order 3 Pieces

8162J120—**Engine Turned Lighter.** Fine engine turned Superior Quality automatic lighter. Precision crafted of finest materials. Large fuel supply. **Retail $2.25**

8163J185—**Enameled Lighter.** Same as above in **Black Enamel** with plaque for engraving. **Retail $2.75**

Lighters on This Page Are Not Subject to Federal Excise Tax

Golden Sequins

BY Zell

Sparkling golden purse accessories . . . exquisitely wrought by Zell to a sequin effect and superbly hand crafted into enhancing accessories. The golden glitter of these fashion portabes is guaranteed NEVER to tarnish, NEVER to scuff, NEVER to lose its precious lustre. Luxurious, yet low priced

(C) 8326J180 — "Cigarette Case." Zipper style closure which holds full pack of cigarettes. Regular or King Size. Specify.
Sugg. Retail $3.00

(D) 8321J180 — "Purse." A pinch-lock change purse of classic beauty. Taxable.
Sugg. Retail $3.00

(E) 8328J180—"Billfold." Strap closure wallet with change purse. Taxable
Sugg. Retail $3.00

(F) 8329J180 — "Wallet Photo Album." A combination wallet, purse and photo album with snap lock and strap closure. Comb included. Taxable
Sugg. Retail $5.00

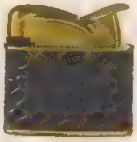
(K) 8330J180—"Watch Case Compact." Exquisite watch case compact in sequin case with snap closure
Sugg. Retail $3.00

(L) 8331J180 — "Carryall." Smartly styled carryall with zipper compartment and comb. Taxable
Sugg. Retail $5.00

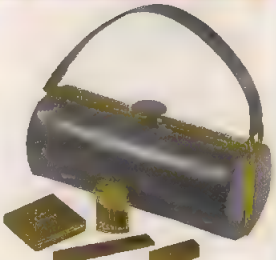
101L3675—Fitted Handbag, Black, Brown or Navy Calf handbag with matching Faille lining and change purse. Newly designed Evans golden metal frame and fittings. Fitted with Evans fully automatic lighter, powder box, lipstick holder and comb. Size 7½x9 inches. Taxable
Established Retail $62.50

Evans

Evans lighters are equipped with RED SEAL FUEL CONTROL. Evans' latest exclusive feature which eliminates flooding, prevents fluid evaporation and gives more light per filling. LOOK FOR THE RED SEAL.



"Alligator Petit"
8001J176 Pocket Lighter. Especially created for the ladies. Golden metal finish with brown Alligator Calf. Fully automatic. Size 1½x1½.
Established Retail $3.00



100L3675—Fitted Handbag. Smooth supple Calf of finest quality with matching satin lining and change purse. Golden metal frame and fittings; deep cut engine turned design. Fitted with Evans automatic lighter, powder box, lipstick holder and comb. Choice of Black, Brown or Navy. Specify. Size 10x4 inches. Taxable
Established Retail $62.50

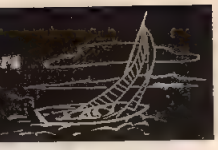
"Magic Lamp"
8005J588—Table Lighter. A Silver finished masterpiece. Precision built by Evans jewelry craftsmen. Size: 3x4¾".
Established Retail $10.00

"Vestal"
8007J588—"Vestal" Lighter. Beautiful Silver finish. Fully automatic with Red Seal (fuel control). A smart new design. Size: 4x3".
Established Retail $10.00

8024J1200—"Flint and Tinder Pistol" Table Lighter By DUNHILL
Pull the trigger and it lights. Fine Dunhill table lighter retains the character of the 18th Century Flint-lock-and-Tinder Pistol. Polished wood handle, metal parts are antique bronze finish. Efficient, dependable lighter in richness.
Established Retail $26.00

Items Marked Taxable Subject to 10% Federal Excise Tax

Old World Craftsmanship
Models by World-famous Maritime Designers
Proven Lower Costs
... yours when you own a Holiday Yacht!



Built by Dutch master craftsmen, HOLIDAY YACHTS will last for generations and assure all lovers of sailing and cruising years of carefree, high boating sport!

Among HOLIDAY YACHTS' incomparable 1957 lines are six dashing models, all pictured included are: two Holiday power cruisers, one the NEW 38' Marlin — the other, the Holiday Motor Sailer; and four Holiday auxiliaries, a 24' Sailor, the 24' Junior Holiday, the 28' Victor and the 30' Holiday.

These glamorous HOLIDAY YACHTS are among the country's leading yachting values, even with slight price increases for 1957.

We'll prove our claim of down-to-earth prices by bidding on your new boat -- sail or power! Truly, IT'S TIME FOR A HOLIDAY!

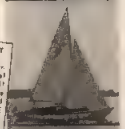
JUNIOR HOLIDAY — Cruising sloop. 2 versions: Cruising. Illustrated, 24'1". Beam, 6'10". 50 new in use. $4790. Racing NORC version, 24'1". Ideal combination, occasional racer, but one-design. Now 7'6" Beam. Sail area, 260 sq. ft. Centerboard, 2'6", available. Easy to trail. $4990.

38' MARLIN POWER CRUISER —Twin screw, Chrysler Crowns, 260 H.P. Top seaworthiness, commanding speed, ruggedness. Round bottom fore and hard chine aft assure riding comfort and handling ease. The Marlin "breathes" luxury, the ultimate in boatbuilding skil

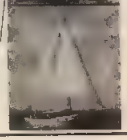
HOLIDAY SAILOR — 24'1". Beam, 7'7". Sail area, 260 sq. ft. Complies with NORC. Sleeps 4. Enclosed head, outboard bracket. Centerboard, 2'3". Easy to trail. $3390.

28' VICTOR — Very fast, a gem to handle. 5 new sailing, Great South Bay, Long Island Sound. More schedule, spring delivery. Centerboard 2'8", available. Beam, 7'10". Sail area, 340 sq. ft. $5890.

CHESAPEAKE BAY BOAT SHOW
We're so busy supervising construction of HOLIDAYS, we'll have no available show personnel until the CHESAPEAKE BAY BOAT SHOW FEB 22-27. There's no HOLIDAY near you, however? Write, we'll tell you where!



30' HOLIDAY—Cruising-racing sloop, safe, roomy. Beam, 8'5", 7,000 lbs. displacement. Sail area, 368 sq. ft. Meets all requirements for racing sloop, International sailing competition. A champion in heavy weather. Centerboard, 3'3", available. $8690.



38' HOLIDAY MOTOR SAILER — All around power cruiser with sail. Mercedes-Benz diesel engine, 85 H.P. Carries enough canvas to step out under sail. Tops in luxury, an ideal family craft.

Holiday Yachts, Inc.

R. A. JOHNSON Dept Y Centerport Long Island, N. Y. Northport 3-3562

BALTIMORE WASHINGTON REPRESENTATIVE
HOLIDAY YACHTS SALES COMPANY
M. W. TIKE Dept Y
1116 Stanford Road, Baltimore 29, Md.
Ridgeway 7-4534

► At the Eastern approach to Nassau harbour, south of Athol Island, many coral heads have recently been blasted and levelled, leaving a clear channel out to Forgee Rocks. A lighted buoy is to be installed shortly off Fort Montagu Spit so that this channel may be used by day or night.

► The handsome auxiliary ketch *Aries*, built some years ago by Camper and Nicholson in England, has spent some months in Nassau harbour awaiting her owner, R. J. Reynolds.

► Thompson's Yachtel at Green Turtle Cay is now under the operation of Bert Roberts, of Nassau who created the picturesque Sandy Point Fishing Camp, Abaco. Managed by Neville Keves, a number of charter fishing boats are available in addition to supplies of gas and fuel for visitors.

► Radio beacons have been operating for some time on the islands of Grand Bahama, Mayaguana and San Salvador. A new one is now being installed about 300 yards from the southern tip of North Bimini. A 90-ft. mast has been erected, surmounted by a red light, which will be a help to seafarers, even if they do not have R.D.F. At this writing a frequency has not been allocated.

► The dates of the Star Class Spring Championships in Nassau are March 30-April 6.

GULF COAST NOTES

By Gordon Gsell

► New Orleans' outstanding power boat race drivers were recognized at the recent annual award banquet of the New Orleans Power Boat Assn. High point race trophies were awarded to Joe Passalaqua, owner, and Harry Hayden, driver, of *Cypress Kid* in the outboard hydroplane division; to Al Moore, owner, and Sonny Kolb, driver, of *Sneaking Around* in the utility class; and Jimmy Bowles, owner and driver of *Brewster* in the inboard class.

Hayden was also cited for being the high point amateur driver in the nation and Bowles for recently receiving certification of his world record five mile run made in a Baton Rouge, La., regatta last May. The N.O.P.B.A. annual sportsmanship award, donated by Gene Lillis, a former top driver of the association, was presented to Nick Nichols. Silver life membership cards in the association were given to Dan Trazivuk and Charles Hassenboehler and special silver membership cards went to George Creevy, Joe Kilian, Ralph Clesi, Lester Surgi, Jerry Waguespack, Herman Prager, Jr.

► Walter C. Keenan, Jr., of Tulane University's sailing club won the first Tulane regatta easily with three first places Nov. 16-17. The regatta was sailed in Southern Y.C. Fish Class sloops on the S.Y.C. race course and eight college skippers turned out, in brisk breezes and rather chill temperatures. Keenan won each race by a wide margin. The regatta is planned as an annual affair since the university students have turned out in good numbers for several races and for sailing instruction at the S.Y.C.

ON COLLEGE CHARTS

By Leonard M. Fowle

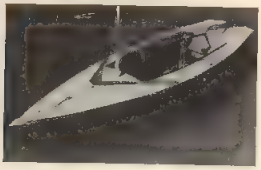
► M.I.T. retained its New England I-C.S.A. team racing championship in the Charles River Basin, Nov. 10-12 and 21. Runner-up Bowdoin gave the victors a real battle for the Leonard M. Fowle Trophy before losing, 4-2. Tech's skippers—Capt. Bill Stiles, Jim Barber, Dennis Posey, and Bill Widnall. Bowdoin's were Ronnie Dyer, Dave Belknap, George "Skip" Howland, and Charlie Leighton.

► I.I.S.A. made experiments in conducting the '56 team racing title, including preliminaries in the very early season and taking advantage of the three-day holiday weekend to conduct additional "on-the-spot" eliminations, in order to

Proudly introducing in America

The DUTCH PIRATE

—The Ideal Multi-purpose boat



Specifications:

Length overall	21′	6″	Beam	6′	6½″
Cockpit length	9′	2″	Draft	2′	11½″

Sail area (main and working jib) 183 sq. ft Sails of best American interwoven cotton and dacron or nylon. **Working jib in orange red color.**

Mast from deck 23′.

Ballast (fixed keel) 350 lbs.

Standing rigging and halyards: Stainless Steel.

Construction:

Finest Mahogany marine plywood. All metal fittings chromium plated, bronze and stainless steel. Large side lockers. Mast and boom Oregon Pine

Complete Boat (including sails) Landed, duty paid, nearest East Coast port $1795.

Following accessories included in price·

Canvas spray shield with aluminum frame

Two removable pillows.

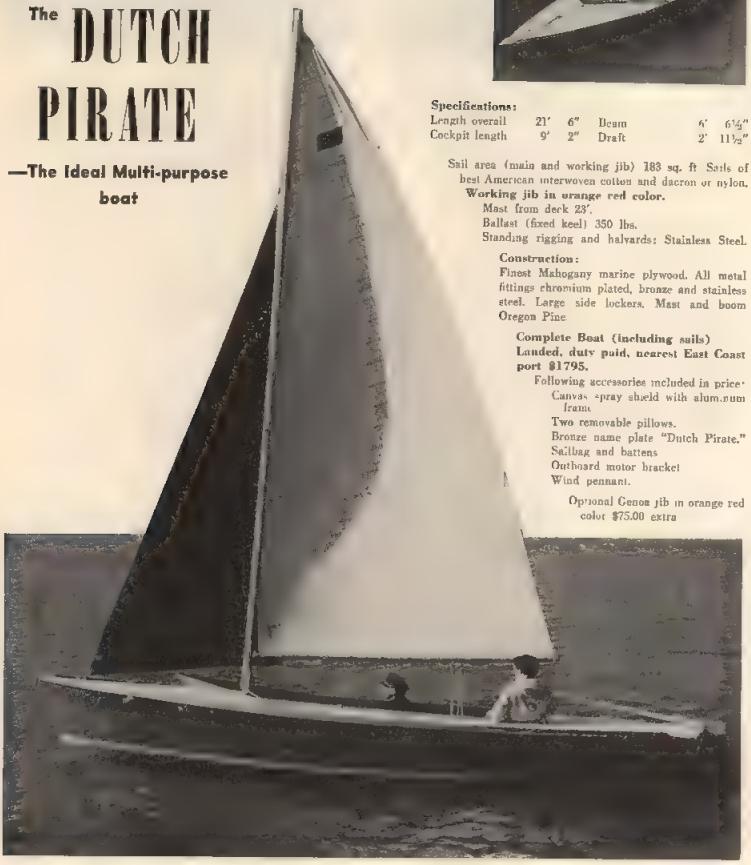
Bronze name plate "Dutch Pirate."

Sailbag and battens

Outboard motor bracket

Wind pennant.

Optional Genoa jib in orange red color $75.00 extra



Order now for spring delivery. Financing arranged. Dealers' inquiries invited.

Inspect the Dutch Pirate at the Chesapeake Bay Boat Show, February 22 through 27, 1957, spaces Nos. 191 through 196, or write for full particulars.

Exclusive Importers:
Foreign Advisory Service Corp.,
Princess Anne, Maryland

Washington, D.C., Showroom and Sales Office: 900 Maine Avenue, S. W.
(Mr. Charles Miner)

Spice Sets, Special Cups, Pitcher Sets, Tot's Feeders

(A) 7-Piece Spice Set. Semi-porcelain bodies with hand-painted Rooster design mounted on wooden stand Set includes 6 Spice containers, each 3½ in. high, and stand 5½ in high Set in box 12 dozen sets in case
46C561 Per dozen sets 12.00

(B) Lazy Susan 8-Piece Spice Set. 6 semi-porcelain 2¼ in. Spice containers with assorted hand-painted raised fruit design, mounted on a two-piece semi-porcelain revolving tray Tray 4¼x2 in. high. Set in box 15 dozen sets in case
46C213 Per dozen sets 12.00

(C) Book of Spices. Semi-porcelain spice containers with hand-painted flower design Containers are 1x2½x2½ in. high Wooden rack is 7x4 in Each set in box. 15 dozen sets in case
46C452 Per dozen sets 7.20

(D) Vegetable Shape Spice Set. Semi-porcelain 6-piece spice set on wooden rack. Set includes Allspice, salt, pepper, cinnamon, nutmeg and cloves. Average size is 3½ in. high Rack is 8½ in. overall 1 set in box. 10 dozen sets in case.
46C857 Per dozen sets 10.80

(E) Comic Rooster Spice Set. 6 semi-porcelain hand painted shakers inscribed with salt pepper, cinnamon cloves nutmeg and allspice 3⅜ in. high. 6 in. wooden rack. Set in box 6 dozen sets in case
46C715 Per dozen sets 10.80

(F) "Pop's" Cup and Saucer. Semi-porcelain, 4 in. x 3½ in. cup and 7 in. saucer Hand painted with raised design ½ dozen in box. 12 dozen in case
46C641 Per dozen sets 7.20

(G) "Mom's" Cup and Saucer. Semi-porcelain 4 in. x 3½ in. cup and 7 in saucer Hand painted with raised design. ½ dozen in box 12 dozen to case
46C642 Per dozen sets 7.20

(H) "Just Half A Cup", (small size) Semi-porcelain in the shape of one-half cup 3⅜x2½x 1¾ in. high. 2 doz. in box. 60 doz. in case
46C187 Per dozen 1.50

(J) "Just Half A Cup", (large size). Semi-porcelain in the shape of one-half cup 4⅝x2½x 2¼ in high 1 doz in box. 36 doz in case
46C188 Per dozen 2.40

(K) Juice Set. 7-pc set including Pitcher 6¾ in high and 6 cups 3½ in. high. White semi-porcelain body with hand-painted fruit decoration Set in carton 5 dozen sets in case
46C802 ..... Sorry, Not Available

(L) Crowing Rooster 7-Piece Beverage Set. Semi-porcelain with hand-painted decoration Set consists of one 10 in. high pitcher and six 5½ in tumblers Set in box. 24 sets in case
46C552 Per set 3.25

(M) One for the Baby. Glazed, semi-porcelain set includes baby cup and cereal bowl with open moulded barnyard animal mounted on edge of bowl. 3 assorted styles and decorations Bowl is 6 in., mounted figure 3¾ in and cup 3 in. One 3-piece set in box 18 dozen sets in case
46C454 Per dozen sets 9.00

(N) 2-Piece Baby Feeding Set. Semi-porcelain with 8 assorted decal decorations Mug 2¾x 2½ in. high Bowl 6⅛x1¼ in high ½ doz. sets in box 12 doz sets in case
46C257 Per dozen sets 7.80

Teapots and 3-Piece Tea Sets—Fast Sellers by ENESCO

(A) Aladdin's Tea Set. Semi porcelain set includes 2-pc tea pot, 2-pc sugar bowl and creamer Shaped like Aladdin's lamp, it is decorated with pink, blue and green flowers and yellow trim. Teapot is 4¾ in. high, sugar bowl 3¼ in. high and creamer is 3¼ in. high 1 complete set in box 6 dozen sets in case
47C237 Per dozen sets **15.00**

(B) French Poodle Tea Set. Rockingham set includes 2-pc tea pot 7 in. x 5¼ in high, 2 piece sugar bowl 3½ in. high and creamer 3⅛ in. high. Jet black finish with red and yellow trim. 1 set in box 5 dozen sets in case
46C929 Per dozen sets **14.40**

(C) Mexican Tea Set. Set includes 2-pc tea pot and 1-pc creamer Made of semi-porcelain and handpainted in gay Mexico colors. Pot 5¼ in. high overall. Sugar bowl 3½ in. high overall and creamer 2⅞ in. high. 1 set in box 10 dozen sets in case
46C930 Per dozen sets **12.00**

(D) Oven-Fired Gold and Floral Decorations.
46C685 1½ cup, ½ doz. in ctn. 20 doz. in case. Per dozen **4.00**
46C690 2½ cup ¼ doz. in ctn. 12 dozen in case Per dozen **6.60**
46C691 4 cup ¼ doz. in ctn 6 doz. in case Per dozen **9.60**

(E) Wire Handle Tea Pots. Rockingham tea pot with gold color wire handle and gold trim. 3 sizes, each is 3-footed
Small Size. 4¼ in x 3⅝ in. x 3 in gold handle Each in box 18 dozen in case
47C256 Per dozen **5.40**
Medium Size. 5⅛ in. x 4⅞ in x 5 in. high 4 in. gold handle Each in box 10 dozen in case
47C255 Per dozen **8.40**
Large Size. 6⅝ in. x 5⅝ in. x 5½ in. high. 5 in gold handle Each in box, 8 dozen in case
47C254 Per dozen **9.60**

(F) Teapot. Streamlined shape with handpainted flower on highly glazed brown Rockingham body 8¾ x 4 4 in. high ½ dozen in carton. 18 dozen in case
46C66 Per dozen **9.00**
Same as above except 6¾ x 3¾ in high 1 dozen in carton 18 dozen in case
46C67 Per dozen **4.50**

(G) Rockingham Tea Pot with Gold Swirl Decoration. 1 2 x 5 in. ½ dozen in box 15 dozen in case
46C382 Per dozen **6.60**

(H) Gold Trim Tea Pot. Semi porcelain pot hand painted in 4 assorted glistening colors Yellow, green, blue and pink 9½ in. x 7½ in ½ dozen in box 6 dozen in case
46C493 Per dozen **15.00**

(J) Elephant Shape Tea Pot. Glazed Rockingham hand painted in solid black with floral design 7½ x 5 in ½ dozen in box 15 dozen in case
46C384 Per dozen **4.80**

(K) Pudgy Elephant Tea Pot. Made of Rockinghamware—glazed to high lustre Black with elephant design. 8 in. x 4½ in. ¼ dozen in box 6 dozen in case
46C385 Per dozen **9.60**

(L) 1-Stack Tea Set. Novel teapot sugar and creamer combination made of highly glazed brown Rockingham with hand-painted flower decoration Overall height 5½ in Set in carton 12 dozen sets in case
46C65 Per dozen sets **7.20**

(M) 3-in-One Set. Earthenware stack set is made up of tea pot, sugar and creamer and cover Rich white glaze with blue willow pattern Set in box 12 dozen sets in case
46C375 Per dozen sets **9.00**

(N) 3-Piece Stack Set. Three pieces in one, plus cover Tea pot sugar bowl and creamer stack together compactly to form rooster shaped set 6 in. x 6¾ in. Set in box 12 dozen sets in case
46C377 Per dozen sets **7.20**

Coffee Sets, Tea Sets, A.D.'s – by ENESCO

(A) 13-Piece Porcelain Coffee Set. Highly glazed, fine quality. Lovely Moss Rose pattern. Graceful fluted shape. Set includes coffee pot with cover, sugar bowl with cover, creamer, and 4 cups and saucers. Each set in carton 36 sets in case
50C787 Per set **3.00**

17-Piece Porcelain Coffee Set. Moss Rose floral pattern similar to 50C707. Set includes coffee pot with cover, sugar bowl with cover, creamer and 6 demi-tasse (A.D.) cups and saucers. Each set in carton 48 sets in case
46C595 Per set **3.00**

(B) 23-Piece Porcelain Tea Set. Moss Rose pattern. Set includes: Tea pot with cover, sugar bowl with cover, creamer, and 6 each cups, saucers and cake plates. Set in carton. 24 sets in case
46C687 Per set **8.00**

(C) Pink Symphony 17-piece Coffee Set. Highly glazed, fine quality pink porcelain body decorated with sweet violets and trimmed with gold. Set includes: Coffee Pot with cover (2 pcs.); Sugar with cover (2 pcs.); 6 demitasse (A.D.) cups and saucers. Set in carton 24 sets in case.
46C846 Per set **9.75**

(D) Porcelain "Morningware" Demi-Tasse (A.D.) Cups and Saucers. Beautifully decorated in raised dragon design with gray background and gold lines with gold trim. Cup 2½ x 2 in. high. Saucers 4¾ in. dia. 2 dozen cups and saucers in carton. 48 dozen cups and saucers in case
50C443 Per dozen (12 cups, 12 saucers) **4.50**

(E) Porcelain "Morningware" 17-Piece Coffee Set. Beautifully decorated in raised dragon design with gray background and gold lines with gold trim. Set includes: Coffee pot and cover (2 pcs.) sugar and cover (2 pcs.) creamer, 6 each demi-tasse (A.D.) cups and saucers. Each set in carton. 48 sets in case
50C444 Per set **3.75**

(F) Porcelain "Morningware" 23-Piece Tea Set. Beautifully decorated in raised dragon design with gray background and gold lines with gold trim. Set includes: Tea pot with cover (2 pcs.), sugar with cover (2 pcs.), creamer, 6 each footed tea cups and saucers, 6 each 7½ in. cake plates. Each set in carton. 18 sets in case
50C445 Per set **7.80**

(G) Tiny Tot Tea Set. Porcelain. Attractive enough to use on a knick-knack shelf. 2 assorted patterns. 13-piece set includes: 4 cups and saucers, 2 pieces each tea pot and sugar bowl and creamer. Each set in gift box. 24 dozen sets in case
50C669 Per dozen sets **4.80**

(H) Little Miss Tea Set. Highly glazed, real porcelain tea set, hand painted in blue willow pattern. Equally suited to the little girl's pantry or her mother's knick-knack shelf. 13-piece set includes: 4 cups and saucers, 2 piece tea pot, 2 piece sugar bowl and creamer. Each set in gift box. 10 dozen sets in case
50C670 Per dozen sets **9.00**

(J) Little Miss Family Set. An exquisite 23-piece tea set for the doll's mother. Ideal for children's parties and lovely enough to decorate any homemaker's china display. Made of porcelain and hand painted in beautiful willow pattern. Set includes: 6 cups, saucers and plates plus a 2-piece tea pot, 2-piece sugar bowl and a creamer. Wooden pantry rack also included. Each set in box. 48 sets in case
50C671 Per set **2.50**

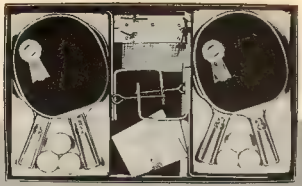
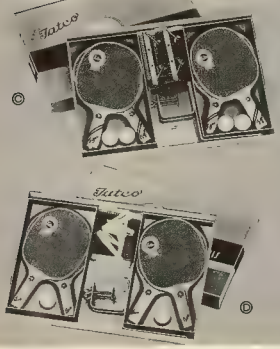


TABLE TENNIS for Healthful Fun!



(A) "CHAMPION" TABLE TENNIS TABLES. Top grade plywood top, accurately sanded to provide smooth surface. All nails countersunk and filed. 2½" apron for maximum strength and rigidity. Shaped and sanded legs; ten gauge steel folding braces. ½" 5 ply top grade fir plywood; 5'x9' table (2 sections 4½'x 5'). Eight legs 1½" square. Green lacquer finish. Weight 108 lbs.
96F824084200 ..... Retail **$63.00**

Same as above except ¾" 5-ply plywood used. Weight 143 lbs.
96F8241B4660 ..... Retail **$69.90**

ECONOMY MODEL. With above fine quality features, except that table is unpainted, knocked-down to save finishing, painting, assembly cost. ½" 5 ply plywood used 1½" apron attached. Weight 95 lbs.
96F824283000 Retail **$50.00**

(B) "DRIVER" TABLE TENNIS SET. Will fit any size table. Deluxe model, complete with 4 paddles, balls, brackets, instructions, etc. Shpg. wt. 6 lbs
96X8247B705 ..... Retail **$11.75**

(C) "TIGER" TABLE TENNIS SETS. Ideally suited for home use as well as in schools, institutions, etc. Tournament type set is complete with four paddles, balls, a net that will fit any standard size table and complete instructions for setting up as well as playing the game of table tennis. Paddles are constructed of the finest available woods and have tapered handles to fit each individual grip. A wonderful gift for any boy or girl . . . fun for the whole family. Shpg wt. 6 lbs.
96X8246B540 Retail **$9.00**

(D) "ACE" SET. Inexpensively priced table tennis set that is perfect for beginners as well as the more advanced players. Set consists of 4 paddles, balls, a net that will fit any standard size table tennis table, instructions for playing, etc. Constructed of the finest materials available. Paddles have sturdy grips for ease in handling and rubber faces. The ideal set that is perfect for the home recreation room as well as in activity clubs. Shpg. wt. 6 lbs.
96X8245B420 ..... Retail **$7.00**

Popular-Priced Balls and Basketball Goals

(E) EDDIE LE BARON OFFICIAL BANDED FOOTBALL. Designed and endorsed by the brilliant passing star of professional football. Official size, shape and weight Selected top quality, pebble-grained cowhide. Triple lined, double laced and lock stitched for long lasting shape retention. Rubber valve bladder; carefully constructed throughout. White bands improve appearance and visibility at night.
96X8177B895 ..... Retail **$12.00**

(F) VAN BROCKLIN "ACE PASSER" BANDED FOOTBALL. Fine ball designed for zippy passing and fast ball handling. Pebbled leather and most of the characteristics of higher priced balls. Rubber valve bladder.
96X8178B480 ..... Retail **$7.25**

(G) OFFICIAL BASKETBALL. Rubber-covered ball at a popular price. Sure-grip, long lasting channeled cover designed especially for today's fast game. Official size and weight.
96X81808920 ..... Retail **$12.35**

(H) OFFICIAL BASKETBALL. Moderately priced and specially designed for long life and prevention of soft spots. Official size and weight with no seams to break open.
96X8179B560 ..... Retail **$8.45**

(J) BASKETBALL GOAL. Brand new 18" ring of ½" round steel; heavy gauge 6" back bracket with ⅝" side braces. Welded construction throughout; eight net hooks welded to ring to eliminate net-tying. Painted Orange in color; one 30 thread net, bolts for attaching.
96X8176B325 ..... Retail **$4.35**

(K) DOT LINE BASKETBALL GOAL. All steel, welded construction. Official in size of hoop ring, and can be easily mounted on backboards, poles or other surfaces. Enamel, weather-resistant finish. Cotton seine twine netting and constructed with a bottom drawstring. 18" size with ½" ring.
96X8182B330 Sold in Pairs ..... Retail **$5.50**

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an EEGEE exclusive

Life-like vinyl skin
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High heels
Nylon stockings
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Sits · Kneels · Sleeps
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with a Host
of Fashions

Drinks and wets
Movable arms
and Legs
All vinyl

SEE THEM ALL

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My Fair Lady Doll
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Life-like vinyl skin
Teen age figure
High heels
Nylon stockings
Costume designs

Shelley
Beautiful 8"
Costume Doll

Sits · Kneels · Sleeps
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Baby Susan
with a Host
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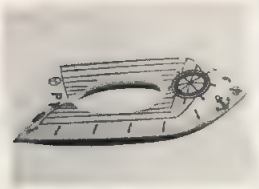
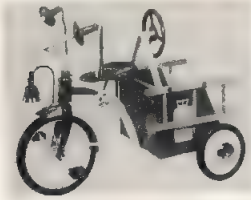
NEW TOYS ON PARADE



PT BOAT—A two-tone swim boat for small children. Made of vinyl with two layers permanently bonded together. Colorfast. Boat has controlled heat seal seams. $1 ret. Doughboy Industries, New Richmond, Wis.

PRACTI-PUTT JR. has automatic ball return, runway, junior size putter and regulation size ball. Five holes are set in runway. For use indoors or out. Ret. $6.95. Gifford Manufacturing Co., PO Box 1866, Portland 11, Ore.

CARGO SHIP. Unbreakable polyethylene. "Big Poly" is 21 in. long. Rolls and floats. Equipment includes 2 life boats and 2 deck hatches that open. Assorted colors. $2.98 retail. Eldon Manufacturing Company, 1010 E. 62nd street, Los Angeles, Calif.



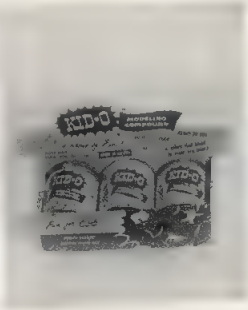
#4281 HOOK AND LADDER velocipede is designed for two children with second taking his place in rear. Open end box has a steering wheel and two ladders. Garton Toy Company, 11th and Wisconsin, Sheboygan, Wis.

JR. WHEELBARROW has tray drawn from single sheet of steel with rolled sides. Steel handles equipped with rubber grips. Red tray, ivory handles, rubber tires. Buch Manufacturing Co., Elizabethtown, Pa.

AMERICAN BOY dolls are clad in familiar uniforms which can be removed. The dolls are made of vinyl with moulded heads. Flexible, tubbable. They retail for $2.95 each. Effanbee Doll Corporation, 200 Fifth ave., New York 10.

#940 BASCO BASEBALL Shoe is made of cow hide with flexible shank, steel plate and Richardson cleats. Vamp lining and sponge rubber heel pad. $3.50, dealer cost. Boston Athletic Shoe Co., 72 Second st., Cambridge, Mass.

MICKEY MOUSE nite lite is complete with bulb and switch. The lamp is five inches wide and eight and a half inches high. UL approved. Retails at $3.95. Econolite Corporation, 8900 Bellanca ave., Los Angeles



KID-O is a modeling compound that comes in the three primary colors. They can be blended to form other colors. Does not stain fabrics. $1 ret. Climax Industries, 7275 Neville ave., Cleveland 2, O.

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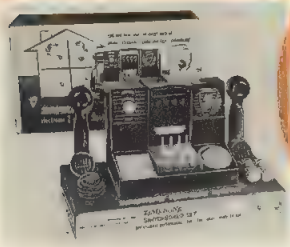
BOTH BANKS ARE COLORFUL, SAFE-PLAY, UNBREAKABLE VINYL!
SCOTTY
The Thrift tee Bonnie Bank. Packed in cello plane window carton. Assorted colors
Stands 8" high
Stock No. 842
98c

DELUXE TEA WAGON & GOLD SERVICE. Double-decked cart on wheels is black steel with rolled edges, shiny brass plated side pieces & legs. Service for 4 (28) pieces consists of gold-glo lacework plates, saucers, white cups with gold handles and solid gold-glo cutlery. Includes tea pot, sugar & creamer. Play "House" in style. 8 lbs.
T9219-E950-3E900 ..... $14.95

DELUXE PLATED WILD ROSE TEA SET. Play "house" in style. 46-piece service for 6. Plates & saucers in litho'd white metal with rose decoration. Tea pot, sugar, creamer, and cutlery in gold-glo red plastic, white handles. 2 lbs.
T2048-E265-6E240 ..... $3.98



2-PHONE SWITCHBOARD SET. Functions like a professional unit—one for operator and one extension. Talk & hear loud and clear. Buzzer calls extension, bell rings when extension calls. 4 lights and individual selective switches, 4 selective TALK-HEAR signal switches. Blinking light for visual signal. Includes batts., wire, hangers, secret message pad. 4 lbs.
T116-E660-6E625 ..... $10.95

"THE BRAIN". Only electronic toy operated entirely by pre-set push-button—no cables or battery box. Plastic vehicle 10 x 5. "Z" man with oversized head controls movements, shoots 2 Nike-type missiles. Limitless variations of operation. Complete with 4 batteries, 2 targets, 2 pylons, 2 light bulbs, plotting chart. Heavy duty electric motor. Safe and harmless, fun and easy to operate for all ages. 5 lbs.
T201X-E720-6E685 ..... $11.95

FASHION STAGE. Electronically operated fashion stage for the clothes-conscious young lady. A real action toy for girls—holds their interest for months. Made of high impact plastic with nylon gears. 3 dolls 3½" tall circle around the stage from front to back, where they get a change of clothes before appearing again in the front. 6 costumes and 4 patterns included. 19 x 11 x 8. 4 lbs.
T1018-E625 ..... $10.00

"ROY ROGERS" UMBRELLA TENT. High-quality fabric in Desert Tan color. Sturdy wood center pole and awning extension poles. 32" x 50" combination door-awning extension. Special wire frame supports the eaves. Finished size: 6' x 6' base —5' center—4' wall. 10 lbs.
T152-E785-3E750 ..... $11.95

GOLDEN BANJO over 22" long. Authentic banjo with Automatic Banjo player. Screw type, adjustable tuning pegs. Gold finish and engraving. Complete with song and instruction book. 2½ lbs.
T120-E455-6E420 ..... $7.00

EMERGE

EBONY & SILVER CLARINET. Break-resistant plastic clarinet finished in ebony and silver. 14 tuned reeds. Easy to play without lessons. Comes with music book.
T137-E265-6E240 ..... $4.00

EMERGE

GOLDEN TRUMPET. Over 13" long. Heavy gold finish on beautifully engraved break-resistant plastic. Brass hand-tuned reeds. Trumpet mute. Sealed mouthpiece. Music stand and music book for dozens of bugiecalls, marches and songs. 2 lbs.
T531-E265-6E240 ..... $4.00

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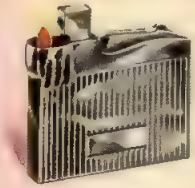
- Mechanism lifts out for faster, easier, cleaner filling.
- Change flints in a flash, no tools needed.
- Streamlined, one-piece, leakproof case.
- Impossible to flood flint.
- Finger Tip touch lights. Automatic snuff out.
- Minimum Servicing.



For the all weather smoker! Sure-Fire in or out of doors . . . King-size fuel capacity!

King-size fuel capacity, yet light as a feather! Engraved golden tone in durable Elgmite.
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Sportsman's Pal. Handsome tooled wind proof model. King-size fuel capacity in silver tone Elgmite
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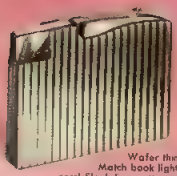

Wafer thin! Match book lightest! Sleek line pattern in silver tone Elgmite.
32410K294 . . . . . *Retail $4.95

Also in golden tone.
32411K353 . . . . *Retail $3.95

Feather light tailored design with engraving shield in golden tone Elgmite
32412K412. . . . . *Retail $6.95

Also in silver tone.
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American Beauty

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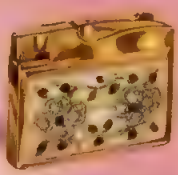
The Latest Engineering Triumph in Lighter Design!

NEW! Elgin American Patented Automatic Lighter combines sure-fire utility with smart slenderness and astonishing lightness that makes it America's most-wanted lighter. Alone, or matched with other American Beauty fashion accessories, these lighters are the perfect remembrance for the men and women on your gift list.

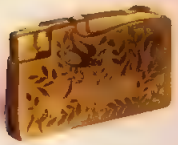
A treasure to own or give! Popular mother of pearl inlay combined with a rich golden tone border.
32409K388. . . . . *Retail $9.95



For her! Blue sequin-appliqued floral design handcrafted on mother-of-pearl with gold tone border
32407K735. . . . . *Retail $12.50

Graceful three-tone floral motif on contrasting golden tone, brightly polished for added loveliness.
32402K529. . . . . *Retail $8.95

"Fleur de lis", a most honored pattern with a tantalizing fine line square design in golden tone.
32403K470 . . . . *Retail $7.95



"Swallows in the tree tops" delicately engraved on rich golden tone. Executed in the petite "La Femme" style.
32414K529. . . . . *Retail $8.95

For Him

MATCHING LIGHTER AND CUFF LINK SETS

"It's a Strike!" for the bowling enthusiast. Matching cuff links in attractive golden tone. Gift encased. (10% Federal Tax on $4.95 cuff links).
32418K823 Ensemble . . . . . *Retail $13.95

32419K529 Lighter only. . . . *Retail $8.95

A distinctive design in basketweave with deep dimensional effect in rich golden tone for dress or sports. Gift encased. (10% Federal Tax on $4.95 cuff links).
32420K823 Ensemble . *Retail $13.95

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For Her

ROMANTIC STYLING!

"The Juliette" at its loveliest! Graceful contrasting golden tone design. The perfect remembrance.
32415K764. . . . . *Retail $12.95

All lighters shown approximately 2/3 actual size
*Federal Tax included on all Lighter prices.

ROHDE-SPENCER COMPANY, 18 SO. MICHIGAN AVE., CHICAGO 3, ILL.

A truly magnificent gift ensemble for home or office decor. This finely crafted combination includes a tray holding table lighter, ash trays and cigarette urn. Crafted in brilliant golden tone.
32424K1470.... .....*Retail $25.00

Table Lighter only
32425K882... ..... . *Retail $14.95

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AUTOMATIC TABLE LIGHTERS, CIGARETTE CASES

American Beauty

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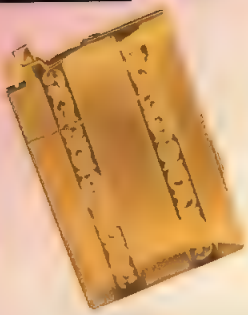
For fingertip convenience, choose a fashionable home or office automatic table lighter. And, for the discerning, a combination Lite-O-Matic . . . protects cigarettes and provides instantaneous light when needed. Accommodates king-size or regular cigarettes.

The "Colonial" in copper tone. Styling perfection accepted in any modern setting at home or office.
32422K882..... ..*Retail $14.95

The classic "Grecian", styled in ebony black finish, with rich jeweler's bronze key design trim.
32423K882..... .*Retail $14.95



A WONDERFUL COMPANION—COMBINATION LIGHTER AND CIGARETTE CASE—FINGER TIP TOUCH LIGHT.

Popular engraved diamond pattern with personalized monogram shield. In golden tone. Comfortably fits coat or shirt pocket.
32426K1470.....*Retail $25.00

Artfully engraved flourishes banded on satin finish golden tone. A wonderful gift for "him or her."
32427K1617.....*Retail $27.50

Elegant combination cigarette case and lighter for "him" or "her". Satin finish golden tone. Lights automatically as case clicks closed.
32428K588.....*Retail $9.95

Colorful enameled rose bouquet pattern —jet black background, golden border. Cigarette case and matching lighter.
32429K1029.....*Retail $17.50

Lighter only
32432K529.....*Retail $8.95

Cigarette case only
32433K500.....Retail $8.50

MATCHED ENSEMBLES MAKE APPRECIATED GIFTS!

Handsomely-tailored cigarette case, matching lighter in engraved golden tone. Monogram shield. Holds regular or king-size cigarettes.
32430K1176.....*Retail $19.95

Lighter only
32431K470.....*Retail $7.95

Cigarette case only
32434K706.....Retail $12.00

*Federal Tax included in Lighter prices

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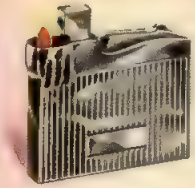
CHECK THESE AMAZING NEW FEATURES!

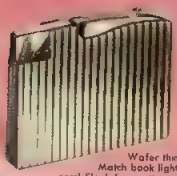
- Mechanism lifts out for faster, easier, cleaner filling.
- Change flints in a flash, no tools needed.
- Streamlined, one-piece, leakproof case.
- Impossible to flood flint.
- Finger Tip touch lights. Automatic snuff out.
- Minimum Servicing.



For the all weather smoker! Sure-Fire in or out of doors . . . King-size fuel capacity!

King-size fuel capacity, yet light as a feather! Engraved golden tone in durable Elgmite.
32417K412 . . . . *Retail $6.95

Sportsman's Pal. Handsome tooled wind proof model. King-size fuel capacity in silver tone Elgmite
32416K353. . . . . *Retail $5.95



Wafer thin! Match book lightest! Sleek line pattern in silver tone Elgmite.
32410K294 . . . . . *Retail $4.95

Also in golden tone.
32411K353 . . . . *Retail $3.95

Feather light tailored design with engraving shield in golden tone Elgmite
32412K412. . . . . *Retail $6.95

Also in silver tone.
32413K412. . . . . *Retail $6.95

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AUTOMATIC LIGHTERS

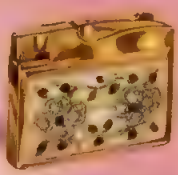
American Beauty

DIVISION

The Latest Engineering Triumph in Lighter Design!

NEW! Elgin American Patented Automatic Lighter combines sure-fire utility with smart slenderness and astonishing lightness that makes it America's most-wanted lighter. Alone, or matched with other American Beauty fashion accessories, these lighters are the perfect remembrance for the men and women on your gift list.

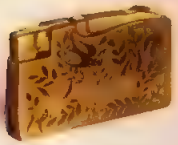
A treasure to own or give! Popular mother of pearl inlay combined with a rich golden tone border.
32409K388. . . . . *Retail $9.95



For her! Blue sequin-appliqued floral design handcrafted on mother-of-pearl with gold tone border
32407K735. . . . . *Retail $12.50

Graceful three-tone floral motif on contrasting golden tone, brightly polished for added loveliness.
32402K529. . . . . *Retail $8.95

"Fleur de lis", a most honored pattern with a tantalizing fine line square design in golden tone.
32403K470 . . . . *Retail $7.95



"Swallows in the tree tops" delicately engraved on rich golden tone. Executed in the petite "La Femme" style.
32414K529. . . . . *Retail $8.95

For Him

MATCHING LIGHTER AND CUFF LINK SETS

"It's a Strike!" for the bowling enthusiast. Matching cuff links in attractive golden tone. Gift encased. (10% Federal Tax on $4.95 cuff links).
32418K823 Ensemble . . . . . *Retail $13.95

32419K529 Lighter only. . . . *Retail $8.95

A distinctive design in basketweave with deep dimensional effect in rich golden tone for dress or sports. Gift encased. (10% Federal Tax on $4.95 cuff links).
32420K823 Ensemble . *Retail $13.95

32421K529 Lighter only. . . . *Retail $8.95

For Her

ROMANTIC STYLING!

"The Juliette" at its loveliest! Graceful contrasting golden tone design. The perfect remembrance.
32415K764. . . . . *Retail $12.95

All lighters shown approximately 2/3 actual size
*Federal Tax included on all Lighter prices.

ROHDE-SPENCER COMPANY, 18 SO. MICHIGAN AVE., CHICAGO 3, ILL.

A truly magnificent gift ensemble for home or office decor. This finely crafted combination includes a tray holding table lighter, ash trays and cigarette urn. Crafted in brilliant golden tone.
32424K1470.... .....*Retail $25.00

Table Lighter only
32425K882... ..... . *Retail $14.95

ELGIN AMERICAN

AUTOMATIC TABLE LIGHTERS, CIGARETTE CASES

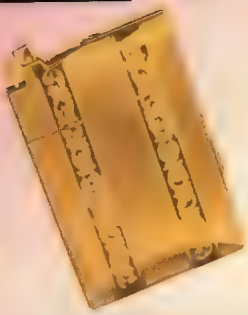
American Beauty

DIVISION

For fingertip convenience, choose a fashionable home or office automatic table lighter. And, for the discerning, a combination Lite-O-Matic . . . protects cigarettes and provides instantaneous light when needed. Accommodates king-size or regular cigarettes.

The "Colonial" in copper tone. Styling perfection accepted in any modern setting at home or office.
32422K882..... ..*Retail $14.95

The classic "Grecian", styled in ebony black finish, with rich jeweler's bronze key design trim.
32423K882..... .*Retail $14.95



A WONDERFUL COMPANION—COMBINATION LIGHTER AND CIGARETTE CASE—FINGER TIP TOUCH LIGHT.

Popular engraved diamond pattern with personalized monogram shield. In golden tone. Comfortably fits coat or shirt pocket.
32426K1470.....*Retail $25.00

Artfully engraved flourishes banded on satin finish golden tone. A wonderful gift for "him or her."
32427K1617.....*Retail $27.50

Elegant combination cigarette case and lighter for "him" or "her". Satin finish golden tone. Lights automatically as case clicks closed.
32428K588.....*Retail $9.95

Colorful enameled rose bouquet pattern —jet black background, golden border. Cigarette case and matching lighter.
32429K1029.....*Retail $17.50

Lighter only
32432K529.....*Retail $8.95

Cigarette case only
32433K500.....Retail $8.50

MATCHED ENSEMBLES MAKE APPRECIATED GIFTS!

Handsomely-tailored cigarette case, matching lighter in engraved golden tone. Monogram shield. Holds regular or king-size cigarettes.
32430K1176.....*Retail $19.95

Lighter only
32431K470.....*Retail $7.95

Cigarette case only
32434K706.....Retail $12.00

*Federal Tax included in Lighter prices

ROHDE-SPENCER CO., 18 SO. MICHIGAN AVE., CHICAGO 3, ILL.

NEW TOYS ON PARADE

SUNSHINE SAND BOX is easily assembled and colorfully decorated. Steel bottom supported by three braces. Durable canvas canopy. 28" x 40"; box 39" x 36"; 39" high; 28 lbs $12.95 ret. American Toy & Furn., 5130 N Clark st., Chicago 25, Ill.

ELVIS PRESLEY GAME for one to ten players in the teenage bracket; object is to determine player's future marriage partner. Spinner-type play on colorful board; Presley records featured. $2.98. Teen Age Games, So. Delaware River dr., Easton, Pa.

CANDY PUZZLERS. "Work the puzzle, eat the candy." Approximately 40 pieces of candy in each of 3 puzzles: Jumbo, Circus Clown and Candy Maze. 20c retailers. 2 dozen assorted to display carton. Par Beverage Corp., 812 Sycamore st., Cincinnati 2, O.

TV FUN KIT highlights Paul Winchell and Jerry Mahoney. Assortment of party games, balloons, stunts and riddles, plus Jerry Mahoney and Knucklehead Smiff masks. Retails $2.98. 4-color boxed. Transogram Co., 200 Fifth ave., New York 10, N. Y.

CINDERELLA'S FRIENDS, a Mickey Mouse Club Book, illustrated in color by Walt Disney Studio. Story of the Mouse Ball attended by mice, Cinderella, Prince Charming. 25c seller. Published by Simon & Schuster, Inc., 630 Fifth ave., New York City.

MUSICAL PETER PANDA plays assorted children's tunes at the turn of the crank. All metal, gayly decorated in colorful panda outfit. #552 retails $1.00 for Easter promotion. Mattel, Inc., 5432 W. 102nd st., Los Angeles 45, Calif.

TABLE TOP SKILL GAMES, educational and entertaining assortment plastic bagged for self service selling. 49c ea. retail. #261 Baseball, #262 Shuffle Ball, #263 Skee Ball, #264 Tiddle Time. Harett-Gilmor, Inc., 200 Fifth ave., New York 10, N. Y.

WANNATOY 420 ASSORTMENT 10 toys, trailers, fire engines, cars, trucks, bagged and labeled to retail 98c. Unbreakable polyethylene in bright, assorted colors. 24 to 10 lb. shipper. Dillon-Beck Mfg Co., 1227 Central ave., Hillside, N. J.

NOW a KADET Handbook with Every PARRIS TRAINERIFLE

The 28-page illustrated Kadet Handbook was a smash hit with our bolt-action TraineRifles. Now it is being included with the 2-A, T-2-A, M-1 and T-M-1 cork-shooting models at no extra cost!

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Except...

Up to two years ago, the look-alike Solomon twins did the same things together. Even had polio at the same time.

Except...

Linda recovered completely.

Sandy didn't.

Even today, after some $1500 in March of Dimes help, she needs braces and crutches to get around.

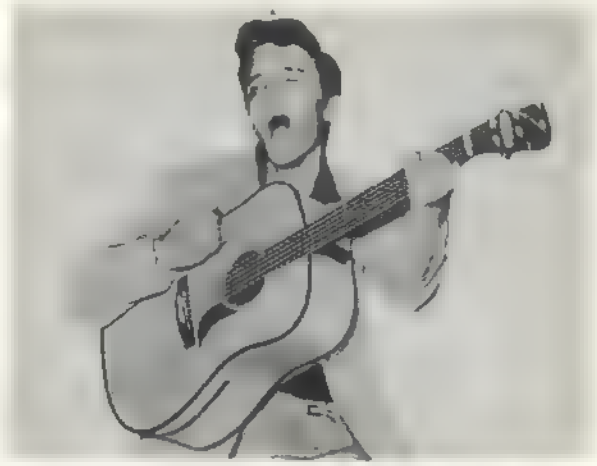
Except...

Sandy, like thousands of other polio victims, still needs a lot more treatment. She'll get it—as much as she needs. You, who made the Salk vaccine possible, can provide that care. And, what is more, your dimes and dollars will also help train the minds and hands of the professional experts so desperately needed to give it.

Let's Finish the Job!

JOIN THE MARCH OF DIMES IN JANUARY

Elvis Presley Guitar Announced By Emenee, Two Models Offered



Youngsters can now emulate the favorite star with the new official Elvis Presley Guitar. They can play a tune almost immediately, and without lessons, on the instrument.

Equipped with Emenee's exclusive Automatic Chord Player, the manager simply presses the button for the player marked with the number of the chord he wants and strums the guitar. The music book which accompanies the instrument and contains Elvis' favorite songs gives complete playing instructions.

The Emenee guitar is full size, three feet long with a two-tone sturdy, plastic body. It is decorated with a full-color portrait of Elvis himself, a picture of a hound dog and "tender heart"—all on a "pearl" finish surface.

The guitar has a rich professional tone and gear action metal tuning pegs. It comes complete with a silk shoulder cord and fretboard and a handsome luggage-type carrying case.

The four-string guitar sells for $10 and the six-string guitar for $12. Made by Emenee Industries, Inc., 200 Fifth Avenue, New York City 10, the instrument will be sold in department, music and toy stores throughout the country.

Block in Toy Center Showroom

Richard Schersch checks an order

Room 962 in the 200 Fifth Avenue Building, New York City's Toy Center, is the new sales home for Block Doll Corporation, makers of the new Answer Doll, a novel [illegible] miniature that nods "yes" or shakes her head "no" when [illegible] a pair of buttons on her body is pushed. The doll comes in three different models retailing at $1.98, $2.98 and $3.98, respectively.

An animated display piece for showing the Answer Doll in perpetual motion has been created by Sam Block, president of the company, and for 40 years a prominent figure in the doll trade scene.

Block Doll Corporation has its plant facilities at 24 Jones Place, New York City. Richard J. Schersch and Irving J. Gesch are in charge of the new showroom.

"EMMET KELLY" CLOWN DOLL

Emmet Kelly's "Willie the Clown" life-like dolls with flesh-like plastic head and hands, removable derby. Dressed complete with tie and clothes pin tie-clasp. Stands 22" tall.

No. 715 ..... each $4.00

No. 712A 12" high. each $1.25

CAPTAIN KANGAROO DOLL

Captain Kangaroo doll, a replica of the famous TV character. Vinyl plastic head and hands. Complete with vinyl animal in pocket. Stands 22" high.

No. 915 ..... each $4.00

GIANT CLOWN DOLLS

Colorful, circus type clown dolls. Each stands a full 44 inches high. Assorted costumes and colors, packed in individual poly bags.

No. 250 ..... each $2.00

LARGE PLUSH SLEEPY DOG

Big enough for the kids to sit on! This colorful plastic dog measures 12" x 19", has flapping ears, button nose and is made to take it. Complete with satin bow.

No. 600/9 each $3.00

HUGE PLUSH TV DOGGIE

All plush body in soft black and white plush and with large satin bow. He's a full 14" high and 23" long. The lads love to sit on him and watch TV.

No. 1123P ..... each $3.00

PLUSH ELEPHANTS

Kids love 'em! Colorful elephants with long trunks and satin bows. Assorted colors — all with contrasting color inside ears.

No. 517 ..... each $1.75

GIANT FRENCH POODLE

Huge French Poodle with chain leash and leather collar. Contrasting, jaunty hat. Assorted colors.

No. 905 ..... each $3.00

SITTING POODLE

Sitting Poodle dog with chain leash and collar. Dressed in Be-Bop hat. Assorted colors.

No. 900 ..... each $1.75

ARCHIE & MAGGIE MONKEY

Large hanging monkeys with rubber face and shoes. Plush, dressed body, available in black or white.

each $3.75

"RUSTY" DOG

Rusty the bulldog is 21" high, has a natural vinyl face and straw hat. Colorful plush body.

No. 5250 ..... each $3.00

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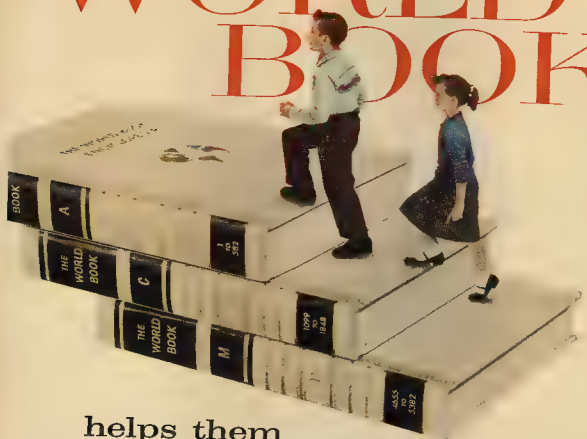
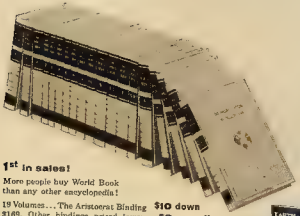


helps them step up to success



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slick tricks

"Fly" a real kite on the wall in a boy's room for an unusual and inexpensive decoration. Masking tape will hold the kite in place without marring the wall.—*Mrs. C. F. Brackin, Georgia*

To cut a cake in even slices, mark the frosting lightly with a piece of string. Hold one end of the string in each hand and stretch it across the cake. Then cut over the lines when ready to serve.—*Mrs. Donald E. Taylor, West Virginia*

Tack up a spring clothespin near your cleaning supplies or work bench to hold your work gloves.—*Mrs. Loretta Hemmer, Nebraska*

To keep brown sugar soft, empty it into a pliofilm bag and place the bag inside a canister. Then tightly fold the top of the bag down over the sugar and replace canister cover.—*Mrs. Harvey Harms, Mississippi*

If your clothesline prop falls down on windy days, screw a cup hook into the "V" at the top of the prop. The hook will fit over the line and hold the prop, no matter how hard the wind blows.—*Vivian Kennedy, Ohio*

Use your smallest measuring spoon to scoop out balls of red jelly for use as a garnish in place of maraschino cherries.—*Lettie B. Ritchie, Wisconsin*

Slide sandwiches into paper bags with a pancake turner. This keeps sandwiches with soft fillings from being crushed or forced apart.—*Mrs. Hugh W. Pollnow, Kansas*

To prevent iron-on tape from sticking to an iron, place a smooth sheet of aluminum foil between the tape and iron.—*Mrs. Esther Legg, Iowa*

Eggs can be poached easily in buttered glass ovenware custard cups. Place the buttered cups in an inch of boiling water in a pan with a tight cover. The eggs can be eaten directly from the cups.—*Marjorie Hannings, Pennsylvania*

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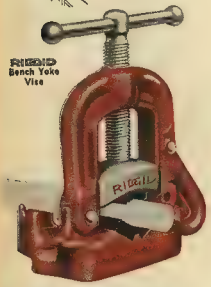
Need A Pipe Vise?

...get one that does more than just hold pipe



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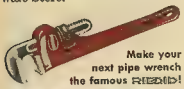

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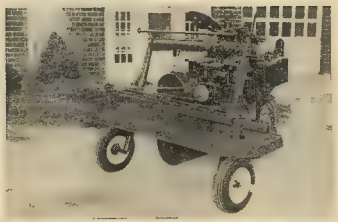
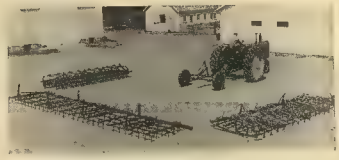
MACHINERY PARADE



CUT TOPS OUT of corn or cotton, or give soybeans a crew-cut to get rid of volunteer corn and weeds before you combine. Topper fits on high-clearance sprayer, cuts at heights from 2′ to 6′. Hagie Mfg. Co., Clarion, Iowa.

NO RUNNING DRY—you can see the level of the chemical in this new Fiberglas sprayer tank. It resists corrosion, is lightweight and tough. New ceramic nozzles also outlast metal types, says Hansen Equip. Co., Beloit, Wis.



NEW HYDRAULIC CART puts wheels under harrows and rotary hoe. Cylinder and drawbar tilt implement up for transport. In the field, just hit hydraulic lever to clear trash or cross waterways. Noble Mfg. Co., Sac City, Iowa.

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The reason is obvious! They're smooth-running, job-speeding *power partners.* Starts are so easy! Performance is so dependable — even in toughest going — for years on end.

When you buy gasoline-powered equipment (to 9 hp) for your home, farm or industry — why experiment? Take the road to *satisfaction.* Insist on Briggs & Stratton 4-CYCLE engines. They're *No. 1 in use throughout the world.*

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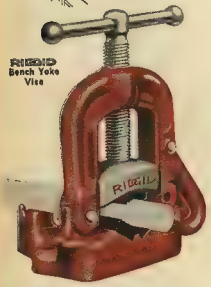
Wherever you live, authorized Briggs & Stratton service is nearby. Look in the yellow-pages of your phone book under "ENGINES — GASOLINE."

Need A Pipe Vise?

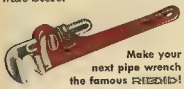
...get one that does more than just hold pipe



RIDGID

Extra-Service Pipe Vise

It has a handy built-in pipe bender . . . and pipe rest—for accurate threading. Exclusive LonGrip jaws hold pipe extra firmly, don't chew it up. Yoke and base of lifetime malleable. Most for your money—buy RIDGID Vises at your Hardware Store.

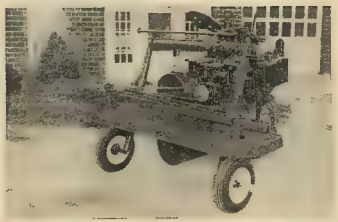


Make your next pipe wrench the famous RIDGID!

RIDGID
Work-Saver Pipe Tools

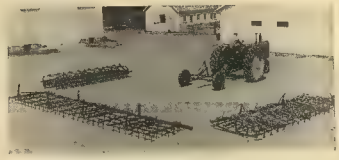
The Ridge Tool Company, Elyria, Ohio, U.S.A.

MACHINERY PARADE



CUT TOPS OUT of corn or cotton, or give soybeans a crew-cut to get rid of volunteer corn and weeds before you combine. Topper fits on high-clearance sprayer, cuts at heights from 2′ to 6′. Hagie Mfg. Co., Clarion, Iowa.

NO RUNNING DRY—you can see the level of the chemical in this new Fiberglas sprayer tank. It resists corrosion, is lightweight and tough. New ceramic nozzles also outlast metal types, says Hansen Equip. Co., Beloit, Wis.



NEW HYDRAULIC CART puts wheels under harrows and rotary hoe. Cylinder and drawbar tilt implement up for transport. In the field, just hit hydraulic lever to clear trash or cross waterways. Noble Mfg. Co., Sac City, Iowa.

IMPORTED FRUIT PLATES. Beautiful pure white china plates, 7¾" diameter. Made by Schumann, in Germany. Lovely fruit decorations in natural blending colors. Interesting pierced and scalloped edge with gold rim and gold line inside. Packed in six assorted patterns to a bundle. Ship. wt. per bundle, 5 lbs

435G2-550.....RETAIL, BUNDLE OF 6 **$9.50**

As above: 7" dia. plates. Ship wt 4 lbs.

435G20-438.....RETAIL, BUNDLE OF 6 **$7.50**

HAND PAINTED WALL PLATES. Imported 9¼" ceramic wall plates masterfully hand painted with scenes of natural beauty. Their exquisite and realistic artistry make them ideal to hang on any wall of the home. Can be cleaned by wiping with a damp cloth. Each plate inscribed with the artist's name. **Available in four patterns as shown:** Sailboat, Mountain, Water, and Country scenes. Finished with gold edge.

435G32-125—Specify Pattern.....RETAIL, EACH **$2.50**

IMPORTED PLATE WALL PLAQUES. Hand painted, fine white china plaques. A perennial favorite. Available in 3 different fruit designs. Can be mounted on stand or hung on wall—back is pierced for hanging. **Large-sized plates 9¼" dia.** Ship. wt. 2 lbs.

435G31-125.....RETAIL, EACH **$2.25**

As above: Three assorted floral designs.

435G29-125.....RETAIL, EACH **$2.25**

As above: 9¼" plates. Four assorted fruit designs. **Sold in lots of four only.**

435G5-275.....RETAIL, SET OF 4 **$5.50**

IMPORTED WALL PLATES. Hand-painted flying duck designs in beautiful colors. 8¼" diameter plate is available in four assorted duck designs. Packed four in a box. Ship. wt. 5 lbs.

435G4-275 RET. SET OF 4 **$5.95**

HAND-PAINTED IMPORTED WALL PLATES. Set of four hand-painted wall plates, 8" in diameter. Birds and foliage depicted in beautiful, natural colors. A gift item that is always appreciated—harmonizes with both modern and period furnishings. Sold in sets of 4 only. Ship. wt. per set, 3 lbs.

435G3-275.....RETAIL, PER SET **$4.95**

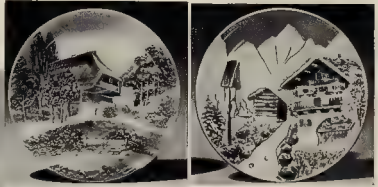
Similar to above: 9¼" plate. Three assorted bird designs. Ship. wt. 4½ lbs.

435G30-375.....RETAIL, SET OF 3 **$6.25**

IMPORTED "DUCKS IN FLIGHT" WALL PLAQUES. Embossed in beautiful natural colors. Rim of plate shaded to a rich green. Plates 8" dia. Pierced holes in back rim for hanging. **Sold only in pairs as shown.**

435G1-225

435G1-195—Lots of 3 pair.....RETAIL, PAIR **$3.50**



MADE IN GERMANY. Authentic scenes from the Black Forest in Germany on these imported wall plaque plates. Unique gift item with a genuine Old World touch. Vivid coloring on embossed, bold relief, porcelain plates. Different assorted Summer scenes (shown above left) and Winter scenes (shown above right). Made in Western Germany. Ship. wt. 2 lbs.

435G16-165—Summer Scene, 9" plate.....RETAIL, EACH **$2.75**

435G19-325—Summer Scene, 13" plate.....RETAIL, EACH **$8.25**

435G17-225—Winter Scene, 9" plate.....RETAIL, EACH **$3.50**

435G18-375—Winter Scene, 12" plate.....RETAIL, EACH **$6.75**

Big Values in Imported English Gladstone Bone China

6 Set Assortment. Highly glazed English bone china made by Gladstone. Pure White China and lovely floral patterns that lend a festive touch to the table setting. **Assortment consists of 6 cups and saucers in 6 different patterns.** Outstanding gift set. Packed in shipping carton.

4G2-850—Set of 6 ..... RETAIL **$20.40**

(Top row—left.) Artistically decorated with one large spray of lily-like flowers, garland of leaves, and tiny rosebuds inside of cup and on edge of saucer. Gold edge at top and base of cup.

4G115F-165 ..... RETAIL, EACH **$3.50**

(Top row—center.) Large spray of Yellow flowers with Green leaves.

4G114C-148 ..... RETAIL, EACH **$2.90**

(Top row—right.) Delightful decoration of two large branches with multi-colored fruit. Design inside cup—three sprays on saucer. Gold striping at top, center, and base of cup. Gold edge on saucer.

4G114A-165 ..... RETAIL, EACH **$3.50**

(Bottom row—left.) Two bright Orange and Yellow sprays—almost completely cover saucer and cup. Gold edging.

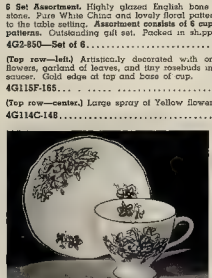
4G114D-165 ..... RETAIL, EACH **$3.50**

(Bottom row—center.) 1" border of small Blue and Yellow flowers. Two Gold bands encircle center of cup and saucer. Gold edge on foot of cup.

4G114B-165 ..... RETAIL, EACH **$3.50**

(Bottom row—right.) 1½" border of full bloom roses in natural, beautiful colors. Gold band encircles border, and base of cup.

4G115E-165 ..... RETAIL, EACH **$3.50**



(Left.) Violet Spray Design Cup and Saucer. Snow white English Bone China ornamented with lovely spray of Violets and Gold trim. Excellent gift set.

4G134-148 ..... RETAIL, EACH **$2.75**

(Right.) Tudor Rose. Highly Glazed White English Bone China. Classic pattern with lasting charm. Brilliant, large rose inside cup and on saucer. 22K Gold on rim, base, handle, and center.

4G144-165 ..... RETAIL, EACH **$3.50**

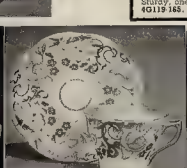
"HOLD-RITE" Plastic stands for cups and saucers. Perfect for display of regular tea cups and saucers, as well as demitasse cups and saucers. Sturdy, one-piece plastic construction. **Dark, walnut color.**
4G119-165 ..... RETAIL, DOZEN **$2.50**

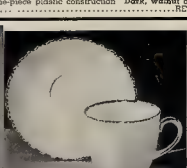
Translucent China. Lustrous, white body with shaded rose and violet design accented with gold. For party serving or to add to collection.

4G9-165 ..... RETAIL, EACH **$3.50**

Floral Pattern English Bone China. 22K Gold band on inside rim, handle, and base. Small flowers, stems, and outline in Black, or Brown

4G141-325—Specify Color ..... RETAIL, EACH **$5.00**





Countess. Victorian Pure White English Bone China with high lustre glaze. Gold edging and full gold handle. Graceful fluted design. Packed 4 in carton.

4G-375 ..... RETAIL, SET OF 4 **$6.50**

Fluted Styling with Small Intermingling Flowers. 3 color combinations—Pink-Grey, Rose-Brown, Yellow-Green

4G125-165—Specify Color ..... RETAIL, EACH **$3.25**

Wilson...the Fastest Selling Name in Sports!

See the New Wilson American Player Line

Hotel New Yorker
Suite 1229-1230 March 6-15

New Products!
New, Colorful Packaging!
New Labels Featuring the Greatest Names in Sports!

Win Sales With Wilson

Wilson Sporting Goods Co., Chicago • New Chicago Headquarters at River Grove, Ill., a western suburb of Chicago • Fastest nationwide service from 32 branch offices • (A subsidiary of Wilson & Co., Inc.)

"ESHELMAN" CHILD'S SPORT CAR with fully automatic clutch . . . up to 70 miles on a gallon of gas!

10102Z235X33675 ESHELMAN CHILD'S SPORTS CAR — with all the features adults go for! Seats 2 children — speeds up to 15 mph — yet it's safe with easy to operate brakes. Has automatic type steering; fully automatic clutch. Powered by an air cooled Briggs and Stratton 3 H.P. engine with automatic recoil starter located on the dash. 10 x 2.75 puncture-proof tires; ball bearing wheels, oil cleaner carburetor, reverse gear and a host of other features that make it the envy of the neighborhood. 54" long, 24" wide, 23" high. Shipped assembled, complete with headlights on this Deluxe Model. Specify yellow or red. FOB Ind. ..... **Retail: $449.00**

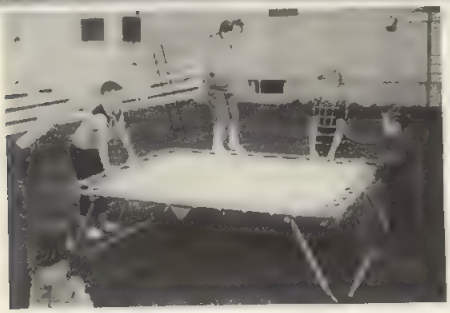
10103Z235X29625 STANDARD MODEL, similar to above with 2 H.P. engine, less lights ..... **Retail: $395.00**

As Advertised in

GOOD HOUSEKEEPING
PARENTS' MAGAZINE
THE SATURDAY EVENING POST
LIFE MAGAZINE

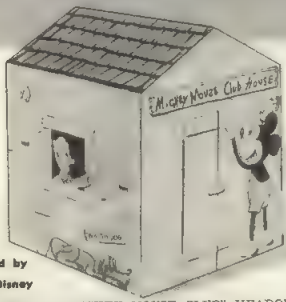
TIMKEN BEARING EQUIPPED

7064M5W537 YOUTH'S FRESH WATER BAITCASTING OUTFIT by OCEAN CITY-MONTAGUE Compact balanced set includes solid Glass rod with 2 guides — detachable chuck grip; level wind reel; 100 ft. line; metal tackle box; float, sealer; spoon; assorted hooks and other pieces to delight your young Walton and help him land his first whopper ..... **Retail: $8.95**



10166Z70X6664 NISSEN "THUMPER" BUDDY TRAMPOLINE provides great sport for kids from 2 of 12! Perfect for backyards and rumpus rooms — it takes care of the surplus energy all youngsters have and helps develop muscular coordination. Constructed with the same sturdy features that have made Nissen Regulation Trampolines the accepted make in schools, clubs and emaps all over the nation. The "Buddy" folds like a card table stands compactly, is easily portable. Has rigid frame. ALL-NYLON bed, rubber cable tension system 60" x 6'8", 24" high F.O.B. Iowa ..... **Retail: $99.95**

10167Z36X5330 "CHUM" TRAMPOLINE, similar to above, same size but with non folding, screw-in legs. **Retail: $79.95**



Authorized by Walt Disney

10104Z26X1064 "MICKEY MOUSE CLUB" HEADQUARTERS TENT for devoted followers of TV's famous club Mickey Mouse and his friends are beautifully stenciled on three sides. Made of strong 4 oz. tent cloth with simulated shingle roof, screened window in rear. Strong tubular steel frame is easily erected. Finished size 3'6" x 3'6" x 4'2" high — big enough for all members of backyard groups ..... **Retail: $15.95**

10160Z260X27080 AMERICAN SHUFFLEBOARD'S "BANK-SHOT" — packs all the skill of shuffleboard into 9 feet of carom action. Designed for recreation rooms, institutions and other organizations with limited space and limited budgets — it's designed for low maintenance costs, is easily transportable because of folding legs and floor adjusters. 9-foot unit fits most anywhere requires but 18" of playing space at each end. Playing field is solid laminated maple; legs and cabinet of selected hardwoods. Comes complete with metal wall scoring unit; attractive blackboard for league standings, cleaner and polisher, weights, T-Square, 2 lamps, climatic adjusters. Simple to play — a cinch to learn, yet thrilling to both experts and novices, adaptable to tournament play for singles, doubles, teams. FOB N. J. **Retail: $345.00**

"ESHELMAN" CHILD'S SPORT CAR with fully automatic clutch . . . up to 70 miles on a gallon of gas!

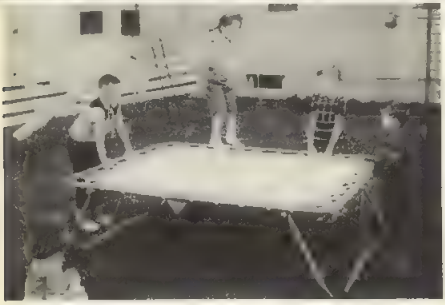
As Advertised in

GOOD HOUSEKEEPING
PARENTS' MAGAZINE
THE SATURDAY EVENING POST
LIFE MAGAZINE

10102Z235X33875 ESHELMAN CHILD'S SPORTS CAR—with all the features adults go for! Seats 2 children—speeds up to 15 mph—yet it's safe with easy to operate brakes. Has automatic type steering; fully automatic clutch. Powered by an air cooled Briggs and Stratton 2 H.P. engine with automatic recoil starter located on the dash. 10 x 2.75 puncture-proof tires; ball bearing wheels, oil cleaner carburetor, reverse gear and a host of other features that make it the envy of the neighborhood. 54" long, 24" wide, 23" high. Shipped assembled; complete with headlights on this Deluxe Model. Specify yellow or red. FOB Ind. ..... **Retail: $449.00**

10102Z235X28625 STANDARD MODEL, similar to above with 2 H.P. engine, less lights ..... **Retail: $395.00**

7064M35W537 YOUTH'S FRESH WATER BAITCASTING OUTFIT by OCEAN CITY-MONTAGUE. Compact, balanced set includes solid Glass rod with 2 guides—detachable chuck grip; level wind reel; 100 ft. line; metal tackle box; float, sealer; spoon; assorted hooks and other pieces to delight your young Walton and help him land his first whopper ..... **Retail: $5.95**



10106Z270X0604 NISSEN "THUMPER" BUDDY TRAMPOLINE provides great sport for kids from 2 to 12! Perfect for backyards and rumpus rooms — it takes care of the surplus energy all youngsters have . . . and helps develop muscular coordination. Constructed with the same sturdy features that have made Nissen Regulation Trampolines the accepted make in schools, clubs and camps all over the nation. The "Buddy" folds like a card table, stands compactly, is easily portable. Has rigid frame, ALL-NYLON bed, rubber cable tension system 60" x 8'8"; 24" high. F.O.B. Iowa . . . **Retail: $99.95**

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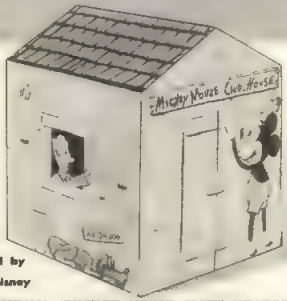

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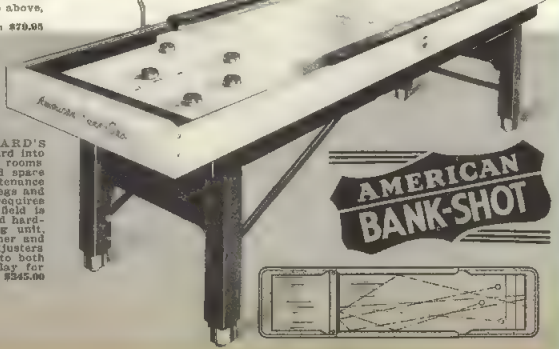


10160Z265X27600 AMERICAN SHUFFLEBOARD'S "BANK-SHOT"—packs all the skill of shuffleboard into 9 feet of carom table. Designed for recreation rooms institutions and other organizations with limited space and limited budgets—it's designed for low maintenance costs, is easily transportable because of folding legs and floor adjusters. 9-foot unit fits most anywhere, requires but 18" of playing space at each end. Playing field is solid laminated maple; legs and cabinet of selected hardwoods. Comes complete with metal wall scoring unit, attractive blackboard for league standings, cleaner and polisher, weights, T-Square; 2 lamps, climatic adjusters. Simple to play—a cinch to learn, yet thrilling to both experts and novices, adaptable to tournament play for singles, doubles, teams. FOB N. J. ..... **Retail: $325.00**

NEW from Estelle

"LITTLE WARRIOR" GIFT SET

Here's one of our most popular numbers - now with colorful new designs on Head Dress and Drum . . . both made particularly appealing in a new "MYLAR" window type display box which makes an unusually attractive display either set-up or closed. The perfect gift for all occasions. Set consists of two items as shown - a No. 13 Tom-Tom with two mallets and Head Dress with gaily colored plastic headband and feathers. The small fry really go for this one!

No. 2200 MASTER CASE

1 Dozen—Weight, 20 lbs. **$2.00**

"LITTLE BRAVE" TOM-TOMS

***Individually* Packaged in Plastic Bag *with* One *Mallet* as *shown* or Packed 6 Drums per Display Box**

Available in two sizes - for tots and "in-betweens" . . . popularly priced so Mom and Dad just can't say "no". Full, resonant tone-producing black rubber heads are contrasted against clear, white jackets with colorful Indian design. A "sure-fire" sales leader!

No. 2 — (3½" diameter and 5" high) Packed 3 dozen to a carton. Weight 21 lbs. **69c**

No. 10 — (5" diameter x 6½" High) Packed 2 dozen to a carton. Weight 18 lbs. . **$1.00**

TOY MFRS. U.S.A. AMERICAN TOYS

PRODUCTS OF Estelle TOY COMPANY HONEOYE FALLS, N. Y.

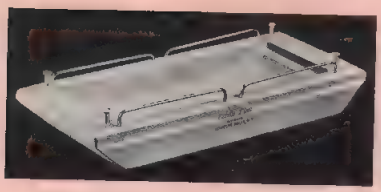
The Most Complete Line of Authentic Indian Tom-Toms and Gift Sets on the Market

CLEAR THE DECKS FOR ACTION!

Here Comes Estelle's Exciting New Line of Electric Powered Boats!

No. 500 DRAGONFLY (PATENT No. 175360)
All-plastic construction - unsinkable - working compass complete with two interchangeable power drives - Outboard motor and Propeller Drive.
Suggested retail price— **$10.00**
Pack ½ dz. per ctn. wt. 16 lbs.

No. 100 HORNET SPEEDBOAT
Suggested retail price— **$6.00** ▶
Pack ½ dz. per ctn. wt. 13 lbs.



No. 400 BARGE
◀ **(FOR TUG)**
Solid wood construction with three coats of marine lacquer . . . rust-resistant hardware Individually boxed.
Suggested retail price— **$1.50**
Pack 1 dz. per ctn. wt. 14 lbs.

No. 300 CAROL ANNE TUG
with working compass ▶
Suggested Retail Price **$7.00**
Pack ½ dz. per ctn. wt. 14 lbs.

LOOK AT THESE FEATURES!

UNSINKABLE . . . SOLID WOOD HULLS have three coats of marine lacquer . . . HI-IMPACT PLASTIC SUPER STRUCTURE . . . SWITCH OPERATED ELECTRIC MOTOR and LIGHTS . . . HIGH-RIDING MOTOR and BATTERIES suspended for complete protection . . . MOTORS GUARANTEED for life of Boats . . . SPECIAL DESIGN assures absolute safety. . .

Each Boat individually packaged in colorful display & shipping carton. Packed ½ dozen per carton.

TOYS MADE IN U.S.A. AMERICAN TOYS

PRODUCTS OF

Estelle TOY COMPANY

HONEOYE FALLS, N. Y.

CLEAR THE DECKS FOR ACTION!

Here Comes Estelle's Exciting New Line of Electric Powered Boats!

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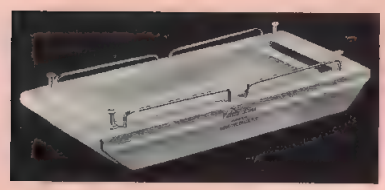

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AMERICAN TOYS

E.

F.

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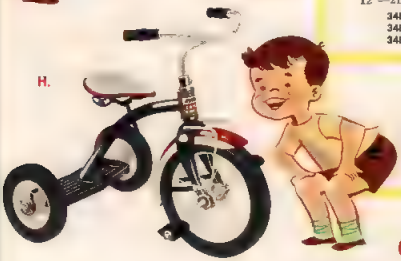


H.

E. The FIREBIRD* —Speed-king of American bicycles! Whitewall 1.75" tires, chrome rims, 3-speed Sturmey-Archer gear-shift. Sturdy front and rear wheel hand brakes. Special racer saddle with chrome springs, deluxe chrome headlight, reflector jewel pedals, chrome fenders, chrome truss rods and chrome kick stand. Deluxe chrome-trim chain guard. Rear fender has bright jewel reflector. Boy's: Flamboyant green. Girl's: Flamboyant blue. Shpg. wt : 56 lbs.

3509TF5995—26" (Specify Boy's or Girl's)....Retail $78.50

F. The ST. CLAIR* This imported lightweight has chrome fenders, rims and tire pump. Includes special tourist bag behind European racer saddle; wheel-driven generator for electric headlights and taillights; 3-speed gearshift; hand brakes, front and rear. Kick stand, hockey-stick chain guard, 1.38" tires. Boy's: Flamboyant red with chrome trim. Girl's: Flamboyant blue with chrome trim. Shpg. wt.: 47 lbs.

3486TF5195—26" (Specify Boy's or Girl's)....Retail $66.50

G. The CADET® A handsome, deluxe velocipede with sturdy tubular wishbone frame, chrome-plated fender, two-way adjustable handlebar, chrome truss rods, deluxe coil spring saddle, handlebar gauntlets with colorful streamers. Giant chrome hub caps. Ball bearings in both front and rear wheels. Extra wide, sturdy, all-steel step plate with special Safety-Step tread. 1.75" puncture-proof tires. Two-piece ball bearing pedals. Metallic blue with white saddle, white rims, red pedals. Shpg. wts.: 10"—23 lbs.; 12"—26 lbs., 16"—32 lbs.

3491TF1225—10" Front Wheel.. ... .. Retail $18.50
3492TF1395—12" Front Wheel .. . .. Retail $20.50
3493TF1550—16" Front Wheel . ... Retail $22.50

H. The COMMODORE* Low-cost, sturdily built single-bar frame model with long-lasting nylon head bearings and ball bearings in front wheel. Rubber pedals. 1.75" puncture proof tires. Charcoal gray frame, Matador red fender with white trim, white rims and truss rods. Vinyl-top saddle with coil springs, white handlebar, black grips and pedals. Shpg. wts. 10"—19 lbs.; 12"—21 lbs., 16"—25 lbs.

3481TF940—10" Front Wheel .. . .Retail $13.50
3482TF995—12" Front Wheel . Retail $14.50
3483TF1145—16" Front Wheel Retail $16.50

EVANS-COLSON AGE-SIZE CHART

BICYCLES		VELOCIPEDES	
Age	Size	Age	Size
5 to 7	20"	under 2½	10"
7 to 9	24"	2½ to 4	12"
9 and over	26"	4 and over	16"

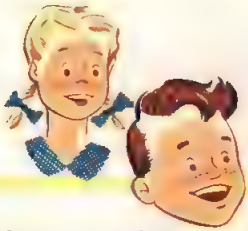
*Trade-mark of Evans Products Company

EVANS COLSON

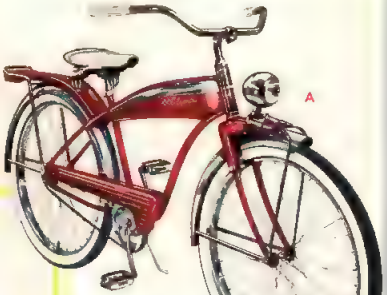
QUALITY-BUILT VELOCIPEDES

Evans-Colson bicycles and velocipedes shipped f. o. b. Michigan factory. Be sure to include full information on your order. Order early. No COD orders accepted on factory shipped merchandise.

NEW YORK **BENNETT BROTHERS, INC.** **CHICAGO**



There's more fun on a new
EVANS-Colson BIKE!



A

A. The OLYMPIC®—Most luxurious bicycle made! With famous shock-absorbing Evanaction front fork. Chrome truss rods, rims, kick stand and fenders. Deluxe saddle has chrome crash rail, double-coil springs, Hi-Lo adjustment. Chrome headlight. Heavy-duty luggage rack with automatic taillight, chrome-trimmed tank with electric horn, chrome-trimmed chain guard, whitewall tires. American-made coaster brake, reflector-jewel pedals. Boy's: Flamboyant red. Girl's: Flamboyant blue Shpg. wt., 72 lbs

3500TF6750—26" (Specify Boy's or Girl's) .. Retail $87.00

B.

B. The COMMANDER®—Fully-equipped—has chrome truss rods, kick stand, streamlined tank with electric horn, deluxe chain guard, chrome headlight, luggage rack Double-coil chrome spring saddle with Evans Hi-Lo adjustment. American-made coaster brake. Whitewall tires. Boy's: Matador red with gray and white. Girl's: charcoal gray with pink and white. Shpg. wt., 64 lbs.

3501TF5250—26" (Specify Boy's or Girl's)....Retail $66.50

C.

C. The SONIC SCOUT* - 28" models have Evanaction front fork. All models have headlight, tank, luggage rack, deluxe chain guard, chrome truss rods, rims and kick stand. Chrome spring saddle with Hi-Lo adjustment. American-made coaster brake, jewel rear reflector. Boy's: jet black with white and red. Girl's: royal blue with white and red. Shpg. wts.. 26"—64 lbs.; 24" 54 lbs.; 20" 47 lbs.

3508TF5300—26" (Specify Boy's or Girl's)....Retail $67.50
3479TF4250—24" (Specify Boy's or Girl's)....Retail $54.95
3480TF4150—20" (Specify Boy's or Girl's)....Retail $33.50

D. The CUTLASS*—A popular "middleweight" with 1.75" tires and chrome rims. Sturdy saddle with Evans Hi-Lo adjustment. American-made coaster brake, jewel rear reflector, kick stand. Boy's: Matador red, white and black. Girl's: metallic blue, white and red. Shpg. wts.: 26" —54 lbs.; 24" 48 lbs.; 20"—42 lbs

3505TF3795—26" (Specify Boy's or Girl's) ...Retail $49.00
3506TF3695 24" (Specify Boy's or Girl's).. Retail $47.50
3507TF3550—20" (Specify Boy's or Girl's). ..Retail $45.75

D.

New EVANACTION* FORK
for the smoothest ride ever!

New twin fork with rubber bonded to steel in "floating" suspension unit. Has chrome dual spring coils and "Delta Wing" housing. Smooths out even roughest bumps

*Trade-mark of Evans Products Company

EVANS COLSON QUALITY-BUILT BICYCLES

Evans-Colson bicycles and velocipedes shipped f. o. b. Michigan factory.

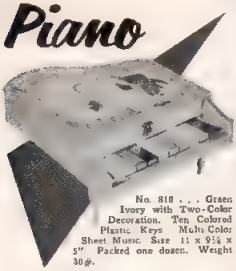
NEW YORK **BENNETT BROTHERS, INC.** CHICAGO

EVANS PRESENTS

Evans, the only bicycle manufacturer located in the heart of the automotive industry, is proud to present the only line of bicycles with styling inspired by the modern automobile—bicycles possessing the same type of sales appeal as today's cars. The Evans line is a *complete* line consisting of models to fit every need and pocketbook. Evans Car-Style line is supercharged with profit potential. Visit our display at the Toy Fair, March 6-15, suite 460-461, Hotel Sheraton-McAlpin, New York City. Write for new catalog to Evans Products Company, Dept. AW-3, Plymouth, Mich.

Go American . . . Go Modern . . . Go EVANS!

Piano



No. 818 . . . Green Ivory with Two-Color Decoration. Ten Colored Plastic Keys. Multi-Color Sheet Music. Size 11 x 9¼ x 5". Packed one dozen. Weight 30#.

Jefferson

Jefferson Mfg. Co.
2433 North Orleans St.
Philadelphia 33, Pa.

SPEED
SPINS
SPILLS
THRILLS

SENSATIONAL
PROP-ROD
The POWERED TOY of the year!

Only $9.95 Ready to Run!

L. M. COX MFG. CO., INC.
P. O. Box 476, Santa Ana, California

WRITE

FOR

SPACE

RATES

Freter Hall

. . . Revell has named *John Freter* to the newly created post of merchandising manager. *Freter* will work under *Phil Ewing*, director of sales, in directing the company's expanded merchandising, advertising and sales promotion programs. In addition Freter will supervise the activities of the HO Technical Service Dept.

. . Tru-Vue Co., Beaverton, Ore., named *Lynn Hall* sales promotion and advertising manager. His first major responsibility will be planning and directing national promotion of new Tru-Vue gift sets, picture stories, and 3-story albums.

. . . Recent territorial expansion and personnel changes for Nesbit Industries Inc., Chicago, include: *Emery Neale Co.*, 139 S. E. Taylor st., Portland, Ore., Pacific northwest states; *Burr Blanchard*, 656 Huntington blvd., Arcadia, Calif., for California, Arizona, New Mexico; *Dennis & Co.*, 1069 Briarcliff rd. N.E., Atlanta, Ga., southeast; *G. Howard Mellema*, 5608 Abbott ave. S., Minneapolis, Minn., north central states; *Nat Weiner*, 1730 Grand ave., Kansas City, Mo., west central states.

. . S. L. Allen & Co., Inc., named *Brian Radecke* as the Planet Jr. and Flexible Flyer salesman in the seven-state area of Calif., Wash., Ore., Utah, Idaho, Nev. and Ariz. He succeeds his dad, Gott Radecke, retired.

. . . Eden Toys, New York, has appointed the *E. E. Taylor Co.*, 203 Terminal Sales Bldg., Seattle, Wash., as representative in the Pacific northwest and Alaska for the Cuddly line of infants' toys and musical toys.

. . . *James A. Hughes* as salesman in the New England states for Robert Patterson & Associates. Firm's New York headquarters are in room 204, Fifth Avenue Building. Hughes was last with Joseph J. Barnett, Inc.

(Continued on page 145)

RAIN OR SHINE...

Kids Prefer Ed-u-Cards

Always Something NEW

Children's Educational GAMES

25¢

ED-U-CARDS MFG CORP.
13-05 44th Ave., Long Island City 1, N. Y.

BEISTLE DECORATIONS
add to party fun . . .
ring up profits for you!

HALLOWE'EN PARTY

New popular priced party package. An assortment of six deluxe miniature party hats packed in a bright cellophane package. Assures volume sales. Order No. 1770. Also available in everyday party colors.

Catalog for Wholesalers

PARTY HATS, HORNS, DECORATIONS AND NOVELTIES

THE BEISTLE COMPANY
MAIN OFFICE: SHIPPENSBURG 1, PA.
DISPLAY: 200 FIFTH AVE., N. Y.

NY-LINT TOYS

QUALITY
REAL-ACTION
SCALE MODELS

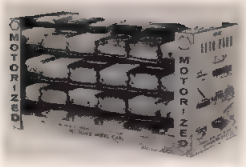
No. 2500 TELESCOPING CRANE

No. 2600 MISSILE LAUNCHER

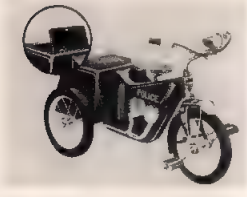
NY-LINT TOOL & MFG. CO.
1822 16th Ave., Rockford, Illinois

BARRETTES for 3 age groups are carded for Little Miss, Tween Age and Teen Age. Tween and Teen numbers, 8 barrettes; Little Miss, 6. Retails 25c each. Tip Top Products Co., Cuming at 16th st., Omaha 2, Neb.

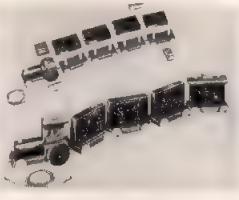
#500 SATELLITE BATTLE STATION of durable, hi-impact plastic, has 14 action features. Full instrument panel, suction cup darts, pursuit saucers, adjustable guns, etc. 15½' x 9½' x 5". A $4.98 retailer. Park Plastics Co. 940 Park ave., Linden, N. J.



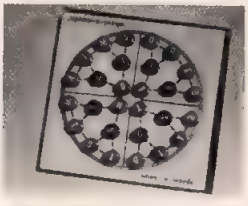
TRU-MINIATURES, authentic 1957 scale model cars in new Auto-Park display containing 24 in assortment of 6 models. Impact-proof cellulose plastic on steel twist-proof chassis 98c ea. Product Miniature Co., Inc., Pewaukee, Wis.



MOTO-TRIKE, police cycle has motorcycle that is integral with the frame. Carry-all compartment with door at rear. Hub caps and saddle springs are chrome. Ball bearing wheels, wide-tread tires. Evans Products Co., Plymouth, Mich.



#425 BLACKBOARD EXPRESS TRAIN has chalk carried in caboose, eraser on top of locomotive cab and blackboards on three cars. Overall length 28". Packed 3 pieces, 11 lbs. Playskool Mfg. Co., 1750 N. Lawndale ave., Chicago, Ill.



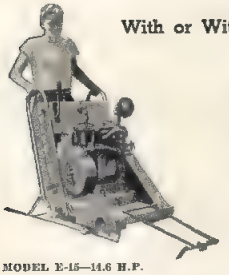
WHEEL-O-WORDS, new word game played on spoked wheel printed on plastic pegboard. Players form quadrant of words by moving pegs to different positions. Played as solitaire or in competition. $1. Dewl Plastl-Toy, 200 Fifth ave., N. Y. C.

4-IN-1 contains 4 plastic games: Jet Space, Junior Slugger, Basketball and Sam Loo Jr. Chinese Checkers. 49c each. Combination package $1.98. Northwestern Prods., 2721 Spruce st., St. Louis, Mo.

JINGLE DINGLE RING TOSS now available in new transparent package in line with trend to self-service selling. Colorful figure is 16". For indoor, outdoor play. Has wood-en base. 98c retail. Harett-Gilmar, 34-11 Far Rockaway blvd., Far Rockaway, N. Y.

#2000 STORYLAND SEW-UPS: contains felt cut-outs of child characters in variety of colors; thread and large-eyed needle. Suitable for framing. $1 and $2 retailers. H. Davis Toy, 794 Union st., Brooklyn, N. Y.

EVEREADY CONCRETE SAWS



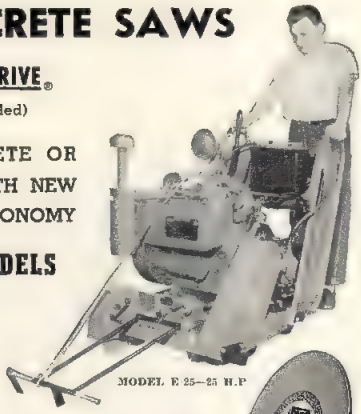
MODEL E-15—14.6 H.P.

With or Without **POWR-DRIVE**®

(Self-Propelled)

CUT CONCRETE OR ASPHALT WITH NEW SPEED AND ECONOMY

3 NEW MODELS



MODEL E 25—25 H.P

Eveready Concrete Saws cut more concrete per hour . . . reduce costs on every job . . . whether sawing contraction joints in new construction—sawing repair patches—sawing trench openings for utility lines or plant maintenance.

SPECIFICATIONS

- Standard Blade Guard accommodates either 12" Diamond Blade, or 14" "Tuffie" Reinforced Abrasive Blade. With 12" Blade, cutting depth is 3⅝". Nose piece of Guard is hinged to swing for sawing curb.
- "Tri-Matic" Blade Alignment prevents any binding twisting, or tilting of the blade as the Saw moves over uneven or broken surface. Provides maximum engine power to the Blade.
- "Hydra-Eze" Blade Control hydraulically lowers and raises the blade. Feeds blade smoothly into the cut. Lifts it fast and straight, without jerks or twisting.
- Mount Blade Guard and Blade on either side of saw, to cut in confined area. Saw cuts parallel up to 3½" from wall or curb
- Handy Dashboard Controls: Water supply valve, engine throttle, "Hydra-Eze" lifting handle and "Hydra-Eze" lowering level.
- Cutting depth gauge with positive lock—set it for depth of cut desired.

OPTIONAL FEATURES

- Electric Self-Starter (Model E-25 only).
- Water Pump (Model E-25 only)
- 18" Blade Guard, for cutting up to 6⅝" depth (all saws).
- "Powr-Drive" Unit (all saws)

EVEREADY "TUFFIE"

Reinforced Abrasive Blades

The most revolutionary advancement in the history of concrete sawing. This new low-cost 14" blade cuts perfectly uniform ¼" wide contraction joints in green concrete with favorable aggregates which may contain crushed granite, river-gravel, etc.

EVEREADY "READY-CUT"

Diamond Blades

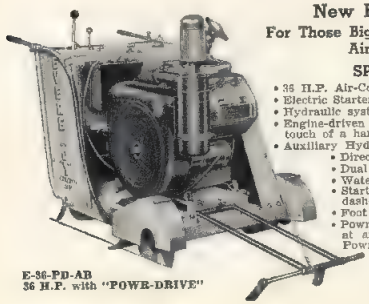
Maximum cutting efficiency—fast cutting speed plus long blade life. There's an EVEREADY Diamond Blade specification for every age concrete, with every type of aggregate. Fit every make and model Concrete Saw

New EVEREADY 36 H.P. Concrete Saw

For Those Big Sawing Jobs On Super Highways, Turnpikes, Airfields, and Large Trenching Projects

SPECIFICATIONS MODEL E-36-PD-AB

- 36 H.P. Air-Cooled, 4-cylinder gasoline engine
- Electric Starter — Generator — Battery.
- Hydraulic system for lowering blade smoothly into cut
- Engine-driven Hydra-Eze Blade Control raises blade, hydraulically, at the touch of a handle.
- Auxiliary Hydra-Eze Control Lever.
  - Direct belt-driven Centrifugal Water Pump.
  - Dual Arbor for placing Blade on either side
  - Water Control Valve.
  - Starter Switch — Ammeter — Throttle — Depth Indicator — all dash-mounted.
  - Foot Brake.
  - Powr-Drive for self-propulsion. Saw moves under its own power at any speed from zero to approximately 25 feet per minute Powr-Drive Control dash-mounted.
  - Cutting Depth 12" blade up to 3⅝".
  - Cutting Depth 14" blade up to 4⅝".
  - One-piece welded frame design — cannot get out of alignment.
  - Weight of saw crated, 1,270 lbs.



E-36-PD-AB
36 H.P. with "POWR-DRIVE"

897 2 56

Announcement Extraordinary

EFFANBEE

presents

Lawrence Welk's

"CHAMPAGNE LADY"

DOLL

The 40,000,000 followers of the famous twice weekly Lawrence Welk National ABC-TV show form a ready made market acceptance for this exclusive new EFFANBEE Creation.

also

A Fabulous New

DY-DEE DOLL

Effanbee Doll Corporation

200 FIFTH AVE. NEW YORK 10, N. Y.

AUTO. Chain driven, new lower design. All steel construction, two-tone color. Green and ivory. 37" long, speedy and has ball bearing pedal crank and rear axle support, 8" wheel with nylon bearing. Shipping wt. 36 lbs.
5720G1567 ..... Retail. $29.95

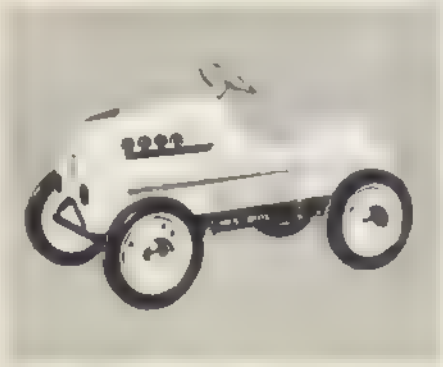
FARMALL TRACTOR. Makes an exhaust sound, just like real tractors! Easy-operating ball bearing action. Has real shift lever, concealed chain drive, adjustable seat, pneumatic tires. Sturdy aluminum.
F40072746 Tractor ..... Retail $36.95
Ship. wt. 41 lbs.

F4027278 Sun Umbrella ..... Retail $3.95
Ship. wt. 3½ lbs.

HIGHWAY PATROL CAR. This pedal action car has Electronic Speaker and Microphone, with realistic fold down windshield. Sturdy welded construction. Ball bearing rear axle, 2 seat levels, 8 wheels. Baked enamel finish. Ship. wt. 38 lbs.
802P1764 ..... Retail $24.95

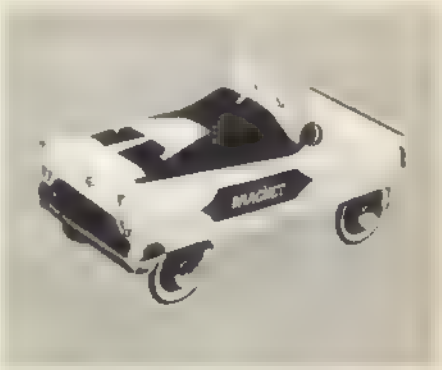
POLICE PATROL Exciting white enamel Police Bike with realistic license plate, authentic police emblems, removable trainer wheels. Complete with uni-bar adjustment for chain; spacious luggage rack. 38" long, 17" wide, 26" high.
61ST1774 ..... Retail $24.95
Ship. wt. 24¼ lbs.

MARK V AUTO. Streamlined beauty with new, lower design, all-steel construction Ball bearing rear axle supports; adjustable pedals. 8" disc wheels with nylon bearings, ⅝" rubber tires. Green finish with contrasting trim. 37" long.
570ST1100 ..... Retail $16.50
Ship. wt. 29 lbs.



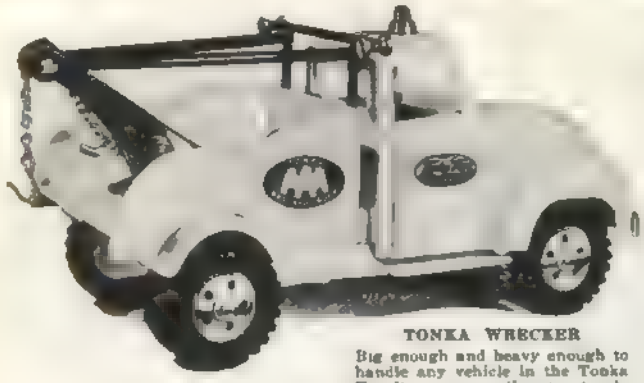
HOT ROD RACER. Just like the real thing! Speedy chain drive with ball bearing pedal cranks; ball bearing rear axle supports. 10" artillery wheels have nylon bearings, 1.75" puncture-proof semi-pneumatic tires All-steel yellow body. 35" long
572ST1665 ..... Retail $25.00
Wt. 35 lbs.

TRACTOR. Massive new design with embossed grill, motor block, power battery Has simulated spark plugs and ignition system. Large spring-mounted adjustable seat. Gear shift lever produces motor sounds 37" long
5620T1997 ..... Retail $29.95
Ship. wt. 29 lbs.



DRAGNET AUTO. Has electric microphone with loudspeaker and amplifier! Young Sergeant Fridays can "call all cars" in style! Adjustable pedals; ball bearing rear axle supports. All-steel white-and-black body, red and silver trim. 37" long
572ST1663 ..... Retail $24.95
Ship. wt. 29 lbs.

RUGGED ALL-METAL CONSTRUCTION



TONKA WRECKER

Big enough and heavy enough to handle any vehicle in the Tonka Toy line or any other toy truck. New reinforcing bars and heavy-duty winch add strength and realism. Simulated emergency and rear operating lights give added authentic touch. Heavy chain and hook is easy to crank. Length 12", height 6½"; width 6¼".

No. 960-6T332 Retail $4.98

GREEN GIANT TRANSPORT

A name and trademark known the country over give an authentic appearance to this big model of a refrigeration truck. Big-capacity trailer with realistic refrigeration unit mounted in front. Tractor is easily coupled or uncoupled. Length 23¾", height 9"; width 6¼".

No. 650-6T466 Retail $6.98

ROAD GRADER

REALISTIC ROAD GRADER

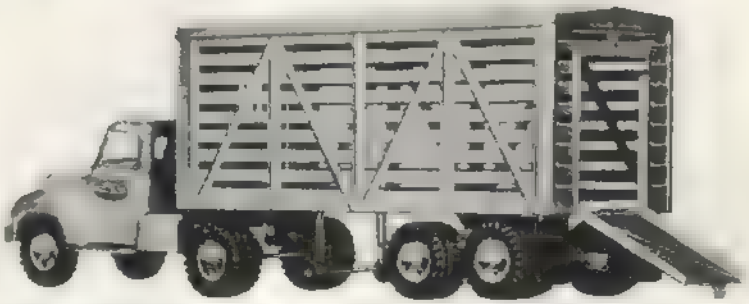
The workhorse of the road gang, built to scale and loaded with workable details. Front wheels steer from big, all-weather cab, back wheels are floating tandem duals for the toughest "terrain." Blade can be rotated and tilted. Length 17"; height 6¾"; width 7¾".

No. 600-6T332 .. Retail $4.98

TONKA "CARGO KING"

An open-top job that's designed for loads of any size or type. Heavy, tight aluminum box has rolled top edges for safety and strength. Has "landing gear" supports so trailer can be uncoupled and small sliding door for unloading sand, gravel, etc. Length 23½", height 6", width 6".

No. 650-6T398 Retail $5.98



LIVESTOCK VAN

Designed for loads of miniature livestock or toys. Big tail-gate and ramp combination for loading and unloading. Trailer uncouples from tractor and rests on own "landing gear" supports. Tough construction throughout. Length 24"; height 9¾"; width 6¼".

No. 500-6T466 ..... Retail $6.98

FRICTION POWER SHOVEL & TRUCK. Realistic action power shovel—bucket opens on "down swing." Complete with attached crank, light, and action tool box. Friction truck; shovel and cab swivel 360°. Colorful baked enamel finish. 13" truck body.

1126T267 ..... Retail $4.00

HEAVY DUTY TRUCK ASSORTMENT. Consists of four 7¼" friction cabs with 6 heavy-duty rubber tires, and four 9" detachable trailer vans: livestock van with drop rear ramp, moving van, log hauler, and grain hauler. Smooth action; baked enamel finish.

1220T534 ..... Retail $8.00

BATTERY DUMP TRUCK WITH SAND LOADER Powered by 2 flashlight batteries. Moves forward and reverse off motor. Dump raises and lowers in continuous action off motor. Rear wheel movement activates revolving-action sandloader.

1706T399 ..... Retail $6.00

Increase Your "Farming Reach"...

GO 6-ROW WITH JOHN DEERE

Cut Time, Labor, and Fuel Costs in One Wide Sweep

It's another John Deere first—a new way of farming to help you meet head-on and whip those bugaboos of bad weather, limited working time, and mounting labor and fuel costs: new John Deere 6-Row Farming Equipment teamed up with Modern John Deere Tractor Power.

With your farm geared to 6-row operation, you can be assured of keeping in stride with today's stepped-up farming pace. You can count on cutting fuel costs and working hours by as much as 1/3 and increasing the efficiency of power and labor by as much as 50 per cent. And it is all bound to show up in a lower figure on the cost side and a higher figure on the profit side when the tally is taken at the season's end.

John Deere 6-Row Farming Equipment includes both planters and cultivators designed to increase your "farming reach" at the same time that you sink costs to bedrock and squeeze every extra profit dollar out of every harvest.

So, go 6-row! Combine the eager, aggressive power of a Modern John Deere Tractor and the wide, hungry span of new John Deere 6-Row Equipment and put yourself in the forefront of today's stepped-up farming pace.

Ask your John Deere dealer for a demonstration and for information on the John Deere Credit Plan that will make it easy for you to own new John Deere Power and Equipment.

The width of the 6-row cultivator flanges pictured can be narrowed for easy transporting or cultivating crops planted with four-row planters

John Deere 6 Row Equipment includes corn planters, corn and cotton planters and bedders all available with attachments to increase their utility

FARMING SPREADS ITS WINGS

WITH JOHN DEERE POWER and NEW 6 ROW EQUIPMENT

SEND FOR FREE LITERATURE

JOHN DEERE • Moline, Ill. • Dept S 8

Please send me information on the items checked

- ☐ 6-Row Corn Planter
- ☐ 6-Row Cultivator
- ☐ "620" and "720" Tractors

Name_____ ☐ Student

R. R._____ Box_____

Town_____

State_____

JOHN DEERE

"Wherever Crops Grow, There's a Growing Demand for John Deere Farm Equipment"

ties show the most promise. At Fort Hays, Kan., 80% of the plants in a stand of Lahontan alfalfa have resisted the aphid. Lahontan isn't adapted to the northern half of the country, so scientists are working to get aphid resistance bred into our adapted varieties.

Big hope for next year among northern state entomologists is that a cold winter will knock out aphid populations. Raun points out that aphids disappeared during last winter in northern Kansas, northern Missouri and Nebraska. "We hope cold weather will knock them out here this winter," he says.

Even if it does, there's the chance for re-infestation from the south again next year. If infestations had come in earlier during the summer, there probably would have been severe damage this year in northern states.

The aphid is an ornery critter you'd better be on the lookout for next year. It's about half the size of a match head, straw colored, and has six rows of dark spots on its back with a spine growing out of each.

Water Fights Start In Midwest States

Iowa's water level is the lowest on record, according to Charles Brown, Iowa Geological Survey.

Of 125 wells on which records are kept throughout the state, only one is back to normal. All the rest have less water in them than at any time on record.

Requests to help find water are pouring in at 10 times the rate of a few years back.

Streams are flowing at a low ebb, too. The flow in 80% of them is the lowest since records were first kept.

Meanwhile, Nebraska, blessed with one of the best underground water supplies in the country, is taking steps to slow down depletion and to assure everyone a chance to use the water available. The Legislative Council has accepted a committee recommendation for a new law which would require irrigation wells to be spaced at least 600 feet apart and 300 feet from property lines.

Wisconsin farm groups are also asking for water legislation. Estimates are that water use in Wisconsin will double during the next 15 years.

A state Supreme Court ruling last June has brought this new interest in water to the forefront. The city of Fond du Lac optioned a big tract of land to get more water. When pumping started, farm wells started to go dry. But the Court ruled against the farmers.

With increased demands for water outrunning supplies in many areas, Secretary of the Interior Fred

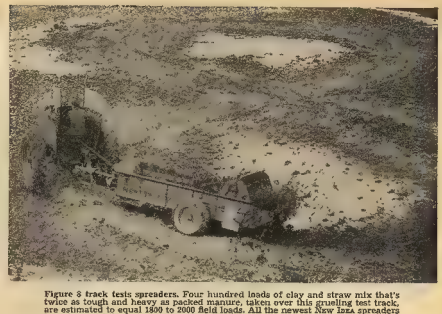


Figure 8 track tests spreaders. Four hundred loads of clay and straw mix that's twice as tough and heavy as packed manure, taken over this grueling test track, are estimated to equal 1800 to 2000 field loads. All the newest New Idea spreaders have been put through this test.

Torture Tested so they'll last longer

Yes, New Idea spreaders and loaders are overloaded - wracked — broken — rebuilt — a lifetime of use jammed into weeks or months.

For two generations, New Idea spreaders have earned the respect of American farmers because they spread best and last longest. Today, too, we want to satisfy the needs of farmers who buy more New Idea spreaders than any other make.

To make your dollars and your hours go as far as possible, you need a spreader-loader team that can stand the gaff every day for years.

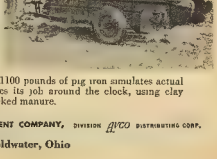
That's why the latest New Idea spreader-loader teams have been put over the torture tracks to improve their structural endurance. That's why they are driven till they break down, records kept, models rebuilt, and are destroyed again.

Farm tested for performance. New Idea on-farm testing has been going on for years. And we still prove the quality of spreading under actual farm conditions, where time and uniformity of spreading can be measured.

Today, more than ever before, you should look at New Idea spreaders and loaders before you buy. They are first in performance, first in value, first in sales. The finest you can buy, yet cost no more because volume of the word's largest spreader manufacturer keeps costs down.

Best idea yet . . . get a New Idea

***See them* at your New Idea dealer's soon.**
Write for free booklet on Manure Handling.



At left, loader test on torture track with 1100 pounds of pig iron simulates actual working conditions. *At right,* loader does its job around the clock, using clay and straw mix that's twice as heavy as packed manure.

New Idea FARM EQUIPMENT COMPANY, DIVISION AVCO DISTRIBUTING CORP.

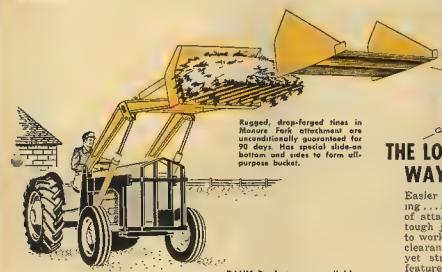
Dept. 2065, Coldwater, Ohio

MACHINERY PARADE

PLOW 32 ACRES A DAY, disk more than 50 with this new six-plow Case "600" tractor. Six-cylinder diesel or LP-gas engine, power steering and dual control hydraulic system.

TWO NEW FRONT ENDS, new LP-gas engines for Ford tractors. Single front wheel model (right) pioneers a "C" axle support that's widely used on aircraft but new on tractors, says Ford.

NEW SLIP-ON PLANTERS. Each planter is a separate ground-driven unit that mounts on a tool bar or on a front-end cultivator frame. You adjust to any width from 13 inches up. Deere & Co.



Rugged, drop-forged tines in Manure Fork attachment are unconditionally guaranteed for 90 days. Has special slide-on bottom and sides to form all-purpose bucket.

DAVIS Products are available for most popular makes of tractors . . . and are sold anywhere in the U. S and Canada by better dealers.

DISCOVER DAVIS

THE LOADER THAT POWERS THE WAY FOR EASIER FARMING

Easier farming . . . more profitable farming . . . all yours with a Davis Loader. Dozens of attachments let you handle hundreds of tough jobs easily and efficiently. Designed to work in tight corners allowing maximum clearance and visibility. Greatest strength, yet streamlined design. Now even more features . . . long-lasting valve, heavier-duty pump drive and mounting, ram shafts that won't dent or peel . . . all for better performance and to make it last longer than any loader at any price. It sets the pattern in design, but has never been duplicated in performance. Compare it and see.

DAVIS . . . *The World's Most Wanted* BACK-HOE

The Model 185 Davis Back-hoe has new comfort design. Ideal for digging laterals, septic tanks, footings, and other custom work. Works at right angles to clean ditches, canals. Detaches in five minutes. Still priced less than ordinary back-hoes.

MID-WESTERN INDUSTRIES, INC.
1009 SOUTH WEST STREET, DEPT J WICHITA, KANSAS

Please send me literature and name of dealer for a Davis Loader_____ Davis Back-hoe_____ to fit a_____ tractor

NAME _____

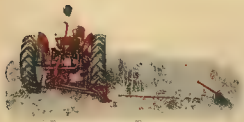
ADDRESS_____

TOWN_____ STATE _____

shift to the new

TRACTOR AGE...

WITH MIRACLE-ENGINEERED HYDRAMIC POWER



MH60 rear-mounted mower. 6 or 7 foot cutterbar. V-belt drive. Safety release protects mower.

MH21 3-point hitch side delivery rake. PTO driven—2 caster wheels. Handles all a 7 foot mower can cut.

OFF with the old — on with the new! Experience, performance and power undreamed of before the miracle MH50. Get traction, speeds, driving smoothness . . . unmatched ability to master more 2-3 plow jobs than ever before.

Drive the MH50 soon . . . this new kind of tractor with Hydramic Power . . . the tractor that seems to think for itself. Test all the exclusive miracle features from Massey-Harris: Double-Duty PTO . . . Draft Monitor 3-point Hitch . . . Hydramic Control . . . Hi-Lo Transmission and Duo-Range Clutch. They're all yours for the ultimate in profit-making performance . . . yours only with the fabulous MH50.

ASK FOR A DEMONSTRATION

Name the time, place and implements. Your Massey-Harris dealer will be proud to have you test-drive a new MH50. For free folder write: Massey-Harris, Racine, Wisconsin. Dept. G-230.

CHECK OUR EXCLUSIVE TIME PURCHASE PLAN

Tailored to your farming and marketing practices. Ask your dealer for details.

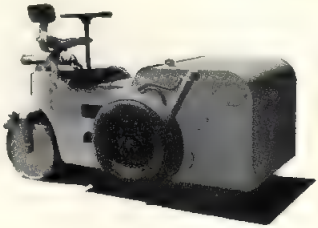
ALWAYS **KEEP YOUR EYE ON**

MASSEY-HARRIS

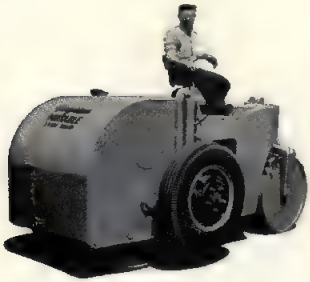
DIVISION OF MASSEY-HARRIS-FERGUSON

Tractors • Combines • Corn Pickers • Balers • Implements

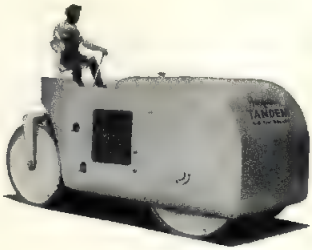
FERGUSON ROLLERS



FERGUSON
2-3 Ton Portable Tandem



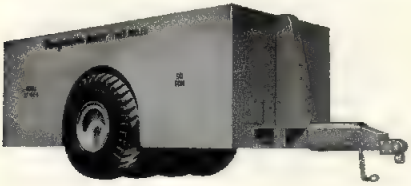
FERGUSON
3-5 Ton Portable Tandem



FERGUSON
5-8 Ton Tandem

Specifications

	Ferguson 2-3 Ton	Ferguson 3-5 Ton	Ferguson 5-8 Ton
Net Metal Wt. (shipping)	4,785 Lbs.	7,130 Lbs.	11,700 Lbs.
With Water Ballast	6,000 Lbs.	10,350 Lbs.	17,600 Lbs.
With Water and Sand Ballast	6,558 Lbs.	11,952 Lbs.	20,930 Lbs.
Compression per Inch of Width			
Metal Wt. (empty)	105 Lbs.	102 Lbs.	150 Lbs.
Ballasted	150 Lbs.	191 Lbs.	290 Lbs.
Compression Roll Size	36" Dia., 32" Wide	48" Dia., 42" Wide	53" Dia., 50" Wide
Guide Roll (split type)	24" Dia., 30" Wide	33" Dia., 40" Wide	40" Dia., 50" Wide
Ground Clearance	9"	12"	13"
Length Overall	105"	132"	159"
Width Overall	38½"	51½"	60"
Height (top of cab)	45"	59½"	71"
Turning Radius	8'10"	16'10"	17'2"
Rolling Speeds	Low-2.1, High-4.4 MPH	Low-1.9, High-4.2 MPH	Low-1.0, High-4.5 MPH
Engine	Wisconsin-Model TF	Wisconsin-Model VF4	Gasoline or Diesel
Transmission	Two-Speed Reversible	Two-Speed Reversible	Two-Speed Reversible
Clutch	Twin-Disc Cone Type	Twin-Disc Cone Type	Twin-Disc Multiple Type
Sprinkler Tank Capacity	66 Gal.	83 Gal	
Steering (type)	Automotive	Hydraulic	Hydraulic
Brakes	Foot-Mechanical	Foot-Mechanical	Foot-Mechanical
Scrapers	Front and Rear	Front and Rear	Front and Rear

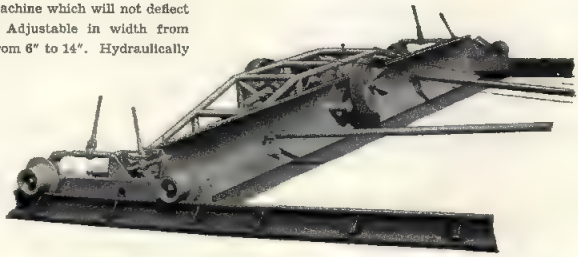


The FERGUSON Model RT-100S Rubber Tired Roller

A sand ballasted roller especially designed for compaction of airports, dams, etc. Weight is 20,000 lbs. empty and 100,000 lbs. when fully ballasted. Also furnished in 35, 75, 100 and 200 ton sizes.

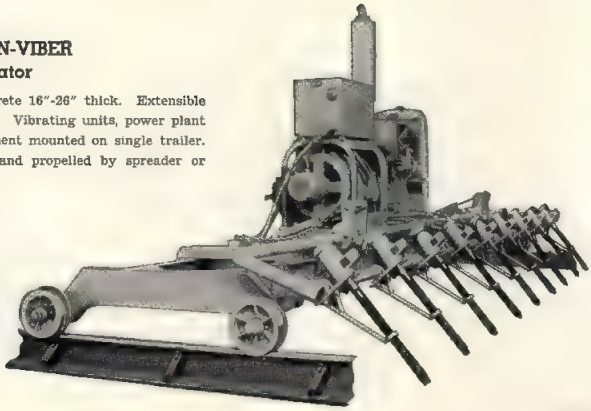
The FERGUSON Sub-Grade Planer

A heavy-duty rigid machine which will not deflect under extreme loads. Adjustable in width from 20′ to 25′—cuts grade from 6″ to 14″. Hydraulically raised and lowered. Operated entirely by tractor operator.



The FERGUSON-VIBER Pavement Vibrator

Designed for concrete 16″-26″ thick. Extensible for widths 20′ to 25′. Vibrating units, power plant and all other equipment mounted on single trailer. For attachment to and propelled by spreader or finishing machine.



Which tractor stays at the barn?

One thing's for sure. When you own a Ferguson, it won't be the tractor you leave behind.

It'll be your favorite . . . on light jobs or heavy. On either, there's no better tractor for easy handling and low operating costs. Because the Ferguson is recognized as the one tractor with a completely integrated hydraulic system. No tedious, separate adjustments. You get full use of all your power—automatically.

When you're plowing, for instance: You can plow with 3 bottoms in most soils . . . at a cost the bigger, fuel-wasting tractors can't match.

Farmers generally sum it all up in one sentence by saying: "It's got the Ferguson System."

It's the System that gives you complete control. You can raise or lower implements . . . hold them in any position . . . maintain effective draft control . . . even change the speed of response.

That's how the Ferguson saves your job time and cuts operating costs. That's why we think you'll pick it for just about every tractor job. Why not see your Ferguson dealer? Talk performance. Talk trade. See him first . . . or last. Either way you can't lose. *Ferguson, Racine, Wis.*

Ferguson

POWERED TO SAVE YOUR JOB TIME

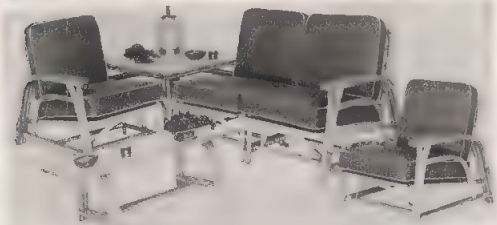
WEST INDIES GROUP by Ficks Reed

Patio—Porch or Indoor Furniture

A complete catalog of Ficks Reed furniture will be mailed upon request on memo billing of $2.00. Your account will be credited upon return of this catalog. All items shipped F.O.B. Ohio Factory.

Constructed of Rattan, a vine grown deep in the jungles of the Far East nourished by the dark earth of the tropics and protected by vicious thorns. Frames are coated with spar varnish in natural finish making them adaptable for porch and patio use as well as for living rooms, recreation rooms, etc. All pieces feature spring-filled reversible cushions. Upholstered in zippered, water repellent and mildew-proof Saltex. Choice of many brilliant colors: **Chestnut, Paprika, Almond, Citron, Lime, White, Avocado or Turquoise.** All tables are resistant to stains, heat, scratches, etc., since they have laminated plastic Micarta tops with natural oak grain effect. Be sure to **specify color** when ordering. **All items F.O.B. Ohio Factory.**

2487F1833 —Round End Table. 18" diameter. 20" H. Ship. wt. 19 lbs. Sugg. Retail $27.50
2674F13933—Sofa 72"x33"x30" H. Ship. wt. 160 lbs. Specify color. Sugg. Retail $208.95
2675F3333 —Cocktail Table. 18"x48"x16" H. Ship. wt. 40 lbs. Sugg. Retail $49.95
2676F4800 —Left Arm Facing Section. 26"x33"x30" H. Ship. wt. 44 lbs. Specify Color. Sugg. Retail $71.95
2677F3666 —Corner Table. 33"x33"x18" H. Ship. wt. 40 lbs. Sugg. Retail $54.95
2678F4800 —Right Arm Facing Section 26"x33"x30" H. Ship. wt. 44 lbs. Specify Color Sugg. Retail $71.95



FEATURES

- FINEST PRIME HEAVY PHILIPPINE RATTAN
- CUSHIONS SPRING-FILLED, REVERSIBLE, ZIPPER-COVERED
- ALL FRAMES FULL SIZED STANDARD CONSTRUCTION

2516F3000—Cocktail Table. 18"x36"x16" H. Ship. wt. 35 lbs. Sugg. Retail $44.95
2676F4800—Left Arm Facing Section. 26"x33"x30" H. Ship. wt. 44 lbs. Specify Color. Sugg. Retail $71.95
2677F3666—Corner Table. 33"x33"x18" H. Ship. wt. 40 lbs. Sugg. Retail $54.95
2679F4933—Armless Center Section. 29"x33"x30" H. Ship. wt. 42 lbs. Specify color. Sugg. Retail $64.95
2678F4800—Right Arm Facing Section. 26"x33"x30" H. Ship. wt. 44 lbs. Specify Color. Sugg. Retail $71.95
2868F6667—Arm Chair. 29"x33"x30" H. Shipping wt. 45 lbs. Specify Color. Sugg. Retail $79.95

THE HAITI SUITE

ATTRACTIVE COMBINATIONS IN PHILIPPINE RATTAN

★ **NOTICE**— All prices quoted herein are either the Manufacturers or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information

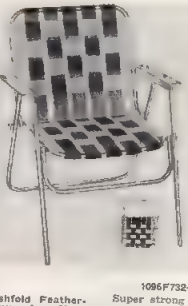
Be Sure To Specify Color Desired

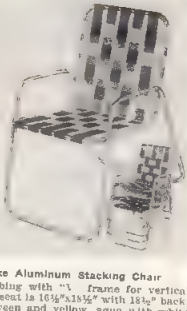
2680F7334—Flip Top Table. Closed 30"x30" Open 30"x60" 30" H Ship wt 105 lbs Sugg. Retail $109.95
2681F2333—Side Chair. 17" W. x 30" D x 34" H Ship wt. 20 lbs. Sugg. Retail $34.95
2682F3834—Occasional Chair. 24" W. x 22" D x 29" H Ship wt 22 lbs. Sugg. Retail $57.50
2683F3666—Officers Chair. Self adjusting reclining back 24" W x 27" D x 30" H Ship wt 25 lbs. Sugg. Retail $54.95

Outdoor Furniture

1095F960—Deluxe Aluminum Rocker

1095/4F909—4 or More. The heavy gauge ⅞" tubing is rust-proof never needs painting. Weather resistant Saran webbing defies sun, rain, and mildew, will not stretch or sag. Ht. of rocker 31⅛", seat is 17"x13½" Saran webbing in pink and charcoal, aqua with white stripe or green and yellow. **Specify color.** Ship. wt. 8 lbs. **F.O.B. Indiana Factory.**
Mfr's. Sugg. Retail $14.95 Each

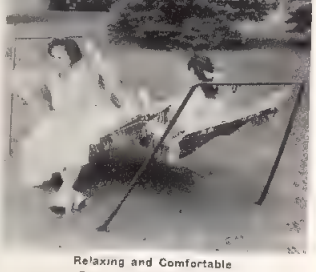




1096F732—Deluxe Aluminum Stacking Chair
Super strong ⅞" tubing with "A" frame for vertical stacking. Ht. 31½", seat is 16½"x15½" with 18½" back Saran webbing in green and yellow aqua with white stripe or pink and charcoal **Specify color.** Ship. wt 36½ lbs **Sold only in 1 carton of 6. F.O.B. Indiana Factory.**
Mfr's. Sugg. Retail $10.95 Each

2850F766—Flashfold Featherweight Aluminum Arm Chair
2850/4F717—4 or More.
Sturdy ⅞" polished Aluminum tubing. Saran webbing in green and yellow. Flat arm rests Height 25⅛" seat 15⅝"x13⅜", back 15⅜"x17" Ship. wt 7 lbs **F.O.B. Indiana Factory.**
Mfr's. Sugg. Retail $11.95 Each

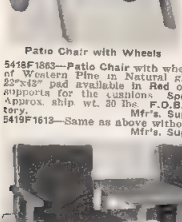
THREE POINT TWIN HAMMOCK SET (Right)
2861F1647—3 separate units—2 medium sized hammocks of the 3-point safety style suspended on the same frame Striking Plaid Hammocks made of soft woven Cotton—1 Red Plaid with Lemon and Black—1 Green Plaid with Lemon and Black. Both hammocks suspend separately and function individually Strong construction for years of durability. Pillow covered with same fabric and uniformly stuffed Ship wt. 42 lbs. **F.O.B. Wisconsin Factory**
Sugg Retail $24.75



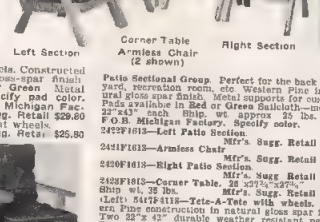
Relaxing and Comfortable
Smart Attractive Colors
Sturdy and Durable

THREE POINT HAMMOCK AND STAND
2855F1146—Extremely comfortable hammock of finest quality woven cotton fabric in Jacquard weave. Center of bed is solid color with two side stripes. Complete with adjustable throw-back pillow, rustproof hardware and curved hardwood spreader at head end of hammock bed Frame is high carbon alloy steel with adjustable chain at foot of bed. Bed is 32"x80" for maximum roominess. Choice of Red bed with White stripes or Green bed with Gold stripes **Specify.** Ship wt. 30 lbs **F.O.B. Wisconsin Factory.**
Sugg Retail $18.95
2855F428—Three point Hammock only. Ship. wt. 5 lbs. **Sugg Retail $6.50**

THREE POINT HAMMOCK AND STAND
2859F1396—Unusually attractive, closely woven hammock—perfect for sunbathing, camping or just relaxing Beautiful Green Gold and White multi-colored plaid Bed size 36"x80" Complete with matching adjustable pillow Ship. wt 36 lbs **F.O.B. Wisconsin Factory**
Sugg Retail $19.50
2860F380—Three point Hammock only Ship. wt. 5 lbs. **Sugg. Retail $6.75**



Patio Chair with Wheels



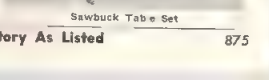
Left Section **Corner Table** **Armless Chair (2 shown)** **Right Section**

Chaise Lounge with Wheels
5420F2238—Constructed of Western Pine, left in its natural color and finished with gloss-spar. Weather resistant pads 21"x72" in Red or Green. **Specify.** 3-position head rest. Equipped with metal supports for cushion. Rust resistant hardware Ship wt approx. 55 lbs. **F.O.B. Michigan Factory.**
Mfr's. Sugg. Retail $35.80

5418F1863—Patio Chair with wheels. Constructed of Western Pine in Natural gloss-spar finish 22"x42" pad available in **Red** or **Green** Metal supports for the cushions **Specify pad color.** Approx. ship wt. 30 lbs **F.O.B. Michigan Factory.**
Mfr's. Sugg. Retail $29.80
5419F1613—Same as above without wheels.
Mfr's. Sugg. Retail $25.80

Patio Sectional Group. Perfect for the back porch, yard, recreation room, etc. Western Pine in natural gloss spar finish. Metal supports for cushions. Pads available in **Red** or **Green** Sailcloth—measure 22"x43" each. Ship. wt approx 25 lbs. each. **F.O.B. Michigan Factory. Specify color.**
2422F1613—Left Patio Section
Mfr's. Sugg. Retail $25.80
2421F1613—Armless Chair
Mfr's. Sugg. Retail $23.80
2420F1613—Right Patio Section
Mfr's. Sugg. Retail $23.80
2423F1813—Corner Table, 28"x29½"x27½" Ship wt. 36 lbs. **Mfr's. Sugg. Retail $23.80**
(Left) **5417F4115—Tete-A-Tete with wheels.** Western Pine construction in natural gloss spar finish. Two 22"x 42" durable weather resistant pads in Red or Green **Specify.** Metal supports for pads Bored for umbrella. Ship wt approx. 100 lbs **F.O.B. Michigan Factory. Mfr's Sugg. Retail $35.80**
(Right) **6016F2918—Natural** gloss spar finish on Western Pine Table 71" long, 28" wide, 30" high Bench 71" long, 11½" wide, 18" high Approx ship wt. 100 lbs. **F.O.B. Michigan Factory.**
Mfr's. Sugg. Retail $41.80
6011F2363—Table 50" long, 32" wide, 30" high Approx. ship. wt. 68 lbs **Mfr's. Sugg Retail $37.80**

Tete A Tete with Wheels



Sawbuck Table Set

Colorful Lures—for Spin Fishing

(21) Garcia Abu Reflex. For bass, trout, pike, pickerel, musky, perch, and all pan fish. Feather screen treble hook Orange Torpedo. Choice of blades Card of 12

46488A540—Cd. Zebra. ½ oz.	$8.00
46488A540—Cd. Zebra. ¼ oz.	$9.00
46392A540—Cd. Gold. ½ oz.	$9.00
46584A540—Cd. Gold ¼ oz.	$9.00

As above, but with yellow body

46585A540—Cd Zebra. ½ oz.	$9.00
46586A540—Cd. Zebra ¼ oz.	$8.00
46587A540—Cd. Gold. ½ oz.	$9.00
46588A540—Cd. Gold. ¼ oz.	$8.00

(22) Garcia Abu Tandem Reflex. Non-twist, double-bladed Orange body, yellow hackle, treble hook. Blade choice. ¼ oz. Card of 12

46589A720—Cd. Zebra	$12.00
46590A720—Cd. Gold	$12.00

(23) Alrex Presko Perche. Tapered rubber body with tufted treble hook. Nickel or brass blade. ½ oz.

46507A239—Nickel, nat. body	.85c
46508A239—Nickel, black body	.85c
46172A239—Brass, nat. body	.65c
46168A45—Jumbo. Nickel. ½ oz.	75c

(24) Alrex Pop-Eye Floater. A surface popper for shallow water. Treble hook. Plastic body with palmer flies, frog finish. ½ oz

46165A869	$1.15

(25) Shannon Twin Spinner. 1/0 hook. With No. 1 spinner. Wt. ¼ oz.

46294A75—Yellow bucktail	$1.25
46295A75—Black bucktail	$1.25
46296A75—Natural bucktail	$1.25
46297A75—Red-white bucktail	$1.25

(26) Shannon Jig-Time. Semi-weedless. With spinner arm. Gets down deep in a hurry. Bucktail. ¼ oz.

46106A86—Red	Retail $1.10
46109A86—White	Retail $1.10
46127A86—Yellow	Retail $1.10
46125A86—Black	Retail $1.10

(27) Shannon Spin-Twin. Weedless and snagless Nickel plated brass body. Hackle fly and feather streamer tail. 2 in long. ¼ oz.

46124A75—Red	Retail $1.25
46125A75—Yellow	Retail $1.25
46126A75—Black	Retail $1.25
46127A75—White	Retail $1.25

(28) Garcia French Veltic. Arched blade, weighted Choice of black and silver, or gold. Card of 12.

46493A360—Cd. ½ oz. Black	$6.00
46494A360—Cd. ¼ oz. Gold	$6.00
46145A360—Cd. ¼ oz. Black	$6.00
46146A360—Cd. ¼ oz. Gold	$6.00

(29) Lazy Dazy. An excellent deep-running lure. Made of sturdy plastic. 3 in. long. ½ oz.

46228A75—Red-head	$1.25
46229A75—Orange black	$1.25
46230A75—Perch	$1.25
46231A75—Yellow spot	$1.25
46232A75—Frog finish	$1.25
46233A75—Silver scale	$1.25

(30) Lazy Dazy Spin-Troll. Durable plastic Treble hooks. ¼ oz.

46495A75—Red head	$1.25
46496A75—Orange-black	$1.25
46497A75—Perch	Retail $1.25
46498A75—Frog	Retail $1.25
46499A75—Silver	Retail $1.25

(31) French Spinner. Assorted brass, copper, and nickel blades. French wire hooks, brass bead trim Treble hook. Card of 12.

46467A468—Cd. ½ oz. lures	$7.80
46469A504—Cd. ¼ oz. lures	$8.40

(32) Jensen Moto Lure. For long, straight casts. Wide angle blade spins freely—producing a brilliant flash even in murky water Assorted finishes Card of 12

46105A468 Cd ½ oz lures	$7.80
46106A468—Cd. ¼ oz. lures	$7.80
46107A468—Cd. ¼ oz. lures.	$7.80

(33) South Bend Spin-Orano. Aluminum plate runs through the body—connects line tie with hook. 2-in long body. Wt. ½ oz. In three styles.

46183A56 -Red-white	$1.16
46184A56—White spots	$1.10
46187A56—Orange spots	$1.10

(34) South Bend Super Duper. Has bright chrome or gold body—red trim. Gets excellent results! Treble hook ¼ in. long.

46385A56—⅜ oz. Gold	$1.10
46190A56—⅜ oz. Chrome	$1.10
46168A56—¼ oz. Gold	$1.10
46140A56—¼ oz. Chrome	$1.10
46141A51 ¼ oz. Gold	.85c
46142A51—¼ oz. Chrome	.85c

(35) South Bend Trix Orano. Barrel swivel, rubber pork rind. Size 1 hook ⅛ in long. Wt. ⅜ oz.

46150A60—Red-head	$1.60
46149A60—Gold	$1.60
46144A60 Chrome	Retail $1.00

(36) Johnson Lujon Lure. Fast action —looks like a feeding minnow when jigged up and down. Weighted head. Has one treble hook. Choice of finishes and weights as listed below

46609A560—Nickel. ⅛ oz.	$1.60
46601A560—Brass. ⅛ oz.	$1.00
46602A75—Nickel. ⅜ oz.	$1.25
46603A75—Brass. ⅜ oz.	$1.25

(37) Helin Spin Underwater Flatfish. For casting or trolling. Fast action works with the current to lure fish. 3 treble hooks. 2⅝ in. ¼ oz.

46147A89—Orange	$1.50
46149A89—Orange-red-black	$1.50
46150A89—Silver plate	$1.50
46151A89—Yellow-red-black	$1.50
46152A89—Green frog	$1.50
46153A89—White-red-black	$1.50

(38) Helin Spin Surface Flatfish. Fine casting or trolling lure—catches all types of fish. With 3 treble hooks. 2½ in. long. Wt. ¼ oz.

46155A89—Orange	Retail $1.50
46156A89—Orange-red-black	$1.50
46157A89—Silver plate	$1.50
46159A89—Yellow-red-black	$1.50
46160A89—Green frog	$1.50
46161A89—White red black	$1.50

(39) Sampofure. Deadly wobbling and spinning action. Has rotating treble hook that fish can't cool Genuine Sampo ball-bearing swivel. Red plastic bead with wobbler blade—red plastic sleeve on hook. Assorted finishes—nickel, brass, copper. Card of 12.

46128A612—Cd. ¼ oz. lures	$10.20
46129A684—Cd. ⅜ oz. lures	$11.40

FISHERMAN'S FAVORITE LURE

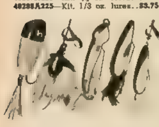
Johnson Silver Minnow. Really fools the fish! Famous spinning lure—100% weedless and snag-proof. Casts like a bullet—provides irresistible teasing action. Streamlined metal body—with silver-plated finish that's full of sparkle.

46085A81—Wt. ⅛ oz.	Retail $1.25
46194A81—Wt. ¼ oz.	Retail $1.35
46195A81—Wt. ½ oz.	Retail $1.35

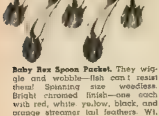
BOXED BAIT ASSORTMENTS

Rex Spoon Pocket Packet. Specially designed pork chunk spoon that really shakes a chunk. Bright nickel-chrome finish. Includes one each red, black, white, yellow streamer tail feathers. Each with single barbed weedless hook. Wt. ½ oz. 2½ in. long. Hinged plastic box
48378A216—Packet of 4...... **$3.60**

Garcia Abu Reflex Lure Kit. Lures in five popular color combinations for all-around fishing. White body, chrome blade; yellow body, chrome blade; three orange body lures, one each with gold, chrome and zebra blade. Comes in handy compartmented pocket size lure box of clear plastic. Five lures in three sizes—⅛, ¼, or ⅓ oz.
48286A225—Kit. ⅛ oz. lures..**$3.75**
48287A225—Kit. ¼ oz. lures. **$3.75**
48288A225—Kit. 1/3 oz. lures..**$3.75**



Tony's Tackle Box. Famous Tony Accetta box and bait combination —Includes ⅝ oz. River Devil, ½ oz. Spin Dodger, ⅝ oz. Jigolet, ½ oz. Pet Spoon, and ⅝ oz. Weed Dodger—all weedless and snagless. For both casting and trolling In plastic box. Real bargain — items sold separately would total $5.90.
48102A380—Assmt. of 5......**$6.15**



Baby Rex Spoon Packet. They wiggle and wobble—fish can't resist them! Spinning size weedless. Bright chromed finish—one each with red, white yellow, black, and orange streamer tail feathers. Wt. 1/20 oz Comes in handy plastic box
48380A216 Packet of 5. . **$3.60**

Casting Lures—Proven Fish Catchers

[1] GMC Bait-Casting Assmt.—The most popular lures in the most popular colors, assembled exclusively by GMC. Helin Troller Flat Fish—3½ in., wt. ½ oz.; Johnson Silver Minnow—2¾ in., wt. ½ oz., Arbogast Jitterbug—3 in., wt. ⅝ oz.; Heddon River Runt—2½ in., wt. ½ oz.
48820A333—Assmt. of 4.... **$3.45**

[2] GMC Bait-Casting Asst.—Popular color assortment in best-selling lures, assembled exclusively by GMC. Eppinger Daredevle—3½ in., wt. 1 oz.; Bunyan "66" lure—3 in., wt. ⅜ oz.; Heddon Lucky 13—4 in., wt. ⅝ oz.; Helin Underwater Flat Fish—3¼ in., wt. ⅜ oz.; Arbogast Hula Popper—2¼ in., wt. ⅝ oz.
48821A406—Assmt. of 5.......**$6.65**

[3] Heddon River Runt Spook. Casting lure—sinks slowly. Two treble hooks. 2½ in., wt. ½ oz.
47466A81—White-red head **$1.35**
47467A81—Yellow minnow **$1.35**
47468A81 Yellow perch **$1.35**
47469A81 Red-white minnow **$1.35**
47470A81—Black-white min. .**$1.35**

[4] Heddon Lucky 13. Floating-diving surface bait—fine for trolling —chugging action when pulled Three rugged treble hooks. 4-in. long Wt. ⅝ oz.
47484A81 Redhead .Retail **$1.35**
47485A81—Redhead frog **$1.35**
47486A81—Yellow perch **$1.35**
47487A81—Redhead shiner **$1.35**

[5] Heddon Go Deeper. Made for casting, especially for deep-feeding fish — sinking. 2 rugged treble hooks. 3½ in. long. Wt. ⅝ oz.
47471A90—Redhead ...Retail **$1.50**
47472A90—Yellow perch **$1.50**
47473A90—Yellow minnow ...**$1.50**
47474A90—Red-white minnow **$1.50**
47475A90—Black-white min....**$1.50**

[6] Heddon "Super Sonic" Spook. Gets fish by sound! Sinking type—for bait casting, also good for spinning and trolling. Deadly principle of sound attraction lures fish, helps catch them. 2 treble hooks, 2⅛ in long, wt. ½ oz.
48268A81 –Red-white ..Retail **$1.35**
48269A81—Yellow .....Retail **$1.35**
48270A81—Crystal Shad **$1.35**
48271A81 Yellow Perch **$1.35**
48272A81—Black Crappie . .**$1.35**
48273A81—Crystal Rainbow **$1.35**

[7] Arbogast Hula Popper. A surface popping lure. Action packed —pops, plunks, twitches, and jerks. Has rubber hula skirt and two rugged treble hooks. Plastic. 2¼ in. long Wt ⅝ oz
48535A12581/87 -Redhead **$1.35**
48536A12581/87—Frog . . **$1.35**
48537A12581/87 —Yellow . .**$1.35**
48538A12581/87—Black **$1.35**

[8] Hawaiian Wiggler. It's a deep-running Arbogast bait. Made with rubber hula skirt and trailer hook assembly, single spinner, 3/0 hook. 4 in. long Wt. ⅝ oz.
48527A12575/81—Redhead **$1.25**
48528A12575/81 Green .. .**$1.25**
48529A12575/81 Yellow **$1.25**
48530A12575/81—Black . **$1.25**

[9] Arbogast Jitterbug. A sure-fire surface bait—double-lobed lip for gurgling, paddling action. Use it as a popper, too—changes ends and dances on the surface. Plastic body 2 treble hooks, 3 in. long. Wt. ⅝ oz.
48531A12581/87 Redhead **$1.35**
48532A12581/87 Frog **$1.35**
48533A12581/87--Yellow **$1.35**
48534A12581/87—Black **$1.35**

[10] Giant Lazy Dazy. Designed for heavy casting and trolling Made of plastic—2 treble hooks. 4½ in long. Wt. ¾ oz.
48240A90 Redhead . Retail **$1.50**
48241A90—Perch .....Retail **$1.50**
48242A90—Yellow .....Retail **$1.50**
48243A90—Frog ....Retail **$1.50**

[11] Lazy Dazy Lure. A double-purpose lure—for both casting and trolling. A heavy, deep runner. Tough, strong plastic. Two treble hooks. 6 colors to choose from. 3 in. long. Weight ⅜ oz.
48234A75—Red-head ...Retail **$1.25**
48235A75—Orange-black .Retail **$1.25**
48236A75—Perch ...... .Retail **$1.25**
48237A75—Yellow spot. Retail **$1.25**
48238A75—Frog ... .Retail **$1.25**
48239A75—Silver scale . .Retail **$1.25**

[12] Bunyan "66" Weedless Spinner. It's safe to use in weeds. Won't snag Stainless steel shaft and weighted head. Snap loop, 1/0 hook Comes in 4 different color combinations. 3 in. long Weight ⅜ oz.
48216A81 White-red . Retail **$1.35**
48217A81—Yellow Retail **$1.35**
48218A81 Red-black Retail **$1.35**
48274A81—Yellow-blk. . Retail **$1.35**

[13] Bunyan "66" Lure. Stainless steel shaft and spinner colorful tails. Snap loop 1/0 hook. 3 in. long Weight ⅜ oz.
48219A75—White-red hackle **$1.25**
48220A75—Yellow hackle . **$1.25**
48221A75—Wht red hackle **$1.25**
48275A75—Yel blk hackle **$1.25**

[14] Bunyan Hackle Streamer. A bright assortment of bucktail streamers for casting—lightweight and colorful. Size 1/0 hook. 3 in. long
48222A288—Card of 12...Retail **$4.80**

[15] Helin Musky Flat Fish. Active and life-like swimming motion. Wonderfully effective. Bright plastic with 4 No. 5 treble hooks. 4¼ in. long Weight 2/3 oz.
48189A96—Silver plate ..Retail **$1.60**
48190A96—Yellow .. ....Retail **$1.60**
48191A96—Orange-black .Retail **$1.60**
48283A96—Green-frog ....Retail **$1.60**
48284A96—White-redhead **$1.60**
48285A96—Orange-red-black .. **$1.60**

[16] Helin Troller Flat Fish. Bright plastic body. Excellent for trolling. A miniature version of Musky Flat Fish above. 4 treble hooks. 3½ in. long. Weight ⅜ oz.
48192A90—Orange spot **$1.50**
48193A90—Yellow spot .. **$1.50**
48194A90—Orange-black **$1.50**
48195A90—Green frog . **$1.50**
48196A90—Yel.-red-black **$1.50**
48197A90—Orange-red-black . **$1.50**
48198A90—Wht.-red-black .. **$1.50**

[17] Helin Underwater Flat Fish. Bright plastic body. Highly effective. 4 treble hooks. 3¼ in. long. ⅜ oz.
48559A90—Silver plate **$1.50**
48568A90—Gold plate .. **$1.50**
48569A90—Orange-black . . **$1.50**
48570A90—Yellow-black . . **$1.50**
48571A90—Wht.-red-black **$1.50**
48572A90—Green frog **$1.50**

[18] Shannon Jointed Twin Spinner. Bucktail trailer is free to swing from side to side in a swimming action Detaches to permit use of different colors or other trailer-type hooks. A lure with many uses. Size. 4/0 hook. No. 2½ spinners. 3¼ in. long. ½ oz.
48545A90—Yellow ......Retail **$1.50**
48546A90—Black ....Retail **$1.50**
48547A90—Natural .....Retail **$1.50**
48548A90—Red-white ...Retail **$1.50**

[19] Shannon Bucktail Twin Spinner. Finest genuine deer hair is used in tying. Extra stout 4/0 hook with No. 2½ spinners. Weight ⅝ oz.
48548A90—Yellow ......Retail **$1.50**
48555A90—Black ....Retail **$1.50**
48556A90—Natural ......Retail **$1.50**
48557A90—Red-white ...Retail **$1.50**

[20] Red Eye Wigglers. A Hofschneider bait. Chrome-plated with faceted red glass eyes. Fitted with two Mustad treble hooks.
No. 2 hook. 4½ in Wt. ½ oz.
48438A75 ....Retail **$1.25**
No. 2/0 hook, 6 in. Wt. 1 oz.
48440A90 .... .Retail **$1.50**
No. 5/0 hook, 7 in. Wt. 2½ oz.
48441A123 .... Retail **$2.05**

[21] Red Eye Weedless Wiggler. A Hofschneider bait. Bright chromed finish with sturdy weed guard. Ideal in weeds and lily pads. With 6/0 hook. 4 in. long. Weight 1 oz.
48442A87 ....Retail **$1.45**

[22] South Bend Super Duper. Long tapered brass metal body, red trim. With a strong, sturdy hook.
48565A66—Wt. ⅜ oz....Retail **$1.10**
48566A69—Wt. ½ oz.. .Retail **$1.15**
48169A75—Wt. ⅝ oz....Retail **$1.25**
Similar to above but chrome metal.
48280A66—Wt. ⅜ oz....Retail **$1.10**
48281A69—Wt. ½ oz.... Retail **$1.15**
48282A75—Wt. ⅝ oz....Retail **$1.25**

[23] Dardevles. Nationally known Red and white topside—reverse side is nickel. Treble hook. 3 weights.
Dardevle Imp. Weight 2/5 oz.
48541A60 ....Retail **$1.00**
Dardevlet. Weight 3/5 oz.
48540A66 . ...Retail **$1.10**
Dardevle. Weight 1 oz.
48539A66 ....Retail **$1.10**

[24] Weedless Dardevles. Can't snag. Red-and-white top with nickel on the reverse side Treble hook
Dardevle Imp. Weight 2/5 oz.
48543A66 ....Retail **$1.10**
Dardevlet. Weight 3/5 oz.
48544A75 ....Retail **$1.25**
Dardevle. Weight 1 oz.
48542A75 ....Retail **$1.25**

[25] Johnson Silver Minnow. Made for use with pork strip—or alone. Weed guard—won't snag. Gleaming silver plated finish.
48125A81 –2¾ in. ½ oz **$1.35**
48136A90—3 in. ¾ oz. **$1.50**
48212A90—4 in. Wt. 1⅛ oz. **$1.50**

[26] Arnold Casting Spoon. Nickel-plated back and edges—the rest in red-and-white enamel finish. Treble hook. Card of 12.
48276A180—Card. 3½ in **$3.00**
48277A180—Card. 2⅞ in. . **$3.00**
48278A180—Card. 2¼ in **$3.00**

[27] Johnson Lujon. Drop-forged of solid brass with mirror polishing With treble hook.
48502A75—Nickel. Wt. ⅜ oz....**$1.25**
48503A75—Brass. Wt. ⅜ oz.....**$1.25**
48504A84—Nickel. Wt. 1 oz **$1.40**
48505A84—Brass. Wt. 1 oz **$1.40**

[28] K-B Spoons. Each spoon fitted with split ring and treble hook. Copper-finish spoons—rustproof.
48408A75—5½ in. 1 oz..........**$1.25**
48405A90—6½ in. 1¾ oz.. .....**$1.50**
Silver finish spoons—rustproof
48409A75—5½ in. 1 oz. **$1.25**
48406A90—6½ in. 1¾ oz.. **$1.50**
Golden finish spoons—rustproof
48410A75—5½ in. 1 oz. **$1.25**
48407A90—6½ in. 1¾ oz.. **$1.50**

[29] K-B-Lucky Spoon. It darts, wiggles, and wobbles. Shiny rustproof finishes stay bright always. 5 in. long Weight ⅞ oz.
48411A60—Copper ......Retail **$1.00**
48412A60—Silvery ......Retail **$1.00**
48413A60—Golden ......Retail **$1.00**

[30] Creek Chub Injured Minnow. The genuine, original "wounded minnow". Excellent surface bait. Represents crippled minnow struggling Cast it out—let it settle just a few seconds—then give short easy jerks. Proven bass getter! Ideal for game fish. 3¾ in Wt. ¾ oz.
48289A81 Perch Retail **$1.35**
48290A81 White-red .Retail **$1.35**
48291A81—Silver-flash . Retail **$1.35**
48292A81 –Frog ....Retail **$1.35**

Baby Injured Minnow. Similar to above but smaller Ideal surface bait. Not only excellent for bait casters but for spin casters as well Length 2¾ in. Weight ½ oz.
48293A78—Perch ....Retail **$1.30**
48294A78—White-red ....Retail **$1.30**
48295A78—Silver-flash . .Retail **$1.30**
48296A78—Frog ....Retail **$1.30**

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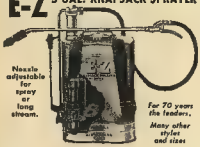

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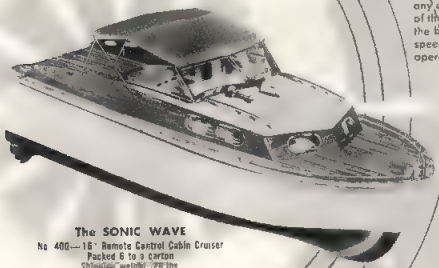

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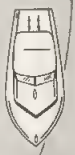

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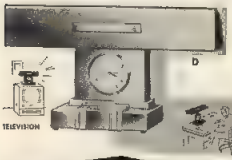
Flexo All Purpose fluorescent lamp Easily adjustable to all positions and puts light where you want it. Extends 36" 2-Lite A C **15 watt tubes included:** Finishes—Bronze or Gray, please specify

A Desk Model—Attractive weighted base. Wt. 25 lbs.
789004X1969 Each . . **$29.25**

B General Model—Clamps to any surface or remove bolt for screw mounting Wt. 10 lbs.
789002X1107 Each **$21.75**

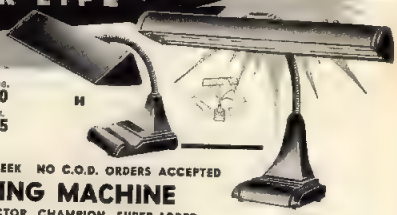
C Floor Model—Portable—has many uses Shaft 36" Heavy base 13½" dia Wt. 32 lbs.
789003X2203 Each . . **$32.75**



D 1 Lite No-Glare T V viewing or for any soft indirect illumination **Telechron** Electric clock Ht 10½" Wt 9 lbs
789001X1269 Each **$18.95**

THE LIGHT OF YOUR LIFE

Flexarm®



For practical everyday use The ever dependable gooseneck feature insures easy placement of light A C **15 watt tubes included.** Finishes—Bronze or Gray specify

H 1-Lite. Max. Ht. 12". Wt. 7 lbs.
789006X997 Each. . . . **$13.50**

I 2-Lite. Max. Ht. 14". Wt. 9 lbs.
789005X1141 Each . . . **$16.75**

ALL ABOVE LAMPS ARE COMPLETE WITH BULBS

F.O.B. CHICAGO WHSE. DEL. APPROX. 1 WEEK NO C.O.D. ORDERS ACCEPTED

VICTOR 10 KEY ADDING MACHINE

IF YOU LIST, ADD OR MULTIPLY THE VICTOR CHAMPION SUPER-ADDER IS RIGHT FOR YOU!

- Sturdy die-cast case in smart metallic gray baked enamel finish
- Automatic punctuation; one stroke total; feather-touch keys
- Quiet operation; finger-tip control of all keys; automatic space-up
- Rust-proof cadmium plated parts; rubber feet to prevent "travel"

TAKES NO MORE DESK SPACE THAN A LETTER-HEAD

• • •

WEIGHS ONLY 12 POUNDS

MODEL 7-7-4
10 Key Listing capacity 99,999.99. Totaling capacity 99 999 99. Ship. wt. 15 lbs.
653001K10518 Each **$134.32**

MODEL 7-8-4
10 Key Listing capacity 99 999 99 Totaling capacity 9 999,999 99. Ship wt. 15 lbs
653002K11688 Each **$149.24**

Meilink Hercules
ONE HOUR SAFE

FURNACE TESTED TO 1700 F. FOR ONE HOUR WITH SAFETY MARGINS FOR CONTENTS

• • •

BEARS SMNA LABEL

• • •

DOUBLE STEEL WALLS

• • •

THERMO-CEL INSULATION

• • •

COMBINATION LOCK

Gray finish Weight 125 lbs. Inside dimensions 13" x 10" x 9"—outside dimensions 20½" x 14¾" x 15½" F.O.B. Ohio Fcty Del approx 10 Days. No C.O.D. orders accepted.
328001X4850 Each. **$75.00**

COMPLETELY RECONDITIONED
CHECK PROTECTOR

Permanently prints and perforates amounts—gives full protection against raising, and no one can mistake amount intended.

- Conventional 8-bank keyboard capacity 999 999 99
- Imposition proof numerals
- Automatic clearing
- Repeats amount without reset
- Automatic scores
- Payee name protection
- Direct uniform imprint from self-cleaning Durotype
- Smart Morocco enamel finish
- One year mechanical guarantee
- Shipping weight 20 lbs.

187002X3950
Each. **$59.95**

F.O.B. Chicago Whse.
DEL. APPROX 10 DAYS
NO C.O.D. ORDERS ACCEPTED

EASY and SIMPLE TO USE

Makes Checks Safe, Legible as those Written by Banks

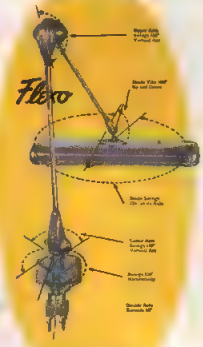
"ROYAL PREMIER"

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.—555

Lamps — For Home And Office

"FLEXO" Adjustable Fluorescent Desk Lamp

1185E1969 Weighted base with pen and pencil grooves and rubber mounting. Double arm extension of 32". Statuary Bronze baked enamel finish with inner surface of reflector in washable Lifex white enamel. Complete with fluorescent tubes. A.C. only Ship. wt. 23 lbs.
Sugg. Retail $29.25



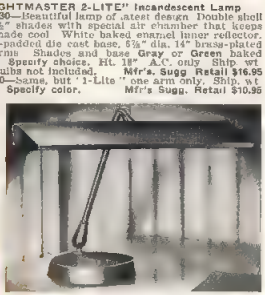
For Greater Flexibility Buy Flexo

"SIGHTMASTER 2-LITE" Incandescent Lamp

1685E1130—Beautiful lamp of latest design Double shell steel 5½" shades with special air chamber that keeps outer shade cool White baked enamel inner reflector. Rubber-padded die cast base, 5¾" dia. 14" brass-plated steel arms Shades and base Gray or Green baked enamel Specify choice. Ht. 18" A.C. only Ship wt 7 lbs Bulbs not included. Mfr's. Sugg Retail $16.95
1686E730—Same, but 1-Lite " one arm only. Ship. wt 5¾ lbs. Specify color. Mfr's Sugg. Retail $10.95

"FLEXO" Fluorescent Industrial-Type Lamps

1170E1487 Clamp-on model. 36" Double arm extension attaches easily, in any position, to factory benches, tables, desks, industrial and business machines—any surface to 3" thick Bronze finish. Complete with two 15 watt bulbs A.C Ship wt. 9 lbs. Mfr's. Sugg Retail $21 75
1233E2303—Floor Model. Same as above, but with 37" high stand, iron base. Ship wt. 28 lbs
Mfr's. Sugg. Retail $33.75



"SIGHTMASTER" Fluorescent Desk Lamp

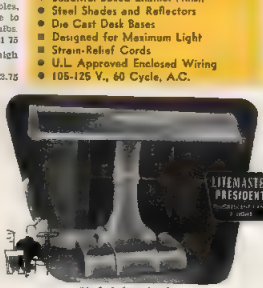
1687E972 Scientifically designed to give ample desk light. Spring-tensioned, brass-plated steel swivel arm will stay at any angle without dropping. 6⅞" dia die-cast base rubber padded to protect surfaces from marring Shade 18 x 3½ x 1⅞ Ht 15" Complete with 15-watt tube AC only Bronze finish. Ship wt 8 lbs Mfr's. Sugg Retail $14 40
1688E1275—Same as above with two tubes
Mfr's. Sugg Retail $18 95

FLEXO—LITEMASTER—FLEXARM

- Automatic Starter Switches
- Beautiful Baked Enamel Finish
- Steel Shades and Reflectors
- Die Cast Desk Bases
- Designed for Maximum Light
- Strain-Relief Cords
- U.L. Approved Enclosed Wiring
- 105-125 V., 60 Cycle, A.C.

TELECHRON ELECTRIC CLOCK
FINEST LIGHTING ACCESSORY . OFFICE . HOME
"LITEMASTER" Fluorescent Desk Lamp with Telechron Clock

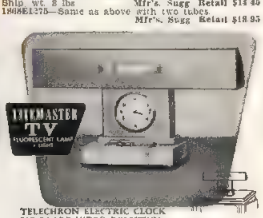
1237E1674—New distinctive lamp with 3½" electric clock Steel shade with white porcelain enamel reflector which eliminates glare. Rubber base protectors. Automatic on-off switch Die cast base 6¼" x 9¾" Ht. 14¾" Choice of Bronze or Grey finish specify. AC only Ship wt 11 lbs.
Mfr's. Sugg Retail $23 75



Ideal Lighting for the Executive Office Home

"LITEMASTER PRESIDENT" Desk Lamp

1239E1407 This smart fluorescent lamp is an impressive addition to the finest desk Sturdy weighted die-cast base, rubber protective knobs Curved up right shaft brings light forward over greater working area Reflector specially designed for maximum output Beautiful Bronze baked enamel finish Ht 14½ shade 18¼" Complete with two 15 watt tubes AC only Ship. wt. 12 lbs Mfr's Sugg. Retail $16 25



TELECHRON ELECTRIC CLOCK
NO-GLARE VIDEO RECEPTION

"TV-MANTEL-PICTURE LITEMASTER LAMP" with Telechron Clock

1236E1269—Special shade reflects light backwards—away from Television Screens, onto wall or pictures. Baffle and louvre for clock silhouetted 1½" dia. electric clock Steel shade 3" x 18¾", die cast base 5" x 9 ht 10¼". White porcelain enamel reflector, on-off switch rubber base knobs. Specify Bronze or Grey finish. Complete with 15 watt tube AC only Ship. wt. 9 lbs. Specify finish.
Mfr's Sugg Retail $18.85

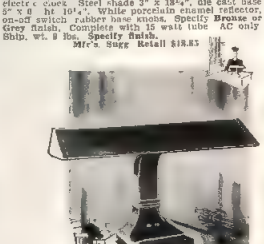
"FLEXARM" Desk Lamp

1232E298—Scientifically constructed for cool, glare-free light. Adjustable shade from 8" to 14" Automatic on-off switch Rubber bumpers on metal 3½ x 7", non-magnetic base. Bronze finish. Washable porcelain white enamel reflectors. AC only One 15 watt fluorescent tube. Ship. wt. 18 lbs.
Mfr's. Sugg. Retail $11.85

...ns exclusive dependable gooseneck feature insures easy placement of light

"FLEXARM" Desk Lamp

1231E1441—Shade may be adjusted to any height 8" to 14" Ideal for precision work for the home, for the office, etc Rubber bumpers on metal, non-magnetic base. Automatic on-off switch. Base 5½" x 7". Bronze finish Washable porcelain white enamel reflectors A.C. only. Two 15 watt fluorescent tubes. Ship. wt. 9¾ lbs.
Mfr's. Sugg Retail $16.35



"LITEMASTER" Fluorescent Desk Lamp

1186E732—Handsomely styled lamp—just the right style and height for a student's or executive's desk Sturdy, stream red and finished in beautiful and durable oven fired Statuary Bronze. Reflector in porcelain white, eliminates glare. Complete with 15 watt fluorescent tube. Ht. 11". Ship wt 7¼ lbs
Mfr's. Sugg. Retail $10.85

(A) THREE PLANE ASSORTMENT

A wonderful gift for all young "pilots." Set consists of three planes—powered by heavy-duty friction motors. Each accurately scaled from official models. Set includes realistic 9½ in. jet with two-colored exhaust that sparkles when plane is in motion; 10 in. DC-7-G four-motor transport with four rotating propellers, and 9¾ in. helicopter with two moving rotary propellers. Strong friction motor propels planes across floor. Lithographed steel construction—with authentic markings

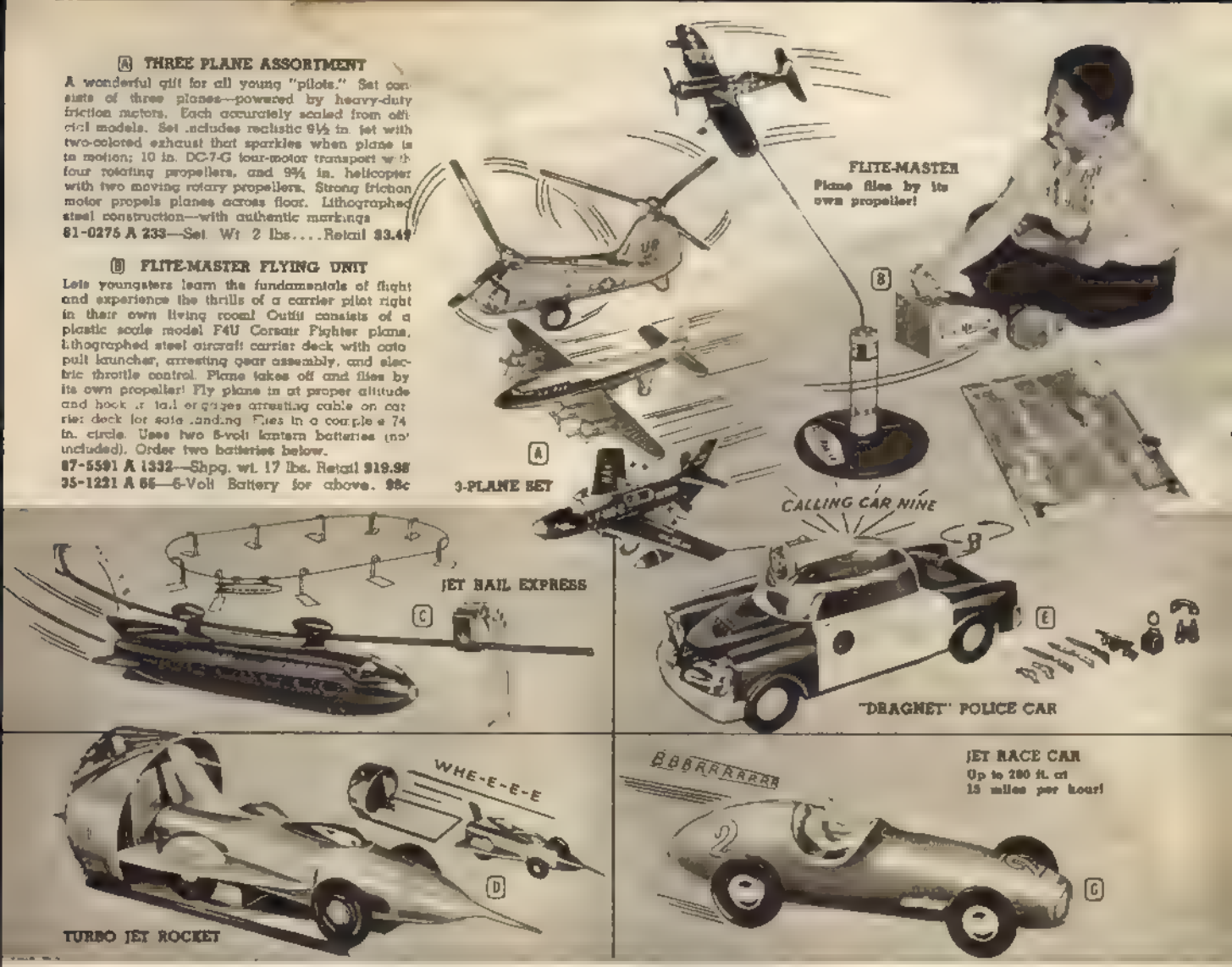
81-0275 A 233—Set. Wt. 2 lbs.... Retail **$3.49**

(B) FLITE-MASTER FLYING UNIT

Lets youngsters learn the fundamentals of flight and experience the thrills of a carrier pilot right in their own living room! Outfit consists of a plastic scale model F4U Corsair Fighter plane, lithographed steel aircraft carrier deck with catapult launcher, arresting gear assembly, and electric throttle control. Plane takes off and flies by its own propeller! Fly plane in at proper altitude and hook it to launcher arresting cable on carrier deck for safe landing. Flies in a complete 74 in. circle. Uses two 6-volt lantern batteries (not included). Order two batteries below.

87-5591 A 1332—Shpg. wt. 17 lbs. Retail **$19.98**

35-1221 A 66—6-Volt Battery for above. **98c**



(C) SPEEDING JET RAIL EXPRESS OF TOMORROW

Like flying through space! Jet car whizzes along over 15 feet of oval monorail track—uses two size "D" flashlight batteries (not included). From the control tower you can turn it on and off, regulate speed. 11½ in. jet car of molded styrene plastic with jeweled reflector that simulates headlight. Complete with 10 steel towers with bases and rail support clips, 6 curved monorail tracks, 4 straight tracks and control tower

87-7498 A 665—Shipping weight 4½ lbs.....Retail **$9.98**

(D) TURBO JET AND ROCKET LAUNCHING PLATFORM

Fun for all young space travelers! Here is an action-packed toy that provides hours of fun and thrills. Rocket is propelled from launching platform by a strong wind-up spring motor with push button trigger. Turbo jet zooms off on 4 solid rubber tired wheels under power of its own friction motor. Launching platform has loud siren that sounds when toy is in motion. Sturdy metal and polyethylene construction—designed for lasting fun. Platform measures 4½ x 10 in. Jet 4 x 13 in.

81-3691 A 265—Shipping weight 1½ lbs. Retail **$3.98**

(E) TALKING "DRAGNET" POLICE CAR—WITH ALL EQUIPMENT

A fascinating toy inspired by "Dragnet" TV program. Dome of car is mounted with removable searchlight that operates on size "D" battery (not included) and bulb. Squad car comes complete with "police" equipment, two miniature phones, pistols, camera, riot gun, tommy gun, binoculars, and two rifles. Record in trunk plays "Calling car 99, come in, please—go to 147 Broadway, that is all." Sturdy metal and plastic construction. Equipped with rubber tires. Measures 14½ in. long

87-8318 A 265—Shipping weight 2½ lbs..... Retail **$3.98**

(G) PAGCO JET RACE CAR—INDIANAPOLIS SPEEDWAY MODEL

Loads of fun for youngsters! New jet race car travels up to 200 ft. at 15 miles per hour! Simulates sound of a real racing car engine. Powerful precision-type, clock-spring motor—moves into free wheeling at top speed. Authentic design features, realistic brake drums, custom-built tires made of genuine rubber with life-like treads, rear tires larger than front. Constructed of shatter proof hi-impact plastic. 11¼ in. long

87-5239 A 200—Shipping weight 1 lb. Retail **$3.00**

MECHANICAL BRAIN BUS—A PUZZLER FOR ANY AGE!

Amazing bus provides plenty of thrills—keeps children and adults entertained for hours at a time. Just wind it up and set it loose. Bus avoids accidents mysteriously—it moves around all obstacles, stops, backs up and turns automatically! Sturdy steel construction with lithographed markings—designed to last. Equipped with solid rubber tires, long running spring-wind clock motor. Measures 14¼ x 4¼ x 5 in. high

81-2115 A 265—Shipping weight 1 lb... Retail **$3.98**

BATTERY-POWERED PLAY MOTOR DRILL—ENTIRELY SAFE

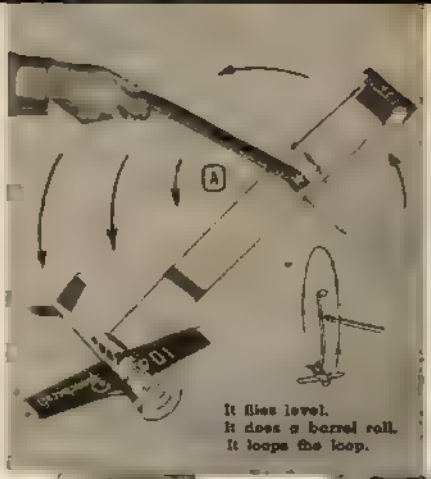
Like daddy's—and completely safe! Teaches manual skills—it's fun, too! 8-in. plastic toy drill with plastic work bench and 6 plastic play tools that really drive screws and bolts (through work bench only), mix, polish, and grind out harmless sparks. Battery-operated motor drives tools at normal speed—low power cannot injure child. For added safety, stops when pressed against skin. Uses two size "C" batteries (not included).

87-5237 A 200—Kit. Shipping weight 1 lb .....Retail **$3.00**

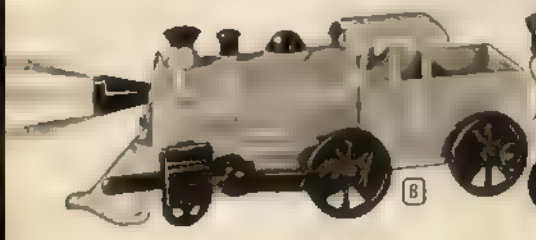
Be wise—be early—do your Christmas buying before Thanksgiving.

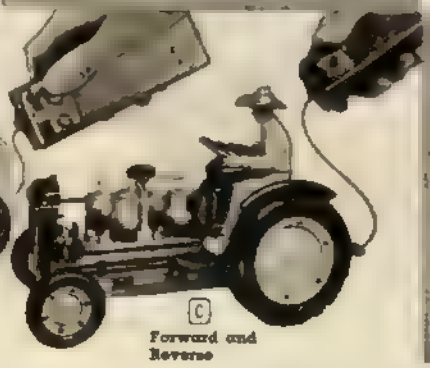
Action Toys with Remote Control

(A) NEW EXCITING LOOP-THE-LOOP PLANE
Here's action-packed fun! Release the trigger and this remarkable little plane takes off in flight. It loops the loop, does a barrel roll—you control by simply moving the handle. Bring plane to level of floor—pull trigger and plane lands. Front wheel switch turns motor off automatically. Propeller actually spins, powers plane realistically. Control handle is 18½ in. long. Operated by 1 standard "D" flashlight battery (battery not included). Sturdy metal plane has brightly lithographed body, 9 in. wingspan.
87-5724 A 399—Wt. 2 lbs.....Retail **$5.98**



"Too-Too-Twain" travels forward and reverse.



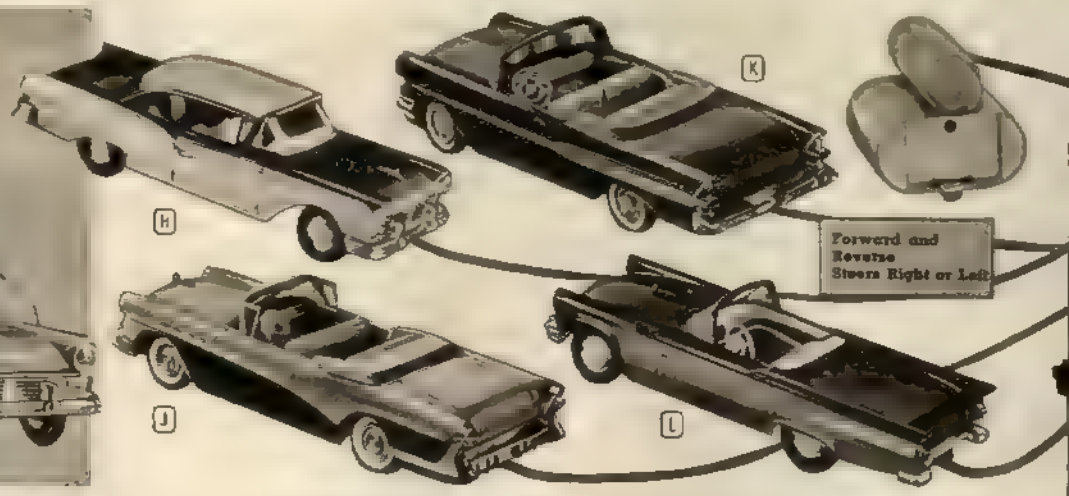


(B) "TOO-TOO-TWAIN" WITH ELECTRIC HEAD LIGHT
Be a railroad engineer with this "Too-Too-Twain" locomotive. Remote control drives it forward and reverse. Drive-rods move realistically—train "chugs" as it travels along. Bright electric head light beams in front. Durable plastic construction. Remote control box powered by 2 size "D" standard flashlight batteries (not included). Measures 11 in. long
81-0374 A 285—Shipping weight 1½ lbs.....Retail **$3.98**

(C) BIG HANK TRACTOR WITH LIVE-ACTION MOVING PISTONS
So real you can even see the "motor" working. Look through clear plastic hood—watch the pistons move up and down as the big tractor moves along. Goes forward and reverse—reverse steering. Remote control box powered by 2 size "D" flashlight batteries (not included). Plastic construction—rubber tires—brightly colored. Measures 11 in. long
81-0386 A 399—Shipping weight 2 lbs . . . . . .Retail **$5.98**

(D) MINIATURE 1957 CHEVROLET SEDAN—WITH REMOTE CONTROL
It's a streamlined beauty that's full of action! Styled in detail just like the latest Chevrolet sedan. Goes forward and reverse—runs on tiny motor. Remote control box operates with 2 standard "D" flashlight batteries (batteries not included). Strong and sturdy plastic construction, metal chassis. It's built to last. Steers in reverse. 8 in. long.
81-0382 A 200—Shipping weight 1 lb . . ..Retail **$3.00**

(E) 1957 CHEVROLET CAMEO CARRIER—AN ACTUAL SCALE MODEL
A powerful Chevrolet Cameo Carrier—in miniature size. It actually travels in forward and reverse—automatically changes directions at the touch of a switch. Runs on tiny motor—powered by remote control box, steers in reverse. Uses two standard "D" flashlight batteries (batteries not included). Plastic construction, metal chassis, rubber wheels. 7¾ in. long
81-0408 A 200—Shipping weight 1 lb.....Retail **$3.00**



(G) 1957 FORD COUNTRY SEDAN
An authentic scale model of Ford's 1957 station wagon. As handsome as its namesake! So much fun for children—fascinates adults, too! Goes forward and reverse—runs on miniature motor. Has extra motor for "power steering"—turns car right or left at any angle, any speed. Two-tone plastic with tinted wrap-around windshield, gleaming chrome grille, headlights, and bumpers. Sturdily built—mounted on strong steel chassis. Smooth-rolling rubber wheels. Easy-to-operate remote control box powered by two standard "D" flashlight batteries (batteries not included). Deluxe model—car measures 7¾ in. long.
81-0390 A 399—Wt. 1 lb. . . Retail **$5.98**

(H) to (L) ASSORTED 1957 MODEL CARS—RUN BY REMOTE CONTROL
Scaled to 1/25 actual size. Made of shatterproof Tenite plastic with plated hub caps, rubber tires. Handsomely finished in factory-approved colors. Realistically detailed interiors, too. Operate with enclosed motor. Battery case holds 2 size "D" batteries (not included)—switch for forward and reverse, steering plunger for right or left. 7 ft. cable

(H) 1957 Ford Fairlane. Two-tone finish. Goes forward and reverse, right or left—all by remote control. Measures 7 in. long.
81-1653 A 332—Shpg. wt. 1½ lbs. . Retail **$4.98**

(J) 1957 Buick Convertible. Smart two-tone finish. Starts and stops—reverses and steers right or left with remote control. 7 in. long.
81-3329 A 332—Shpg. wt. 1½ lbs. . Retail **$4.98**

(K) 1957 Pontiac Convert'ble. Gay two-tone finish. Goes forward, reverse—steers right or left so easily. Measures 7 in. long
81-0309 A 332—Shpg. wt. 1½ lbs. . Retail **$4.98**

(L) 1957 Ford Thunderbird. Snappy two-tone finish. Starts, stops, reverses—and steers so easily by remote control. 7 in. long
81-4269 A 332—Shpg. wt. 1½ lbs. . Retail **$4.98**

Buy size "D" flashlight batteries for remote control toys—see Page 605.

[illegible] window shades repeating the [illegible] design make this bedroom the ideal of every young [illegible]! Floor colors shown: Roulette red, Midway white with star Themetile inserts. Black KenCove used around beds

Now! New-fashioned KENTILE *asphalt tile makes others seem old-fashioned!*

HAS FINER, SMOOTHER SURFACE! BRIGHTER COLORS! EASIER TO CLEAN, TOO!

Perfect for a boy's room, playroom, *any* room that has to take a beating that's wonderful Kentile asphalt tile! And now it's better than ever with a far smoother, finer surface and brighter smarter colors coordinated by the famed designer firm of Monroe-Culbreth Associates. Most important of all, this flooring is so easy to take care of. Just a swish of a damp mop and an occasional no-rub waxing keep those sparkling colors fresh looking through years of rough-and-tumble. Shouldn't you find out about Kentile asphalt tile today? You'll find your local Kentile dealer listed under FLOORS in your Classified Phone Directory. Kentile, Inc., Brooklyn 15, New York.

Why not do-it-yourself? It's so easy and so [illegible] inexpensive!

KENTILE FLOORS

AVAILABLE IN ASPHALT TILE · VINYL ASBESTOS · SOLID VINYL · CUSHION-BACK VINYL · RUBBER · CORK TILE... OVER 150 DECORATOR COLORS!

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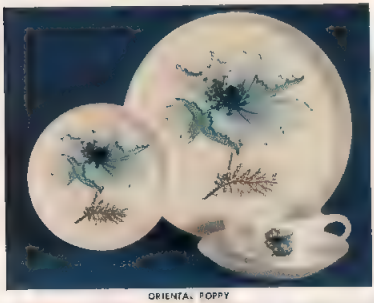


ORIENTAL POPPY

Florence BY Prolon

in captivating new decorated patterns, *translucent* like fine china

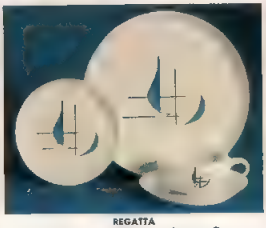
Here's built-in beauty that never fades in today's most exciting decorated dinnerware! Florence is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long life, smoothness and lustre. Translucent, rich and glowing in original decorated patterns created by the noted designer Scott Wilson—Florence is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers. Choose today from four colorful new decorated patterns: REGATTA—refreshing as a cool sea breeze, ultra modern in its smart, symbolic design. GRANADA—combines quiet dignity and charm with rich colors and exquisite design. CHANTICLEER—its whimsical, sprightly design will cheer your every meal. ORIENTAL POPPY—so colorful and captivating with its whisper of the Orient.

CHANTICLEER

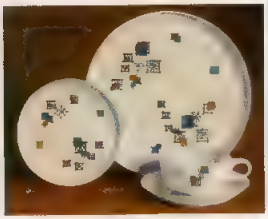
16-Pc. Starter Set, service for four consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Cups and 4 Saucers. Wt. 7 lbs. SPECIFY PATTERN DESIRED.

2782H1363 (1 to 3 sets)
2782/4H1173 (4 or more sets)

SPECIAL **Retail $19.95**



REGATTA



GRANADA

35-Pc. Dinner Set, service for six consists of 6 each 10" Dinner Plates, 6¼" Plates, 6 Cups, 6 Saucers, 6 Fruit Dish and 1 each 14½" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 14 lbs. SPECIFY PATTERN DESIRED.

2783H3430 (1 to 3 sets)
2783/4H3087 (4 or more sets)

Retail $52.50

melmac

GUARANTEE *Guaranteed not to chip or break during a year of normal use.*

Guaranteed by Good Housekeeping

New Prolon

IN SMART SOLID COLORS . . . Mix'em or match 'em —either way you'll brighten the table you set with this gay new Prolon dinnerware. It's super-strong nationally advertised Melmac® quality—known for long life and lasting beauty.

45-PC. DINNER SET

Service for eight consists of 8 each 10¼" Dinner Plates, 6½" Salad Plates, Soup Bowls, Cups, Saucers and 1 each Vegetable Serving Dish, large 15" Platter, Creamer and Covered Sugar Bowl. Wt. 17 lbs.

2788H2582 Rainbow Assortment
2788/4H2323 (4 or more sets)

Retail $39.50

Rainbow—equal pcs. Melon, Bone White, Celadon Green, Primrose Yellow with Melon service pieces.

5-PC. SERVICE SET

Of modern design consisting of large 15" Platter, 11" Vegetable Dish, Creamer and Sugar Bowl with Cover. Wt 4 lbs.

2790K585 Set Primrose Yellow
2790/4H527 (4 or more sets)
[illegible] Set Melon
2790/4H527 (4 or more sets)

Retail $8.95

20-PC. DINNER SET

Service for four includes 4—10¼" Dinner Plates, 4—6½" Plates, 4 Soup or Cereal, 4 Cups and 4 Saucers. Wt. 8 lbs.

2789H1014 Set Melon and White
2789/4H912 (4 or more sets)
2789H1014 Set Green and Yellow
2789/4H912 (4 or more sets)
2789H1014 Set Rainbow
2789/4H912 (4 or more sets)

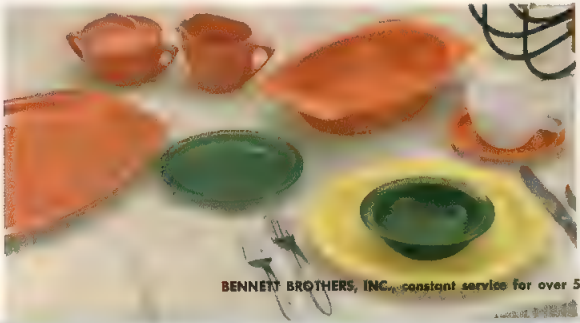
Retail $15.50

OPEN STOCK

Allow 10 days for shipment
F.O.B. Chicago, Ill.
Minimum order $10.00

SOLID COLORS: Primrose Yellow, Celadon Green, Melon and Bone White. SPECIFY COLORS.

		Retail
2791HF105	Dinner Plate, 10¼"	$1.60
2792HF49	Salad Plate, 6½"	.75
2794HF42	Saucer	.65
2795HF56	Cup, 7½ oz.	.85
2795HF66	Mug, 9 oz.	1.00
2796HF53	Salad Bowl, 15 oz.	.80
2797HF46	Rim Cereal Bowl, 9 oz.	.70
2799HF76	Lug Soup Bowl, 14½ oz.	1.15
2798HF36	Fruit Dish, 5 oz.	.55
2800HF229	Sugar & Cream Set	3.50
2801HF164	Veg. Serving Dish, 11"	2.50
2802HF258	Platter, 15"	3.95



BENNETT BROTHERS, INC., constant service for over 50 years

Florence BY Prolon

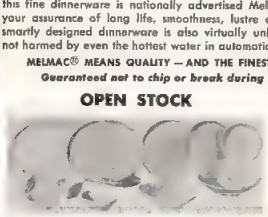
IN RICH, LUSTROUS, SOLID COLORS

Dine with beauty at every meal — built-in beauty that never fades because this fine dinnerware is nationally advertised Melmac® quality Melamine . . . your assurance of long life, smoothness, lustre and lasting good looks. This smartly designed dinnerware is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers.

MELMAC® MEANS QUALITY — AND THE FINEST MELMAC IS "FLORENCE"

Guaranteed not to chip or break during a year of normal use.

OPEN STOCK



Allow 10 days for shipment F.O.B. Chicago, Ill. Minimum order $10.00.

SOLID COLORS: Copper, Bone White, Beige, Turquoise and High Noon Yellow.
*Also available in Midnight Black.

Item		Retail
2770HF118	Dinner Plate, 10"	$1.80
2771HF75	Salad Plate, 7¾"	1.15
2772HF62	Bread & Butter, 6¼"	.95
2773HF49	Saucer	.75
2774HF46	Cup, 9 oz.	1.00
2775HF66	*Soup or Cereal Bowl, 14 oz.	1.00
2776HF52	*Fruit Dish, 8 oz.	.80
2777HF193	*Small Platter, 12½" oval	2.95
2778HF258	*Large Platter, 14½" oval	3.95
2779HF196	*Vegetable Dish—Open	3.00
2780HF213	*Vegetable Dish—Divided	3.25
2781HF228	*Cream & Sugar Set	3.50

20-Pc. DINNER SET

Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs

		Retail
2768H1238	Set Turquoise & White	$18.95
2768/4H1114	(4 or more sets)	
2768H1238	Set Copper and Beige	
2768/4H1114	(4 or more sets)	
2768H1238	Set Rainbow	
2768/4H1114	(4 or more sets)	

Rainbow—equal pcs of Copper, Beige, Turquoise, Yellow.

5-Pc. SERVICE SET

Smartly styled serving pcs include 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl—as pictured above. Wt. 4 lbs.

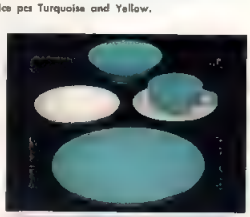
		Retail
2769H651	Set Midnight Black	$9.95
2769/4H586	(4 or more sets)	
2769H651	Set Turquoise	
2769/4H586	(4 or more sets)	
2769H651	Set Copper	
2769/4H586	(4 or more sets)	

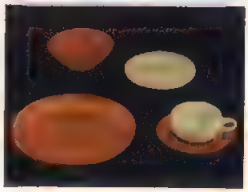
45-Pc. DINNER SET

Setting for Eight consists of 8 ea. 10" Dinner Plates, 8 ea. 6¼" Plates, 8 Soup or Cereal, 8 Cups, 8 Saucers; one ea. Open Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl. Wt. 18 lbs.

		Retail
2767H3104	Rainbow Assortment	$47.50
2767/4H2793	(4 or more sets)	

Rainbow—equal pcs Copper, Beige, High Noon Yellow and Turquoise with service pcs Turquoise and Yellow.





Florentine Filigree Jewelry by Curtis

Jewelry created in the finest tradition by master craftsmen. Especially designed to meet the demand for dainier pieces. An outstanding collection for jewelers. Items for special gift giving. All merchandise gift boxed.

Ⓐ **1/20-12K Yellow Gold Filled Necklace Set.** Unusual pendant heart design style. Center heart set with genuine diamond. Length 15¾". Matching pierceless earrings.
48J239-920T ..... RETAIL **$18.75**

Ⓑ **Sterling Silver Tailored Necklace and Earring Set.** Hand made lacy filigree leaf combined with highly polished soba leaf. Length 17" Matching pierceless earrings.
48J236-1015T ..... RETAIL **$20.75**

Ⓒ **Sterling Silver Necklace and Earring Set.** Pendants are alive with genuine floating opal. Has four brilliant crystal stones. Length of necklace. 15¾". Matching pierceless pendant earrings.
48J238-980T ..... RETAIL **$19.95**

Ⓓ **Highly Styled Sterling Silver Necklace and Earring Set.** Has a choice brilliant crystal in all-white or ice blue with white center. Length 15⅛" Earrings are pierceless. **Specify color.**
48J234-1065T ..... RETAIL **$21.75**

Ⓔ **1/20-12K Yellow Gold Filled Necklace Set.** Lovely filigree design set with sparkling pear and marquise shaped brilliant stones. Available in either Peridot or Aqua combined with crystal **Specify color.** Length: 15¾". Matching pierceless earrings.
48J240-1285T ..... RETAIL **$26.25**

Ⓕ **Sterling Silver Necklace and Earring Set.** Hand made lacy filigree design. Accentuated with marquise shaped Black diamond and crystal stones. Necklace is 15½" long Matching pierceless earrings
48J235-975T ..... RETAIL **$19.95**

Ⓖ **1/20-12K Yellow Gold Filled Necklace.** Combined with genuine cultured pearls. Necklace has fifteen pearls including one in each cage. Length 16". Matching cultured pearl earrings are pierceless.
48J237-1270T ..... RETAIL **$25.95**

Sterling Silver Cuff Bracelet. Hand made filigree design in an unusual style with lovely ice blue stones. Also available in crystal. **Specify color.**
28J363-865T ..... RETAIL **$17.85**

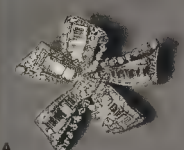
Sterling Silver Cuff Bracelet. Lovely leaf design accentuated with sparkling crystal rhinestones. Also available with ice blue stones. **Specify color.**
28J364-680T ..... RETAIL **$13.50**

Sterling Silver Cuff Bracelet. Beautifully hand made filigree design combined with brilliant crystal. Also available with ice blue rhinestones. **Specify color.**
28J362-865T ..... RETAIL **$17.85**

Prices Do Not Include Excise Tax

Popularly Priced Jeweler's Treasures
Extraordinary Values in Finest Imported Rhinestones of Deep Luster!
Non-Tarnishable Rhodium Finished . . .
Guaranteed!
Beautifully Gift Packaged!

Courtly Jewels RHINESTONE PINS AND EARRINGS


A

B

C

D

E F G

H I J

K L M

(A) Beautiful, big bow-knot pin . . . fashioned with streamers of glittering baguettes.
36J302-515T . . . . . RETAIL $10.50

(B) Beauty bow knot earrings of baguette and round stones.
37J194-220T . . . . . RETAIL $4.50

(C) Sweeping Spray Pin of navettes, baguettes and round stones.
36J303-318T . . . . . RETAIL $6.50

(D) Crown earrings . . regal with navette, baguette and round stones.
37J192-294T . . . . . RETAIL $5.95

(E) Circle Spray Pin . . . budding with navette and round stones banded with brilliant baguettes.
36J304-390T . . . . . RETAIL $7.95

(F) Lovely loop earrings of baguette and round stones.
37J193-245T . . . . . RETAIL $4.95

(G) Floral Bow-Knot of finest imported rhinestones—baguettes, navettes and rounds.
36J305-340T . . . . . RETAIL $6.95

(H) Truly distinctive design pin . . . rhinestone-brilliant birds in a nest of glitter
36J306-340T . . . . . RETAIL $6.95

(I) Novelty pin supreme . . glittering bird perched regally on a branch of rhinestones.
36J307-438T . . . . . RETAIL $8.95

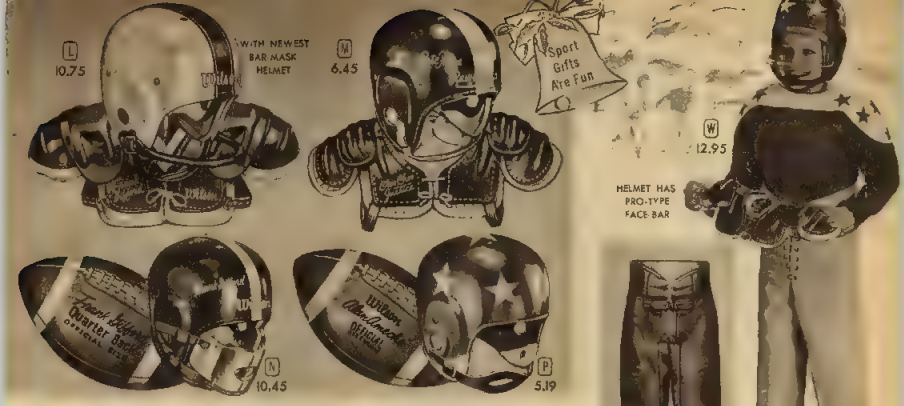
(J) Figurine sparkler in the smart shape of a humming bird—to add glitter to lapels.
36J308-294T . . . . . RETAIL $5.95

(K) Bow-tied-for-beauty pin in baguette and round stones.
36J309-294T . . . . . RETAIL $5.95

(L) Luxurious swirl of baguette and round stones crowned with a halo of navettes.
36J310-245T . . . . . RETAIL $4.95

(M) Circle minuet of pear-shaped, baguette and round stones.
36J311-195T . . . . . RETAIL $3.95

Prices Do Not Include Excise Tax



2-PC. SETS FOR FUN AND YOUNG PLAYER'S PROTECTION

(L) WILSON HELMET-SHOULDER PAD SET. Plastic shell helmet with sponge rubber padding, Naugahyde covered. 6-web head suspension. White with Red stripes. Removable Red color bar mask. *Sizes:* Small (up to 6¾) Med. (6⅞–7). Large (7⅛–7¼). *Frank Gifford Jr.* shoulder pads. High quality. Strong fiber body, "A-Lite" foam rubber padding Cantl-lever type. Leather strap hinges. Ship. wts: Set 4 lbs., Helmet 1¾ lbs., Shoulder Pads 2½ lbs.

60 T 5568—Set. *State helmet size.* 10.75
60 W 5595—Helmet Only. *State size.*.....5.49
60 W 5576—Shoulder Pads Only.....5.95

(M) FRANK GIFFORD HELMET BALL SET. Pro-type Helmet. Molded heavy Plastic shell with heavy-gauge plastic face guard, both padded with vinyl rubber. Removable guard fastens with "Jet Snaps". Blue with White stripe. Sizes: Small (up to 6¾). Medium (6⅞–7). Large (7⅛–7¼). Official dark split cowhide ball.

60 T 5565—Set. *State helmet size.* Wt. 2½ lbs. 10.45
60 W 5587—Helmet. *State size.* Wt. 1 lb. 12 oz. 7.45
60 W 5518—Football Only. Wt. 1 lb. 10 oz. 3.98

(N) "2-STAR" PRO-ENDORSED HELMET-SHOULDER PAD SET. *Pete Pihos* All-Plastic Helmet has rubber foam ear piece padding. Web head suspension. Adjustable chin strap. Red with White stripe. Made by Rawlings. *Sizes:* Small (up to 6¾), Medium (6⅞–7), Large (7⅛–7¼). Shoulder Pads endorsed by another star, *"Choo Choo" Justice.* Cantilever type, strong fiber body, shoulder caps. Kapok padding. Leather strap hinges. Elastic shoulder straps.

60 T 5579—Set. *State helmet size.* Wt. 2½ lbs. 6.45
60 W 5586—Helmet Only. *State size* wanted as listed above. Ship. wt. 1 lb. 8 oz. 3.89
60 W 5573—Shoulder Pads Only. Wt. 1¼ lbs. 2.89

(P) PRO-TYPE MOLDED BLUE PLASTIC CROWN HELMET, ALAN AMECHE FOOTBALL. Colorful Red, White stars on helmet crown; foam padded ear pieces. Web head suspension. See (T) for ball. *State helmet size:* Small (up to 6¾); Med. (6⅞–7); Large (7⅛–7¼)

60 T 5560—Set. Ship. wt. 2 lbs. 8 oz. 5.19
60 T 5564—Helmet. *State size.* Wt. 1 lb. 10 oz. 2.89
60 W 5523—Alan Ameche Ball. Wt. 1 lb. 10 oz. 2.49

(X) BOY'S FOOTBALL PANTS. Choice of 3 popular football colors. Ideal for sandlot players 9 to 13 years old. Made of sturdy cotton football twill. Removable fiber thigh pads. Padded waist and knees for added protection. Tan, Red or Blue color. *Waist sizes.* 24, 26, 28, 30 in. Ship. wt. 2 lbs.

60 W 5537—*State size and color*.....4.69

ALL-STAR JR. PRO SET

(W) TOP QUALITY 4-PIECE SET is an ideal football outfit for junior sandlot players—built for rugged play. Here's a gift to really delight your young "star". Watch his eyes gleam with thankfulness when he sees this set under the tree.

PRO TYPE RED PLASTIC HELMET with protective plastic face bar. Padded foam rubber earpieces. Colorful White and Blue Stars on crown.

CANTILEVER-TYPE SHOULDER PADS. Kapok padded. Adjustable front and rear. Strong fiber material.

HEAVY WEIGHT COTTON JERSEY. Durable Jersey has white shoulder inserts with Blue and Red Stars similar to college All-Star design.

TAN COTTON TWILL PANTS. Strong 1-pc. design with built in hip and knee pads. Removable thigh guards. Take the roughest wear, protect young footballers. *Sizes:* Small boys 6–8 yrs.; Medium (8–11 yrs.). Large (12–14 yrs.). *State Size.*

60 W 5565—Complete Set. Wt. 6 lbs.....12.95

Pro-Endorsed Official Size Footballs

(R) NEW BOBBY GARRETT FOOTBALL. Official size. Cover made of Texhide—a pebble-grained tough artificial leather. Valve type rubber bladder. White with Black end stripes.

60 T 5509—Shipping wt. 1 lb. 10 oz. 1.98

(T) WILSON ALAN AMECHE FOOTBALLS. Endorsed by the Baltimore Colt's star fullback. Choose from Dark Tan or White Texhide with stripes for night or day play. Cover made of Texhide—tough artificial leather. Official size and weight. Heavy pebble grain for easy handling. Shipping weight 1 lb. 10 oz.

60 W 5523—Dark Tan with White Stripes...2.49
60 W 5524—White with Black Stripes.....2.49

(U) WILSON OTTO GRAHAM FOOTBALL. Endorsed by former Cleveland quarterback star. Select top-grain leather cover. Pebble-grained, Red color. White end stripes. Uniformly balanced, double lined. Official size, wt.

60 T 5522—Ship. wt. 1 lb. 10 oz.....5.19

Newest Volleyball Kit With Net

(V) A WONDERFUL SPORT the whole family can enjoy. Gives hours of healthful playground and backyard fun. Easy to set up, take down, ideal for picnics, get togethers, too. Kit includes official size and weight laminated rubber volleyball with self-sealing valve; twine net; jointed wood poles—fold compactly; guy stakes. A gift everyone can share with utmost pleasure.

60 T 5304—Ship. wt. 4 lbs. 8 oz.....5.95

IT'S EASY TO OPEN A MONTHLY PAYMENT ACCOUNT at Wards with usually only 10% Down. Simply order your Christmas sporting gifts all at once so your total is $20 or more. Details on Page 328.

Completely equip the young footballer—
See the new "quick-spot" football shoes
in General Catalog, Page 869.

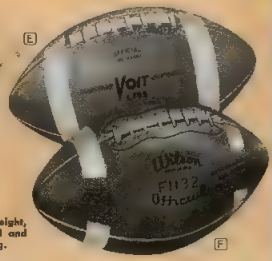
For other Sports Equipment Gift Ideas
See General Catalog, Pages 871 – 872

FUN-FILLED "SPORTS KIT"

(Y) AN EXCITING GIFT that will thrill any youngster. Kit includes official size and weight rubber basketball and football. Both designed for rough use, gives active "double-sport" fun. Pebble grain surfaces make balls easier to handle. Comes completely boxed in handy carrying carton, ready to put under the tree.

60 T 5505—Ship. wt. 4 lbs. 8 oz.....5.45

Football



BABE PARILLI FOOTBALL UNIFORM . . . when the whistle blows to start that neighborhood football game, send your junior-size football hero on the field in this outfit—guaranteed to help him make a touchdown! (Note to Mother: Save his other clothes from gridiron wear and tear.) Outfit includes tough red tenite helmet with adjustable chin strap, fiber shoulder pads, sturdy fabric pants and easy-to-wash red-and-white cotton knit jersey. Specify boy's sizes S (4 to 7 yrs.), M (7-11) or L (11-14). Shipped from Ohio.
808-816 D835 Parilli Uniform $13.25

E VOIT COLLEGIATE FOOTBALL . . . official size, shape, weight . . . balanced for dependable performance. Water- and scuff-proof rubber cover, fabric lined. With inflating needle.
808-832 B535 Voit Football; Tan with white stripes.....$7.95

F OTTO GRAHAM FOOTBALL . . . by Wilson. Full grain pebbled cowhide, lockstitch construction. Triple lining, rawhide lacing, rubber valve bladder. Tan with white stripes.
808-824 B875 Otto Graham Football. $12.00

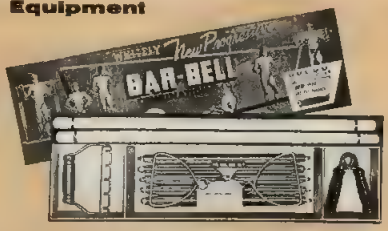
Training Equipment

BOXING GLOVES. Durable construction. Wine color sheepskin leather, fabric lined with goat hair filler. Deep-laced with well-padded wrists. 8 and 10 oz. feature 1" foam cellulose safety pad. Set includes 2 prs. and book, "How to Box Like a Champion."
808-840 B420 4-oz., up to 8 yrs. Set..$ 6.50
808-857 B735 8-oz., up to 14 yrs. Set. 10.95
808-865 B865 10-oz., Adult size. Set... 12.85

ROLLFAST BICYCLE EXERCISER . . . seat height adjusts for adult or child use. Endorsed by athletic directors; prescribed by doctors for reducing and exercising. Features a speed and mileage indicator . . . convenient pedaling control and resistance roller. Stands solidly on 4 rubber-tipped legs. Has silver-gray, chip-resistant enamel finish. From Ind.
806-158 D5300 Ship. wt., 56 lbs.....$79 95

STRIKING BAG and PLATFORM . . . a lively model with muscle-building bounce! Valve-type bag (inflating needle included) is medium sized . . . made of durable 3-ply leather grain Duratex. 22" steel rebound ring has universal joint swivel and hook for attaching bag. Braces of hardwood, finished in dark blue, are securely bolted to ring.
808-873 C715 Bag and Platform.....$11 95

Body-Building Equipment



YORK ARISTOCRAT WEIGHT TRAINING SETS. Build muscles, keep healthy, have fun with this superior set of bar bells. Chrome-plated, extra heavy duty Locktite wrenchless collars—4 each of 1¼, 2½, 5 and 10-lb. plates. 4-ft. knurled, machined and chrome-plated steel bar with chrome-plated hand fittings and revolving sleeve. Machined ends. Pair of solid steel 14" dumbbell-swingbells with revolving handles of molded polished aluminum. Training courses included.
808-899 D1975 York Bar Bell. 110 lbs. Shipped from Penn..... $28.95
808-907 D1365 York Bar Bell. 70 lbs. Shipped from Penn. ... 18.95

SIX-IN-ONE WHITELY BAR-BELL SET . . . the complete home gym! Includes a bar-bell combination, 5-cable chest pull, rowing machine, wall pull exerciser, one-arm dumbbell and a pair of Grip-O-Steel. Combination is made up of fine strong nickel-plated springs with new Saf-Tee grip handles, two wooden bars, one pair of hand grips and one pair of plated stirrups. Now you can keep yourself in condition in the privacy of your own home. Book "Your Know How to Super Strength" gives a modern Muscle Culture course.
808-881 B598 Bar-Bell Set $9.95

fight against scrapie?

fort to get the necessary appropriations for a good research program.

We have sent some of our top animal disease scientists to England, where the British have been doing extensive research for the last 30 years. They've had the disease for nearly 200 years—lose as high as 5% of their ewes each year to it.

This is our present control program: Slaughter all flocks in which *any* animal comes down with the disease. Then trace breeding sheep that have been sold from these flocks during the time they might have been exposed. These animals (and their immediate offspring) are slaughtered, and the rest of the flock placed under surveillance.

This, obviously, is an involved chore because scrapie has hit some top purebred flocks that sell breeding stock widely. (See map at the left.)

So far, scrapie has hit 59 flocks in this country—58 of them in 17 states since 1952. In all cases, imported breeding stock has been blamed. Another 1,800 flocks may have been exposed by sheep bought from infected flocks.

Should scrapie worsen, it will be up to sheepmen to demand laws to provide sterner action—such as destroying all suspect sheep or at least preventing their sale except for slaughter.

Wet Corn Makes Cheaper Beef Gains

Proof continues to pile up that wet corn makes better cattle feed than dry corn. So if frost should catch that low field of late corn this fall, and you have an air-tight silo, you've still got some mighty good cattle feed on hand.

Fattening heifers at Purdue gained just as fast on 33% moisture corn as another 35 head did on 16% corn. But more surprising, they did it on 10% *less* high moisture corn, on a dry matter basis. They averaged 2.2 pounds a day on a 126-day full feed of ground ear corn, 3 pounds of Purdue Supplement A, hay and minerals.

Last year W. M. Beeson tried the same type test with steers. They needed 12% to 15% less high-moisture corn for a pound of gain, compared to dry corn.

So an early frost just could make you extra money, if you have a way to handle the crop—and some feeder cattle that are worth the price.

More Pig Parlors

The pig-feeding business continues to boom in the South. Purina officials estimate that more than 2,500 "pig parlors" have now been built.

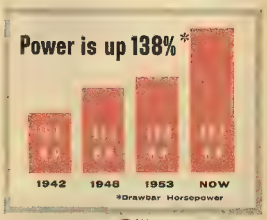
And nearly 1,000 farmers have set up "12-sow" units to supply pigs for their parlors and keep them in use the year 'round. This could whip the feeder-pig shortage—biggest problem that FARM JOURNAL's "panel" of hog raisers saw when they toured the southeast last month. **End**

...to make your work fly!

There's power in new Ford Tractors like you have never seen before! You'll have to experience it yourself to fully appreciate it.

Find out how you can pull more plow bottoms and turn furrows faster . . . pull through tough spots where some tractors often "give up the ghost" . . . pull more tools in tandem to save time and reduce costs . . . avoid needless stalls and gear shifting.

The best way is to get in touch with your nearby Ford Tractor and Implement dealer and ask for a "show me" try-out. But we warn you . . . *get set for a powerful surprise!* Ask about Ford's *new* moldboard plows with extra-high clearance too.



FORD PUTS THE POW IN POWER

LIVESTOCK

Are we losing the

Drawing: Paul Pence

THE nation's sheep industry is in a touch-and-go battle with one of the most mystifying and vicious diseases ever to strike livestock.

It's called scrapie, because infected animals rub against fences or buildings with such frenzy that they "scrape" the wool from their bodies.

Federal and state disease officials are up against a tough customer. Here are some of the reasons:

▶ We have no test to determine when a sheep is infected, a carrier or is incubating the disease.

TYPICAL BREAK shows how disease can spread from just one flock. Big problems in control: No test, no vaccine, we don't know how it spreads or length of the incubation period.

▶ We have no vaccination.

▶ We have no treatment.

▶ We don't know for sure how scrapie is spread.

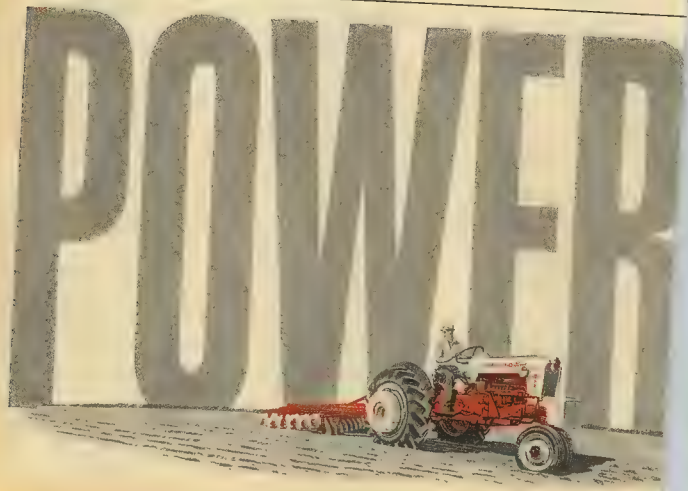
But we do know some things about the disease—and none of it good:

▶ It may take sheep as long as 4 months to come down with the disease once they're exposed.

▶ The disease-causing organism is one of the toughest of all to kill. The heat and chemicals that kill *every known virus* won't touch this one.

▶ It's a sure killer of sheep that develop symptoms *you can see*, but no one knows whether some sheep might be carriers without showing symptoms.

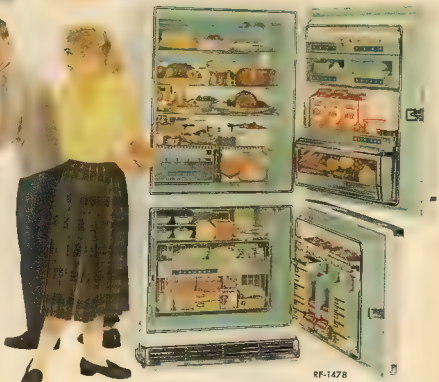
What are we doing about this threat? So far, we've spent not one penny for research in the United States. And, as far as FARM JOURNAL can discover, no one has made any serious e



Keep meat fresh days longer without freezing

in the new PHILCO® Super Marketer

RECOMMENDED by National Live Stock and Meat Board



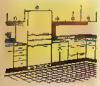
RF-1478

EXCLUSIVE "COLD FLOW" MEAT LOCKER keeps meat in a special 33-degree zone—the IDEAL temperature for fresh-meat storage!

NO LONGER do you have to cook hamburger or chops—or eat cold cuts—a day or two after buying! No need for freezing either! These highly perishable meats—*all* meats, in fact—will now stay fresh *days longer*, in Philco's fabulous new "Cold Flow" Meat Locker.

SEPARATE REFRIGERATION system, for meat only, keeps the Meat Locker in a 33-degree zone—the temperature recommended for meat by the National Live Stock and Meat Board. The new Philco with the "Cold Flow" Meat Locker is at your dealer's *now*. One look and *you'll* want it too!

THE SPACIOUS SUPER MARKETER refrigerator-freezer combines 8.5 cu. ft. automatic defrost refrigerator with 5.1 cu. ft. freezer that's on the bottom where it belongs. Total storage: a big 13.6 cu. ft.!



THE "BUILT IN" LOOK costs no more, looks built in because it fits flush to cabinets. Stands alone beautifully, too.

NEW CHEESE KEEPER keeps cheese in perfect, ready-to-eat condition. Never again dry or moldy cheese! Philco exclusive!

CHOOSE YOUR COLOR from Suntone, Startone or gleaming white . . . all stunning. There's a wide choice of sizes, too

WAIST-HIGH CRISPER conveniently keeps fresh fruits and vegetables at their tasty best. Snaps open and closes at a touch.

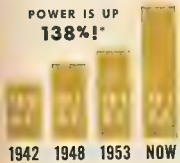
LOOK AHEAD . . . and you'll choose

PHILCO

POWER to keep your combine humming

FORD TRACTOR with live P.T.O.

Shown: Ford Powermaster Tractor powering a Ford 7-foot Combine. Live PTO is standard on this and other models.



* Drawbar Horsepower

Want more tractor power to harvest a wider swath every 'round . . . to cover more acres at a grain-saving pace? Then you'll want a Ford *Powermaster* Tractor. Here's extra time-saving power that counts so much at harvest time! But that's not all.

You get the performance of *two* engines for the cost of *one* with Ford's live power take-off, standard equipment on many models. When needed, you can quickly direct Ford Tractor's bonus power to the combine to clear out slugs and prevent clogging. Think of the time and trouble you save!

Best of all, a 3-4 plow power Ford *Powermaster* Tractor gives you more power per dollar—more performance per pound. So check with your nearby dealer.

Ask about special convenient terms, too.

FORD TRACTOR 1907 1957 ANNIVERSARY

Worldwide Ford Power Powered Tractor

Ford Farming

IS POWER FARMING

Simply wonderful to know that "your audience" loves the way you look. It can happen to you with Formfit. For only Formfit creates fashions styled for each figure type . . . for you. Steal this next scene yourself. Be fitted in Formfit at your favorite store.

"Dress-Sized" Girdle 1599 with special hip-slimming panels. Embroidered lens elastic with Nylon taffeta front panel. High waist. Dress sizes 10 to 22. **$16.50.** Circle-stitched **"Romance"** Bra 577 in White Cotton and Nylon Sheer. Sizes 32A to 38C. $2.50

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT TORONTO

DRESS BY CLAIRE McCARDELL

up in polly's room

DEAR POLLY

Switch Cliques?

Dear Polly: In our school everybody belongs to cliques. When I was elected GAA president and class vice-president, the girls from the top clique asked me to join them. They're really nice girls. Most are officers in clubs, play in the band, and get good grades. Would the kids in my own clique resent it if I joined this other group?

MICKY, IOWA

• If there were no cliques, which girls would you like for friends? If it's the girls in your old crowd, why not stick with them? Obviously you don't need to join the "top" clique for prestige.

But if you now have more in common with the other school leaders, don't let loyalty bind you to your old crowd. That's not a good basis for friendship.

But do make friends with other students, too, for variety.

Which Boy Do I Love?

Dear Polly: About a year ago my boy friend, Bob, moved 500 miles away. Eventually Bob started to have dates and so I did, too. That made him so mad that he quit writing. Now I think I've fallen in love with the boy I've been dating. But how can that be, when I daydream about Bob all the time?

NANCY, CONNECTICUT

• Since Bob is so far away and doesn't even write, don't you think you might as well cross him off? I doubt, too, if you love the other boy when you think about Bob so much. Maybe now's the time to develop some new interests.

Parents Don't Approve of Boy

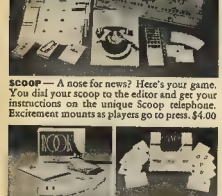
Dear Polly: I've been dating Jack, a very nice boy from town. The kids all like him, he's prominent in his school, and he treats me wonderfully. But my folks don't approve of him because his parents run a tavern. Do I have to give him up because they say so?

GWEN, COLORADO

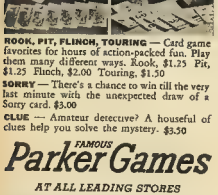
• If Jack is as nice a boy as you say, he should be worth going to bat for. First, you might persuade your parents to talk with their friends in town who would know Jack. If the report is good, they should be willing to get better acquainted with him.

Have Jack to your home, with other

MONOPOLY — *Parker Brothers' trade-mark name for its real estate trading game.* Buy and sell property, run a railroad or corner a utility . . . every move's a thriller as you make a fortune or go bankrupt. It's the world's most popular game to play for fun throughout the year! $4.00, $5.00, $10.00



SCOOP — A nose for news? Here's your game. You dial your scoop to the editor and get your instructions on the unique Scoop telephone. Excitement mounts as players go to press. $4.00



ROOK, PIT, FLINCH, TOURING — Card game favorites for hours of action-packed fun. Play them many different ways. Rook, $1.25 Pit, $1.25 Flinch, $2.00 Touring, $1.50

SORRY — There's a chance to win till the very last minute with the unexpected draw of a Sorry card. $3.00

CLUE — Amateur detective? A household of clues help you solve the mystery. $3.50

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UP IN POLLY'S ROOM

DEAR POLLY

Boys Don't Dance

Dear Polly: Prom time is coming up and most of the fellows can't dance. Could you print some lessons in the FARM JOURNAL so they could learn how?

MAXINE, MINNESOTA

• I'm sorry, but we don't have enough space to print dance instructions, Maxine. If the boys want to learn that way they can probably get a book on dancing from the library.

But it would be much easier, and more fun, if you girls would teach them. You might organize a class at noon, with one of the teachers as an instructor; or you could have some fun sessions at your homes in the evening.

Give Valentine's Gift?

Dear Polly: Since Christmas my boy friend and I have decided to quit going steady, although we do date sometimes. Should I send or give him a valentine gift?

LETTIE, TENNESSEE

• Probably not, unless you give gifts to the other boys you date. Send him a nice-but-funny valentine.

Get Paid the Same

Dear Polly: I'm 15, and my sister is 12. Every week we clean up the house together, and we get paid the same amount. I don't think it's fair, because I do more work than she does. What do you think?

MILLY, OREGON

• Are you sure there's really a lot of difference in how much you do? If you put in the same amount of time, and your little sister does the best she can, maybe you'd better let the pay question drop. Since you're older, naturally you can accomplish more than your sister. But you probably have a break by getting to do most of the planning and the more interesting jobs.

Wants Long Curled Lashes

Dear Polly: My eye lashes are light and barely noticeable. How can I make them long and curly?

BETTY, FLORIDA

• Your lashes will seem longer if you give them a light touch of petroleum jelly when you do your make-up. For very special occasions your mother or sister might let you use some of her mascara. The only way to make lashes curl is to use an eye lash curler, which you can buy at a cosmetic counter. Use that, too, for extra special occasions only, until you get older.

Date Engaged Boy?

Dear Polly: The boy I used to go with is engaged to my girl friend. Recently he's been especially friendly to me, and I think he'd date me if I gave him any encouragement.

I really do like him. And if he likes me better than his fiancée, wouldn't it be better to find out now instead of after they're married?

JOAN, MISSOURI

• You're treading on dangerous ground, Joan. No one is criticized much more than the girl who makes a play for an engaged or married man.

Even if you decided to disregard public opinion and your girl friend's feelings, and succeeded in breaking the engagement, would you want what you went after? A man who would date you while engaged to someone else would be a risky bet as a husband.

Pork Chops with Fingers?

Dear Polly: I saw a man in a restaurant eating a pork chop with his fingers. Is that permissible?

OLIVE, NORTH DAKOTA

• No, it's not correct. Pork chops should be eaten with a knife and fork

We Make Our Fun

Dear Polly: Two years ago I kept nagging to go to town, because there was nothing to do in our community. Then Mom suggested I have a party, and helped me plan it.

Everyone had fun, so after that we kids had parties about once a month at each others' homes. Later when we wanted a mixed soft-ball team, Dad made us a diamond in a field. We practiced every week.

During the two years, our group has grown from 6 to 20—we welcome any teen-agers from the neighborhood who want to come.

I think kids can have fun anywhere, if they're willing to make their good times—and if their parents cooperate!

SHIRLEY, MICHIGAN

Do You Have Fun?

Has your community started any kind of fun that you think other teen-agers might like to try, too? How has your family helped you and other teen-agers have a good time? Write and tell me all about it. We'll pay for ideas we publish. Write to: Polly's Fun, FARM JOURNAL, Philadelphia 5, Pa.

UP IN POLLY'S ROOM

enthusiasm light up your face. A girl who's merely pretty would be unnoticed beside you!

• **Big forehead:** Wear hair down or fluffed at sides, not pulled back. Try extending eyebrows slightly and cutting half bangs.

• **Square jaw:** Wear your hair either longer than your jawline, maybe in a page boy pulled back, or short and sleek. Try top interest like a wave or wisp of bang. Wear V or oval necklines.

• **Receding chin:** A dentist can probably fit your teeth with braces so your lower teeth come nearer to meeting your upper ones, to pull your jaw out. Holding your head erect also helps.

• **Protruding or crooked teeth:** Wear braces—and remember how pretty you'll be when they come off!

• **Excess hair on face.** Bleach it. If it's serious, see a skin specialist about ways to remove it permanently. For just a couple of stray hairs, use your tweezers—but clip them, don't pull them, if they're in a mole.

• **Short neck:** Wear your hair short and sleek—avoid high necklines.

• **Glasses:** Choose frames carefully to flatter your features. Beware of too-fancy frames, wear little jewelry, and keep your hair style simple.

• **Freckles:** Avoid the sun—and learn to like freckles! Powder helps hide.

• **Birthmarks:** Ask a doctor or nurse about a cover-up to apply like make-up.

• **Round shoulders:** Sports like tennis, badminton and swimming are pleasant cures. Or exercise regularly, swinging arms in circle up and back. Practice standing and sitting erect.

• **Too thin:** Check your general health with your doctor. Eat and sleep more; exercise to build up an appetite. Wear full skirts, bulky fabrics.

• **Too heavy:** Go to your doctor for a check-up. Then cut down on everything you eat. Avoid snacks except an apple, carrots or celery. Skip desserts.

• **Small bust:** Wear fullness above waist, with trim in front. Develop good posture. Try a lightly padded bra.

• **Large bust:** Avoid tight clothes, or any accent there. Draw attention to neckline. Buy good firm bras.

• **Large hips:** Reduce them with active sports, such as bicycling, or exercises that require bumping hips against wall or floor. Wear slightly flared skirts in plain dark colors.

• **Large stomach:** Reduce it with exercise, such as lying on floor and lifting legs slowly up and down. Wear fullness in front sides of skirt, not all the way around. Wear one-piece dresses.

• **Heavy legs:** Wear plain shoes, hose with seams. Skirt should be medium length and never tight.

• **Thin legs:** Avoid very full or short skirts; wear seamless hose. **End**

Find your own fashion definition in...

Formfit

You're the woman who knows there's more to fashion than meets the eye. You know that the success of every outfit depends on the figure line beneath. That's why you'll choose Formfit . . . because only Formfit creates comfortable fashion-right shape-makers for every occasion . . . Playtime, Gaytime and Daytime. See what these figure creations will do for you. Be fitted at your favorite store.

Girdleiere No. 6594 in Dacron elastic with firming front and back panels. "Thrill" Bra top lifts you to youthful lines B and C cups. $18.50

In White and 8 colors, Skippies Pantie No. 854 for light and lovely slimming. Nylon elastic net with front and back panels. 2½-in. waistband. (Also available as Girdle No. 954) S.M.L. $7.50

SUIT BY ARTHUR JABLOW—ENNE HAT

Here is the Girdle that minimizes your midriff and eases inches off your hips with 3¼-in. waistband and slimming "Scant-Hip" side panels. Light leno elastic with tummy-trimming front panel. 15 or 16 inches long. "Scant-Hip" Girdle No. 1681. $13.50. Shown with "Romance" Bra No 566 in White cotton. Sizes 32A to 38C. $2.00

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

• *new cream mask*

necessary to remove it with cold cream or with water or with soap and water.) After you have tissued off your mask, immediately smooth on a thin film of extra-rich night cream—even if you intend to put on fresh make-up immediately. This enriched cream gives a nice texture under your make-up and protects your skin against drying.

Is your skin oily?

You might try a cream mask that has a *very slight* drying effect. But few oily skin conditions are improved with a mask that dries to a hard crust and cracks when you move your face. For an oily skin, try a cream mask that is medicated. After mask is removed, apply astringent with a cotton pad, then use a softening face lotion under your make-up base.

Is your skin sensitive?

Then pass up medicated creams that say "You may expect a smarting or tingling sensation."

Is your skin normal?

Choose a mask that will remain creamy—one that does not dry on your face. After using the mask, apply diluted astringent (moisten a cotton pad first with cool water, then with astringent). Smooth on a night cream or lotion, whichever seems to suit you best. Then you're ready for makeup base.

Does your skin have very oily areas as well as dry areas?

You may want to use two kinds of masks. Or, apply your oily-skin mask sparingly to the parts of your face that are not so oily. Then after you have removed the mask, apply astringent only to the oily areas. When you apply softening lotion, put a generous amount on the areas that seem to be dry.

Now, you're ready to greet your guests and have a wonderful time. **End**

For the figure that makes the most of fashion...

Formfit

You're the woman who knows how a lovely figure line can make your wardrobe stand out and be noticed. Naturally you choose shape-makers as Formfit styles them. For only Formfit creates the just-right underline for every outfit . . . Playtime, Gaytime, and Daytime. See for yourself how Formfit makes the most of you and makes more of your wardrobe. Be fitted at your favorite store.

You're trim and slim in "Sleek" Girdle No. 1182. Lightweight sheer Dacron elastic with front and back flattery of satin elastic panels. 15 or 16 inches long. White $12.50 Black $13.50

Here is the girdle that starts high on the midriff, slims down gently over the hips with Nylon taffeta and light elastic. No. 1930. White or Pink. Skirt length, 15 or 16 inches. $16.50

DRESS BY CRESWELL-ESTEVEZ

First in the fashion picture . . . "DRESS-SIZED" Girdle No. 1597. So easy to buy the right size . . . find correct fit . . . because this girdle is proportioned in regular dress sizes . . . 10 to 20. Light Nylon powernet. $16.50. Shown with Revel Bra No. 553 in Nylon taffeta and sheer. Sizes 32A to 36C. $3.50

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New slimmers

for half-size and large-size figures

● If you shop for large sizes or half-sizes, chances are, you get discouraged with finding several too-similar styles that fairly shout "for a big woman." We'd like to change that situation.

Here are brand new patterns designed for full figures, yet they are fashion-right, youthful and slimming.

Now that pattern companies have adjusted their sizes to fit more women better (see FARM JOURNAL, September, 1956) the large-figured woman need make fewer pattern alterations. And these new slimming styles are another reason for a new outlook on sewing for yourself. (Watch for more "Slenderettes" in the latest Simplicity pattern book.)

While you're looking for style and smartness in a dress pattern, choose features which guide the eye away from specific figure faults and focus attention where you want it. For instance, heavy upper arms remain a secret when they're kept covered; self-fabric belts put less emphasis on your waistline; up-and-down lines in a dress stretch you out, slim you; smooth skirt lines flatten your tummy. **End**

A B C

A Pattern 1999 Sizes 12 to 20, 40 to 42; 50¢
B Pattern 2038 Sizes 12 to 20, 40 to 42; 50¢
C Pattern 2042 Half Sizes 12½ to 24½; 50¢

These are Simplicity Printed Patterns. Order from Pattern Dept., FARM JOURNAL, Phila. 5, Pa., or buy them in local stores. (Pa. subscribers add 2¢ tax for one pattern.)

PRESENTING THE HANDSOME

Fortune

FLEET
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DESIGNED AND BUILT TO THE
HIGHEST YACHT STANDARDS
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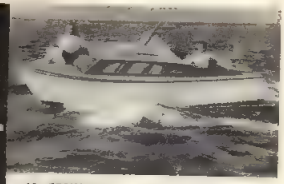
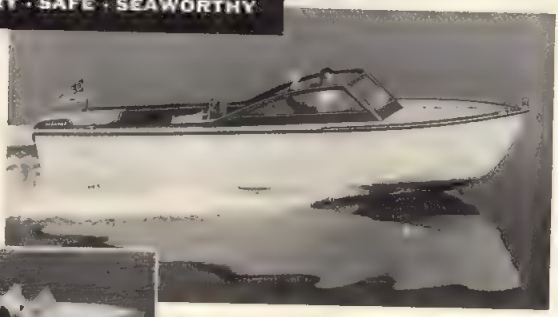
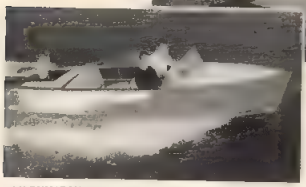


19 CRUISER Fast, exceptionally manueverable and seaworthy this beautifully built cruiser sleeps two, has wash bowl, galley space, lockers, marine toilet, foam rubber mattresses, and large comfortable cockpit.



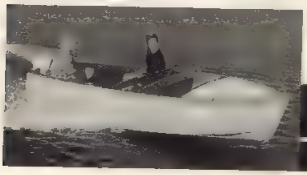
19' OVERNIGHTER
This smart performer converts into a two sleeper with a Navy Top. Has same proven hull as the cruiser shown above, safe, sound and seaworthy.



14' RUNABOUT Fishing performance, exceptional stability, maneuverability and comfort feature this stylist craft. It is fully upholstered has passageway between forward seats, wrap around windshield and partially decked engine compartment. Rides high, fast and dry.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

14' UTILITY This versatile model is unique among boats in its class. The after seat faces the stern for comfort while fishing or forward for thrilling runabout performance, by merely reversing the back rest. Roomy after seat lockers and stowage space under the forward deck for ground tackle aid in keeping the boat neat and uncluttered.



See them at the Shows ★ ★ ★ ★ ★

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- and her 12 adorable outfits from 98¢

and

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- SEE lights flash when darts hit scoring area. It registers score automatically.
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- It's a big, solid 18" x 24" target.
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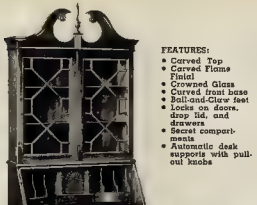
53F810SX-8100 ....RET. $135.50

As above: With Plain Glass.

53F805X-8285....RET. $119.50

As above: Desk only. (See small illustration). Height 41". Ship. wt 90 lbs

53F805½-8285 RETAIL $92.50



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- Carved Flame Finial
- Crowned Glass
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- Ball-and-Claw feet
- Locks on doors, drop lid, and drawers
- Secret compartments
- Automatic desk supports with pull-out knobs

MODERN OR TRADITIONAL

Ⓐ **MODERN DESK.** Smart simplicity of styling with decorative accent of bright brass, slim drawer pulls and accenting spline molding. **Choice of Sherry Walnut—a new light brown—or limed oak finish.** Figured Walnut or Comb Grain Rift Oak 5-ply veneer top and front. 8 drawers including 1 file drawer, giving a 9-drawer effect. Expert workmanship throughout. Brass ferrules. **Size:** 44" long, 22" deep, 30" high. **SPECIFY FINISH.** Shipped K.D. Ship. wt. 110 lbs F.O.B Factory, Ky.

204F984-5845.....RETAIL $85.50

DESK CHAIR (Shown with above desk). Ornamental Brass Spun, Brass ferrules. Comfortable box style seat 17½x15½". Height 31". Modern, harmonizing upholstery. **Choice of: Sherry Walnut, or Limed Oak finish.** Ship. wt 20 lbs. F.O.B. Factory, Wis.

204F2084-1540.....RETAIL $27.50

Ⓑ **MODERN DESK.** Neatly styled with exceptionally good-looking, gleaming Brass drawer pulls. **Choice of Limed Oak or Sherry Walnut—a light brown finish.** Comb Grain Rift Oak or Walnut 5-ply top and front 8 drawers including 1 file drawer, giving a 9-drawer effect. **Size:** 42" long, 20" deep, 30" high. Brass ferrules. **SPECIFY FINISH.** Shipped K.D. Ship wt. 100 lbs. F.O.B. Factory, Ky.

204F983 5200 ..... RETAIL $77.50

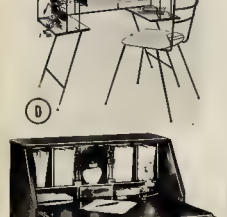
DESK CHAIR (Same chair as listed above, No 204F1084).

Ⓒ **MODERN DESK.** New interest in modern styling with picture frame molding on file drawers and handsome, bright Brass drawer pulls and ferrules. **Choice of Limed Oak or Sherry Walnut finish.** Comb Grain Rift Oak or Walnut 5-ply veneer top and front. **Size:** 42x20x30" high. 8 drawers including 2 file drawers. **SPECIFY FINISH.** Shipped K.D. Ship. wt 90 lbs. F.O.B. Factory, Kentucky.

204F982-4545 ..... RETAIL $67.50

DESK CHAIR. Available in Limed Oak finish only. Comfortably rounded, cut-out design back panel and boxed style seat cushion. Seat size: 17½x16½". Height 31". Ship. wt. 20 lbs. F.O.B. Factory, Wis.

204F2080-1360 ..... RETAIL $19.95



Ⓓ **WROUGHT IRON DESK-CHAIR COMBINATION.** Modern design and convenience. "Voguelite" top, a laminated plastic that stays ever new. ½" iron rod frame with handsome Black finish, will not chip or peel. Roomy center drawer. **Choice of Limed Oak (blonde) or Greyed Oak Top. Size:** 18x36x30" high. Padded chair seat 15½x14½" with plastic upholstery in choice of: Pink, Grey, Red, or Chartreuse. Height 32". **SPECIFY COLORS.** Ship. wt. 45 lbs. F.O.B. Factory, Illinois

46F8575-1515.....RETAIL, SET $24.50

Ⓔ **GOVERNOR WINTHROP DESK.** Traditional Winthrop styling combined with neat, modern top. 5-ply ribbon striped, **Mahogany or Walnut drawer fronts and writing bed.** Balance in selected, matching hardwood. Hand rubbed. Mahogany or Walnut lacquer finish. 3 serpentine-shaped, full length drawers. Writing bed with lock and escutcheon plate. Antique Brass drawer pulls. **Size:** 25½" wide, 18½" deep, 39½" high **SPECIFY FINISH.** Ship. wt. 90 lbs. F.O.B. Factory, Iowa.

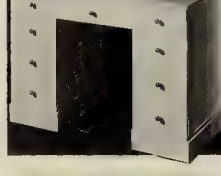
74F511-4900 ..... RETAIL $75.50

Ⓕ **PORTABLE TYPEWRITER DESK.** A complete home office in a handsome period desk. Beveled edge on drawers with period handles in Antique Brass finish. Typewriter section accommodates portable with 5¼" clearance 5-ply **Mahogany or Walnut top, fronts, typewriter section, and pull-out bed.** Balance in select matching hardwood. Hand rubbed, lacquered finish. Two double file drawers with dividers. **Size:** 42x21x29" high. **SPECIFY FINISH.** Ship wt. 100 lbs. F.O.B. Factory, Iowa

74F1200-8525 ..... RETAIL $95.50

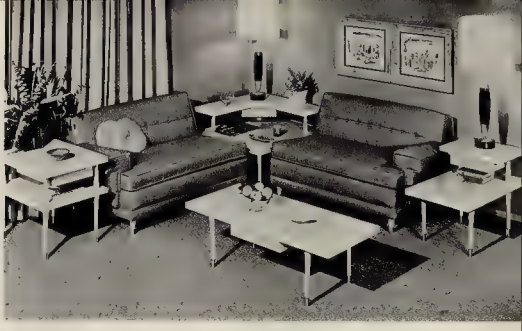
Ⓖ **MODERN KNEEHOLE DESK.** Styled to harmonize with any modern setting. Sturdy construction and excellent workmanship throughout. **Limed Oak finish.** Easy sliding drawers with bright Brass knobs. **Size:** 42x21x30" high. Ship. wt. 95 lbs. F.O.B. Factory, Iowa.

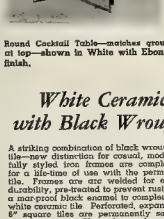
74F1127-5875..... RETAIL $85.50



MODERN TABLES *by* FOX

Designed for modern living. Their long, low lines and excellent proportion provide a perfect balance with the living room furnishings of today. Tables that feature "Lamidell" plastic tops—grease, stain, and alcohol resistant. Finishes in choice of: White with Ebony trim (see table below), or Limed Oak with Oak trim (see group illustration). Expert construction of choice hardwood. Brass ferrules on all pieces to give a smartly finished, and decorative accent. F.O.B. Factory, Illinois.





Round Cocktail Table—matches group at top—shown in White with Ebony finish.

END TABLE (Above at left). Fashionable and functional in the modern trend. Has convenient center drawer. Size. 19x28x42" high (See complete details of construction features listed at top left). Ship. wt. 16 lbs.

55F103-2320—Specify finish.....RETAIL **$36.95**

As above: Lamp Table (not shown). Size: 22x22x21" high. Also has center drawer Ship. wt. 14 lbs

55F102-2320—Specify finish.....RETAIL **$36.95**

CORNER TABLE (Above at center of group). A spacious corner piece with gracefully curved top shelf. Small center drawer under top shelf. Size: 32x32x21" high. (See complete listing of features top, left). Ship. wt. 25 lbs.

55F106-3190—Specify finish.....RETAIL **$49.95**

STEP TABLE (Above right). Smart styling plus exceptional convenience. Top shelf on handsomely tapered supports has convenient drawer. Size: 19x29x21" high. (See complete listing of features at top, left.) Ship. wt. 17 lbs.

55F108-2320—Specify finish.....RETAIL **$36.95**

COCKTAIL TABLE (Above foreground). A generous size with luxurious simplicity of design for the contemporary setting. Has center drawer. (See complete listing of features at top, left.) Size: 20x48x15" high. Ship. wt 17 lbs

55F104-2320—Specify finish.....RETAIL **$36.95**

ROUND COCKTAIL TABLE (Illustrated at left). A charming piece for any modern setting. Shown in the striking White and Ebony trim finish—also available in the Limed Oak with Oak trim as shown in the group above. 34" diameter, 15" high. (See complete details of features listed at top, left.) Ship. wt. 15 lbs.

55F112-2320—Specify finish.....RETAIL **$36.95**

White Ceramic Tile with Black Wrought Iron

A striking combination of black wrought iron with white tile—new distinction for casual, modern living. Gracefully styled iron frames are completely custom-made for a life-time of use with the permanence of ceramic tile. Frames are arc welded for extra strength and durability, pre-treated to prevent rust, and finished with a non-glare black enamel to complement the beauty of white ceramic tile. Perforated, expanded metal shelves. 6" square tiles are permanently set in with a latex base adhesive. Versatile, modern styling for living room, den, porch or patio. Easily cleaned with a damp cloth. F.O.B. Factory, Wisconsin.

STEP TABLE (Top left). Functional and decorative. Offers additional convenience of perforated metal shelf at bottom, plus tiled top and tiled top shelf. Top size: 18x30", height 16". Ship. wt. 40 lbs.

104F107-2220.....RETAIL **$34.95**

COCKTAIL TABLE (Top right). Styled with simplicity and distinction. Has perforated metal shelf, white ceramic tile top. **Top size: 18x38".** Height 15". Ship. wt. 38 lbs

104F105-1875.....RETAIL **$29.95**

As above: Larger size—top 18x48". Height 15". Ship. wt. 45 lbs.

104F106-2220.....RETAIL **$34.95**

LAMP TABLE ((Bottom left). A popular and useful addition in this handsome grouping. Has perforated metal shelf at bottom. Lifetime, ceramic tile top. Top size: 18x18", height 22". Ship. wt. 23 lbs.

104F103-1000.....RETAIL **$15.95**

HOSTESS SERVING CART (Bottom right). A most conveniently styled cart with rack on each end to hold bottles. Top and bottom shelf both have guard rails Any host or hostess will be exceptionally pleased to serve from this cart. White ceramic tile top, size 18x30". Height 30". Ship. wt. 46 lbs.

104F108-2820.....RETAIL **$44.95**

Genuine French Marcasite Jewelry Creations

Superbly and skillfully designed, wrought of Sterling Silver and hand set with genuine French Marcasites. Finished in Rhodium to assure a permanent diamond-like sparkle and lustre guaranteed to last indefinitely. Shown actual size.

SNOWFLAKE ENSEMBLE

Necklace. Complete length 16½"
211J169-985T ..... RETAIL $21.75

Bracelet. Fitted with safety chain. Length 7½".
228J852-1140T ..... RETAIL $22.95

Circle Brooch. Hook on back for wearing on a chain. Safety catch.
236J64-810T ..... RETAIL $16.75

Earrings. Pierce-ons
237J758-240T ..... RETAIL $4.95

MARCASITE GLAMOUR

(A) **Petite Rosebud Necklace.** Complete length 16"
211J302-345T ..... RETAIL $6.95

(B) **Tailored Marcasite Cross and Chain.** Length of chain 16"
236J463-252T ..... RETAIL $5.40

(C) **Ornate Marcasite Cross and Chain.** Length chain 16"
237J462-315T ..... RETAIL $10.50

(D) **Double Rose Necklace.** Complete length 15¾".
211J3003-632T ..... RETAIL $12.95

(E) **Petite Snowflake Necklace.** Complete length 16"
211J303-330T ..... RETAIL $8.70

(F) **Double Snowflake Necklace.** Complete length 15¾".
211J301-613T ..... RETAIL $12.50

CLASSIC ROSE ENSEMBLE

Necklace. Length 16½"
211J171-985T ..... RETAIL $21.75

Choker. Rosebuds all around. Length 16".
211J172-1528T ..... RETAIL $72.00

228J854-1538T ..... RETAIL $27.00

Circle Brooch. Hook on back for wearing on a chain. Fitted with safety catch
236J66-855T ..... RETAIL $17.95

Earrings. Pierceless.
237J770-240T ..... RETAIL $5.75

DE LUXE *French Saxon* DINNERWARE

The Hallmark of Distinction and Prestige

The French Saxon mark on dinnerware is a symbol of fine craftsmanship and dependable quality. French Saxon ware has fine body and rich appearance. Colors are clear. True and appealing. Patterns and shapes combine the best of long time favorites with the fresh modern trend. You will always be proud of any French Saxon dinnerware you select.

Pastel . . . The new modern shape in a rainbow selection of four delicate pastel colors—warm pink, turquoise green, Delft blue, and canary yellow. Each set consists of place settings in *all* 4 colors. An outstanding assembly of distinctive color combinations that will prove overwhelmingly popular. Highly glazed, semi-vitreous.

8012Z20X1035—32 piece set for 6	Retail	$17.75
8013Z56X1695—53 piece set for 8	Retail	28.25
8014Z65X2900—93 piece set for 12	Retail	48.35

Star Flower America's most modern design in dinnerware decoration—that is, rather odd, not from old. New flat rim, short backstamp. For a great deal of the new modern shape, with 22K gold edge line. Non-cracking glaze, semi-vitreous.

8018Z20X1945—32 piece set for 6	Retail	$20.75
8019Z56X2080—53 piece set for 8	Retail	34.65
8020Z65X3595—93 piece set for 12	Retail	59.90

Gardenia A rich appearing pattern with wreath for Gardenia design in center. 22k gold band around outer edge and center. In the very popular aristocrat. Heirloom shape.

8024Z20X1945—32 piece set for 6	Retail	$20.75
8025Z56X2080—53 piece set for 8	Retail	34.65
8026Z65X3595—93 piece set for 12	Retail	59.90

Cresta A dainty classic pattern in the smart modern popular shape with an exquisite pink and charcoal cresta center decoration. 22k gold band around outer edge. Non cracking, semi-vitreous.

8021Z20X1125—32 piece set for 6	Retail	$18.75
8022Z56X1855—53 piece set for 8	Retail	30.90
8023Z65X3220—93 piece set for 12	Retail	53.65

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1 11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

***IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery**

DISTINGUISHED *French Saxon* DINNERWARE

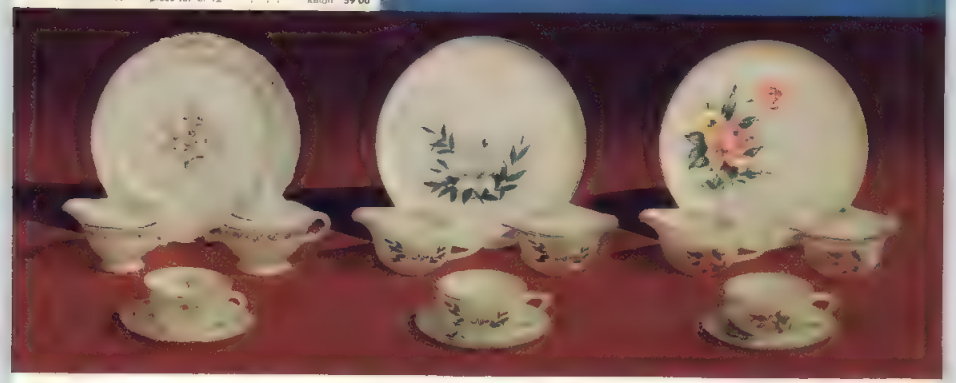
The Creations of an Outstanding Pottery that Add Distinction to Any Table

Here are the offerings of America's most modern pottery where generations of craftsmen have full play for their skill, experience and fine workmanship.

The French Saxon pottery is superbly equipped with the most modern quality controls that guarantee the production of uniform high quality dinnerware that will give lasting pleasure and satisfaction.

Heather A very appealing modern version of the beautiful heather floral design. Here is a pattern of outstanding charm and beauty . . . a delight to the eye . . . a distinctive addition to any hostess' table setting. In the modern shape with gold palladium (Platinum) band around outer edge

8033Z20X1230—32 piece set for 6	Retail	$20.50
8034Z56X2050—53 piece set for 8	Retail	34.15
8035Z65X3540—93 piece set for 12	Retail	59.00



Wisteria . . . A dignified, charming pattern in the aristocratic Hermosa shape. Delicate pink, life-like floral motif in center and around border. 22K gold band around outer edge. Non-cracking glaze, semi-vitreous.

8015Z20X1265—32 piece set for 6	Retail	$21.10
8016Z56X2115—53 piece set for 8	Retail	35.25
8017Z65X3655—93 piece set for 12	Retail	60.90

Pond Lily . . . Another delightful modern pattern with delicate pink, grey, and green center floral design in the popular modern shape with gold palladium (Platinum) band around outer edge. Non cracking glaze

8027Z20X1245—32 piece set for 6	Retail	$20.75
8028Z56X2080—53 piece set for 8	Retail	34.65
8029Z65X3595—93 piece set for 12	Retail	59.90

Rose Garden . . . A modern shape with the ever-popular American rose design. A distinctive rose effect for the many who admire America's favorite flower. 22K gold around outer edge

8030Z20X1245—32 piece set for 6	Retail	$20.75
8031Z56X2080—53 piece set for 8	Retail	34.65
8032Z65X3595—93 piece set for 12	Retail	59.90

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

8 cups
8 saucers
6—10" plates
6—8" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—8" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 coupe soups
12 soup plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

DE LUXE *French Saxon* DINNERWARE

FRENCH SAXON CHINA

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Pastel The new modern shape in a rainbow selection of four delicate pastel colors—warm pink, turquoise green, Delft blue and canary yellow. Each set consists of plate settings of one color. An outstanding assembly of distinctive color combinations that will prove overwhelmingly popular. Highly glazed, semi vitreous

5608XF1035—32 piece set for 6	Retail	$17.85
5609XF1695—53 piece set for 8	Retail	28.95
5610XF3900—93 piece set for 12	Retail	48.35

Star Flower American made modern design of superior quality that will evoke admiration. Natural color, delicately tinted in a floral arrangement on the well known shape, with 22K gold edge trim. Non-crackling glaze semi vitreous

5614XF1245—32 piece set for 6	Retail	$20.75
5615XF2080—53 piece set for 8	Retail	34.65
5616XF3595—93 piece set for 12	Retail	59.90

Gardenia A rich appearing pattern with beautiful Gardenia design in center 22K gold band around outer edge and center. In the very popular aristocrate Hermes shape

5620XF1245—32 piece set for 6	Retail	$20.75
5621XF2080—53 piece set for 8	Retail	34.65
5622XF3595—93 piece set for 12	Retail	59.90

Crocus A dainty lace pattern in the smart modern popular shape with an exquisite pink and charcoal crocus center decoration. 22K gold band around outer edge. Non-cracking semi vitreous

5617XF1125—32 piece set for 6	Retail	$18.75
5618XF1855—53 piece set for 8	Retail	30.90
5619XF3220—93 piece set for 12	Retail	53.65

Merchandise on this page F.O.B. Ohio Factory —Allow ample delivery time for factory shipments.

New York BENNETT BROTHERS, INC.—Chicago

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 30 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 cream soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 cream soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

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Heather . . . A very appealing modern version of the beautiful heather floral design. Here is a pattern of outstanding charm and beauty . . . a delight to the eye . . . a distinctive addition to any hostess' table setting. In the modern shape with gold palladium (Platinum) band around outer edge.

5629XF1230—32 piece set for 6	Retail $20.50
5630XF2050—53 piece set for 8	Retail 34.15
5631XF3540—93 piece set for 12 . . .	Retail 59.00

Wisteria . . . A dignified, charming pattern in the aristocratic Hermosa shape. Delicate pink, life-like floral motif in center and around border. 22K gold band around outer edge. Non cracking glaze semi vitreous.

5611XF1265—32 piece set for 6	Retail $21.10
5612XF2115—53 piece set for 8	Retail 35.25
5613XF3655—93 piece set for 12	Retail 60.90

Pond Lily . . . Another delightful modern pattern with delicate pink, grey and green center floral design. In the popular modern shape with gold palladium (Platinum) band around outer edge. Non cracking glaze.

5623XF1245—32 piece set for 6 .	Retail $20.75
5624XF2080—53 piece set for 8	Retail 34.65
5625XF3595—93 piece set for 12	Retail 59.90

Rose Garden . . . A modern shape with the ever-popular American rose design. A distinctive rose effect for the many who admire America's favorite flower. 22K gold around outer edge.

5626XF1245—32 piece set for 6 . .	Retail $20.75
5627XF2080—53 piece set for 8	Retail 34.65
5628XF3595—93 piece set for 12	Retail 59.90

Merchandise on this page F.O.B. Ohio Factory—Allow ample delivery time for factory shipments.

New York—BENNETT BROTHERS, INC.—Chicago

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy (open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

BENNETT BROTHERS, INC. Distributors for Over 50 Years

DISTINGUISHED *French Saxon* DINNERWARE

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D44G66-1230—32 piece set for 6	Retail	$20.50
D44G67-2050—53 piece set for 8	Retail	34.15
D44G68-3540—93 piece set for 12	Retail	59.00

Wisteria . . . A dignified, charming pattern in the aristocratic Hermosa shape. Delicate pink, life-like floral motif in center and around border. 22K gold band around outer edge Non-cracking glaze, semi-vitreous.

D44G69-1965—32 piece set for 6	Retail	$21.10
D44G70-2115—53 piece set for 8	Retail	35.25
D44G71-3655—93 piece set for 12	Retail	60.90

Pond Lily . . . Another delightful modern pattern with delicate pink, grey, and green center floral design. In the popular modern shape with gold palladium (Platinum) band around outer edge Non-cracking glaze.

D44G72-1245—32 piece set for 6	Retail	$20.75
D44G73-2080—53 piece set for 8	Retail	34.65
D44G74-3595—93 piece set for 12	Retail	59.90

Rose Garden . . A modern shape with the ever-popular American rose design A distinctive rose effect for the many who admire America's favorite flower. 22K gold around outer edge

D44G75-1245—32 piece set for 6	Retail	$20.75
D44G76-2080—53 piece set for 8	Retail	34.65
D44G77-3595—93 piece set for 12	Retail	59.90

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

8 cups
6 saucers
6—10" plates
6—8" plates
8 desserts
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

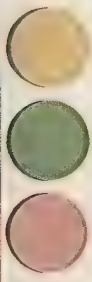
8 cups
8 saucers
8—10" plates
8—8" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 coupe soups
12 salad plates
12 desserts
1—13" platter
1—12" platter
1 gravy boat
1 nappy (open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

***IMPORTANT:** Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . Allow 2 Weeks for Delivery

DE LUXE *French Saxon* DINNERWARE



The Hallmark of Distinction and Prestige

The French Saxon mark on dinnerware is a symbol of fine craftsmanship and dependable quality. French Saxon ware has fine body and rich appearance. Colors are clear. True and appealing. Patterns and shapes combine the best of long time favorites with the fresh modern trend. You will always be proud of any French Saxon dinnerware you select.

Pastel . . . The new modern shape in a rainbow selection of four delicate pastel colors—warm pink, turquoise green, Delft blue, and canary yellow. Each set consists of place settings in *all 4 colors*. An outstanding assembly of distinctive color combinations that will prove overwhelmingly popular. Highly glazed, semi-vitreous

D44G54-1035—32 piece set for 6 ..... Retail $17.95
D44G55-1695—53 piece set for 8 ..... Retail 28.25
D44G56-2900—93 piece set for 12 ..... Retail 48.35

Star Flower . . . America's most modern design in dinnerware decoration—that will evoke admiration from all. Scintillating, colorful stars in a floral arrangement on the lovely modern shape, with 22K gold edge line. Non-cracking glaze, semi-vitreous.

D44G57-1845—32 piece set for 6 .. Retail $20.75
D44G58-2080—53 piece set for 8 .. Retail 34.65
D44G59-3595—93 piece set for 12 .. Retail 59.00

Gardenia . . . A rich appearing pattern with beautiful Gardenia design in center. 22K gold band around outer edge and center. In the very popular aristocratic Hermosa shape.

D44G60-1845—32 piece set for 6 .. Retail $20.75
D44G61-2080—53 piece set for 8 .. Retail 34.65
D44G62-3595—93 piece set for 12 .. Retail 59.00

Crocus . . . A dainty classic pattern in the smart modern popular shape with an exquisite pink and charcoal crocus center decoration. 22K gold band around outer edge. Non-cracking, semi-vitreous.

D44G63-1185—32 piece set for 6 .. Retail $18.75
D44G64-1855—53 piece set for 8 .. Retail 30.90
D44G65-3520—93 piece set for 12 .. Retail 53.65

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6—12" plates
6—8" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8—12" plates
8—8" plates
8 soupe soups
8 dessterts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12—12" plates
12—8" plates
12 couse soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

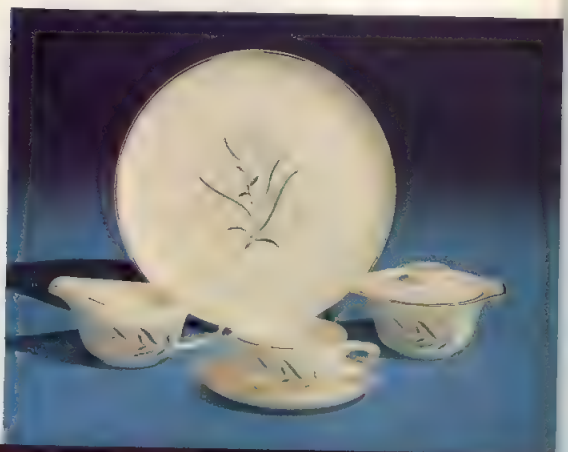
***IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery**

DISTINGUISHED *French Saxon* DINNERWARE

The Creations of an Outstanding Pottery that Add Distinction to Any Table

Here are the offerings of America's most modern pottery where generations of craftsmen have full play for their skill, experience and fine workmanship.

The French Saxon pottery is superbly equipped with the most modern quality controls that guarantee the production of uniform high quality dinnerware that will give lasting pleasure and satisfaction.



Heather . . A very appealing modern version of the beautiful heather floral design. Here is a pattern of outstanding charm and beauty . . a delight to the eye . . a distinctive addition to any hostess' table setting. In the modern shape with gold palladium (Platinum) band around outer edge

1961X1205—32 piece set for 6	Retail $20.50
1962X2009—53 piece set for 8	Retail 34.15
1963X3468—93 piece set for 12	Retail 59.00

Wisteria A dignified, charming pattern in the aristocratic Hermosa shape. Delicate pink, pale lake floral motif in center and around border. 22K gold band around outer edge. Non-cracking glaze, semi-vitreous.

1252X1239—32 piece set for 6	Retail $21.10
1253X2073—53 piece set for 8	Retail 35.25
1254X3582—93 piece set for 12	Retail 60.90

Pond Lily . . . Another delightful modern pattern with delicate pink, grey, and green center floral design. In the popular modern shape with gold palladium (Platinum) band around outer edge. Non-cracking glaze

1955X1237—32 piece set for 6	Retail $20.75
1956X2038—53 piece set for 8	Retail 34.65
1957X3528—93 piece set for 12	Retail 59.90

Rose Garden A modern shape with the most popular American rose design. A distinctive effect for the many who admire America's favorite flower. 22K gold around outer edge

1958X1237—32 piece set for 6	Retail $20.75
1959X2038—53 piece set for 8	Retail 34.65
1960X3528—93 piece set for 12	Retail 59.90

All merchandise this page F.O.B. Ohio factory—allow 2-3 weeks for shipment. No C.O.D. orders accepted.
ROHDE-SPENCER CO., 18 South Michigan Ave., Chicago 3, Ill.

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—8" plates
6 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—8" plates
8 coupe soups
6 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

***IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . Allow 2 Weeks for Delivery**

DE LUXE *French Saxon* DINNERWARE

FRENCH SAXON CHINA

The Hallmark of Distinction and Prestige

The French Saxon mark on dinnerware is a symbol of fine craftsmanship and dependable quality. French Saxon ware has fine body and rich appearance. Colors are clear. True and appealing. Patterns and shapes combine the best of long time favorites with the fresh modern trend. You will always be proud of any French Saxon dinnerware you select.

Pastel. The new modern shape in a rainbow selection of four delicate pastel colors—warm pink, turquoise green, Delft blue, and canary yellow. Each set consists of place settings in *all* 4 colors. An outstanding assembly of distinctive color combinations that will prove overwhelmingly popular. Highly glazed, semi-vitreous.

1249X1014—32 piece set for 6	Retail $17.25
1250X1661—53 piece set for 8	Retail 28.25
1251X2842—93 piece set for 12	Retail 48.35

Star Flower [illegible] *Gardenia* [illegible] *Crocus* A dainty classic pattern in the smart [illegible]

Clever Friction and Mechanical Toys—Imported From Japan

Friction M.G. Midget Sport Car. All metal construction body finished in blue with yellow seat. Windshield and bumpers nickel finish. Strong friction motor. Rubber tired wheels. Length 7 inches. Packed each in a box.
40N618 .....Per dozen **6.00**

6 inch Friction Greyhound Bus. A real replica of the Scenicruiser seen on the roads. All metal construction body, finished in blue grey, and silver. 6 rubber tired wheels. Strong friction motor. Each in a box.
40N643 .....Per dozen **3.20**

11 in. Friction Greyhound Bus. A real replica of the scenicruiser seen on the roads. All metal construction body finished in blue and grey. Bumpers nickel finish. 6 rubber tired wheels with hub caps. Strong friction motor with siren. Packed each in box.
40N632 .....Per dozen **7.80**

9 inch Friction Dream Car. All metal construction. Black body nickeled bumpers and radiator plastic windshield, 4 rubber tired wheels with metal white walls and nickeled hub caps. Strong friction motor with siren. Each in a box.
40N661 .....Per dozen **8.00**

Cadillac Friction Scale Model Car. An expert replica in every detail of the real thing. All metal construction body. Finished in black, bumpers and trim in nickel finish, plastic windshield and rear windows. Amber glass. Front lights, red rear lights. Rubber tired wheels with white metal rims. Length 12½ inches, width 5½ inches, height 4 inches. Packed each in a box.
40N577 .....Each **3.50**

9½ inch Mercedes Benz Friction Car. Made of metal highly lithographed, figures on windshield, side and rear window lithographed. 4 rubber tired wheels, painted rims, nickeled bumper. Strong friction motor. Packed each in a box.
40N646 .....Per dozen **7.20**

7½ inch Chrysler Friction Car. All metal construction. Highly enameled finish in two tone color. 4 rubber tired wheels with metal white walls and nickeled hub caps. Strong friction motor. Packed each in a box.
40N653 .....Per dozen **7.20**

7 inch Air Transportation Limousine Car. All metal construction. Highly enameled finish in two tone color. Lithographed seats and dash board. Nickeled bumpers. 4 rubber tired wheels painted rims and hub caps. Luggage carrier with suit cases. Strong friction motor. Each in box.
40N648 .....Per dozen **7.20**

5⅝ inch Romance Friction Car. Made of metal. Highly enameled finish. Has lithographed seats and dash board. Metal figures of man and woman, when car rolls man tips hat and lady plastic hankie. 4 rubber tired wheels nickeled hub caps, bumpers and windshield. Each in box.
40N652 .....Per dozen **7.20**

Automatic Fire House with Car. 5 inch friction fire chief car with siren. Made of metal highly lithographed. When car approaches the fire house, the overhead type spring operated door raises to permit car to enter. Packed each to a box.
40N624 Per dozen **14.40**

Mechanical Walking and Quacking Swan. Size 7 inches high. All metal body, high hat, wheels and web feet. Beautifully lithographed in contrasting colors. Painted features. Strong clock spring motor when wound duck waddles and quacks in realistic manner. Pkd. each to a box.
40N622 .....Per dozen **7.20**

Anti-Aircraft Jeeps. Exact replica. All metal construction with strong friction motor and siren. 2½-inch wheel with heavy rubber tires. Complete with 3 soldiers, 4 mounted cannon, spare tires, spade with chain. Size 11½ inches long, 4¾ wide. Packed each in box.
40N572 .....Per dozen **36.00**

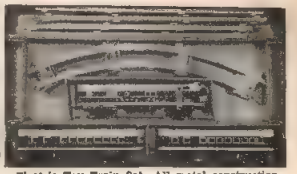
Friction Jeep with Artillery. All metal construction jeep and artillery. Enamel finished in green color. Jeep has searchlight operated by batteries, artillery piece has 3 cannons and 2 soldiers mounted on swivel base. 7 rubber tired wheels. Strong friction motor, length overall 13¼ inches. Each in box. (Batteries not included.)
40N660 .....Each **2.25**

Friction Auto Transport. All metal construction, baked enamel finish. Trailer 11½ inches long 4 inches high, with 8 rubber tired wheels. Cab 3½ x 3½ inches with 2 rubber tired wheels. 4 rolling cars 4½ inches long, skid rails attached to upper deck. Strong friction motor. Length overall 15½ inches. Packed each in box.
40N659 .....Each **2.25**

Clever Friction and Mechanical Toys Imported From Japan

6 Piece Friction Train Set. Consists of 3½ inch locomotive with friction motor 3¼ inch Oil car tank car, Gondola Car, wrecker car and caboose, all have rubber tired wheels, metal couplers, packed each set in display box.
40N644 ..... Per dozen sets **7.20**

Mechanical Helicopter. 11½ inches long Made of metal, highly lithographed. U S Air Force printed on sides. Has strong spring motor when wound, the metal propeller blades spin and plane runs along the floor Complete with rubber tired front and rear wheels Packed each in box 3 dozen to carton.
40N656 ..... .Per dozen **15.00**



Electric Toy Train Set. All metal construction brightly finished Consists of 8 in stream line, locomotive, 2 stream line 7½ in. passenger cars, 5-14 curved track 6-14 in. straight track Can be used with any U S. made transformer Packed each set in box
40N636 .... Per set **5.00**

Remote Control Motor Cycle. All Metal Construction. Highly lithographed 7½ inches long Operates on 2 flashlight batteries, forward or in circles, from control box held in hand. Complete with head light. Each in box. Batteries not incl
40N658 . .Each **1.80**

Friction Gun Jeep. 5½ inches long by 2¾ inches wide All metal construction, highly lithographed in khaki color Has strong friction motor, rubber tired wheels nickled bumper and hub caps Each in box
40N640 .... .Per dozen **4.75**

Friction Military Police Jeep. Size 8½ by 3 in All metal construction highly lithographed. Strong Friction Motor 2 metal soldiers in back seat and driver Rubber tired wheels nickeled hub cap. Each in a box
40N651 . .....Per dozen **7.20**

Friction General Sherman Tank. All metal construction Size 5½ x 3½ inches Highly lithographed Has 3 guns in turret and 1 in tank. Strong friction motor, 3 rubber tired wheels. Each in box.
40N649 Per dozen **7.80**

Friction Sky Ray Navy Plane. Made of metal highly lithographed in silver, black, and red colors. Navy insignia on wings. Strong friction motor, sparks from tail when plane is in motion 3 rubber tire wheels. Length overall 9 inches. Each in a box.
40N647 ....Per dozen **7.80**

Friction Mother Goose. Size 6½ x 4¾ inches high All metal body covered with plush has glass eyes, plastic beak cloth bonnet, ribbon bow around neck. Strong friction motor Each in a box.
40N655 ..... Per dozen **7.80**

Friction Truck with Derrick. All metal construction Strong friction motor. Highly lithographed Truck 9½ inches long finished in green with red and white cab, 10 rubber tired wheels, with nickeled hub caps, and bumper Derrick in yellow. Each set in box.
40N657 ..... .Each set **1.25**

Mechanical Boy on Bike. Metal Bike highly lithographed Size 3¼ by 4½ inches 3½ inch vinyl boy painted features. Strong spring motor. When wound up Bike runs in circles and bell rings Each in box
40N650 .....Per dozen **7.20**

Giant Mechanical Walking Dog. Metal body covered with plush Strong spring motor. When wound dog walks along turning his head from side to side and twirling tail Size overall 6¼ x 5½ inches. Each in box
40N654 . ..... Per dozen **10.80**

Quacking Duck. 7 x 6 inches. All metal body, yellow plush covered Metal eyes and beak, rubber webbed feet. Steel wheels. 36 inch plastic tubing with metal device By squeezing device duck waddles along floor making quacking noise Each in decorated carrying box
40N569 ..... .Per dozen **10.80**

Comical Monkey. All metal body, painted features. Dressed in contrasting colored cloth pants and shirt. Ribbon bow around neck. 36-inch plastic tubing with metal device By squeezing device, monkey claps the cymbal and moves around Packed ½ dozen to box (no less sold)
40N581 .. ..Per dozen **10.80**

Fido Walking and Barking Dog. Composition body covered with plush Has glass eyes, celluloid nose Leatherette collar with bell 36-in. plastic cording with metal device By squeezing device dog walks and barks, a very clever new novelty Packed ea. in cardboard carrying box
40N544 .....Per dozen **12.00**

FRICTION SIDE DUMP TRAILER

4" friction cab with four rubber tires. 6" side dump trailer, crank action side dump, two rubber tires and support. Baked enamel finish. Authentic marking. Pk. 4 dz.

6T4910 . . . . . List 98c . . . . . 87702 Dz.

SMALL FRICTION FIRE ENGINE

8½" long. Bright finish extension ladder. Ladder is on full 360° pivot. Complete with 3 firemen. Authentic fire department markings. Colorfully lithographed in brilliant fire engine red. Pk. 4 dz.

6T4913 . . . . . List 89c . . . . . 87002 Dz.

HOUSE TRAILER AND FRICTION SEDAN

Large 11¾" house trailer ensemble, realistically colored in attractive two and three tone combinations. House trailer has movable doors and awning. Boxed Pk. 4 dz.

6T4907 . . . . . List 98c . . . . . 87602 Dz.

FRICTION VEHICLE PARADE

This exciting set contains two each of the following friction toys: 5½" Navy jet plane, authentically marked . . . 4" MP jeep with siren . . . 4¾" express van with action drop rear ramp . . . 5" station wagon with siren motor and baked enamel finish . . . 5¾" dump truck with action rear dump and front scoop . . 5" wreck truck with action wreck hoist. Pk. 1 dz. N.B.

6T4900 . . . . . List 39c . . . . . 43126 Dz.

SHOOTING CANNON

Realistic 9¾" howitzer that shoots. Authentic details. Comes with two shells. Boxed Pk. 6 dz.

6T4914 . . . . . List 89c . . . . . 87102 Dz.

FRICTION DOUBLEDECK GREYHOUND BUS

11" long, powerful friction motor. Authentic markings with realistic coloring and detail. An accurate replica of the famous Scenicruiser Bus. Pk. 4 dz.

6T4909 . . . . . List 98c . . . . . 98001 Dz.

ASSORTED FRICTION DELIVERY TRUCKS

This assortment contains 4 ea. 6¾" trucks as follows: One red, white and blue postal truck . . . One olive drab Railway Express truck . . . One grey Army tank truck . . . One brown United Parcel delivery truck. Pk. 4 dz.

6T4906 . . . . . List 79c . . . . . 76303 Dz.

FRICTION NAVY SKY ROCKET JET

9½" jet with plexiglass canopy, swept back wings, driver, friction motor activates realistic spark. Brightly colored lithographed detail. Pk. 6 dz.

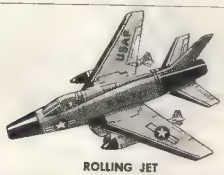
6T4905 . . . . . List 98c . . . . . 87602 Dz.

METAL FRICTION PUSH TOYS

FRICTION POWER SHOVEL

8" long. Friction truck with 8 wheels. Crank action shovel, bucket opens on "down swing". 360° pivot on shovel/cab. Baked enamel finish. Colorfully lithographed. Pk. 4 dz.

6T4917 List 98c . . . . . 87952 Dz.



ROLLING JET

In action the jet ZOOMZ along the ground wobbling its wings from side to side. 9½" long with a wingspread of 7¾". Powerful and long running friction motor. Sturdy metal construction. Pk. 4 dz.

6T4919 . . . . . List 98c . . . 98001 Dz.

FRICTION SEDAN WITH LARGE HOUSE TRAILER

Large 17" two-piece unit, containing one authentically detailed house trailer with two action side doors and two action vents. One Chevrolet sedan, attractively colored in multiple shades. Boxed. Pk. 2 dz.

6T4926 . . . . . List $1.98 . . . . . 216008 Dz.

REMOTE CONTROL BATTERY OPERATED SEDAN

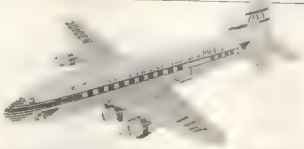
6" remote control sedan that goes forward and backwards off a single flashlight battery. Boxed. Pk. 6 dz.

6T4939 . . . . . List 98c 98001 Dz.

FRICTION RADAR JEEP

Fascinating 7" "radar screen" jeep realistically shows a silhouette of an approaching plane while the jeep is in motion. The silhouette is battery produced. Boxed. Pk. 6 dz.

6T4916 List 98c . . . . . 87952 Dz.



FRICTION DC-7 AMERICAN AND UNITED AIRLINES 4 MOTOR PLANE

Authentic 10" scale model of the new DC-7-G four-motor transport with four rotating propellers that turn while the plane is in motion. Boxed. Pk. 4 dz.

6T4915 . . . . . List 98c . . . . . 98001 Dz.

ACK-ACK FRICTION JEEP WITH TWO GUNS

7" scale replica of an ack-ack anti-aircraft jeep. While in motion, the anti-aircraft guns go up and down simulating a pom pom anti-aircraft weapon. Authentically detailed. Boxed. Pk. 6 dz.

6T4938 . . . . . List 98c 98001 Dz.

REMOTE CONTROL BATTERY OPERATED JEEP

5½" remote control jeep that operates off one battery and goes forward and reverse. Boxed. Pk. 6 dz.

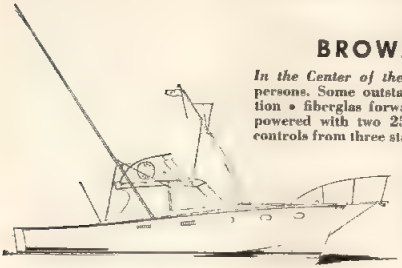
6T4940 . . . . . List 98c . . . . . 98001 Dz.

BUILT IN AMERICA — BY AMERICAN WORKMEN!

This 40′ SPORT FISHING BOAT

Designed and Built by

BROWARD MARINE Inc.



***In the Center of the Sport Fishing World*—accommodates seven persons. Some outstanding features are: Full laminated construction • fiberglas forward deck • cockpit deck and trim are teak • powered with two 250 h.p. Chrysler V-8 engines with hydraulic controls from three stations • stainless steel galley • electric refrigerator • comfortable dinette • Monel fuel and water tanks • fishing chairs and tower • electronic equipment optional.**

GOT A YACHT PROBLEM? CONSULT

Broward Marine Inc.

COMPLETE DESIGN, CONSTRUCTION AND REPAIR FACILITIES

FT. LAUDERDALE, FLORIDA

The Topper 20′ Sedan Cruiser has accommodations for two

TOPPER SHOWS FOUR OUTBOARDS

► Topper builds four models of outboard boats, all 20′ long and with 8′ beam, finished as the Utility, the Hardtop Sportsman, the Deluxe Sports Cruiser, and the Sedan Cruiser. Hulls are of the V-type, built of five-ply marine plywood over white oak frames, with mahogany foredecks and trim.

All four models are light enough to be trailed, the Utility weighing 800 lbs. and the Sedan Cruiser 1400 lbs. The latter has a fully-enclosed cabin with full length berths, galley, marine toilet, and sliding side windows. It will take single or twin motors, and is reported to have made 20 m.p.h. with one 30 hp. motor. It is priced at $2195. The Deluxe Sports Cruiser has similar accommodations, but no galley. It is priced at $1995. The Hardtop Sportsman sells for $1495, and the Utility for $1124.

TOPPER BOAT CO., 5816 Ritchie Highway, Baltimore 25, Md

TITANIUM FOR MARINE FITTINGS

► Titanium is a metal that is being used with increasing frequency for marine fittings. Its producers say the principal reason is that titanium is both light weight and strong. It weighs 44 percent less than stainless steel and half as much as bronze; yet it is as strong as steel and is tough, readily worked, and corrosion-resistant.

Titanium is being used for mast tangs and other fittings aloft where weight is an important factor, as well as for spinnaker pole fittings, goosenecks, blocks, winches, and chocks. Its resistance to corrosion, by sea water and by the products of combustion, indicate its use for fuel tanks, sea water condensers, etc.

Up to now the defense industries have taken most of the available supplies of titanium and it is expensive. But production is being increased and there is evidence that prices will be reduced and supplies more plentiful.

REM-CRU TITANIUM, INC., Midland, Penna.

The new Imperial trailers feature a tilting bed for easy loading and unloading and stable keel and hull support. Three models, for 14′-800 lb, 16′-1200 lb., and 18′-1800, lb. boats. IMPERIAL TRAILER CO., INC., P.O. Box 4024, Fort Worth, Tex.

send for literature

LIGHT-HEARTED MODERN BY COSCO

So comfortable, so good looking! Cosco furniture is a great value in its thrifty price-range. It's constructed of strong tubular steel for rugged service, has soft tailored cushions (coil spring or foam rubber) that ride buoyantly on flexible steel bands. Wide choice of upholstery in fabric or plastic.

Yours free! the Cosco catalog showing the complete Cosco line in full color. You'll also get swatches of an interesting range of upholstery fabrics so send in right away.
Sofas start at about **$149.50**
Chairs start at about **$59.50**
Sectionals start at about **$199.50**

FINE WROUGHT IRON BY WOODARD

Lovely, isn't it? And so practical—because this furniture is not merely "stamped out"; it's hand-forged wrought iron. You'll find it brings the garden look indoors, and doubles on the terrace in summer (no worry about rust. Woodard's rust resistance is famous). Every piece is made with pride, with quality construction that extends to little details that mean a lot in satisfaction—like the stainless steel glides, encased in rubber to protect floors. There are 7 different wrought-iron styles to choose from: Sculpture, Pinecrest, Allegro, Orleans, Chantilly Rose, Skyline and Spencerian.

Write for a colorful Woodard catalog—there's no charge. It's packed with pictures, actual swatches of beautiful sailcloth, straw cloth and Duran upholstery fabrics in many colors, plus swatches of five different colored finishes. Order just the style, color, fabric you want.

LEATHER-LOOK BY THOMAS

This stunning line of modern and traditional furniture comes in either genuine leather or the amazing plastic—elastic-back Naugahyde with the look of real leather. Every piece is hand-fitted, hand-assembled, and hand finished by skilled artisans. Every piece is carefully inspected to be sure it comes up to Thomas' high standards of beauty, durability and quality. Design is clean and crisp ...and will never "date." For home library or den, offices, lobbies and clubs, Thomas is always a wise investment.
Chairs start at about **$119.00**
Sofas start at about **$229.00**

No charge for our Thomas catalog so ask your dealer to send for one now. You'll see photographs of this fine furniture, complete details on its construction. Also swatches of the leather and Naugahyde upholstery in a complete range of distinctive colors.

Ask your dealer to

"CUSTOM-BLENDED" TOMLINSON

You are your own designer with elegant Tomlinson furniture: you choose the style, the cushioning, the fabric and color you want. Every piece of this individualized furniture is custom made, exactly as you like it...and to prove it, your name will appear on its label. Traditional, that fits any setting!

See pictures and details in Tomlinson catalog—feel actual swatches of luxurious looking upholstery fabrics. The $5 deposit (charged to dealer's account) will be refunded upon return of catalog and swatches.
Sofas start at about **$339.00**
Chairs start at about **$169.00**

HANDSOME MODERN BY SELIG

Choose one outstanding piece from this graceful collection...or have a correlated grouping. Either way, you'll have modern design at its best: perfectly adaptable to all manner of decorative schemes—traditional, casual or ultra-contemporary. Excellent workmanship is obvious at a glance. Frames are made of only the hardest Northern birch, kiln-dried to prevent warping; take your pick of a variety of gleaming finishes...and exquisite fabrics. All seat cushions are 100% foam rubber; all have zipper covers.
Sofas start at about **$239.00**
Chairs start at about **$119.00**

Send for our Selig catalog for complete information. See pictures of the sofas, sectionals and chairs...feel swatches of the upholstery fabrics available. The $5 deposit (charged to dealer's account) will be refunded upon return of catalog and swatches.

ETHAN ALLEN BY BAUMRITTER

Here's the welcoming warmth of Early American—adapted to the needs of modern living. This is furniture with your future in mind... traditional design answers every space and decorating problem, no matter how your requirements change through the years. It's craftsmanship-built of solid rock maple and birch woods, to take all the punishment the children in the family can give, and still look lovely. Every piece is painstakingly matched for grain, and finished in a warm Brown Nutmeg rubbed to a mellow glow.
Chairs start at about **$89.50**
Sofas start at about **$179.50**

Preview your Ethan Allen upholstery in our Baumritter catalog! It's complete with pictures and swatches of dozens of fabrics for Early American. A $5 deposit (charged to your dealer's account) will be refunded upon return of catalog and swatches.

Ingersoll and Bradley WATCHES

WORLD FAMOUS LOW PRICED WATCHES

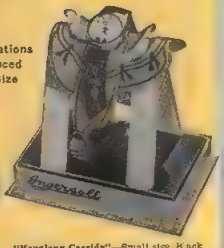
Please State Second Choice

Illustrations Reduced in Size

"Cinderella"—Small blue waterproof and dustproof case, pink dial with her picture in blue gown. Blue band. Plastic shipper gift box.
530W537—"Cinderella."
530/3W487—3 or more. Est. Retail **$6.95**

"Davy Crockett"—Hunter green, waterproof and dustproof case. Brown strap. Davy picture on dial and a powder horn gift case.
552W537—"Davy Crockett."
552/3W487—3 or more. Est. Retail **$6.95**

"Mickey Mouse"—Small red waterproof and dustproof case. Red figured dial with "Mickey" there to point out the time. Red strap. Attractive gift box.
531W537—"Mickey Mouse."
531/3W487—3 or more. Est. Retail **$6.95**



"Hopalong Cassidy"—Small size. Black waterproof and dustproof case. Hoppy's picture. Red bands and numerals. Cowboy strap. Miniature saddle gift box.
529W537—"Hopalong Cassidy."
529/3W487—3 or more. Est. Retail **$6.95**

Roy Rogers AND Dale Evans

WRIST WATCHES FOR BOYS AND GIRLS

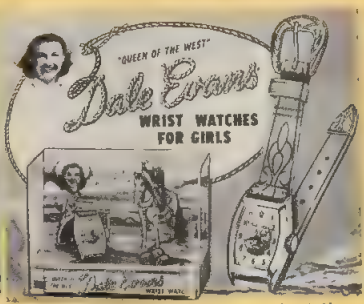
"Roy Rogers"—Yellow case and band. Signature of Roy Rogers and Trigger engraved in plaque in the steel expansion band.
700W515—"Roy Rogers"
700/3W465—3 or more. Est. Retail **$6.95**

"Roy Rogers"—Yellow case with steel back. Genuine leather Western strap and fittings.
703W487—"Roy Rogers"
703/3W487—3 or more. Est. Retail **$5.95**

"Dale Evans"—Yellow case with steel back and yellow expansion band. Smart girl's watch.
704W515—"Dale Evans"
704/3W465—3 or more. Est. Retail **$6.95**

Thin chrome plated oblong case. Stainless Steel back. Genuine leather Western strap and fittings.
702W388—"Roy Rogers."
702/3W338—3 or more. Est. Retail **$4.95**

Animated Ballerina watch. Hour and minute hands are the Ballerina's legs. Tells time as she dances. Lustrous Chrome Plated case. Stainless steel back. Trim tailored matching band.
722W515—"Ballerina."
722/W465—3 or more. Est. Retail **$6.95**



Slim chrome plated case. Stainless Steel back. Smart oblong dial. Genuine leather Western strap and fittings.
706W388—"Dale Evans"
706/3W338—3 or more. Est. Retail **$4.95**

DAVY CROCKETT

"Davy Crockett"—Chrome plated case. Stainless Steel back. Smart round dial. Genuine leather Western strap.
728W388—"Davy Crockett"
728/3W338—3 or more. Mfr's. Sugg. Retail **$4.95**

731W487—Same as above with expansion band.
731/3W487—3 or more. Mfr's. Sugg. Retail **$5.95**

"Bennett Brothers, Distributors of Quality Merchandise for Over 50 Years"

GALLET CHRONOGRAPHS AND TIMERS OF TESTED EXACTNESS

New Double-Button Gallet Chronograph

30 minute register 17 jeweled high quality movement steel case time-out feature 12 hour totalizer, for aviators, automobile and motor boat racing After timing a measured mile, the sweep-second hand will show the miles per hour on the Tachometer scale Shock resistant

8052W5067—Plain Dial

Sugg Retail $103.40

8053W5067—Radium Telemeter and Tachometer Dial.

Sugg. Retail $103.40

Double-Button Gallet Chronograph

Stainless steel case Water and shock resistant 17 jewel Gallet movement 12 hour totalizer makes watch invaluable for timing gas consumption for aviators, and other uses where long period timing is necessary Shock resistant

8054W5767 Radium Telemeter, and Tachometer Dial.

Sugg. Retail $117.70

8055W12716—14K Telemeter and Tachometer Dial.

Sugg. Retail $259.50

Gallet "Flight Officer" Chronograph

Equipped with stainless steel case First quality, 17 jewel movement with double push action. Featuring two novel advantages; hour control and world time Water and shock resistant 30 minute register, Bezel revolves for world time.

8015W5767 Radium Dial.

Sugg. Retail $117.70

Gallet Calendar Chronograph

Latest type Calendar watch shows day, date, and month. 30 minute register, 17 jeweled excellent quality movement, time out feature. 12 hour totalizer. Water and shock resistant

8056W9236—Stainless Steel Case.

Sugg. Retail $188.50

8057W19620—14K Case.

Sugg. Retail $400.40

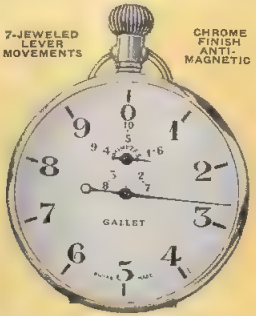
Gallet Split-Second Timer 1/5 Second

Proficient in measuring related activities. Fifth-second, 30 minute register; start, stop and fly back from crown, side push for the split-second hand

8721W3739—7J Gallet. Sugg. Retail $76.30

7-JEWELED LEVER MOVEMENTS

CHROME FINISH ANTI-MAGNETIC

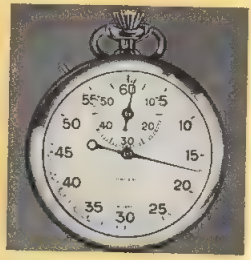


Gallet 10-Second Track Timer

Excellent quality timer used mostly for short sprints. Each second is divided into ten parts. Registers up to 5 minutes.

8722W2337—7J Movement Sugg. Retail $47.70

8723W2082—As above, Galco with 10 min. register. Sugg. Retail $42.50



Galco 1/5 Second Timer With Time Out

60-minute register. Start and stop from crown, side plunger restores hands to zero.

8724W1690—7J Galco. Sugg. Retail $34.50

FAMOUS GALLET, GALCO AND SECURITY TIMERS

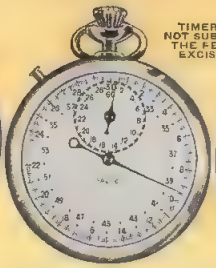
TIMERS ARE NOT SUBJECT TO THE FEDERAL EXCISE TAX

GALLET DECIMAL TIMER

This dependable instrument divides the minute into 100 parts Side slide for time out. Small hand registers revolution of long hand. Fly back from crown

Sugg Retail

8702W1924—7J Gallet . $39.25

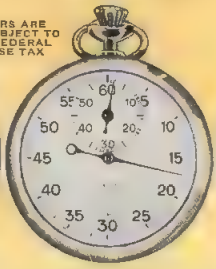


GALCO 1/10 SECOND TIMER WITH TIME OUT

Start and stop from crown side plunger restores hands to zero 7 jewels Features 30-minute register

Sugg Retail

8715W1731—7J Galco $35.75

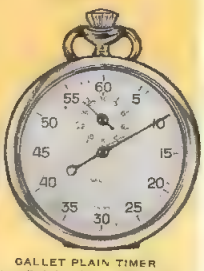


GALCO 1/5 SECOND TIMER

Featuring 60-minute register 7 jewels Plain Timer start, stop and fly back from crown

8705W1592—7J Galco

Sugg. Retail $32.50



GALLET PLAIN TIMER

An excellent timer for industrial use and general sports Long hand registers fifths of seconds and small hand minutes up to 30 Start, stop and fly back from crown lever movement, nickel case

Sugg Retail

8701W1784—7J Gallet $36.40

8725W925—As above with Security 1J movement . . $18.85

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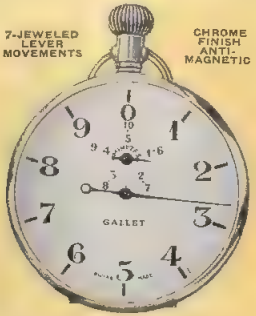

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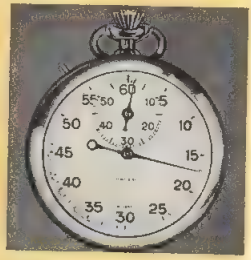

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Sugg Retail

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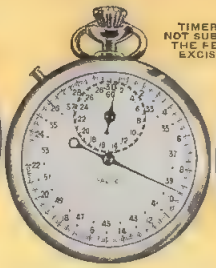
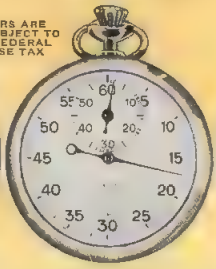


GALCO 1/10 SECOND TIMER WITH TIME OUT

Start and stop from crown side plunger restores hands to zero 7 jewels Features 30-minute register

Sugg Retail

8715W1731—7J Galco $35.75



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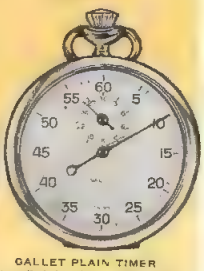

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Illustrations Reduced in Size

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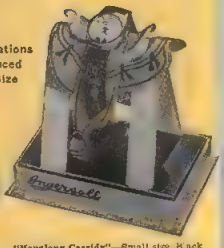

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Roy Rogers AND Dale Evans

WRIST WATCHES FOR BOYS AND GIRLS

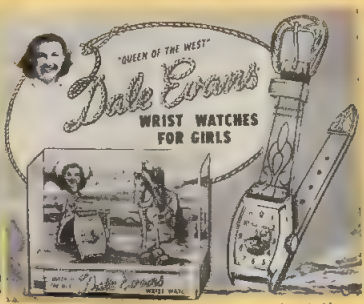
"Roy Rogers"—Yellow case and band. Signature of Roy Rogers and Trigger engraved in plaque in the steel expansion band.
700/3W465—"Roy Rogers"
700/3W465—3 or more. Est. Retail **$6.95**

"Roy Rogers"—Yellow case with steel back. Genuine leather Western strap and fittings.
703/3W487—"Roy Rogers"
703/3W487—3 or more. Est. Retail **$5.95**

"Dale Evans"—Yellow case with steel back and yellow expansion band. Smart girl's watch.
704/3W465—"Dale Evans"
704/3W465—3 or more. Est. Retail **$6.95**

Thin chrome plated oblong case. Stainless Steel back. Genuine leather Western strap and fittings.
702/3W388—"Roy Rogers."
702/3W388—3 or more. Est. Retail **$4.95**

Animated Ballerina watch. Hour and minute hands are the Ballerina's legs. Tells time as she dances. Lustrous Chrome Plated case. Stainless steel back. Trim tailored matching band.
722/3W515—"Ballerina."
722/3W465—3 or more. Est. Retail **$6.95**



Slim chrome plated case. Stainless Steel back. Smart oblong dial. Genuine leather Western strap and fittings.
706/3W388—"Dale Evans"
706/3W388—3 or more. Est. Retail **$4.95**

DAVY CROCKETT

"Davy Crockett"—Chrome plated case. Stainless Steel back. Smart round dial. Genuine leather Western strap.
728/3W388—"Davy Crockett"
728/3W388—3 or more. Mfr's. Sugg. Retail **$4.95**

731/3W487—Same as above with expansion band.
731/3W487—3 or more. Mfr's. Sugg. Retail **$5.95**

"Bennett Brothers, Distributors of Quality Merchandise for Over 50 Years"

INABLOC-SILVER CASE

RACINE NUN'S WATCH

- Accurate 10½ Lionel
- 17 J. Movement
- Radium Dial
- Sweep Second Hand

326023K2803
Each . $57.50

AN OUTSTANDING SPECIAL!!!

*WATERPROOF SHOCKPROOF

NON-MAGNETIC UNBREAKABLE CRYSTAL

FOR EVERY DRESS OCCASION

FOR EVERY SPORTS OCCASION

LUMINOUS FIGURES AND HANDS . . SWEEP SECOND HAND

17 JEWEL SPORT-DRESS MODEL WRIST WATCH

IDEAL FOR MEN IN THE ARMED FORCES

Smart chrome case with a steel back. Complete in gift box. Never before has a watch of this outstanding quality been offered at so low a price. For years of satisfactory service—this is the watch for you!
*Waterproof—only when opened and closed by a competent jeweler

431K1695 Each . . . .
431K1595 Three or more **$59.50**

GALLET—GALCO—SECURITY

TIMERS and CHRONOGRAPHS for SPORT, EVERY INDUSTRIAL PURPOSE, and for BROADCASTING

Prices subject to change without notice

NEW DOUBLE BUTTON

GALLET CHRONOGRAPH

30 minute register, 14 ligne; 17-jewelled movement; steel case, time-out feature; 12 hour totalizer; for aviators, automobile and motorboat racing. After timing a measured mile the sweep-second hand will show the miles per hour on the Tachometer scale.

326003K5067 Plain Dial. Each... . $103.40
326004K5067 Tele. and Tach. Dial. Each . 103.40
326005K5067 Red Tele. and Tach. Dial Each 103.40

DOUBLE BUTTON GALLET

30 MINUTE REGISTER CHRONOGRAPH

14 ligne. 17 jeweled movement. Steel-back case with time-out feature. For aviators, automobile and motorboat racing and other speed recording. On the Tachometer scale, after timing the measured mile, sweep-second hand will show the miles per hour.

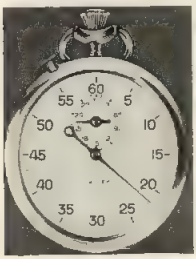
326001K3153 Plain Dial. Each $64.35
326002K3153 Tele. and Tach. Dial. Each..... 64.35

NEW DOUBLE BUTTON

GALLET CHRONOGRAPH

Stainless steel case. Water resistant. 14 ligne, 17 jewel movement. 12-hour totalizer makes watch available for timing gas consumption for aviators, and other uses where long period timing is necessary.

326006K5767 Plain Dial Each .$117.70
326007K5767 Tele. and Tach. Dial Each .. 117.70
326008K5767 Tele. and Tach. Dial (Red.) Ea 117.70



1/5 SECOND TIMER

A combination of regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop, again start timer. A pressure on the side pin will bring both hands back to zero

326011K1923 Gallet—7 Jewels. Each $39.25
326012K1656 Galco—7 Jewels. Each 33.80
326013K1019 Security—1 Jewel Each 20.80

10-SECOND TRACKTIMER

Mostly used for short sprints. Each second divided into 10 parts. Seven Jewels.

326021K2337 With 5 Minute Register. Each...$47.70
326022K2082 With 10 Minute Register. Each 42.50

DECIMAL PRODUCTION TIMER

This dependable instrument divides the minute into 100 parts. Side slide for time out. Small hand registers revolution of long hand. Fly back from crown.

326009K1923 Gallet—7 Jewels. Each .. $39.25
326010K1656 Galco—7 Jewels. Each 33.80

GALLET 1/5 SECOND FOOTBALL BASKETBALL AND BROADCASTING TIMER

A combination of the regular start, stop and fly back [illegible] Football [illegible] Basketball [illegible] Broadcasting [illegible] Also [illegible] measure time [illegible] Also [illegible] measure time [illegible] 7 Jewels.

39W305 1986 . . . RETAIL **$40.55**

As above Galco 7 Jewels.

39W815-1720 RETAIL **$35.10**

As above Security, 1 Jewel

39W514 1063 RETAIL **$22.10**

GALLET PLAIN TIMER

An excellent timer for [illegible] and general sports. Jewel hand [illegible] and small second hand [illegible] 20 [illegible] and [illegible] from crown [illegible] over [illegible] nickel case

39W300 1847 . RETAIL **$37.70**

As above Galco 7 Jewels

39W301 1624 RETAIL **$32.15**

As above [illegible] Jewel

39W301 988 . RETAIL **$28.15**

As above Galco 7 Jewel Water [illegible] resistant case

39W1 2710.....RETAIL **$55.30**

GALLET FOOTBALL AND BASKETBALL TIMER—IDEAL FOR BROADCASTING

[illegible] starting and stopping. With [illegible] 7 Jewels.

39W402 2102 RETAIL **$42.90**

As above Gallet Without [illegible] device 7 Jewels.

39W302 1984 RETAIL **$40.55**

As above Galco 7 Jewels.

39W810-1720 RETAIL **$35.10**

As above Security, 1 Jewel.

39W810-1063 RETAIL **$22.10**

GALCO 1/10 SECOND TIMER WITH TIME OUT

Stop [illegible] 7 Jewels, Football [illegible]

39W955 1816 . . . . . RETAIL **$37.05**

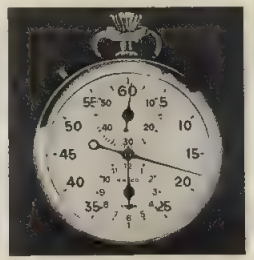
GALLET SPLIT-SECOND TIMER

Professional [illegible] Split-second [illegible] start, stop and fly back on crown [illegible] to the [illegible] second hand. 7 Jewels

39W344 3802 RETAIL **$77.60**

As above Galco. 7 Jewels.

39W854-3440 .....RETAIL **$70.20**



GALCO 1/5-SECOND TIMER WITH 12-HOUR TOTALIZER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start stop and again start by timer. A pressure on the side pin will bring both hands back to zero

39W1015-2129.....RETAIL **$43.55**

SHOCKPROOF DOUBLE-BUTTON GALLET CHRONOGRAPH

30-minute register, 14 lignes 17-jeweled high [illegible] time-out feature [illegible] measure time [illegible] second hand will show the miles per hour on the Tachometer scale

Plain Dial.

39W1030 5065 RETAIL **$103.40**

Telemeter and Tachometer Dials.

39W1030/7-5065 RETAIL **$103.40**

Radium, Telemeter and Tachometer Dials

39W8-5065 . . . RETAIL **$103.40**

NUN'S SILVER CASE WATCH

Absolute 10k [illegible] Rolled 17-jewel movement. Dial features sweet second hand

39W962-2803 RETAIL **$57.20**

Double-Button Gallet Chronograph 30-Minute Register

With Telemeter and Tachometer dial. 14 lignes, 17 jewaled dependable movement. Steel-back case with time-out feature. After timing the measured mile, sweep-second hand will show the miles per hour

39W1024/7-3154 . RETAIL **$64.35**

As above: Plain dial. No miles per hour feature.

39W1024-3154 . RETAIL **$64.35**

INDUSTRY

SPORTS

AVIATION

TELEVISION

RADIO

Prices Do Not Include Excise Tax

Opinion

by Cy Bernstein

We win the "highest award in business publication journalism"

If the editorial staff of *Toys & Novelties* appears to be popping its buttons this month, it's because of this letter we received from Industrial Marketing, the magazine of selling and advertising to business and industry.

"Congratulations! Toys & Novelties has won an award in the merchandising, trade and export group of Industrial Marketing's 19th Annual Business Paper Editorial Achievement Competition. You received a plaque for the best original research, your feature entitled, 'Child Population, an Analysis of the Toy Buying Power of America,' that appeared in the May, 1956 issue.

"This year there was a record 653 entries in the competition. So you can see you had to be good to win. A group of 31 distinguished judges took all day on March 28 to judge the competition.

"Again, congratulations from the Industrial Marketing editorial staff and the judges on winning this 'highest award in business publication journalism.'

Leo Anderson, Managing Editor."

We're proud of this signal honor. And, we're proud of the staff members who helped make this award possible. So, orchids from the editor to Barbara Michael, our research director, who did all the field work, jiggled her slide rule and punched her Comptometer and came up with final figures which a year later proved correct within a few percentage points. And, to Elliott Gorman, our art director, whose attractive and easy-to-read presentation made the statistics palatable to our readers. And, finally, to those of our subscribers whose letters of praise and orders for more than 10,000 reprints were in themselves an award.

Appeals Court hands down decision which may rock Fair Trade nationwide

The United States Court of Appeals for the Second Circuit in May reversed a lower court decision which held that the General Electric Company was entitled to an injunction stopping the Masters Mail Order

4 MOST and 1ST.

WALT DISNEY'S
GOOFY BALL
Thrilling • exciting. An action-packed game of Basketball. Beautifully packaged to sell on sight. Many play variations. You'll love it!
No. 717 List only $1.00

SUPERIOR
- PACKAGING
- PLAY ACTION
- VALUE
- FUN

Juggle HEAD
New • novel. Heads-up fun for all ages. A game to keep the child interested and teach coordination.
No. 716 List only $1

SLUGAROO
A real action-packed Baseball toy featuring Mickey Mouse. Strong construction. Beautifully packaged. Makes an ideal impulse item.
No. 718 List only $1

WALT DISNEY'S
TRICKY TOE
Donald kicks a field goal of fun and sales with the newest, fun-filled action toy ever produced. It sells on sight . . . Packed with Gardner's prize-winning play action.
No. 715 List only $1.00

gardner & CO.
2222 SO. MICHIGAN AVE., CHICAGO

GARTON STANDARD VELOCIPEDE. 1¼" frame, embossed step plate, 2" head. Bronze bushings. Wire-spoke wheels with nylon bearings. Black rubber pedals. 1.75" semi-pneumatic tires. One-way adjustable handle bar. Adjustable black enamel saddle, plastic grips. Finished in red and white. Shipped F.O.B. Factory, Wisconsin.

Order No.	Pedal Wheel	Rear Wheels	Ship. Wt.	RETAIL
D8R355-848	10"	7"	19 lbs.	$11.50
D8R356-942	12"	8"	26 lbs.	12.50
D8R357-1095	16"	10"	25 lbs.	14.00
D8R358-1257	20"	12"	29 lbs.	16.50

GARTON DELUXE VELOCIPEDE. 1¼" frame, embossed step plate, 2" head. Bronze bushings. Wire-spoke wheels with nylon bearings. 2-pc. translucent vinylex pedals. 1.75" semi-pneumatic tires. One-way adjustable handle bar. Coil-spring saddle. Rubber grips with streamers. Finished in white, green, and gold. Shipped F.O.B. Factory, Wisconsin.

Order No.	Pedal Wheel	Rear Wheels	Ship. Wt.	RETAIL
D8R359-1137	10"	7"	22 lbs.	$15.50
D8R360-1241	12"	8"	24 lbs.	17.00
D8R361-1396	16"	10"	29 lbs.	19.00

GARTON SUPER DELUXE VELOCIPEDE. 1¼" frame, embossed step plate, 2" head. Bronze bushings. Wire-spoke wheels, barrel hubs, nylon bearings. 2-pc. opaque vinylex pedals. 1.75" semi-pneumatic tires. **Coasting pedal wheel with hand brake.** Coil spring saddle, rubber grips with hand guards and streamers. Adjustable handle bar. Finish: red, gold, white, black. Shipped F.O.B. Factory, Wisconsin.

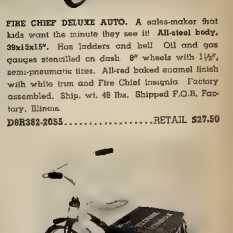
Order No.	Pedal Wheel	Rear Wheels	Ship. Wt.	RETAIL
D8R362-1803	10"	8"	23 lbs.	$24.00
D8R363-1900	12"	8"	25 lbs.	25.50
D8R364-2072	16"	10"	30 lbs.	28.50

GARTON KIDILLAC. With battery operated electric lights and horn. One-piece steel body, overall 45x20". Lights and horn controls on dash. (Batteries not included.) Has aerial, R-V mirror, hubcaps, and removable spare wheel and tire. **Chain drive with ball-bearing pedal cranks.** Three rear axle supports with ball bearings. 8" disc wheels, nylon bearings. 1¼" white sidewall rubber tires. Finish: maroon and ivory, trimmed with silver and red. Ship. wt. 51 lbs. F.O.B. Factory, Wisconsin

D8R367-3065 ..... RETAIL $41.00

GARTON DRAGNET AUTO. New lower design, original body, overall length 37". **Has electric microphone with loudspeaker and amplifier operate on batteries.** (Batteries not included.) Adjustable pedals, ball bearing rear axle supports. 8" disc wheels with nylon bearings. 5.8" rubber tires. Finish. Black and white, decorated red and silver. Facsimile license stencilled on rear of body. Black wheels, striped white. Ship. wt. 29 lbs. Shipped F.O.B. Factory, Wisconsin

D8R368-1640 ..... RETAIL $21.50



FIRE CHIEF DELUXE AUTO. A sales-maker that kids want the minute they see it! **All-steel body, 39x15x15½".** Has ladders and bell. Oil and gas gauges stencilled on dash. 8" wheels with 1½", semi-pneumatic tires. All-red baked enamel finish with white trim and Fire Chief insignia. Factory assembled. Ship. wt. 48 lbs. Shipped F.O.B. Factory, Illinois.

D8R382-2055 ..... RETAIL $27.50

STEGER PATROL JEEP. Authentic replica of the famous Jeep. All-steel hood, wood seat and body. Windshield can be raised and lowered. Has Jeep tool compartment. **Size:** 32½x23½x16". Seat size, 16½" wide, adjustable from 7½ to 15" in depth. 8" wheels with 1½" semi-pneumatic tires. Strong, sturdy, and safe. Finished in grey with star insignia. Semi-assembled at factory. Ship. wt. 40 lbs. F.O.B. Factory, Illinois

D8R381-1665 ..... RETAIL $22.00

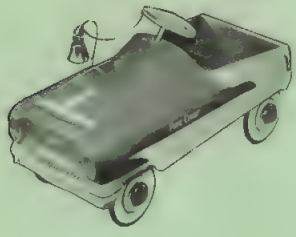
TRACTOR. Has embossed grill engine block, simulated battery, spark plugs, and ignition system. Fenders and step plate (-pc. heavy gauge steel). Spring mounted adjustable seat. Tow bar and hitch. Gear shift lever makes engine sounds when engaged. **Enclosed ball bearing adjustable chain drive.** Ball bearing rear axle supports. 8" ball bearing front wheel with 1.75" semi-pneumatic tire. 10" ball bearing rear wheels with 1.75" tractor-tread semi-pneumatic tires. Finished in red and white baked enamel. Ship. wt. 40 lbs. Shipped F.O.B. Factory, Wisconsin.

D8R366-1969 ..... RETAIL $26.00

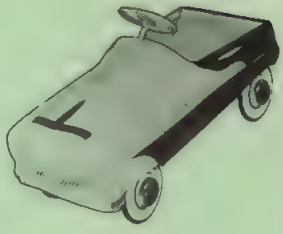
GARTON TELEPHONE REPAIR VELOCIPEDE. 1¼" frame, 2" head. Bronze bushings. Wire-spoke pedal wheel. Double disc rear wheels with nylon bearings. Black rubber pedals. Semi-pneumatic 1.50" and 1.25" tires. Wood storage box with hinged top. Adjustable handle bar and metal saddle. **Repair kit includes:** climbing-strap and tool belt with tools. Finish: green and white. Ship. wt. 22 lbs. Shipped F.O.B. Factory, Wisconsin.

D8R365-1537 ..... RETAIL $20.50

ORDER EARLY for Holiday Delivery

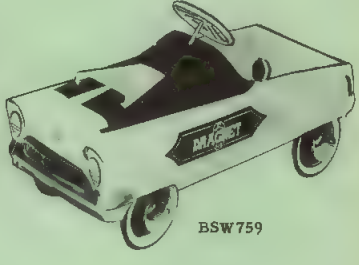


BSW750



BSW755

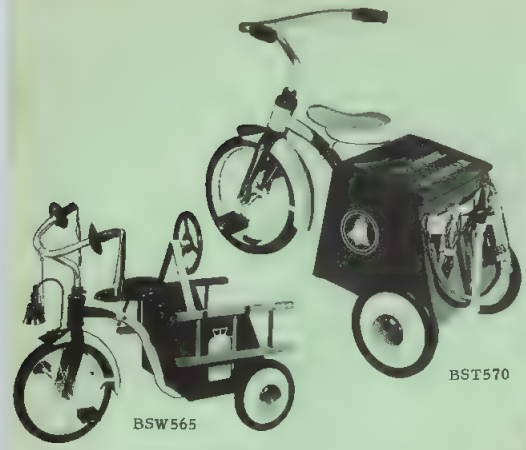
BSW758



BSW759

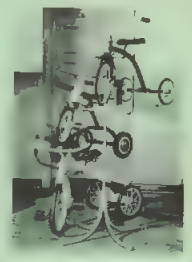
CHILD'S AUTOS

STOCK NO	QUANTITY WANTED / SHIP UNIT	PAC PACK	DESCRIPTION	RETAIL PRICE
BSW750	ea.		CHILD'S AUTO "FIRE CHIEF". NO. 5707. Body length 37 in. 8 in. wheels with 3/8 in rubber tires Has fire bell with chain. Color red with white wheels. Wt. 30 lbs. 10540.	15 49
BSW755	ea.		CHILD'S AUTO, NO 5705. Length 37 in. 8 in disc wheels with nylon bearings Ad justable pedals. Color-Green and Chartreuse. Wt 30 lbs. 9592.	14.49
BSW758	ea.		CHILD'S FIRE ENGINE NO. 5710. Body length 42 in 8 in. nylon bearing wheels. Chain drive with ball bearing pedal crank. Has flashing red blinker hand rails near seat and toy ladder. Color, red with white trim. Wt 38 lbs 17535	24 95
BSW759	ea.		CHILD'S AUTO. 'DRAGNET' NO 5724. Body length 35 in 8 in. wheels with 5/8 in tires. Equipped with microphone. Has loud speaker in body. Color, black and white. Wt. 32 lbs. 14550.	20.49

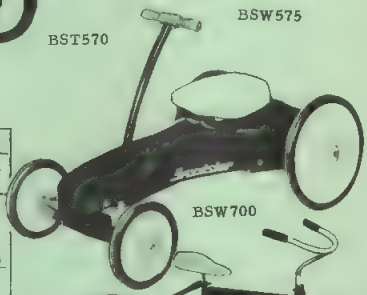


BSW565

BST570

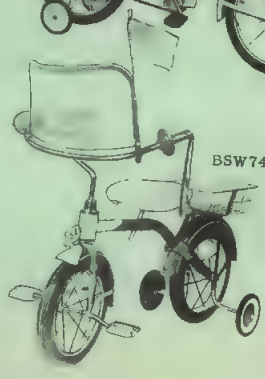


BSW575



BSW700

BSW740



BSW742

STOCK NO	QUANTITY WANTED	SHIP UNIT	PAC PACK	DESCRIPTION	RETAIL PRICE
				VELOCIPEDES	
BSW565		ea.		VELOCIPEDE, 12 IN. "FIRE PATROL" No. 4281 1¼ in tubing, 2 in. head, bronze bushing fork, 1½ in. tire Open End box and steering wheel for passenger, two ladders, fire bell and chain Color Red with white trim. Wt 20 lbs. 14560.	21.45
BSW570		ea.		VELOCIPEDE, 12 IN TELEPHONE RE. PAIRMAN, No.4291 1¼ in. tubing, 2 in head bronze leashing fork, 1½ in tire Wood storage box with hinged top also climbing belt and tool k with hammer pliers, screwdriver, and tags Color Olive with white trim, Wt 22 lbs 14500	19 95
				TRICYCLE DISPLAY RACK	
BSW575				TRICYCLE DISPLAY RACK. Wt 12 lbs 9595	
				"IRISH MAIL" SPEEDSTER	
BSW700		ea.		'IRISH MAIL SPEEDSTER NO 5630 Chain drive 12 in rear wheel and 8 in front wheel Color blue and white Wt 37 lbs 13520	18.95
				SIDEWALK BIKES	
BSW740		ea		SIDEWALK BIKE, 16 IN No 5616 1½ in tires, nylon bearings, stamped fa-k can be removed to make girls model. Bronze bearing fork, length 47 in. overall height 20 in, includes chain guard and trainer wheel Color Maroon with white trim. Wt. 37 lbs. 15570	22 95
BSW742		ea		SIDEWALK BIKE 'BORDER PATROL" NO 5612 12 in wheels, 1¾ in tires. 1¼ in tubing, bronze bearings Height overall 23 in Length 38 in Has large bucket type saddle, fenders, wire basket, windshield and flag 5 in stabilizer wheels Red frame and b ue fenders trimmed in white. Wt. 26 lbs. 12570	18.45

NOW AT AMAZING NEW

"VOLUME PRODUCTION" LOW PRICE

Powerama Tractor

by *Garton*

Looks and "works" like a real tractor . . . complete with such features as simulated spark plugs, shift lever that produces motor noise and ignition system that actually projects out of the V-type embossed motor block! Get new low price on this at once plus New 1957 Catalog now ready, featuring "Everything on Wheels for Young America" . . . send for *your* copy now for *the line that sells itself!*

Tremendous Demand Now Makes Possible *New* Popular Low Price on this Sales and Profit Leader

Garton TOY COMPANY SHEBOYGAN, WISCONSIN

GARTON "SILVER STREAK" SLEDS

Streamlined with "T" shaped grooved runners of high carbon crucible steel. Famous patented "Y" steering. Made of selected hardwoods, the deck is beautifully finished in red, blue, and silver color fast enamels. Two larger sizes have 6 knees (4 on 46"). 2 ea. N.B. F.O.B. Mpls.

No.	Lgth.	Ship. Wt. Per Doz.		
6U7637	46"	120 lbs.	List $6.69	54445★ Ea.
6U7638	53"	144 lbs.	List 7.49	65046★ Ea.
6U7641	57"	150 lbs.	List 7.98	65387★ Ea.

GARTON "ROYAL RACER" SLEDS

Streamlined with "T" shaped grooved runners of high carbon crucible steel. Sturdy decks of selected hardwoods, nicely decorated in red and black color fast enamel. All sizes have 4 knees. Pk. 2 ea. N.B. F.O.B. Mpls.

No.	Lgth.	Ship. Wt. Per Doz.		
6U7632	36"	90 lbs.	List $3.98	32596★ Ea.
6U7633	40"	102 lbs.	List 4.39	32857★ Ea.
6U7634	45"	114 lbs.	List 5.29	43508★ Ea

SLIDIN' SAUCER

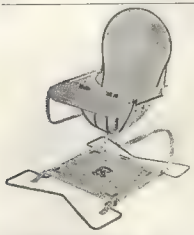
All steel, will not break, crack or splinter. Safety hand straps, heavy pull rope. Vivid red color with a new phosphorized baked finish. Greater spin and slide. Pk. 6.

6U7649 List $4.98 F.O.B. Mpls. 43336 Ea.

FIBREGLASS FLYING DISC

Twirling, swirling snow fun for everyone. It has no sharp edges and best of all, it's so lightweight even the smallest tots can use it. Flying Disc keeps its new look because the Sno-brite Orange color is blended right into the Fibreglass—doesn't fade, rust or dent. The latest in snow fun toys. 26" diam.

6U7650 List $4.95 F.O.B. Mpls. 43336 Ea.



CUSTOM TEETERBABE JUMPER

The Custom Teeterbabe has been designed and constructed to lead the market. Molded plastic snap-on tray that wipes clean in a jiffy. Snap-on white cloth cover for easy laundering. Spring base finished in white enamel. Built on stabilizers make the Custom Teeterbabe tip-proof. Pk. 1 ea

6U6801 List $7.95 65304 Ea.

JUVENILE ROCKER

Metal rocker of strong tubular steel construction for years of rugged wear. Brown frame, tan upholstery. Back is contour shaped for comfort. Overall ht. 21½", width 14", seat 12½" sq., seat height 10". Wt 8 lbs. Pk. 1 ea. F.O.B. Mpls

6F7209 List $7.95 65334★ Ea.

STANDARD TEETERBABE JUMPER

The finest seat designed for babies. Relieves mother of holding baby and serves as a protector against falls. Also helps baby to stand and develop more rapidly. White enameled frame with white cloth seat covers. Pk 1 ea.

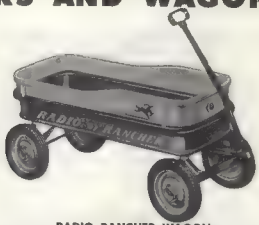
6U6800 List $6.95 54565 Ea.

SCOOTERS AND WAGONS

DELUXE MODEL SCOOTER

Speedsters delight! One-piece heavy gauge steel frame with non-slip embossed foot rest. Length 38", height 34". Double disc wheels. 8"x1.25" semi-pneumatic automobile style tires. "Congo" Graphite lifetime bearings. Parking stand and brake. Packed 1 to a carton. 14 lbs. F.O.B. Mpls.

6U6720 ..... List $5.69 ..... .43756★ Ea.



RADIO RANCHER WAGON

For play or work—an "all-purpose" convertible of patented design. Features 4 removable steel panels. 36"x17"x9" body. Double disc wheels, 10"x1.75" semi-pneumatic automobile style tires; "Congo" Graphite lifetime bearings and ½" round axles. Packed 1 in a carton, 38 lbs. F.O.B. Mpls.

6U6310 List $15.75 ..... 210736★ Ea.

REX PAL WAGON

Junior's choice for indoor and outdoor play! Body 24"x12"x3¼". Double disc wheels 6"x¾" molded rubber tires. Steel bearings. Axles ⅝" round. Packed 1 in a carton, 12 lbs. F.O.B. Mpls.

6U6391 ..... List $3.98 ..... 32607★ Ea.

REX JET

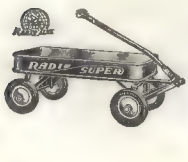
Handsome!—full size!—top quality! 34"x15½"x4". Double disc wheels. 8" x 1.25" semi-pneumatic puncture proof, automobile style tires "Congo" Graphite lifetime bearings (never need oiling). Axles ½". 1 in a carton, 26 lbs. F.O.B. Mpls

6U6300 List $8.45 65484★ Ea.

REX ROCKET WAGON

Breathtaking speed and style! 34" x 15½" x 4". Double disc wheels with patented extra heavy ball bearing housing, pressure-packed with greases! 8"x1.25" semi-pneumatic puncture proof automobile style tires. Axles ½". 1 in a carton, 26 lbs. F.O.B. Mpls.

6U6299 ..... List $9.59 .....76153★ Ea.



RADIO SUPER WAGON

Smart and special! Body 28"x13"x3¾". Double disc wheels. 7"x1.25" semi-pneumatic automobile style tires. "Congo" Graphite lifetime bearings. Heavy gauge bolsters, front gear and fifth wheel. Axles ⅝" round. 1 to a carton, 18 lbs. F.O.B. Mpls.

6U6301 List $7.45 ..... 54805★ Ea.

RADIO FLYER WAGON

Dashing new high style for America's most popular wagon! New broad, rolled under flange body 36"x17"x4½". Double disc wheels with red stripe. 10"x1.75" semi-pneumatic puncture proof automobile style tires. "Congo" Graphite lifetime bearings (never need oiling). Axles ½" round. 1 in carton, 35 lbs. F.O.B Mpls.

6U6302 List $11.69 87742★ Ea.

RADIO TOT WAGON

Tops for tots! Body 20"x10"x3". 5" double disc wheels ½" solid molded rubber tires. Plain bearings. Axles ¾" round. Pk. ½ dz. N.B. Wt. 39 lbs. F.O.B Mpls.

6U6306 .....List $2.49 ..... 219988★ Dz.

Prof. Mac Davies, working wonders!

SELL

your goods

THRU TV

on

"WORKING WONDERS"

a highly successful hobbycrafts-science TV show in Baltimore

Here's your best formula for selling model-craft kits and do-it-yourself merchandise in the Maryland market "Working Wonders" has youngsters and teenagers breathless with anticipation as Prof. Mac Davies performs his "magic" demonstrations and explanations. This is a real opportunity to increase sales with Read's 56 Drug Stores on this WBAL-TV show. Your product will be backed by in-store and window displays at the point of sale in a trading area of 1½ million people.

Contact Frank Fleishman at Read's for complete information.

READ'S DRUG STORES

1300 Race St. - Balto. 30, Md.

NEW TOYS

POOL O GAME, deluxe model is 34" x 50" x 33" high. Made of wood in durable Plextone finish; blonde and red. Plastic bumper posts. 2 cue sticks, 10 balls. $119.95 retail. Stratford Products, 1440 Merchandise Mart, Chicago, Ill.

SPORT CAR has authentic European styling. Gasoline engine powered; 5-30 mph. Operating lights, pneumatic tires, foam-padded bucket seats. 1-pc. body molded of reinforced Celanese marco resin. Car is 80" long. $495 ret. Amroc, Island Park, N. Y.

STORY PRINCESS STORIES: "Benjy Bear, Pet for Grandma, Piggy, Wiggy and Fred, Dangly, Wobbly Scarecrow, Phil and Burt, Jigsaw" and "Becky Ann Visits Storybook Land." 64 pages, 9 x 12" laminated. $3.00 retail. M. A. Donohue, 200 Fifth ave., N. Y. C.

FOR BUSINESS OPPORTUNITIES SEE THE CLASSIFIED ADS PAGES 268-269

WE'VE MOVED TO PEWAUKEE

Our enlarged factory is geared to keep pace with our expanding toy volume.

See our Sensational New Toys... Designed for fun.

TOY FAIR

Hotel New Yorker
Rooms 742-743

200 Fifth Avenue Building
Room 209

PRODUCT MINIATURE CO., INC.

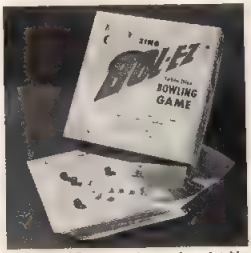
PEWAUKEE, WISCONSIN

NEW TOYS ON PARADE

HUNGRY BUNNY AND SUSIE Q are plush bunnies. Hungry Bunny (#170/20) clutches a carrot, and Susie Q cuddles a tiny chick. Bunnies are outfitted in suede cloth. Both retail $4.00. Rushton Co., 1275 Ellisworth dr., N.W., Atlanta, Ga.

#9201 LITTLE MISS REVLON, 10½" all-vinyl, teenage full-formed figure, saran rooted wig; turns at waist, eyes close, wide range costumes. Retails at $3.98 with shoes, bra, panty girdle and earrings. Ideal Toy Corp., 200 Fifth ave., N. Y. C.

MISS GINGER, 20½" teenage doll, fully jointed, rooted saran hair, moving eyes, retails for $3.98 in strapless taffeta slip with "Miss Ginger" silk-screened on it; shoes, silk stockings, jewelry. Cosmopolitan Doll & Toy, 200 Fifth ave., N. Y. C.



ZING BOL-E-Z, improved, repackaged table dice bowling game. For duck, candle or regulation ABC bowling play. 20 special dice, score sheets, shaker and simple instruction. $3.00 ret. Arkren Game, Dept. NNR, 94 Crystal ave. Buffalo 22, N. Y.

ANDY GARD LOCOMOTIVE, remote-controlled to run on floor or table top, has full steering action, no tracks. Flashlight battery powered. Reverses, turns right or left. $2.50. General Molds & Plastics, Leetsdale, Pa

MO TO ROLLER has "putt-putt" motor, revolving top. Starter cord used for starting effect and sound. 8" diam. roller. Steel base, handle. 12½" wide, handle 21" high. Folding brace for handle. Hi-impact plastic motor. Gong Bell Mfg. Co., East Hampton, Conn.

CINDERELLA nursery pin-ups include the main character: Prince Charming, a clock and the pumpkin coach, and Cinderella (approx. 18" high). All are 3-D, made of heavy ⅜" laminated board. $2.49 ret. Dolly Toy Co., Tipp City, Ohio.

#1200 LAWN MOWER of heavy steel construction, has a realistic clicker, baked enamel finish, rubber tires, tubular handle. Packed 1/3 dozen per shipping carton, weighs 11 lbs. $2 ret. Suburban Toy Mfg. Corp., Box 9741, Pittsburgh 28, Pa.

Every piece is a faithful copy of the milk glass treasures produced by Deming Jervis and other master-workers who lived on Cape Cod when America was young. Westmoreland Milk Glass is noted for its purity of color, fidelity of detail, expert hand craftsmanship.

(E) **WEDDING BOWLS** . . . handmade, authentic Early American reproductions. Hand-painted pink, blue fleurettes, green leaves, gold trim; or all white milk glass. Covers form pedestals (indicated at left). 3" tall.
717-652 B733 Hand Painted.....**$10.95**
717-660 B395 Plain White **5.95**

(F) **SUGAR and CREAM SET** . . . a rare collector's item in pure white milk glass. Covered sugar bowl in exquisite embossed grape design . . . with scalloped lace-like edge that holds 8 spoons (not included). 5x7" tall. Lovely matching creamer, 5¼x5" tall.
717-678 B467 Set.....**$6.95**

(G) **JARDINIERES** . . . in lovely formed grape design, with scalloped edges. Ridged inside at bottom, for proper care of potted plants. African violets, etc. (hold standard flower pots). Make beautiful vases too.
717-694 B365 6½" tall **$5.50**
717-702 B300 5" tall **4.50**

(H) **PAIR of FOOTED VASES** . . . delicate looking twin vases in exquisitely hand molded milk glass. Beautiful in the classic, time-honored Panel Grape pattern . . . vases are gracefully tapered, have ripple bases. Sure to add a bit of charm to your table.
714-170 B338 Pair. Each 8" tall... ...**$4.95**

(K) **PEDESTAL COMPOTE** . . . a stunning, hand-crafted treasure with unmatchable detail. Bead shaped borders and embossed grape design add dramatic interest. An exquisite centerpiece alone . . . or fill it with candy or tiny blossoms. 9" tall.
714-097 B567 Compote with Cover.....**$8.50**

(L) **LARGE OVAL BOWL** . . . in the time-honored Doric design, bordered with a lovely, lacy, pierced edge. Unique hand-molded shape . . . makes a picturesque "frame" for fruits or flowers; or use it as a serving bowl. A truly lovely piece to own, to give.
714-196 B338 Bowl. 10x12" **$4.95**

(M) **BASKET-BOWLS & FOOTED COMPOTE** . . . for charming service. Use 2 petaled basket-bowls as perfect individual candy dishes; 5" across. Quilt-pattern compote is just the size for a honeycomb. 5x5½" tall.
714-105 B213 Set of Basket-Bowls.....**$3.25**
714-113 B210 Covered Compote **3.15**

(N) **CAKE SALVER and COVERED BOWL** . . . touches of elegance! Doric design salver with pierced edges, 11¾x4¾" high. Square covered jar with embossed grape design . . . the perfect nut or candy dish. 3½x5½" high.
714-154 B483 Cake Salver **$7.25**
714-162 B238 Covered Bowl **3.50**

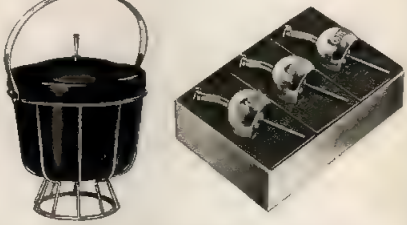
(P) **DORIC DESIGN FRUIT BOWL** . . . An authentic reproduction of a colonial classic, with lovely latticework border. Stands a stately 8" tall on its graceful pedestal. Effectively beautiful on buffet or in hutch cabinet. Bowl is 9" in diameter.
714-204 B500 Doric Fruit Bowl.....**$7.50**

SET OF 4 "VINTAGE" DECANTERS . . . as modern as tomorrow by pace-setting Gay Fad. Pieces make smart bar accessories—blend perfectly with any decor! Make wonderful gifts for almost every occasion. Each decanter holds one full quart, is exquisitely fashioned of sparkling crystal glass . . . hand decorated in an intaglio-effect Vintage design . . . a beautiful combination of luxurious 24K gold, pure white and rich turquoise. Glass stoppers are smartly gold lettered . . . have air-tight cork inserts. (Matches Martini Set on page 44.)
711-002 B438 Set of "Vintage" Decanters.....**$6.50**

MATCHED CRYSTAL GLASSWARE . . . a glass for every use in the exquisite "Oxford" pattern with its delightful mitre cut, sparkling polished design. Tumblers have heavy-weight sham bottoms; cocktails have footed bases; tall, graceful Pilseners have faceted stems.

711-028 B300 Set of 8 Tumblers, 15-oz. size..... **$4.50**
711-036 B268 Set of 8 Tumblers, 12-oz. size..... **3.95**
711-044 B268 Set of 8 Tumblers, 8½-oz. size..... **3.95**
711-051 B400 Set of 8 Pilseners, 10-oz. size..... **5.95**
711-069 B250 Set of 8 Cocktails, 3½-oz. size..... **3.75**

9-PC. "ROLLO" CADDY SET . . . handy, practical and lovely for year 'round use. Ideal in the summer for serving family and friends on patio or porch . . . in the winter for serving guests at indoor parties. Caddy holds eight 12-oz. crystal glass tumblers with sham bottoms, and decorated with graceful and colorful swirls. Caddy rack is gold plated . . . has black plastic-wrapped handles, measures 6x17" long. Set includes 2 glasses each in the following swirl colors: white/black, turquoise/black, yellow/black and pink/black.
711-077 B298 Rollo Caddy Set.....**$4.50**



2-QT. ICE PRESERVER . . . smartly styled of black metal! Footed brass-plated holder has white plastic-wrapped handle. Thermo-active Pyrex liner holds ice cubes for 6 hours with 80% efficiency.
717-363 B555 Ice Bucket and Stand.....**$7.95**

SPILL-STOP DOME POURERS . . . of mirror-finish, triple-plated chromium. Liquor names imprinted in graceful Old English letters.
717-348 B150 Scotch-Bourbon Set **$2.50**
717-355 B225 Scotch-Bourbon-Gin Set **3.75**

CRYSTAL GLASS COCKTAIL SET. Entertain in style with this 8-piece set of beautiful, clear crystal. Six graceful stemmed glasses hold 3 oz. each, stand 4½" tall . . . and matching 65-oz. cocktail mixer. Mixer is 8½" tall and 5½" in diameter with an easy-to-grasp pouring handle and a curved lip ice-guard that keeps the ice out of the martinis. Knobbed glass stirring rod completes the set. A perfect accent to gracious living. Makes a wonderful gift for the bride and groom . . . or for your own favorite "bartender."
710-376 B450 Cocktail Mixer, 6 glasses, stir rod.....**$6.75**

"LIFE-OF-THE-PARTY" APRON . . . makes you the "host with the most". Made of heavy, best-quality white duck . . . silk-screened in green, red, black and tan. Measures an ample 30x33½" long.
717-322 B160 Bar Apron.....**$2.45**

"BOOZE HOUND" DECANTER . . . holds a pint beneath his bright red nose cork stopper. Made of white semi-porcelain . . . hand-painted in black and yellow. Stands 8" tall, has 4¾x4" base.
717-314 B200 "Booze Hound" Decanter.....**$2.98**

GENEVA Boats—Div. of Bowman Mfgrs., Inc.

GOODYEAR
GOODYEAR AIRCRAFT CORPORATION

Famous Fiber-glass Hull by Goodyear Aircraft
Ready to Launch—Shipped Freight Paid

All Geneva boats are certified by the Outboard Boating Club.

"NASSAU" . . . a brand new design by Geneva Boats—division of Bowman Manufacturers, Inc. Hull by Goodyear Aircraft—top name in molded reinforced plastics. It's exciting, luxury designed. Check the following features!

✓ **GOODYEAR AIRCRAFT HULL** . . . made of reinforced fiberglass that's precision molded in a giant press under uniform pressure of 700 tons and intense heat . . . for extreme density . . . extreme toughness under all conditions. Hull has one piece design for trouble free service, leakproof performance—fully tested in both arctic and tropic regions for top-notch operation!

✓ **HYDRO-DYNAMICALLY ENGINEERED HULL** . . . precision-made to the finest detail! Matched metal dies permit exact hull dimensions every time. Designed so strength and weight are placed where they're most needed—for greatest safety and best performance.

✓ **SPECIAL SAFETY-DESIGN FEATURES** . . . combination chine and molded-in flotation (see further information on both at center left) for tops in safety and performance. Combines speed with safety flotation features built right in so it can't leak and sink even if it's badly damaged or filled with water!

✓ **BALLAST KEEL AND BOTTOM** . . . with weight molded in . . . at just right places for stability. The Nassau has never been tipped or sunk regardless of horsepower of motor, water conditions, or sharpness and speed of turning. Easy to handle—under all conditions!

✓ **FORWARD DRIVE** . . . like the finest inboards—for perfect handling and steering from forward seat. Gives carefree ride, full control of steering—easy manipulation under all circumstances.

✓ **GIVES A WONDERFUL RIDE** . . . ride along as smoothly as can be —vibration free and so wonderfully quiet! Has extra-heavy stringers, almost 4 in. thick, molded in full length of floor—completely eliminates undulation, produces performance never before experienced in outboard boating! The "Nassau" is a boat you'll be proud of!

✓ **GIVES SPRAY FREE RIDE, TOO** . . . Full-length spray rails on both sides and flared gunwale so you zip through the water high and dry no matter how fast or slowly you're going!

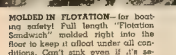
✓ **HANDSOMELY STYLED THROUGHOUT** . . . carries you in style, in luxury! Has lustrous mahogany deck that's finished to perfection! Beautiful brass bow to stern—with everything you could want for boating beauty, dependability and safety. You'll be proud of the way it looks as well as the way it performs!

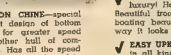
✓ **EASY UPKEEP** . . . made to take the toughest use year after year in all kinds of water—salt or fresh. It needs almost no upkeep—resists cracking and pitting—not affected by sun—won't rot!

✓ **CHOOSE IT EQUIPPED OR NOT** . . . choose the Nassau the way you want with complete equipment factory-installed (see further information below) . . . or choose it unequipped so you can fit it out as you please. Either way it's an unbeatable boat buy!

MOLDED IN FLOTATION—for boating safety! Full length "Flotation Sandwich" molded right into the floor to keep it afloat under all conditions. Can't sink even if it's severely damaged or completely filled with water.

COMBINATION CHINE—special hard-and-soft design of bottom and chine for greater speed than any other hull of comparable size. Has all the speed of a sharp chine with safety of a round one!





THE LUXURY FIBERGLASS "NASSAU" . . . AN OUTBOARD BOAT SUPREME . . . CHOOSE IT EQUIPPED OR UNEQUIPPED

The Geneva "Nassau" . . . with the unique Goodyear Aircraft hull! Ideal for cruising, water skiing, water sports. You'll find speed, easy handling, smooth riding—plus safety supreme. Smartly styled—sleek, streamlined. Big enough for the entire family or a load of carefree friends. Handy side seating arrangement—ideal for conversation, keeps kiddies within easy reach too. Walk-through front seat. Storage compartment under deck.

Beautifully finished! Lustrous dark red mahogany deck with durable clear natural finish. Ivory plastic coaming protects deck. Famous Goodyear Aircraft hull has sparkling white finish inside and out.

Choose the "Nassau" fully equipped with famous Bowman equipment listed at right—or unequipped. Shipping prepaid. See specification chart below.

43323F99712—Equipped "Nassau". Freight paid . . . . . Retail **$1329.50**
43324F80962—Unequipped "Nassau". Freight paid . . . . . Retail **$1079.50**

Equipped "Nassau" . . . when you choose your "Nassau" fully equipped you get all the following Geneva equipment.

Fully equipped with 10 items—factory installed. **[1] Custom-fitted boat cushions** . . . back cushions and life-saver type seat cushions covered in red vinyl, white trim. **[2] Wrap-around windshield** of Plexiglas with chromed trim. **[3] Complete steering assembly** with chromed hardware—universal size, fits all motors. Modern wheel, deep rope tracks. Nylon pulley wheels, tiller rope clamps, spring tighteners. Rope guides. Plastic-covered steel core cotton tiller rope. **[4] Bow light** with flag-pole socket, flag pole, pennant. **[5] Stern light** and flag pole combination with swivel flag. **[6] Set of bow chocks. [7] Deck cleat. [8] Pair of fender cleats. [9] Two stern lift handles. [10] Chrome-mounted rubber step pads.**

Lights are U. S. Coast Guard approved. All hardware is heavily chromed so it's rich in beauty . . . with a beauty that lasts!

SPECIFICATIONS FOR THE "NASSAU" . . . BOTH EQUIPPED AND UNEQUIPPED MODELS

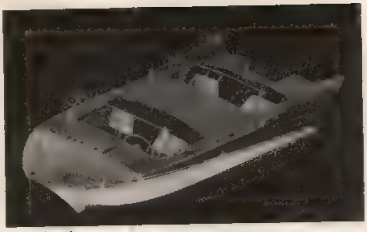
Boat Model	Length	Beam	Transom Width	Depth Amid	Bow Depth	Deck Length	Seats	OBC HP	Weight Equipped	Weight Unequipped	Retail Equipped	Retail Unequipped
NASSAU	16 ft.	67 in.	54¾ in.	26½ in.	30 in.	55 in.	3	40	370 lbs.	320 lbs.	$1329.50	$1079.50

Shipped carefully packed, ready to go! Freight prepaid—no shipping charges!

Prices on the Nassau are slightly higher if you live west of Denver—please write to Dept. 43F for "West of Denver" price list.

You'll vote for This "Senator"!

The Shoup 16' Multi-purpose Runabout



One glance at the trim hull and swept-back rear fin design of this glamorous 2-tone and mahogany runabout turns pleasure-craft shoppers into enthusiastic constituents for the Shoup "Senator". Built for top speed and made to stay dry in rough, choppy seas, she has non-trip chines assuring swift, stable turning and eliminating any tendency to roll. This design also serves as a longitudinal step, increasing speed by reducing wetted surface of the hull.

A VOTE FOR:

STANDARD EQUIPMENT as shown with exception of rear windshield MAY BE ORDERED with inboard or outboard power. ☒

CONVERTIBLE REAR SEAT complete as shown. Rear seat may be readily flipped over for trolling. ☒

DIMENSIONS: L.O.A., 15'. Beam, 78". Freeboard at bow, 32"—at transom, 23½" Hull is specially formed plywood (non-moulded) Marine Mahogany Plywood throughout ☒

FOR TROLLING

Middle Atlantic Distributors
Wheels, Inc., N.Y.C.
Marine Equipment & Supply Co., Phila., Pa.

PRICED SURPRISINGLY LOW

RANSOM F. SHOUP & CO.

Reg. T.M

AHOSKIE, NORTH CAROLINA

PHONE: Ahoskie 2219 Philadelphia, Pa. • LAwrence 5-6540

RCA VICTOR

RCA Victor has introduced a portable radio designed especially for yachtsmen, fishermen, and folks living near the water. It's called New Yachtsman (Model 7Bx9) and features a powerful marine band that pulls in any nautical broadcast -weather reports, Coast Guard flashes, ship-to-shore message as well as a Standard Broadcast Band. A 3-way portable that operates on AC or DC power as well as one self-contained battery, the new model features a Surf Green non-breakable Impac case guaranteed for five years.

The New Wave Finder by rotating brings in distant stations without need for positioning the radio itself

RCA Victor also offers a similar model without the marine band—the New Globe Trotter (Model 7Bx8). It's available in a choice of Aqua or Horizon Gray "Impac" cases.

WEBB DURATITE

One of the maintenance problems which the boat owner must face is that of filling nicks and gouges in hull and wood work. The Webb Products Company with plants in California, Georgia and Canada have long specialized in the manufacture of products to make these jobs easier and more satisfactory. Their Wood Dough for example is a material which readily serves to fill damaged areas. It hardens quickly into wood which can be sanded, stained and painted in exactly the same manner as the original wood.

Another of their products appears under the name Duratite. This is a water- and weather-proof plastic surfacing putty which can be used on wood, metal, or canvas to fill small damaged areas. Made in colors to match all boat materials it serves to repair minor damaged spots neatly and quickly. It can be sanded so the finished surface is a perfect match to the material. The repair is permanent since Duratite will not shink.

DOUGLASS & McLEOD

The racing of small one-design sailboats is a sport which is growing at a tremendous rate. Among the most popular of this type of craft is the Thistle, built by Douglass & McLeod, Inc., Painsville, Ohio. Thistles are of 5-ply molded construction with a length of 17' and a sail area of 175 sq. ft. in mainsail and overlapping jib. They are fitted with flotation tanks and will support 350 pounds even when filled with water. This is an important safety feature, permitting them to be bailed out if capsized

A somewhat larger design, the Highlander Class is of 6-ply construction and a length of 20' with a sail area of 225 sq. ft. They embody many of the same features which have been found so desirable in the Thistles. The hulls are light, weighing about 550 pounds, which permits easy handling on a trailer or pulling out on rollers on a beach. Roller reefing gear permits rolling in a reef in practically no time at all.

DANCO MOORINGS

An excellent type of mooring chain float is being made in the form of a cube by Danco Instruments, Inc., of Huntington Station, New York. It is essentially a durable, fiberglass-covered polystyrene cube through which is passed a renewable galvanized steel liner The liner takes the wear of the mooring chain passing through the tube

They are produced in several convenient sizes, 9, 12, 15, and 18" square, and are designed to support an appropriate length of chain to suit varying conditions. The largest 18" size will support a 60' length of ⅝" chain and a correspondingly shorter length of heavier chain. A small 6" pick-up buoy is also available to attach to the mooring pennant. This type float is unsinkable and proof against rust and corrosion.

FEDERAL PAINT

A new medium-priced copper bottom paint, Federal Tropical Red #11, developed by the Federal Paint Co., Inc., 33 Rector St., N. Y. C. 6, N. Y., is said to provide full season protection. Tropical Red #11 is formulated with RTP (Reserve Toxic Power), for full season protection under even the most trying conditions, it is said.

Federal Tropical Red #11 requires no costly or special thinners, spreads smoothly and evenly over hulls without high spots or build-up, so as to give maximum coverage per gallon

THE Flying Dutchman

ONLY in its 4th season the FLYING DUTCHMAN has 377 boats in over 17 countries in the world. This 2-man boat has been planed with only 9 knots of wind and is the first class to allow the use of the flying trapeze

LOA	19 ft. 10 in.		
Beam	5 ft. 11 in.		
Draft	3 ft. 8 in.	Complete boat	
Wt. stripped	275 lbs.	less sails	$1,587.50
Sail Area	182 sq. ft.	(Including spinnaker	
With spinnaker	180 sq. ft.	& trapeze gear)	

THE RAVEN*

the perfect racer or day sailer

THE fastest conventional boat of her size in the world, the RAVEN handles superbly in all weather. Easily sailed as a single-handed day boat the roomy 12 foot cockpit can take 8 to 10 guests. The racing crew is limited to a minimum of 3 or maximum of 4. With its light hull, centerboard and quickly demountable spars, the RAVEN can be easily transported.

LOA	24 ft. 2 in.	Complete boat	$2,850.00
Beam	7 ft.		
Draft (cb down)	5 ft. 4 in.		
Sail Area	300 sq. ft.		

*We are proud to announce that we are now under contract to the Raven Class Association.

Introducing the FINN

and an entirely new mast design

THIS newest Fairey Marine import can be rigged in 60 seconds. The mast bends, swivels and is unstayed. Recognized by the 1956 International Yacht Racing Union as an International Class, the FINN was chosen as the official Olympic monotype boat for the last 2 Olympiads and will be in 1960. A top performance boat when sailed single-handed, the FINN also makes a perfect day sailer. One man can sail her easily in breezes up to 25 knots.

LOA	14 ft. 9 in.	Complete boat	$1,090.00
Beam	5 ft.	Sails, Duck	125.00
Sail Area	114 sq. ft.		
Wt. of Hull	225 lbs.		

Order one of these fine boats today. Financing arranged 1, 2 & 3 year terms – FLEET DISCOUNTS AVAILABLE

SEE these boats on display at the boat shows:

***NEW YORK — Booth #D43**

Jolly, Firefly, Duckling, Cadet, Pixie, Dinky, Albacore, 505, Finn, International '14, Flying Dutchman

CHICAGO — Booths #970A & #1051C

Duckling, Jolly, Firefly, Cadet, Pixie

BOSTON — Booth #135

Atalanta, Jolly, Cadet, Duckling, Pixie, Dinky

*(Sorry, but time does not permit us to bring the RAVEN or ATALANTA but our new catalog will give you all the details. Write for your copy today.)

George D. O'Day ASSOCIATES, INC. | **9 Newbury St. Boston 16, Mass.**

Importers of: The Jolly · "505" · International 14 · Atalanta · Cadet · Firefly · Finn · Duckling · Pixie · Albacore · Dinky

new model building sets build stores and houses!

Main Street is more fun because there's more to build.

Main Street is easier — the bright red **hollow** interlocking blocks fit together easier and faster, make sturdier, rigid structures.

And the plastic blocks are unbreakable!

Main Street has more sell because there's no other set on the counter like it.

5 sets **2.95 to 7.50** each with a different molded store front:
Each set contains a big 16-page instruction book in 4 colors.
Each set makes dozens of different homes. Also included:
roofing material and cut-out signs.

THERE'S BIG BUSINESS ON MAIN STREET! WRITE FOR BOOKLET

colorful molded store fronts:

SUPERMARKET
THEATRE
BAKERY
SHOE SHOP
AUTO SALES ROOM

complete with signs and display windows

. . . also, houses with
SWINGING DOORS
WINDOWS THAT OPEN AND CLOSE
OPERATING GARAGE DOORS

GIBBS TOYS

HENDERSON, KENTUCKY

New York, 12 E. 41st St. • Chicago 209 S. State St. • Cleveland 3556 Washington Blvd.
Nashville 4111 Hillsboro Road • Philadelphia 7427 Euston Road • Memphis 3452 Northwood Dr.
Minneapolis, 2215 W. 56th St. • Dallas 312 Merchandise Mart • Denver 210 Mining Exch. Bldg.
Kansas City 502 Merchandise Mart • Glendale, Calif. 4429 San Fernando Road

MAIN STREET
IS PAVED WITH GOLD!

new model building sets build stores and houses!

Main Street is more fun because there's more to build.

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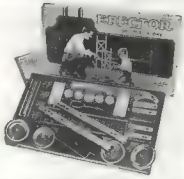
Nashville: 4111 Hillsboro Road • Philadelphia: 7427 Euston Road • Memphis: 3452 Northwood Dr.
Minneapolis: 2215 W. 56th St. • Dallas: 312 Merchandise Mart • Denver: 210 Mining Exch. Bldg.
Kansas City: 502 Merchandise Mart • Glendale, Cal.: 4429 San Fernando Road

ERECTOR®

THE BUILDER'S SET NO. 1½

Contains ample parts to make a Windmill, Baggage Truck, Crane Hoist and many other interesting models. Four sizes of steel girders plus two kinds of base plates. 13½" long, 9⅝" wide, ¾" high. Pk. 24.

6T6601 List $2.50 . . . . . 21678 Ea.



THE APPRENTICE SET NO. 2½

Builds hundreds of models, including Ferris Wheel, Trailer, Farm Wagon, Elevated Crane, Dutch Windmill, Portable Derrick, Inclined Railway and Foot Bridge. Measures 18"x10"x1". Pk. 12 ea.

6T6602 List $4.50 . . . . . 43006 Ea.

THE PROFESSIONAL SET NO. 3½

Has giant base-plates and three sizes of angle girders—12", 6", and 3"—for building Hoist, Elevator, Jib Crane and many other fascinating models. Set contains 182 parts, enough to build hundreds of different models. 18" long, 10" wide, 2" high. Pk. 6 ea.

6T6603 . . . . . List $5.95 43976 Ea

THE BATTERY-POWERED ELECTRIC MOTOR SET NO. 5½

Big steel chest contains two tiers of parts for putting together such big models as Trip Hammer, Walking Beam Engine, R. R. Bridge and many others. Has powerful 3-volt electric motor; runs trucks, windmills, etc. 16½" long, 10½" wide, 3" high. Pk. 6.

6T6604 . . . . . List $10.95 . . . . . 87302 Ea.

THE 4-SPEED ELECTRIC MOTOR SET NO. 6½

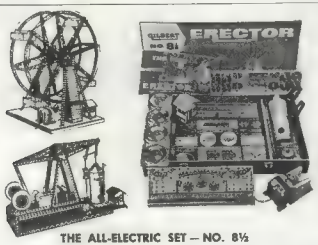
Set makes big action Airplane Ride, Lift Bridge, Pump, etc. Powerful Electric Motor runs in forward, reverse; has multiple speed combinations. Magic-Twist coupling transmits power from motor to model in bends, loops, etc. Chest 18" long, 10" wide, 3" high. Pk. 3.

6T6606 . . . . . List $17.95 . . . . . 211978 Ea.

THE ENGINEER'S SET NO. 7½

One of finest Erector Set values—over 360 parts, including forward-and-reverse motor and multitude of girders, gears, angles, etc. Set makes such engineering marvels as Bascule Bridge, Hoisting Engine, Air Compressor, etc. Has light and socket. Steel chest 18⅛" long, 10⅝" wide, 2⅝" high Pk. 3

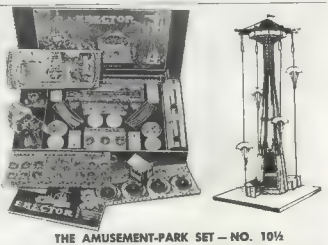
6T6607 List $21.50 . 214348 Ea.



THE ALL-ELECTRIC SET — NO. 8½

Nearly 16 pounds of Girders, Gears, Pinions, plus 4-speed Electric Motor. Also has electric lights to illuminate models plus powerful electromagnet for cranes. Makes Oil-Drilling Rig, Ferris Wheel, other models. Steel chest 20⅛" long, 12⅛" wide, 2⅝" high. Pk. 3.

6T6608 . . . . . List $27.95 . . . . . 218848 Ea.

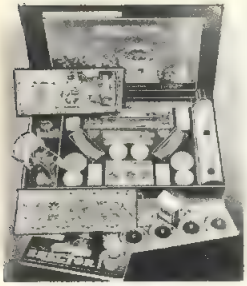


THE AMUSEMENT-PARK SET — NO. 10½

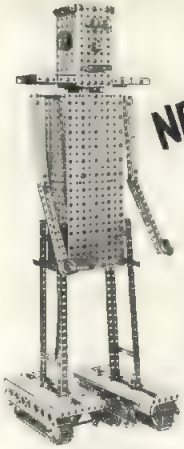
Imagine the fun of making a Parachute Jump, Merry-go-Round and other carnival models, plus hundreds of others! 25 pounds of parts, including powerful Electric Motor, Electromagnet, Magic-Twist coupling, light-and-socket, etc. An Erector set to be handed down from father to son! Steel chest 22" long, 13⅛" wide, 2⅝" high. Pk. 1.

6T6609 List $47.50 431676 Ea.

ERECTOR® . . . and other GILBERT "Career-Building" TOYS



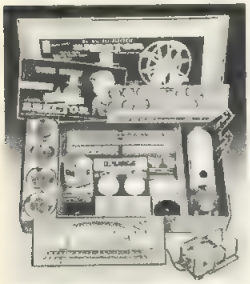
5780M28X2997 Model 16½ ERECTOR—over 300 toys all rolled into one! Builds action models, complete with 110 volt electric engine with forward and reverse operation and variety of geared speeds. Complete with big metal cabinet. ..... **Retail: $44.95**



THE WALKING ROBOT SET

NEW

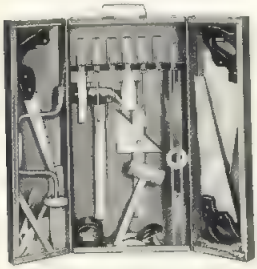
5779M39X4834 Model 12¼ ERECTOR with hundreds of parts to build thousands of models! Partial list of parts includes 120 v. motor, wind-up motor, girders, gears, truck chassis, electro-magnet, lights, etc., etc. Also has new clam-shell bucket for use with crane or hoist. Build derricks, walking robots, parachute jump and many other spectacular working models . . . . **Retail: $65.00**



5781M18X1834 Model 8¼ ERECTOR. Nearly 16 pounds of girders, gears, wheels and other parts make up this massive set. 4 Speed Electric Engine, plus powerful electro-magnet. Flexomatic coupling to transmit power in twists and loops. ..... **Retail: $27.50**

5782M16W1130 Model 6½ ERECTOR. More than 325 parts to build working models such as Windmill, Pump, Hoist, and a score of others. Set includes powerful multi-speed electric engine and flexible coupling, big steel chest. **Retail: $16.95**

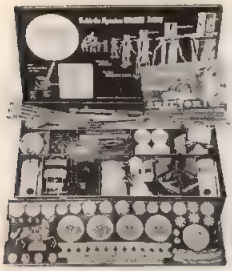
5783M7W730 Model 4½ ERECTOR with precision made wind-up motor to enable trucks and other action models to operate under their own power. Build small airplane ride, railroad bridge, etc. Packed in heavy gauge steel chest. **Retail: $10.95**



5790M13W997 Model 15 TOOL CHEST includes all basic tools. Keyhole saw, brace and bit, pliers, folding ruler, set of magnetized screwdrivers, chisels, hammer, plane, level square, wrenches, saws, etc. This fine set in a big metal cabinet lets young carpenters turn out hundreds of projects. ..... **Retail: $14.95**

REMCO TRANSISTOR RADIO AND BROADCAST SYSTEM

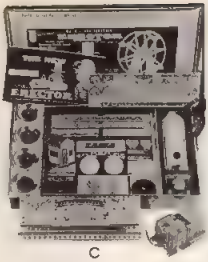
5791M4W700 REMCO #108 TRANSISTOR RADIO AND BROADCAST SYSTEM. A professional set with the sensational TRANSISTOR. Pick up radio programs on head set, announce your own shows at home. Complete with 18" plastic cabinet, 4" Alnico loudspeaker, broadcast microphone, head set, 3 batteries, tuner, detector and all other parts. **Retail: $9.95**



A

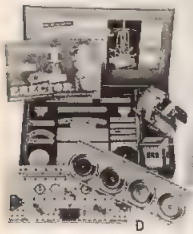
WALKING ROBOT

B



C

GILBERT ERECTOR SETS AND TOOLS



D

E

F

G

H

J

(A) NEW! No. 12½ ERECTOR—Walking Robot Set . . . Now, build the amazing Walking Robot who actually walks, while his eyes glow and arms swing by electric motor! Set contains hundreds of parts, including: 120 volt 60 cycle motor, wind-up motor, boiler, truck chassis, electromagnet, radiator, electric lights, pulleys, *more*. Also NEW Clam Shell Bucket for lifting coal, ore, etc. All in sturdy steel chest measuring 24"x10"x4". Sh. wt. 39 lbs.
6T50X4333 . . . . . **List $49.00**

(B) No. 10½ ERECTOR . . . The Amusement Park Set—Builds Parachute Jump, Merry-Go-Round, Sideshow Booths, etc. . . . parts for over 300 toys; Includes 110 volt AC motor with forward and reverse gears, Electromagnet, Boiler, Fly-Wheels, lights, horses, *more*. Steel cabinet is 22"x13⅛"x 2¾". Sh. wt. 28 lbs.
6T49X2997 . . . . . **List $44.95**

(C) No. 8½ ERECTOR—The All-Electric Set—Builds the colorful Ferris Wheel . . . electric features make this set a real thriller! Contains: electric engine with forward and reverse gears, electromagnet, electric lights, crane, oil drilling rig, etc. Steel chest 20¼"x12¼"x2¾". Sh. wt. 18 lbs.
6T48X1833 . . . . . **List $27.50**

(D) No. 6½ ERECTOR—The Electric Engine Set—Builds the thrilling Airplane Ride! An array of 325 parts including girders, gears, pinions, wheels, plates, bolts plus a powerful electric engine gear train that runs forward, reverse Double-tiered box is 18"x10"x3". Sh. wt. 11 lbs.
6T47X1130 . . . . . **List $16.95**

(E) No. 4½ ERECTOR—The Motorized Set—Precision-made mechanical windup motor runs hoist, trucks, ferris wheel, other action toys. Ideal for cranes, windmills, small airplane ride and moving models. Miniature metal house has wide variety of uses. 2-tier steel chest 16¼"x10½"x3".
6T46X730 (Sh. wt. 8½ lbs.) . . . . . **List $10.95**

(F) 37-PC. GILBERT DELUXE TOOL CABINET—Complete set for the advanced Junior carpenter. Mallet, 2 screwdrivers, awl, level, 16" crosscut saw, 2 chisels, 12" keyhole saw, 9-pc. drill set, pliers, hammer, hack saw, wrecking bar, hand drill, ruler, etc. All-steel cabinet: 21"x10"x4". Sh. wt. 13 lbs.
6T58X997 . . . . . **List $14.95**

(G) 20-PC. GILBERT TOOL CABINET—Junior can carry it right "on-the-job!" Contains hammers, brace, 12" saw, pliers, triangle, chisel, 2 screwdrivers, awl, tri-square, level, plane, drill, hack saw, putty knife, sandpaper, carpenter's pencil. Steel cabinet measures: 20"x16⅜"x4". Sh. wt. 9 lbs.
6T59X597 . . . . . **List $8.95**

(H) "Handy Andy" DELUXE WORKBENCH WITH TOOLS—15"x30", bench stands 34" high, sturdily constructed of heavy Ponderosa Pine, with tool rack, roomy drawer and iron vise. Tools include saw, plane, pliers, screwdriver, brace, chisel, bit, tri-square, claw hammer, level, ruler, pencil.
6T63X1330 (Sh. wt. 28 lbs.) . . . . . **List $19.95**

(J) "Handy Andy" LITTLE CARPENTER SET—Set consists of hammer, saw, screwdriver, pliers, plane, mallet, tri-square, triangle, chisel, level, 3 wrenches, ruler, pencil, sandpaper and Project Manual. All in steel box 16"x8"x3". Sh. wt. 6 lbs.
6T62X330 . . . . . **List $4.95**

QUALITY - BEAUTY - PERFORMANCE FOR '57

NEW MODELS for '57
21' 23' 26' 34'

ALL NEW
CLAYTON 34'

SPEEDS UP TO 36 M.P.H. **COMES WITH OR WITHOUT FLYING BRIDGE**

See the full line of New Models at your Clayton Dealer's or at

CLAYTON YACHT WORKS **Fischer Boulevard, TOMS RIVER, NEW JERSEY**

Limited Dealership Available Due To Increased Facilities

M & B SALES COMPANY

A lightweight, sturdy block and tackle is about the handiest item of equipment for boat and car The M & B Sales Company of Dallas, Texas, specialize in the production of several types of easily carried hoists which will have countless application on board a boat. There are three capacities of hoists, a Husky Junior with a capacity to 300 pounds or more; a Handy Hoist to lift up to 1,000 pounds; and the Husky Hoist which will lift up to 3,000 pounds.

These hoists are supplied with ball bearing pulleys and nylon cords and are light in weight so they can be easily carried about. Other items which are useful on boats are heavy duty nylon web straps with buckles which are useful for strapping down small boats to trailers and similar jobs. They also supply a nylon woven starting cord for outboards which will last for years.

BEVERLY FAMOWOOD

An excellent product for filling cracks and gouges in wood appears under the trade name of Famowood. This product is an all-purpose plastic, packed in cans, and made by the Beverly Manufacturing Company, 9118 S. Main Street, Los Angeles 3, California. It is made in fifteen colors to match any woods and works like putty. It is a waterproof product which dries quickly and which will fill nail and screw holes, and correct defects. It will sand easily and does not gum up the sander. Famowood can be painted, varnished, lacquered, stained and oiled, and will adhere to any surface which is dry and free from oil.

A companion product, Famoglaze, combines all desirable qualities in filling hair-line cracks and minor defects in boat hulls and cabinet work. This product also works easily and leaves a porcelain-like finish. It is available in white and mahogany only and is a compounded cellulose glazing plastic and fine surfacing putty

FOAM FAIR

Boat owners have come to know Foam Fair of 2619 Atlantic Avenue, Brooklyn 7, New York as a convenient port of call for custom-made foam rubber products. It is well known for quick and efficient mail order service to its widespread clientele. Orders are received and filled daily on anything the customer may desire in foam rubber, covered and uncovered.

Foam Fair cuts, shapes, forms and covers foam rubber to your own specifications. All you have to do is send specifications depth, width, length, etc., and, if possible, a paper template.

THURSTON SAILS

In a new development in sailmaking currently being used by Thurston Sails, Inc., Warren, Rhode Island, strips of fine-lay Dacron tape are used to finish off all synthetic sails in place of old style bolt rope. After thorough testing Thurston taped sails have proved to be superior in holding their shape over old style bolt ropes on synthetic sails. Thurston taped sails allow synthetic sail cloth and tape to have an equal amount of give, thus insuring the shape and drive of all sails to remain constant. It allows the skipper more control over the set of the same sail as it may be made flatter or fuller by the tautness on outhauls. Taped sails eliminate heavy bulky bolt ropes yet the sail remains safely strong and always retains its original built-in shape and draft. The new development will be used on all Thurston synthetic sails in the future unless the buyer specifies otherwise

BROADWATER PRAMS

A new type of kit boat is being introduced by the Broadwater Boat Company, Shadyside, Md. At present the 8' Dinghy Pram is the only kit being produced. The purchaser receives a precision-assembled hull, thus eliminating all of the hard work and costly errors. No skill is required to attach the twelve pre-cut parts. Pre-drilled holes are provided through the plywood sides and bottom for the seat and keel rails. Other features include mahogany marine plywood, brass screws, one-piece bottom, and full-length seat and keel rails.

A completely assembled model is also available.

Electra

BUCCANEER

14 FT. DELUXE RUNABOUT
with walk through center deck
Molded fiberglas

A TREASURE OF FAMILY FUN

Think of all the features you want in a boat for yourself and your family . . . "It must be exceptionally safe, have plenty of speed, be easy to handle, maintenance-free and economical.

Here it is! 14 feet (centerline measure) of exciting pleasure of one piece molded fiberglas. One of the safest boats ever built; it's virtually unsinkable. "We couldn't turn it over with a 30 H.P. motor on a choppy lake, and we were trying!" Plenty of speed; planes almost instantly, and it will pull two skiers with ease. Words just don't describe its ease of handling . . . it's like a plane ride compared to a T Model. Colors never fade or dull, no repainting, no time spent maintaining Electra boats . . . they are made of fiber glass. Rugged construction . . . made to stand hard use or even abuse Airlock construction, double reinforced floors, reinforced at EVERY point of strain. Here is a boat you won't wear out, AND it cost no more than boats of less quality. Try Buccaneer before you buy! Write for complete literature.

OTHER OUTSTANDING ELECTRA MOLDED FIBERGLAS BOATS
12 ft. Laka and 14 ft. Privateer fishing boats. 16 ft. Convair Off Shore boat.

DEALER
INQUIRIES
INVITED

GLASS FIBER PRODUCTS
P. O. BOX 1425, COLUMBUS, GEORGIA

MOTORBOAT RECORDS

(Continued from page 60)

HISTORIC PERFORMANCES IN COMPETITION

EVENT DISTANCE	SPEED	DATE	WHERE MADE	BOAT NAME	DRIVER	BOAT	ENGINE
Gold Cup Lap (3)	108 664	8/ 4/51	Seattle, Wash.	Slo-Mo-Shun V	Lou Fageol	Jones	Allison
Gold Cup Heat (30)	103 159	8/ 7/55	Seattle, Wash.	Slo-Mo-Shun IV	Joe Taggart	Jensen	Allison
Gold Cup Race (90)	99 557	8/ 1/55	Seattle, Wash.	Gale V	Lee Schoenith	Staudacher	Allison
Harmsworth Lap (5N)	102 676	9/ 2/50	Detroit, Mich.	Slo-Mo-Shun IV	Lou Fageol	Jones	Allison
Harmsworth Heat (40N)	100 181	9/ 2/50	Detroit, Mich.	Slo-Mo-Shun IV	Lou Fageol	Jones	Allison
Harmsworth Race (80N)	95 623	9/ 2/50	Detroit, Mich.	Miss Thriftway	Bill Muncey	Jones-Staudacher	Allison
President's Cup Lap (3)	104 449	9/16/56	Washington, D. C.	Miss Thriftway	Bill Muncey	Jones-Staudacher	Allison
President's Cup Heat (15)	101 427	9/16/56	Washington, D. C.	Miss Thriftway	Bill Muncey	Jones-Staudacher	Allison
President's Cup Race (45)	95 294	9/16/56	Washington, D. C.				
Seafair Trophy Lap (3N)	114 970	8/ 5/56	Seattle, Wash.	Shanty I	Russell Schleeh	Jones	Allison
Seafair Trophy Heat (30)	109 634	8/ 5/56	Seattle, Wash.	Shanty I	Russell Schleeh	Jones	Allison
Seafair Trophy Race (90)	108 654	8/ 5/56	Seattle, Wash.	Shanty I	Russell Schleeh	Jones	Allison
Silver Cup Lap (3)	100 887	9/ 7/51	Detroit, Mich.	Such Crust III	Chuck Thompson	Staudacher	Allison
Silver Cup Heat (12)	96 476	9/ 5/51	Detroit, Mich.	Miss Pepsi	Dan Foster	Hacker	Allison
Silver Cup Race (45)	91 120	8/ 7/55	Detroit, Mich.	Tempo VII	Lee Schoenith	Staudacher	Allison
Detroit Memorial Lap (3)	99 521	6/25/55	Detroit, Mich.	Gale V	Lee Schoenith	Staudacher	Allison
Detroit Memorial Heat (15)	96 738	6/25/55	Detroit, Mich.	Gale IV	Bill Cantrell	Staudacher	Allison
Detroit Memorial Race (45)	92 385	6/25/55	Detroit, Mich.				
Baker Paul Lum Heat (5)	77 453	1/ 2/55	Miami, Fla.	Miami Boy	D. C. Kleacker	Wickens	Ford
Baker Paul Lum Race (15)	76 478	1/ 2/55	Miami, Fla.	Miami Boy	D. C. Kleacker	Wickens	Ford
Ward Trophy Heat (5)	62 500	10/ 5/53	Biloxi, Miss.	Z-30	Doug Creech	Neal	Johnson
Ward Trophy Race (10)	60 992	10/ 5/53	Biloxi, Miss.	Z-30	Doug Creech	Neal	Johnson
Ryan Memorial Heat (5)	50 412	8/30/53	Syracuse, N. Y.	Sofry XII	Gerald Waldman	Sid-Craft	Mercury
Ryan Memorial Race (10)	48 296	8/30/53	Syracuse, N. Y.	Triple Threat	John Hopper	Speedjoy	Mercury

1956 INBOARD NATIONAL CHAMPIONS

CLASS	OWNER and DRIVER	DATE	PLACE
Unlimited	W. T. Wagioner, Phoenix, Ariz.	8/ 4/56	Seattle, Wash.
	Russell Schleeh, Atwater, Calif.		
7 Liter	B. G. Bartley, Pittsburgh, Pa.	8/11/56	Buffalo, N. Y.
	Ron Musson, Akron, Ohio		
266 Hydro	Wm. Ritter, Sr., Camden, N. J.	9/22-23/56	New Martinsville, W. Va.
	Henry Lauterbach, Portsmouth, Va.		
225 Hydro	Max Wolfering, Dayton, Ky.	9/15-16/56	Melbourne, Ark.
135 Hydro	Frank Neary, El Monte, Calif.	9/15-16/56	Newport Beach, Cal.
	Jack Salomon, Pico, Calif.		
110 Hydro	Sidney Johnson, Cambridge, Md.	9/22-23/56	New Martinsville, W. Va.
	Skeeter Johnson, Cambridge, Md.		
91 Hydro	J. D. Sparks, Cincinnati, Ohio	7/12/56	St. Petersburg, Fla.
PODH	Marion Beaver, Parker, Ariz.	10/14/56	Lake Mead, Nev.
	Bob Critchlow, Lancaster, Calif.		
48 Hydro	Jack Colcock, Seattle, Wash.	7/15/56	Merced, Calif.
44 Runabout	Robert Mercadier, Ocean City, N. J.	9/2/56	Millville, N. J.
8 Rac. Run.	Ernest Ross, Patterson, Calif.	7/15/56	Merced, Calif.
C Rac. Run.	William A. Seiden, St. Petersburg, Fla.	2/12/56	St. Petersburg, Fla.
E Rac. Run.	Ed Brown, Sacramento, Calif.	9/15-16/56	Newport Beach, Cal.
E Sem. Run.	Harry Bickford, Hampton, Va.	8/11-12/56	Buffalo, N. Y.
F Ser. Run.	Forest Johnson, Miami, Fla.	8/11-12/56	Buffalo, N. Y.
	Howard Hibbert, Miami, Fla.		
Cracker Box	Carl Magnuson, Glendale, Calif.	9/15-16/56	Newport Beach, Cal.
Jersey Speed Skiff	Bernard Tool, Jr., Beach Haven, N. J.	8/6-6/56	Cambridge, Md.

1956 OUTBOARD NATIONAL CHAMPIONS

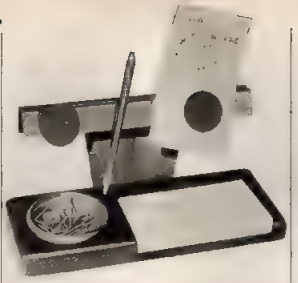
Long Beach, Calif., Sept. 22-24, 1956

CLASS	NAME of BOAT	OWNER and DRIVER
M Hydro	So Lo	Eric Molinar, Hollywood, Calif.
A Hydro	C-35	Orlando Torigiani, Bakersfield, Calif.
B Hydro	Twin Turk	Keith Sorensen, LaFrescenta, Calif.
C Hydro	Z-30	Doug Creech, Charlotte, N. C.
C Ser. Hydro	Renaissance	Harry Wagioner, Phoenix, Ariz.
C Ser. Run.	Wolame	Manuel Carnakis, Bakersfield, Calif.
C Rac. Run.	Hot Lurgo	Lon Stevens, Oakland, Calif.
F Hydro	Marj's Pass	W. Ralph Homes, Phoenix, Ariz.
F. Rac. Run.	Chuck Wagon	Chuck Parons, Lodi, Calif.
Free-for-All	R-22	Robert Entrop, Seattle, Wash.

(Continued on page 320)

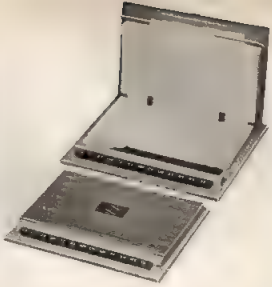
DESK PEN with TRAY. A new, effective use for the old fashioned bean bag! Neat, compact way to end desk clutter . . . base of the weighted Bean Bag unit holds paper clips, rubber bands and other small items. Pen holder has a smooth-writing ball point. Base is genuine suede leather in Bucktan color. Handy and decorative on any desk!

793-505 B265 Pen and Tray **$3.98**



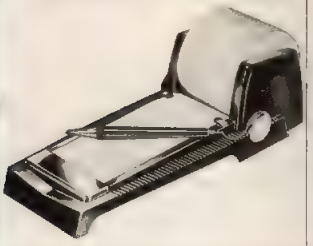
MEMO MINDER . . . displays notes magnetically! Keeps them above desk level where they'll demand instant attention. Mechanical pencil is magnetized too. Handsome natural finished walnut mar-proof base holds 3x5" standard 100-sheet note pad. Gold metal bowl is deep catch-all; can also be used as an ash tray. Leather covered upright plate.

793-513 B335 Memo Minder **$4.98**



TIME-SAVING AUTODEX . . . automatic list finder keeps telephone numbers and other information within push-button reach. Holds 1600 listings on 3½x6½" pages. Just push the button up pops the page you want. A wonderful gift for everyone from busy housewife to harried executive! Steel with walnut-grained finish. Loose leaf pages.

793-455 B195 Autodex **$2.95**

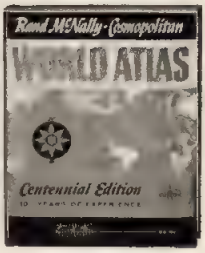


ROLL MEMO . . . with chain reel mechanical pencil. You'll want several for home and office. It's an excellent gift too! Pull-out, automatic wind-back pencil never gets lost . . . it's always right there at hand when it's needed. Reloads with a standard roll of adding machine paper. Stands on desk or hangs on the wall. Color: Brown.

793-521 B195 Roll Memo **$2.95**

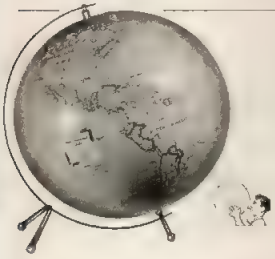
ZIPPER-TOP SCHOOLBAG . . . totes all a youngster's books and supplies. Roomy lunch pocket at side; 2 plastic handles. Zip top holds everything secure . . . no danger of losing pencils, pens, etc. Rigid bottom reinforced with four rivets. Strongly made of heavy-weight Surlex to give years of wear. Ginger color Wipes clean with damp cloth.

797-548 B265 Schoolbag **$3.98**



RAND McNALLY'S NEW WORLD ATLAS . . . famous centennial edition. A magnificent volume of 408 pages of the latest, most vital world information. For businessmen, students . . the whole family! Expands your world outlook, helps you interpret the news. 155 pages of accurate full-color maps plus thousands of facts, at your fingertips.

797-522 B1050 World Atlas, 11x14" . . **$13.95**

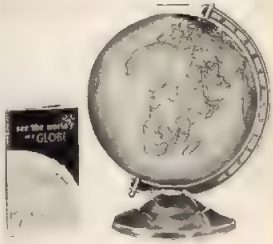


HAMMOND'S INTERNATIONAL GLOBE. Modern deflatable globe with large scale, full-color authentic map printed between 2 layers of high gloss vinyl plastic to simulate a glass ball. Detailed map in large, easy-to-read type. Comes packed deflated with time dial, manual and table stand. Easy to inflate and assemble Diam. 18", ht. 20½".

793-372 B1295 International Globe . . . **$19.95**

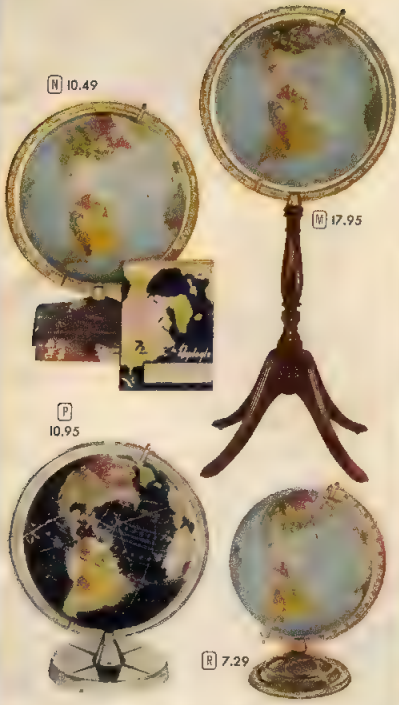
ILLUMINATED GLOBE and ATLAS SET . . . gives you a complete geographical reference. Accurate 10" globe in 10 colors shows latest information. 200-page atlas has detailed foreign and U.S. maps, world gazetteer, population figures. Atlas fits in base of globe. Over all ht. 13". AC-DC. UL approved.

793-307 C1595 Illuminated Set **$24.95**
793-299 C850 Non-illuminated Set . . . **12.95**



COMMANDER GLOBE . . . large 12" size with well-detailed, beautiful 10-color map on an ink-proof and washable surface. Modern black-and-brass color finished base. Overall height, 16½". 96-page book, "See the World on a Globe" contains valuable information.

793-349 C650 Non-illuminated Globe . . **$9.95**
793-356 C1750 Illuminated Globe and 96-pg. book. AC-DC; UL approved **$26.75**



Famous Replogle Globes

- Up-to-date models by the world's largest manufacturer of globes
- Free book of globe uses and games is included with every globe
- Time Dial over North Pole . . . compare times anywhere in the world
- Distance finder, project maps, magnifying glass with (N) and (R)

(N) FLOOR MODEL GLOBE WITH FULL MERIDIAN . . . a handsome addition to any home. Solid walnut, hand-carved Duncan Phyfe pedestal base affords full view of beautiful 16-color globe for quick, easy reference. Brass plated full meridian, polished brass plated tops. Over 6,400 place names in large, clear type. *Mailable.*
53 T 1609 MO—34½ in. high, 12-in. diam. 32-pg. book. Wt. 10 lbs. 17.95

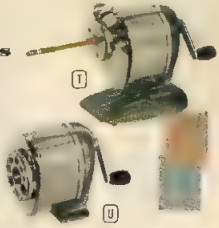
(R) FULL-MERIDIAN GLOBE WITH ATLAS . . . a complete reference set in one unit! 200 pg. atlas fits right into wood-grained metal base. Washable, non-fading maps in 10 colors; oceans are bright blue. Over 6,400 place names in easy-read type. 32- and 96- pg. books included.
53 W 1623 M—14 in. high, 10-in. diam. *Mailable.* Wt. 6 lbs. 10.49
53 W 1621 M—17 in. high, 12-in. diam. *Mailable.* Wt. 8 lbs. 12.49

(P) "STARLIGHT" GLOBE WITH NUMBERED FULL-MERIDIAN. Beautifully colored. Deep blue-black oceans stand out against vivid land colors. Shows relationship of land and water at a glance. Chrome plated metal base and meridian are in complete harmony with the striking 16-color maps. Washable globe is a valuable reference—shows 6,400 place names in large, clear type. 32-page book included.
53 T 1624—16½ in. high, 12-in. diam. *Mailable.* Wt. 6 lbs. 10.95

(R) 10- AND 12-IN. GLOBES WITH HALF-MERIDIANS . . . washable, non-fading colors. Over 6,000 place names in large, clear type. Brass meridian. Brown wood-grained metal base. 96-pg. book. *Mailable.*
53 W 1612 M—14 in. high, 10-in. diam. Ship. wt. 4 lbs. 7.29
53 W 1611 M—16½ in. high, 12-in. diam. Ship. wt. 5 lbs. 8.98

8- AND 10-IN. GLOBES WITHOUT MERIDIANS . . . not as detailed as models above, but ideal for younger students. So low priced. Over 6,000 legible place names. Brown wood-grained metal base. 32-pg. book.
53 T 1617—10-in. diam. Ship. wt. 3 lbs. 8 oz. 5.98
53 T 1616—8-in. diam. No Distance Finder. Wt. 3 lbs. 2.98

Boston Sharpeners



(T) (L) KEEP PENCIL POINTS SHARP. Nickel plated holders, metal bases.

(T) PORTABLE, ADJUSTABLE . . . now in 3 colors. Use anywhere . . . no need to mount. Self-feeding. Vise-grip adjusts ¼- to ⅞-in. diam. *State color;* Metallic Green, Metallic Blue, Sandtone.
53 T 2210 Ship. wt. 1 lb. 12 oz. . . . 3.98

(U) "SPEEDWAY". Rotating chuck adjusts to 8 sizes. Attach to desk, wall. Gray
53 W 22.2—With screws. Ship. wt. 1 lb. 2.69

Gifts that Rate High with Teens

Stripe for (Y)

(Y) WEATHER-RESISTANT SCHOOL "TOTE BAG". Now, for the first time, a zipper ring binder that fits right into a matching "tote bag". So convenient for that high school student on your list. Plenty of room left for several books or a lunch. Looks smart, too. Comes in Plaid above or Corduroy Ivy League Stripe swatch left. Wt. 2 lbs. 4 oz.
53 T 1541 3-ring binder. *State* Plaid or Stripe . . 5.98
53 T 1542—2-ring binder. *State* Plaid or Stripe . . 5.98

(W) (X) PERSONAL RECORD BOOKS for teens and pre-teens. Cleverly illustrated—allow girl to jot down those big events, "secrets", poems.

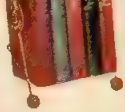
(W) "MY PRIVATE LIFE" for teens.
53 T 865 Ship. wt. 1 lb. 6 oz. . . 2.79

(X) "THIS IS ME", for girls 8 to 12
53 T 864—Ship. wt. 1 lb. 8 oz . 2.79

(Y) "ROCK 'N' ROLL" RING BINDER. Place to insert her own and boyfriend's pictures on cover. Weather-resistant artificial leather. Zipper, 3 sides. 10% Tax incl. Wt. 1 lb. 14 oz.
53 T 1523 -2-ring zipper binder. 4.95
53 T 1524—3-ring zipper binder 4.95

(Z) GENUINE CORK BULLETIN BOARDS . . . just the thing for that teenager's room this year. She'll love having this prominent display board handy for tacking up snapshots, pennants, clippings, last night's play bill; even her corsage from the dance.

Ideal for youngsters, too, keeping them from pounding holes in the walls. And a board in the kitchen is always perfect for family notes, reminders etc. Tan surface, artificial leather binding in Green, Ivory, or Brown.
53 T 1590 M—18x24 in. *State* color. *Mailable.* Wt. 2 lbs. 4 oz. . . . 2.79
53 T 1591 MO—24x36 in. *State* color. *Mailable.* Wt. 4 lbs. 6 oz. . 4.79



'ROUND THE WORLD GIFT SET

5 LANGUAGES AT YOUR FINGERTIPS . . . Gem dictionaries give full English: foreign and foreign-English, for French, German, Spanish, Italian. Old-English. Polished brass plated holder. Morocco-grain artificial leather covers. 4½x3-in. size fits pocket. Easily readable page size. Clear, legible type on durable Bible paper.
53 T 748—Gift boxed. Ship. wt. 2 lbs. . 5.95

25-LIGHT WEATHERPROOF SET

For outdoor and indoor use. C9½ intermediate base, independently burning, 120 volt lamps, completely weatherproof, with insulated washers for lamps, add-on plug at one end, extension connector at other end. Boxed 12 per standard carton.

679811 .... List $11.98 87752 Set

MUSICAL CHURCH

Molded in durable plastic with Swiss Music Box. An authentic golden bell in its stately belfry. Illuminated. One per display box. Pk. 6 ea.

679839 . . . . . List $5.00 . . . . . 43336 Ea.

ELECTRIC CORD FOR OUTDOOR USE

15-foot outdoor extension cord. No. 18 weatherproof brown lacquered braided cord, with 3-way cube tap and molded rubber plug, U.L. approved.

		Each	Lots-6
3D8257	List $1.60	$1.05	$1.00 Ea.

ILLUMINATED WREATH

10" red flame-resistant cellophane wreath. Decorated with silver spray, red candle and lamp. Complete with lamp, cord and plug. Packed in display box. Pk. 24.

679816 . . . . . List $1.00 7673 Ea.

GLO-STAR JEWELS

3" diameter, 12-point reflectors fit all standard indoor light strings. Packed 144 in self-merchandiser display box, assorted colors. Pk. 1 gro. N.B.

679845 . . . . . List 3¢ . . . . . 54805 Gro.

TWINKLING 3-BELL CLUSTER

Three C-7½ Twinkle lamps twinkle on and off individually. Decorative bright red bow and simulated red, green and silver holly leaves with poinsettia. Complete with WHITE WIRE AND SOCKETS and three C7½ Twinkle lamps. Boxed. Pk. 6

679820 List $2.98 . . . . . 32007 Ea.

"TWINKIE" THE TOYLAND ANGEL

31" weatherproofed angel for outdoor and indoor use. Molded in vinylite and delicately colored in toyland tones. Complete with lamp, cord and plug. Packed one to standard carton.

679849 . . . . . List $6.98 . . . . . 54505 Ea.

ANGEL-GLO

Plastic gold and white angel with golden, silky hair. Radiant light glows from the sun-blaze halo and wand. Full 8" high. Complete with lamp, cord and plug. Boxed. Pk. 24.

679833 . . . . . List $1.89 21258 Ea.

WALKING SANTA

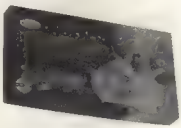
40" illuminated plastic Walking Santa. Molded in vinylite, full colored rollicking jolly Santa in full stride. For indoor and outdoor use. Complete with lamp and cord. Individually boxed in shipping ctn.

679829 . . . . . List $13.95 . . . . . 98701 Ea.

STAR OF BETHLEHEM

29" vinylite illuminated outdoor star. This beautiful, individually boxed star will lend a note of Christmas decorative beauty wherever it is seen. Complete with lamp, cord and plug. Pk. 1 ea.

679834 . . . . . List $4.95 . . . . . 43306 Ea.



MOON-GLO LITE SETS

24-Lite set with assorted color lamps. New and novel Pk. 50 sets.

679878	List $3.59	32407 Set

CLEARANCE LAMPS

Packed one box of ten assorted colors N.B.

679879 . . . . . List 8¢ . . . . . 6534 Box

CHRISTMAS TREE LIGHTS

8-LITE SERIES SET

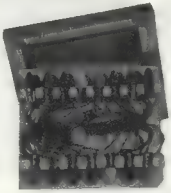
8 lite series with imported lamps. Has add-on cap. Packed in attractive display box. Similar set with U. S. Lamps lists at $1.40. Pack 100 sets.

6T9890 8 Lite Set . 89c . . 6590 Set

7-LITE MULTIPLE SET

The volume set. Wired in parallel so that each bulb burns independently. Imported lamps with U. L. Approved string set features. Clips and add-on. Comparable U. S. set now lists at $2.50. Pack 100 sets

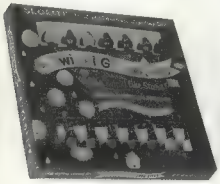
6T9899 7 Lite Set . . . $1.49 9991 Set



15-LITE MULTIPLE SET

The big set that is growing in popularity. 15 lites are parallel wired to burn separately. Includes clips and add-on. U. S. counterpart lists at $5.50. Pack 40 sets.

6T9895 15 Lite Set $2.98 21998 Ea.



TWINKL-GLO SETS

Assorted colored lamps that twinkle independently. The set that rates raves for decoration needs. In colorful display box with add-on connector and attachment clips.

7-LITE—C7½ SET—Pk. 24.
6T9801 . . . . . List $2.95 . . . . . 32007 Set

15-LITE—C7½ SET—Pk. 12.
6T9802 . . . . . List $5.95 . . . . . 54005 Set

25-LIGHT MULTIPLE SET

For indoor use, C7½ candelabra base independent burning 120 volt lamps, with attachment clips, insulated washers for lamps, add-on plug at one end, extension connector at other end. Packed in cellophane window display box. Boxed 12 per carton.

6T9806 . . . . . List $8.98 . . . . . 76003 Set

7-LIGHT MULTIPLE SET

For indoor use, C7½ candelabra base, independently burning, 120 volt lamps, with attachment clips, insulated washers for lamps, add-on plug at one end, extension connector at other end. Packed in cellophane window display box. 24 to standard carton.

6T9807 . . . . . List $2.39 . . . . . 21608 Set

15-LIGHT MULTIPLE SET

For indoor use, C7½ candelabra base, independently burning, 120 volt lamps, with attachment clips, insulated washers for lamps, add-on plug at one end, extension connector at other end. Packed in cellophane window display box. 24 to standard carton.

6T9808 . List $5.19 . . . . . .43606 Set

7-LIGHT WEATHERPROOF SET

For outdoor and indoor use. C9½ intermediate base, independently burning, 120 volt multiple lamps, completely weatherproofed, with insulated washers for lamps, add-on plug at one end, extension connector at other end. Packed in cellophane window display box. 24 to standard carton.

6T9809 List $3.19 . . 32137 Set

15-LIGHT WEATHERPROOF MULTIPLE SET

For outdoor and indoor use. C9½ intermediate base, independently burning, 120 volt multiple lamps, completely weatherproof, with insulated washers for lamps, add-on plug at one end, extension connector at other end. Packed in cellophane window display box. 12 to standard carton.

6TV8T0 List $6.98 . . . 54665 Set

Baseball

G

H

K

L

M N

G **BILLY LOES GLOVE . . .** by Wilson. Leather lined tan glove cowhide. Streamlined fingers; leather lacing; Grip-Tite pocket.
808-956 B545 Professional Model.....**$7.95**

H **BILLY GOODMAN GLOVE with Ball.** Extra large glove of oil-treated cowhide; 4½" leather trap. Major League ball.
806-216 B545 Glove and Ball.....**$7.95**

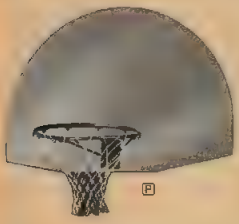
K **JOE DiMAGGIO GLOVE with Ball.** Extra large fielder's glove of finest oil-treated cowhide. Official league ball.
806-224 B897 Glove and Ball.....**$14.95**

L **TED WILLIAMS MITT . . .** by Wilson. Leather lined cowhide Hand formed heel.
808-931 B925 Regular. Adult sz.....**$12.95**
808-949 B925 Left hander's. Adult sz.. **12.95**

M **OFFICIAL LEAGUE BASEBALL . . .** the ball used in all American League, All Star and World Series games. Has cushion-cork center; tough leather cover.
808-964 B245 Baseball. Each **$3.25**

N **OFFICIAL 12" SOFTBALL.** Leather cover; molded virgin kapok center.
808-972 B180 Nite-and-Day Softball ...**$2.60**

Basketball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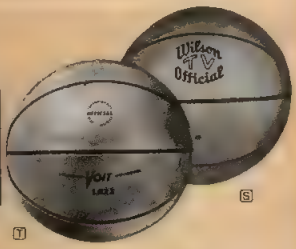


T S

P **BASKETBALL BACKBOARD with Goal . . .** by Richardson. ¾" all-weather plywood, 32x48"—ideal for indoor or outdoor use. Official size goal of ½" solid steel with 12 clips. Treated net.
806-190 D1798 Backboard with Goal. From Ill. 30 lbs..... **$29.95**

R **VOIT OFFICIAL BASKETBALL, GOAL OUTFIT.** Waterproof, scuff-resistant rubber covered ball. Easy-to-assemble goal.
808-196 B745 Basketball and Goal. In carry case **$12.00**
808-204 B498 Basketball only .... **[illegible]**

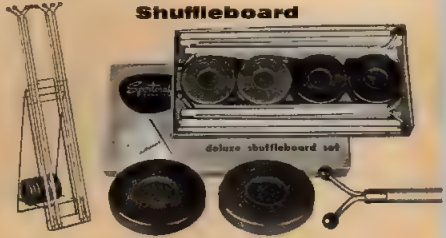
S **WILSON TESTED VALVE BASKETBALL . . .** of top grain leather with nylon fabricated carcass. Has balance and roundness, wide depressed seams. Butyl bladder. Inflating needle included.
808-238 B1295 Wilson Official Basketball.....**$17.25**

T **VOIT OFFICIAL BASKETBALL . . .** official weight, size, shape. Water- and scuff-proof cover; wears up to 8 times longer. The most popular type ball for rough indoor or outdoor play.
808-220 B765 Official Size Basketball.... .. ..**$12.30**

Horseshoes

OFFICIAL HORSESHOE SET . . . Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control, these tournament grade shoes are forged of carbon steel. The shoes are heat treated to prevent chipping and breaking. Set includes 1 pair of bronze finished shoes, 1 pair of silver finished shoes and 1 pair of official steel stakes, 27" long and 1" in diameter. Comes in attractive storage box. Shipped from Minnesota. (Total weight—36 lbs.) Get a set for your family's outdoor fun.
808-477 D675 Diamond Horseshoe Set..... **$9.95**

Shuffleboard



SHUFFLEBOARD SET with STAND. Perfect for hours of family fun, indoors or out! Has four 3-piece, 70" long aluminum cues. Each is fitted with wear-resistant, replaceable plastic runners and threaded cue head. Eight 6" Durex discs are unbreakable plastic. Sturdy, metal wire shuffleboard stand attractively designed to hold your complete shuffleboard set. Ideal for storing. Along with 4 cues, 8 discs and stand your Sportcraft shuffleboard set comes with official rules and court specifications.
806-174 C1550 Shuffleboard Set with Stand **$25.80**

More Big Things from EEGEE in '57

My Fair Lady Doll

an EEGEE exclusive

Life-like vinyl skin
Teen age figure
High heels
Nylon stockings
Costume designs

Shelley

Beautiful 8"
Costume Doll

Sits · Kneels · Sleeps
Washable · Rooted hair
All vinyl

Baby Susan

with a Host
of Fashions

Drinks and wets
Movable arms
and Legs
All vinyl

SEE THEM ALL

PLUS
A TREMENDOUS SELECTION OF ALL TYPES OF DOLLS AT

NEW YORK TOY FAIR

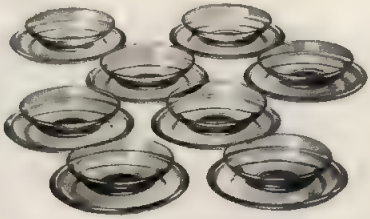
SHERATON-McALPIN, Rooms 673-675
Ben Heller · Eddie Rose

NEW YORKER, Room 850
Sig Frey · E. Goldberger

GOLDBERGER DOLL MFG. CO., INC. 538 Johnson Ave., Brooklyn, N. Y.

CAKE PLATE and SERVER . . . a delightful set for every smart hostess! Delightful, too, because this versatile plate doubles as a sandwich, cheese and cookie server. Plate is exquisitely designed of sparkling crystal glass with a gleaming brass base. Measures a spacious 13¼ inches in diameter, stands 2½ inches high. Modern server is fashioned of ever lovely stainless steel. Its brass handle matches the plate's gleaming base. Server is 9½ inches long. An excellent wedding or anniversary gift you can present with pride

718-932 B400 Cake Plate and Server.....**$5.95**



APPLE or DESSERT DISHES and MATCHING PLATES. You'll find a myriad of uses for these sparkling Swedish type crystal glass apple or dessert dishes and matching bevel-edged plates. Use the dishes for baked apples, puddings and ice creams. Place the plates under the dishes to complement your serving . . . or use them alone for salads, cakes and pies. Dishes are 6" in diameter, 1½" deep. Plates are 8" in diameter Plates and dishes are sold in sets of 8.

718-940 B195 Salad Plates. Set of 8.....**$2.95**

718-957 B165 Apple or Dessert Dishes. Set of 8.....**2.50**

SEAFOOD SERVER SET . . . ideal for all gift-giving occasions—makes an especially wonderful gift for brides! Better order one for yourself too . . . for seafood is so much more tempting when served in this beautiful crystal glass server with its 12" bowl and 8" removable server held on a sparkling gold-plated toothpick rack holder. Has other uses too . . . large bowl doubles as a fruit or centerpiece bowl, smaller dish is perfect for holding candies and nuts. Set comes complete with a package of colorful plastic toothpicks

718-965 B360 Seafood Server Set.....**$3.50**

GIANT SPARKLING CRYSTAL GLASS BOWL

At holiday time and all year 'round—this giant 80-oz. hollow stem champagne glass bowl of exquisite sparkling crystal glass creates dramatic excitement when filled with fruits, fresh flowers or bright Christmas balls. Its gracefully footed 5-inch-in-diameter base, majestic 11-inch stature and 7½-inch top all add to its sparkling beauty!

718-973 B238 Bowl...**$3.50**

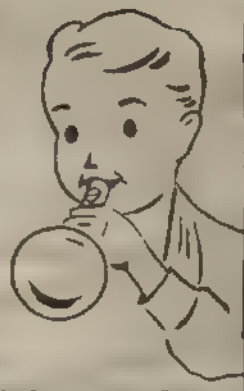
"GOLDEN FLOSS" 9-PC. SALAD SET . . . a masterpiece of modern styling in heavy milk-white glass that simulates the expensive luxury of fine marble. Antique-gold veining is fired into the smooth glass for ever-lasting beauty. Distinctive set adds zest to your salads . . . doubles as a centerpiece and a dessert serving set. Includes: large removable 12" salad bowl with smart brass-plated stand, 8 individual matching serving bowls and queen-sized pearlized plastic serving fork and spoon—each 11" long. Matches lazy susan at right.

718-981 B400 "Golden Floss" Salad Set.....**$5.95**

REVOLVING "GOLDEN FLOSS" LAZY SUSAN . . . makes a dramatic fashion accent for the most elegant party buffet Perfect for serving hors d'oeuvres, snacks, relishes and candies. Five removable trays and center dish are made of heavy milk-white glass resembling luxurious marble. Antique-gold veining is fired into the milk glass for everlasting beauty. All set securely in the modern 14½" brass-plated revolving base. Susan matches salad set at left. Both make delightful gifts for almost any gift-giving occasion!

718-999 B400 "Golden Floss" Lazy Susan.....**$5.95**

Powered by Inexpensive Flashlight Batteries



A DANCING DAN WITH MYSTERY MIKE

- **Like magic! Famous "mystery mike" control**
- **Dances in perfect rhythm to any music!**

Dancing Dan—a new and different action toy that mystifies old and young! Controlled by unusual "mystery mike." Dancing Dan is a natural loaded with play and mystery. Just sing or hum a tune into the mystery mike and Dancing Dan will tap dance to the rhythm of your time. Play a record on the phonograph and he'll dance to the music. You'll mystify your friends with this new toy. Keeps perfect rhythm to music, songs, humming, whistling. Make Dan stop and start automatically at your command. Sturdy plastic construction, bright colors. Large size—over 15 in. high. Uses 4 size "D" flashlight batteries (not included).

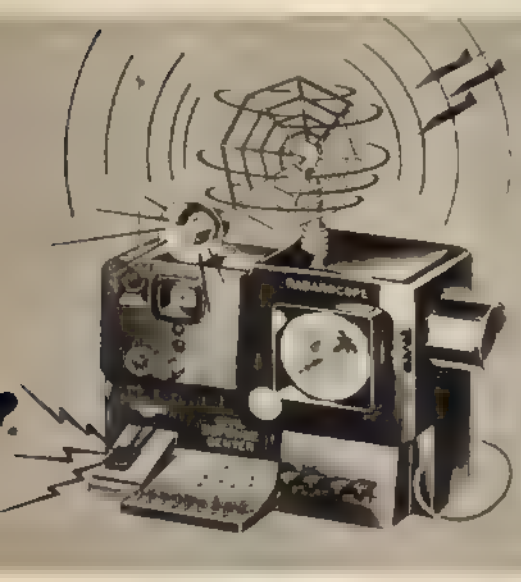
87-6938 A 485—Shpg. wt. 3 lbs. Retail **$6.98**

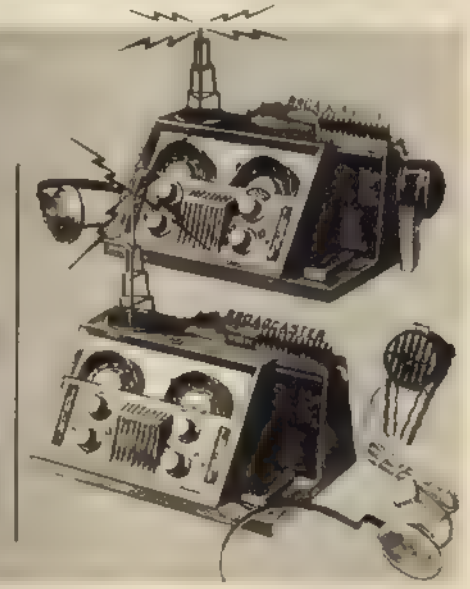
B GOLDEN SONIC—THE ONLY TOY IN THE WORLD CONTROLLED BY SOUND

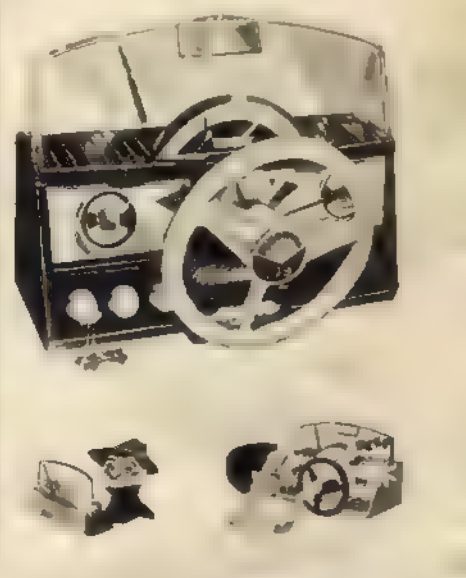
- **No wires, cables, or connections of any kind—responds to "super-sonic" whistle!**
- **Works indoors, outdoors—on rugs, walks, floors—any reasonably smooth area**
- **Can be controlled from 40 ft. Magic radar screen hunts sound, follows it!**
- **Sound controls car completely—can make Golden Sonic turn on a dime**

Golden Sonic—the first moving car developed that is remote controlled completely by sound! Just sound the whistle—radar screen will revolve as long as sound continues. When radar screen is pointing in the direction operator chooses to go he stops the sound and the Golden Sonic moves on. Completely remote controlled—absolutely no cables, no strings, nothing to wind! Sound controlled up to 40 ft. away. Electronic toy operates on four size "D" flashlight batteries (not included). Off-on switch on top of car—when "on" car will always move. Truly a unique toy—performs like a million dollars! Built to last for years. Made of high-impact plastic with golden-metallic finish. Transparent cockpit lets you watch inside action of luminous driver—moves on sure-grip rubber wheels turn. Detachable radar screen for easy storing. Will last a long time with reasonable amount of care. Comes with whistle—three unbreakable polyethylene mouthpieces—sanitary, washable. Instruction book with Sonic games for two or more players. Measures 19 in. long 8 in. wide 10 in. high. A fascinating toy that the whole family is bound to enjoy!

87-7064 A 1332—Shipping weight 5 lbs. Retail **$19.98**







RADAR CIVIL DEFENSE CENTER

- **5 electronic controls, 5 manual controls!**
- **Recommended for children 9 to 14 years old**

Rotating radar antenna and sky-scanner are synchronized. 18 planes focus on lighted screen with release and hold lever. Child dials identical plane on identification window. Signal lever lights up friend-foe button. Has sound alarm sends messages. Manual controls adjust antenna, turn loud speaker, locate and name 14 defense areas. Plot cities on USA map. Plastic case 13½ x 6½ x 4½ in. 3 "D" batteries (not included).

87-6995 A 865—Shpg. wt. 3 lbs. Retail **$8.98**

AMATEUR BROADCASTING RADIO STATIONS

- **Two complete broadcasting units—age 6 to 14**
- **Send voice or code messages up to one mile!**

Radio stations provide fun for 6 to 14 year olds. Send and receive International Morse Code. Two complete broadcasting units for voice or code communication. Carries message up to one mile with additional wire. Set contains two stations, earphones, microphones, telegraph key sets, wire with plug-in connections and instructions. Uses 2 "D" flashlight batteries (not included). Sturdy plastic stations, each 9¼ x 6 x 6 in. high.

87-6953 A 595—Set. Wt. 3 lbs. Retail **$8.98**

NEW FIREBIRD "99" DRIVING TOY

- **Battery-operated dashboard, steering wheel**
- **All parts work—windshield wipers to horn!**

Dashboard with working parts! Insert and switch on ignition key. Motorized windshield wipers work—turn off and on. Wheel steers to left or right—directional stop lights blink in the direction you steer. Real horn blows. Adjustable rear view mirror. Glove compartment opens. Speedometer accelerates and decelerates. High-impact plastic 13¼ x 6¾ x 9¾ in. high. Uses two "D" batteries (not included).

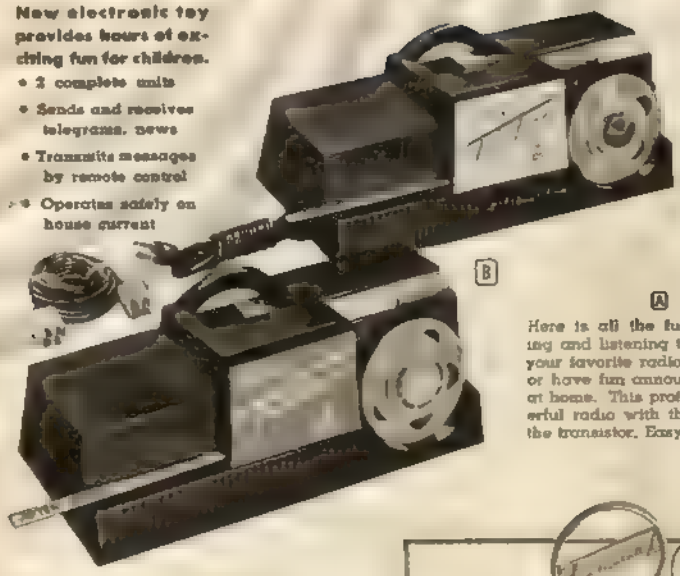
87-7001 A 532—Shpg. wt 2½ lbs. Retail **$7.98**

Size "D" flashlight batteries for remote controls are sold on page 895

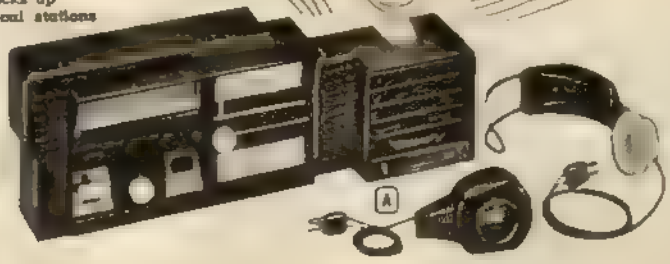
Bell Tele-Typer

New electronic toy provides hours of exciting fun for children.

- 2 complete units
- Sends and receives telegrams, news
- Transmits messages by remote control
- Operates safely on house current



Actually picks up local stations

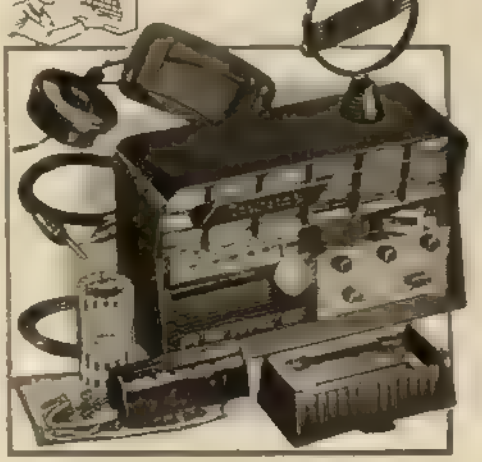


(A) REMCO TRANSISTOR RADIO AND BROADCAST SYSTEM

Here is all the fun and excitement of building and listening to your own radio. Pick up your favorite radio programs on local stations or have fun announcing your own broadcasts at home. This professional set features a powerful radio with the new electronic wonder—the transistor. Easy-to-assemble kit contains all the equipment you need. A screwdriver is the only tool needed. Complete with big 18 in. plastic cabinet, 4 in. Alnico loudspeaker, powerful broadcast microphone, sensitive head set, 3 batteries, diode detector, selective station tuner, and all other parts for assembly.
87-7829 A 665—Kit Shpg. wt. 4 lbs. . **$9.98**

(B) NEW ELECTRONIC TELE-TYPER

Here's everything youngsters need to set up their own telegraph office right at home! This amazing new toy actually transmits and prints messages by remote control from room to room, from house to house—it can operate at a distance up to 125 feet. Children will love sending and receiving their own telegrams, news and weather reports with these two Bell Tele-Typer stations. There's nothing more thrilling than electronic toys—and they educate as well as provide hours of exciting fun for all ages. This fascinating set comes complete with two sending and receiving units, supply of telegraph blanks, supply of telegraph tape, ink and 25 ft. of cable—ready to use! No batteries required—units operate on household current (110-120 volts, AC) with completely safe low voltage transformer. Each unit 12 x 5 x 6 in. high. UL approved.
87-7761 A 1132—Set Wt. 6 lbs. . **$16.98**



EASY-TO-ASSEMBLE CRYSTAL RADIO SET

Build your own private radio set! It's fun and educational, too. This do-it-yourself crystal radio kit is designed especially for beginners. It's easy to put together. Supersensitive crystal actually picks up local stations. Front panel has station tuner and regulating switches. Set is complete with high-impact plastic cabinet 6¼ in. wide, regulation head phone, supersensitive fixed crystal, tuning coil, antenna, and necessary wiring. Easy-to-follow instructions included. A Remco toy that will thrill any youngster.
87-8462 A 265—Kit Shpg. wt. 1½ lbs. . Retail **$3.98**

REMCO TRANSISTOR RADIO KIT

Newest electronic wonder—in easy-to-assemble kit form! A screwdriver is the only tool youngsters will need to assemble this good-looking radio. Transistor-powered set actually picks up local stations. Kit includes pre-assembled cabinet of high-impact plastic, sensitive station tuner, regulation head phone, diode detector, transistor amplifier, outdoor antenna, standard "D" battery, and all necessary hardware. Complete step-by-step instructions come with the kit. Finished transistor radio measures 6 x 3 x 9 in. high.
87-8454 A 465—Kit Shpg. wt. 3 lbs. . Retail. **$8.98**

MASTER ELECTRIC BUILD-IT SET

A complete electrical experimental laboratory. Youngsters can make electric toys and gadgets that really work! Illustrated manual contains easy-to-follow instructions for constructing a variety of gadgets: bicycle directional signals, miniature hot rod that runs, remote controlled buzzing signal lights, motor boat, hi-power telegraph set, electric railroad train warning signal, plus many other items that youngsters think up themselves. Contains assortment of lamps, sockets, batteries, buzzers, colored domes, electric motor, etc. A wonderful hobby for any youngster—practical, too.
87-7795 A 865—Set 5 lbs. **$9.98**

As above, but smaller assortment.
87-7787 A 332—Set 2 lbs. **$4.98**

Comes completely equipped for over 1000 experiments!

REMCO MASTER ELECTRICAL WORKSHOP

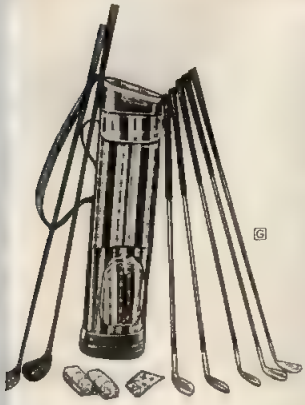
A wonderful electrical workshop—provides hours of fun for young and old alike! Youngsters learn to understand electricity as they work with it. Equipped to perform over 1000 experiments. Safe—works with batteries (included). Includes 3 large plastic operating panels with electrical switches, telegraph keys, rheostat, electric motor, buzzer, bell, light beacons, electro-magnet, tool kit, 3 batteries, wire, bulbs, etc. Instructions.
87-7910 A 865—Set Shpg. wt. 4 lbs. Retail. **$9.98**

Intermediate Electrical Workshop. As above but smaller. With instructions and equipment for over 500 electrical experiments.
87-7944 A 399—Set Shipping weight 2½ lbs. . Retail **$5.98**

REMCO DICK TRACY WRIST "RADIO"

Fun for children of all ages! Two telephone-type wrist "radios" realistically designed in sturdy plastic. Loud and clear transmits voice and sound up to a distance of ½ mile. Electro-magnetically powered. Secret code buzzer signal system for Morse code telegraph clicks. Includes 25 ft. twin insulated conductor wire. Operates on one standard size "C" flashlight battery (not included). Completely safe—shock proof. Keeps children pleasantly amused for hours. Convenient small size to strap on wrist.
87-7928 A 200—Set Shpg. wt. 1 lb. Retail. **$3.00**

Burke and Sarazen



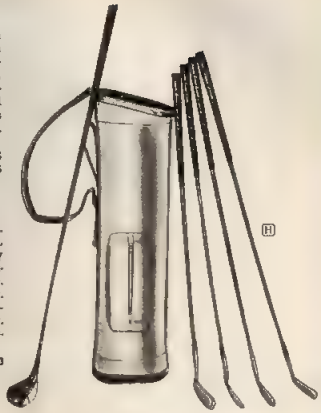
G

G BILLY BURKE 15-PC. GOLF SETS . . . for men and women. Contain: 2 matched persimmon woods (1-3) with mahogany Dur-O-Var finish, 5 steel irons (3-5-7-9 and putter), 6 balls, a package of wood tees and a weatherproofed, plaid fabric golf bag with zippered ball and hood pockets, padded sling. Clubs have famous non-slip cork and rubber grips. Right hand only. Shipped from Ohio.

800-649 D4815 Men's Set **$79.95**
800-664 D4815 Women's Set **79.95**

H GENE SARAZEN YOUTH SET by WILSON . . . built to give your golf-loving youngster long, hard wear. Brassie and irons are specially designed to fit young golfers—give them better control, more accuracy and confidence. Brassie has Strata Bloc head, chromed shaft. The 3-5-7 irons and putter have chrome-plated heads and shafts. Right hand only. Set is complete with golf bag of long-wearing, tough tan twill. Brassie 39½".

800-136 B3475 Youth Set **$47.50**



H

K

L M

WILSON GOLF BALLS . . . K, L and M above. All guaranteed to give you maximum distance plus uniform performance, true flight and roll. In boxes of one dozen.

K HOL-HI . . . a ball that really takes punishment! Tough Cadwell-Geer cover resists cutting. Modulated winding over a lively, thin-walled 1-pc. liquid center.

800-326 B1025 Hol-Hi. Box **$14.75**

L SARAZEN SQUIRE . . . endorsed by Gene Sarazen. High tension winding; peppy rubber center. Cadwell-Geer cover.

800-334 B790 Sarazen Squire. Box....**$11.40**

M WALKER CUP . . . high grade rubber thread winding, live rubber center for sharp, hard click. Tough cover.

800-342 B625 Walker Cup. Box.....**$9.00**

POWER-FLITE GOLF BALLS. Made by one of the largest manufacturers of golf balls. They are built to take the toughest treatment . . . to give you a better game every time. Power-Flites have a high compression center for long distance, uniform performance. Packed a dozen to a box . . . every 3 balls in a cellophane-wrapped tray.

802-066 B515 Power-Flite, Box. **$9.00**

PERSONALIZED BALL MARKER . . . pocket-size, feather-weight and foolproof! Small marker, made of lifetime aluminum alloy, engraves golfer's full name in one line, in sharp, permanent letters. Includes type (3 of each letter) and enough indelible ink to mark hundreds of golf balls. Complete easy-to-follow instructions are included.

800-862 B240 Ball Marker **$3.95**

N

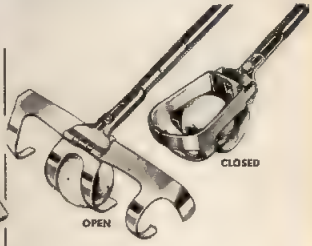
P

N DELUXE TOP-GRAIN LEATHER HED-MITS. Hand blocked, riveted, lock-stitched. Brown.

800-953 B600 Set of 4 Hed-Mits..... **$10.00**
800-961 B450 Set of 3 Hed-Mits..... **7.50**

P BROWN TOP-GRAIN LEATHER HED-MITS . . . completely lined, riveted, lock-stitched.

800-920 B395 Set of 4 Hed-Mits.....**$6.60**
800-938 B295 Set of 3 Hed-Mits **4.95**



RETRIEVALL . . . unique 2-in-1 golf ball retriever! Pick-up rake makes quick, easy recovery on long reaches—in the water, beyond fences, anywhere. Scoop easily retrieves the ball on shorter reaches. Club-length, telescopic shaft extends to a 12-foot reach. Made of aircraft aluminum for strength with little weight; has chrome-like finish.

801-043 B357 Retrievall **$5.95**

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New Expanded Line!

AUTHENTIC DIE-CAST MODELS • UNBREAKABLE METAL

COMPLETE RANGE

LATEST MODEL

AIRPLANES

RETAIL — 19¢ & 39¢

SEE THE COMPLETE NEW MILITARY LINE!

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Trucks, Tow Cars & Planes

RETAIL — 29¢ to $3.98

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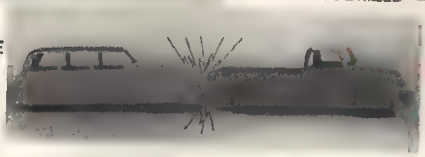

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TRUCKS, TOW CARS & PLANES

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SEZ:

Never in 20 years of model railroading have I been as enthused as I am about our new 1957 Varney line. You'll learn why at the Toy Show. See you there!

VARNEY

NEW TOY TRAIN SENSATION FOR 1957

"THE RANCHER"

YIPPE-E-E! This rip-snortin', super-powered Diesel Loco and its super-detailed rolling stock will high-ball your HO sales higher than a buckin' bronco! Complete with real-as-life cattle and an authentic Texas cattle loader, it's sure to be the sensation of the year! Don't miss seeing it . . . AND THE OTHER 1957 VARNEY HO TRAIN SETS AT THE NEW YORK TOY FAIR . . . March 6th through 15th.

TWO "RED HOT" SHOWS!

THE McALPIN HOTEL

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Permanent Display — 1107 Broadway — 2nd Floor

VARNEY SCALE MODELS

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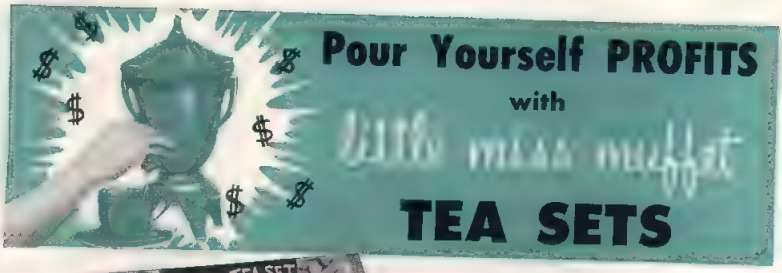
. . . since 1936, America's finest HO scale model trains!



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TEA URN
Sugar and Creamer

No. 900 TEA SET
with TEA URN
that really works!

A glamour set in soft polyethylene. 40 elegantly styled pieces of assorted colors, comprising a complete setting for 4 in colorful window box. RETAIL **$3.95**

No. 950 TEA URN SET
Same as above in polystyrene with rich mirro plated cuttery, urn, sugar and creamer. 40 pieces in window box.

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GLITTER
Luncheon Sets
A new fascinating look to a beautiful set. All pieces in colorful styrene with glittering tinsel effect.

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26 pieces including cups saucers, napkins and cutlery
Retail **$1.00**

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32 pieces including tea service, candelabra, cups, saucers, napkins and cutlery Retail **$2.00**

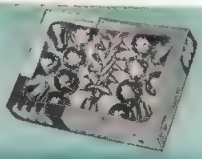
No. 130
Tea Set
16 Pieces, service for 4, including cups, saucers, spoons, and napkins Retail **$1.00**

Polyethylene
TEA SETS
In solid or tinseled colors

No. 230
Tea Set

22 Pieces, service for 4 including tea service, candelabra, cups, saucers, spoons, and napkins
Retail **$2.00**

Gotham Duraflectors
Unbreakable Plastic Xmas Tree Ornaments
Brilliantly plated balls, bells and stars in attractive window boxes.
Retail **59¢** per box up



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Hoot Mon! A Scottie-Craft 18 ft. Cabin Cruiser for only

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18' Miami Deluxe, outboard cabin cruiser Outboard economy cruiser comfort!

Flashing beauty . . . dashing performance . . . the most eloquently styled boats on the water today! And new for '57 —low prices from $735 that will set the pace for others to follow! A complete line to fit every budget, from economy-priced outboard runabouts to husky inboard cruisers. There is a Scottie-Craft designed for you, *priced* for you! Send coupon for free color brochure and see!

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NIFTY... BUT THRIFTY

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FOR NEAREST DEALER SEE YELLOW PAGES OF TELEPHONE BOOK

In these new standardized models you get the advanced styling, sound design and sturdy construction for which GREBE yachts are famous—but at much less than all-custom-built cost. Optional interior arrangements allow for large owners' stateroom with toilet and shower, guest's stateroom, 2 convertible berths, spacious deck house, modern galley. There's ample fuel and water capacity, your choice of power. These boats are *complete*—even to carpeting, furnishings.

PRICED IN THE LOW 50'S

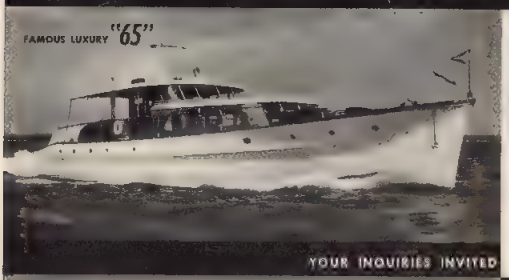
WRITE FOR THE "47" BROCHURE

For the finest choose a... GREBE

Combines the elegance and roomy comfort of a yacht with the nimbleness of a cruiser. And GREBE design plus the natural buoyance of its sturdy mahogany hull make its performance a delight in any weather. Its smart appearance and handsome appointments inside and out, make it a source of pride and satisfaction in any situation. Spacious teak decks a feature. Your choice of several interior arrangements, decor, type of power, etc.

A TREMENDOUS VALUE

PLANS, ESTIMATES ON REQUEST



These superb, custom-built, long range cruising yachts are in a class by themselves—smart, spacious, beautifully appointed, with every provision for convenience, comfort and safety. GREBE designed and built, they have wide, pleasant decks, luxurious individualized interiors, large deck salons, staterooms, tiled baths, ample crews' quarters, modern galleys, fuel and water capacity for extended cruising. G M Diesel power. Truly, these are luxury homes afloat.

EXPENSIVE—WORTH IT

RESALE VALUE VERY HIGH

YOUR INQUIRIES INVITED

HENRY C. GREBE & CO., INC.

EARLY DELIVERIES STILL POSSIBLE

WISS THREE PIECE
SEWING KIT

THIMBLE AND NEEDLE CASE INCLUDED

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7" Inlaid Blade Dressmaking Shears

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5" Sewing Scissors

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4" Embroidery Scissors

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Lined Genuine Leather Case
Zipper Closure

88228K811 Each . . . **$13.95**

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7" Inlaid Blade Dressmaking Shears

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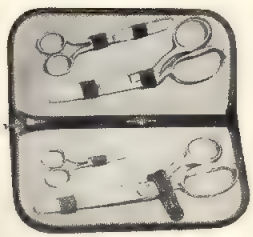

WISS FOUR PIECE
SEWING KIT

9" Chrome Pinking Shears

• • •

8" Inlaid Blade Dressmaking Shears

• • •

5½" Sewing Scissors with Fitted Handles

• • •

4" Needle Sharp Point Embroidery Scissors

• • •

Lined Genuine Leather Case
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88218K1630 Each . . . **$24.95**

"GRIFFON" SHEARS

STRONGLY CONSTRUCTED TO TAKE YEARS OF HARD USE

All purpose heavy duty household uses. Hot forged steel construction. Made in Solingen.

39298K137 Each . . . **$2.50**
39300K162 Each **2.75**

CHROME TAK-A-PART KITCHEN SHEARS by GRIFFON

Comes apart for sharpening. Hot forged steel, fully chrome plated and polished. Serrated finish cutting blades. An excellent useful addition to the kitchen.

39298K176 Each . . . **$3.00**

DRESSMAKER SHEARS by GRIFFON

IMPORTED . . . KEEN EDGED

Cuts smoothly and accurately. Bent handles permit blades to operate parallel to the cutting surface. Made in Solingen.

39278K162 7" Each . . . **$2.75**
39298K191 8" Each **3.25**

GRIFFON HUNTING KNIFE

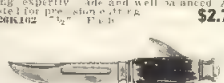
Leather handled. Imported. Finger grip knob, brass guard. Blade of high carbon steel, hardened and polished. Leather carrying holster. Knife 7½" Blade length 3½".

39218K164 Each **$2.50**

GRIFFON SKINNING-HUNTING KNIFE SET

Imported from Solingen. Genuine stag horn handles, aluminum knobs, brass guards. Blades are [illegible] steel, hardened and tempered, 8½ inches long. Hollow ground blade knife has hide scraper. Complete with leather carrying holster.

39218K327 7" . . . **$5.00**



GRIFFON HUNTING KNIFE

Imported from Solingen. Genuine stag horn, aluminum knob one side of handle, [illegible] on other side. Stainless steel blade, [illegible] that will saw through most bone. Handle has trapped frog. Tempered steel. Perfectly balanced. Hollow ground blade. Hardened and tempered stainless steel. Overall length of knife 8½". Blade length 3¾".

39218K360 Each **$5.50**

"UTICA" ALL-PURPOSE AXE and KNIFE KIT

Axe and knife in detachable heavy top leather sheath with snap button strap. Tough carbon steel handles and tempered stag pattern hard gear brass compression rivets. Precise polished mirror finish. Axe length 10", knife length 3¾".

39800K265 Set . . . **$4.00**

FISHERMAN'S KNIFE by SCHRADE

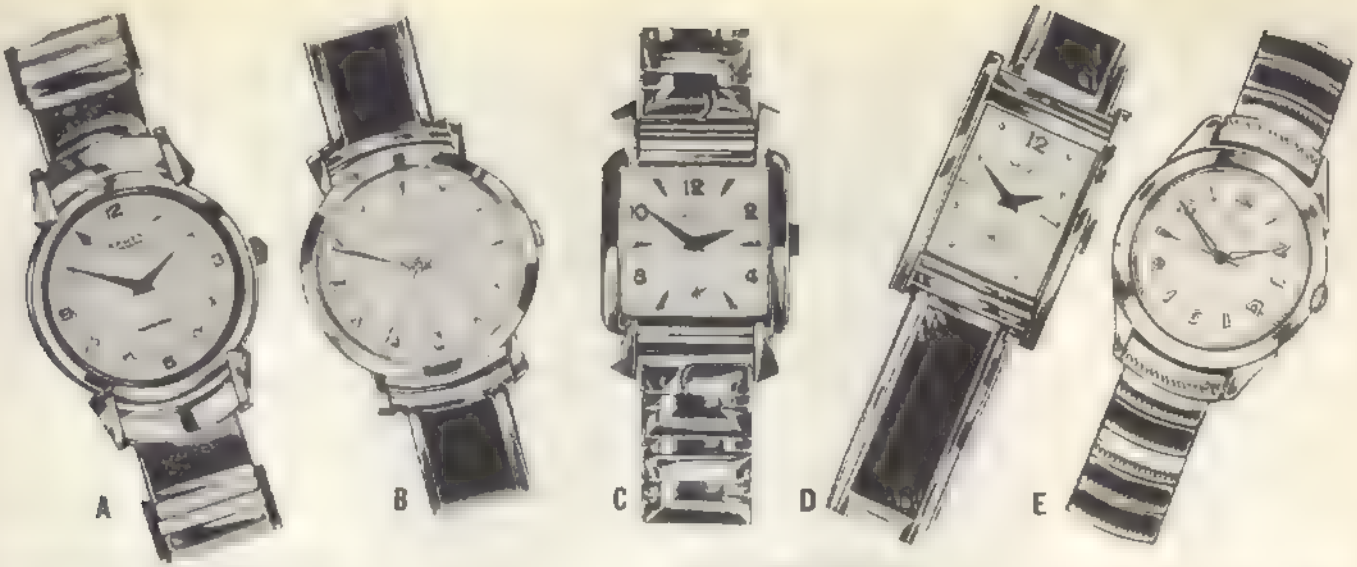
All Stainless Fisherman's Knife. 3¾" long. Bone stag handle. 2 stainless steel blades—large clip and sheepsfoot, screw and lifter. Brass linings. Nickel silver bolsters, caps and shield. Clip blade polished on one side. Packed on display box.

39800K280 Each . . . **$5.00**

"UTICA" AXE and KNIFE KIT

White marblette handles and knobs. Brass and colored fibre trim. 5" swedge back blade with heavy brass safety guard. Axe has perfect balance. Embossed leather sheaths. Weight 1½ lbs.

39400K650 Each . . . **$10.00**



(A) GRUEN AUTOWIND PLAZA

Ultimate in style and performance! Always remembers to wind itself! Shock resistant. 23-jewel movement, 10-K. yellow gold filled case with matching, highly styled expansion band.

PLAZA-A6295 — **Retail $125.00**

(B) GRUEN MANHATTAN

Trim, handsome and sophisticated for dress wear. Rugged for sports wear! Resistant to water, shock, [illegible] magnetism. Complete [illegible] winding. 23-jewel movement, sweep second band. [illegible] yellow gold filled with matching expansion band. Stainless steel back.

MANHATTEN-A5545 — **Retail $110.00**

(C) GRUEN TRIESTE

Unusually designed, superbly masculine styling reminiscent [illegible] Eastern motifs. Ideal for dress or every-day wear. Yellow [illegible] with matching expansion band. Precision 17-jewel movement by Gruen craftsmen.

TRIESTE-A2490 — **Retail $49.75**

(D) GRUEN HOLLYWOOD

[illegible] of all ages [illegible] Beautiful [illegible] rolled [illegible] steel back, matching expansion band. Fine 17-jewel movement.

HOLLYWOOD-A2975 — **Retail $59.50**

(E) GRUEN VIKING

Fine sports-dress watch, with sweep second hand. Water, shock, dust-resistant. Precision 17-jewel movement. Gold-to-case with matching [illegible]

VIKING-A3250 — **Retail $65.00**

(F) GRUEN AUTOWIND CORSAIR

For the man who works and plays hard. Winds itself. Water and shock resistant. Sweep second hand. Matching expansion band. 17 jewels.

CORSAIR-A2925 — **Retail $59.50**

(G) GRUEN HELMSMAN

Water resistant, luminous dial, sweep second hand, anti-magnetic, unbreakable mainspring. Expansion band. 17 jewels.

HELMSMAN-A2625 — **Retail $52.50**

(H) GRUEN AUTOWIND VISCOUNT

A style leader. Winds itself. Resistant to wear, shock, magnetism. Yellow rolled gold plate. Matching expansion band. 17 jewels.

VISCOUNT-A3575 — **Retail $71.50**

(J) GRUEN HAVANA

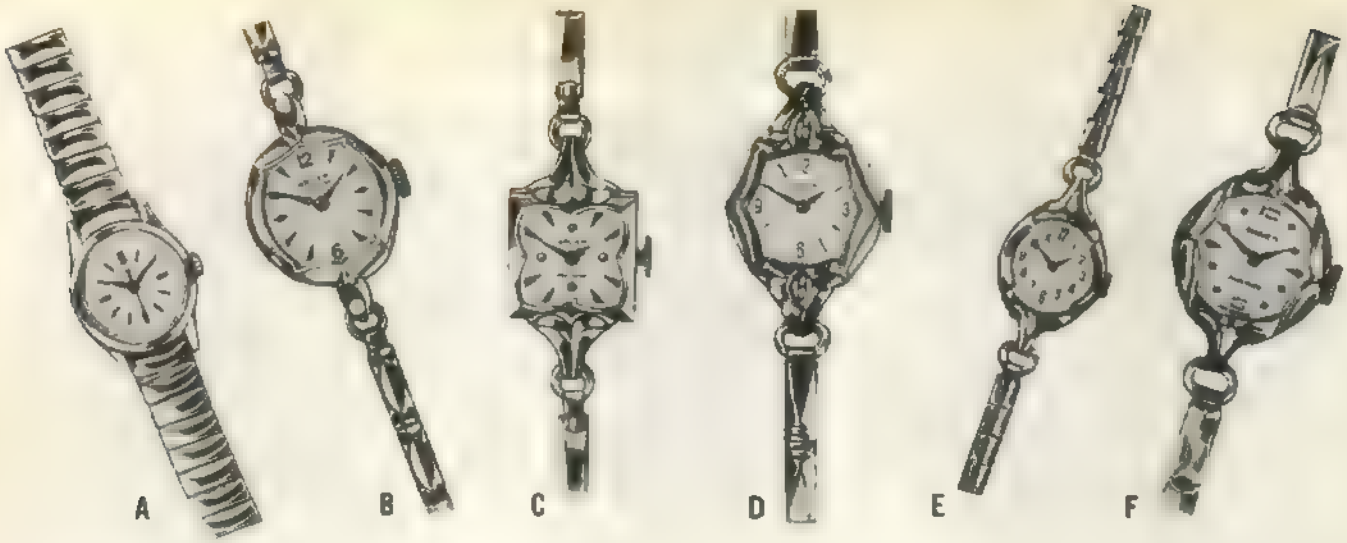
[illegible] Matching [illegible] unbreakable mainspring. Yellow. 17 jewels [illegible]

HAVANA-A2490 — **Retail $49.75**

(K) GRUEN AUTOWIND WALDORF

The watch that [illegible] thing! Self-winding. Magnificent yellow case and matching band. Resistant to water and shock. Sweep-second hand. 17 jewels.

WALDORF-A4475 — **Retail $89.50**



(A) GRUEN WAVE

Automatic 17-jewel water resistant watch. Guildite case and expansion band.

WAVE-A2875 ..... **Retail $65.00**

(B) GRUEN MONTPELIOR

Gay and feminine, with lovely matching bracelet. White rolled gold, stainless steel back. Fine 17-jewel movement.

MONTPELIER-A2975 **Retail $59 50**

(C) GRUEN DEVONSHIRE

Petal shaped dial, sculptured case gracefully designed. Unbreakable mainspring 17 jewels, non-magnetic Superb gift

SEVILLE-A3575 White Gold **Retail $71 50**
SEVILLE-A3575 Yellow Gold **Retail 71 50**

(D) GRUEN SIERRA

Latest word in modern styling, with smart expansion band. 17-jewel movement. Yellow rolled gold case with stainless steel back.

SIERRA-A2490 ..... **Retail $49.75**

(E) GRUEN YARDLEY

Engaging new design for the smartly dressed woman, carefully wrought to perfection. Precision 17-jewel movement is shock and dust resistant. Luxurious white gold case, with matching floating link expansion bracelet.

YARDLEY-A2975 **Retail $59 50**

(F) GRUEN SEVILLE

Interesting etched effect for a glamorous, gay air Tasteful case in rolled gold, with matching expansion bracelet. 17-jewel movement.

J16436E2490 Yellow Gold **Retail $49 75**
J16437E2490 White Gold **Retail 49.75**

GRUEN

(G) GRUEN A.W. POWER KING

The watch that has everything. Self-winding, water resistant, shock resistant power storage indicator and unbreakable mainspring. 17 jewels. Expansion band

POWER KING-A5500 **Retail $110.00**

(H) GRUEN CEYLON

Six brilliant diamonds accent its sophisticated modern design, add charm to its lovely lines. Precision 17-jewel movement is held in a petite 10K. white gold filled case . . . sure to please for a lifetime!

CEYLON-A6295 ..... **Retail $125.00**

(J) GRUEN STARBRIGHT

Four gleaming diamonds give this stunning watch a forward elegance. Yellow or white rolled gold. 17 jewels in super accurate movement.

STARBRIGHT-A3575 **Retail $71.50**

(K) SUPER GRUEN MERMAID

Water resistant, sweep second hand, matching expansion band. Precision 17-jewel movement

MERMAID-A3250 ..... **Retail $65.00**

(L) GRUEN VERSAILLES

Strikingly handsome with the gleaming elegance of clean fluid lines. White dial. Modern styling at its best. 17 jewels. Yellow gold.

VERSAILLES-A4475 ..... **Retail $89.50**

An E Scow flys a Roller spinnaker in light, following air

SPINNAKERS OF UNUSUAL DESIGN

► Spinnakers of radically different design are now being turned out for Lightnings, E-Scows, and some other one design classes by Roller Wider Spinnakers, of Neenah, Wis. As their name implies, the spinnakers have greater width than conventional sails and are reported to draw well, not only in light airs from directly aft but on close reaches as well

According to Walter W. Roller, their originator, the design is based on the theory that "the greatest projected area across a wind stream catches the most wind and produces the greatest power when handled by a good airfoil."

ROLLER WIDER SPINNAKERS, Rte. 1, Neenah, Wis

CHARTER SERVICE BY HARTGE

► Cruising, Inc. operates a chartering service in the Chesapeake area, among the cruising auxiliaries it offers being several of the boats built at the Hartge yard.

LAURENCE HARTGE, Galesville, Md

DAVIES BUILDS THE IDLER

► The Rhodes designed Idler Class auxiliary sloop is being produced by Sidney Davies & Sons, with the first boats scheduled for delivery in early spring. The Idler is 25′ o.a., 20′ w.l., 8′ beam, 3′10″ draft, and carries 293′ of working sail Backbone and frames are oak, planking, cabin sides, and trim are mahogany. A choice of cabin layouts is offered and engine options include Palmer, Gray, Universal and Red Wing

Davies & Son have been boat and spar builders for more than 25 years, and keep a stock of selected Sitka spruce on hand for production of spars of all sizes. Their new yard, occupied the first of this year, provides expanded facilities for building and service.

SIDNEY DAVIES & SONS, INC., 173 Marine St., City Island, New York, N.Y.

One of the ten models of outboard boats, in 14′ and 16′ lengths, built by Speedicraft. All have double bottoms, are built of mahogany plywood. SPEEDICRAFT BOAT CO., P.O. Box 1163, Jacksonville, Fla.

MOUNT DESERT YACHT YARD, INC.
Mount Desert, Me.
DESIGNERS, BUILDERS & IMPORTERS
of the
Controversys & Amphibi-Cons

The FAMILY AUXILIARIES YOU CAN AFFORD
Sizes from 24 ft 37 ft
Sleeping 4-8
Prices from
$4,500 - $20,000
Plans Available

Pictured above Amphibi Con, C/36, C/30 & C/32 Motor Sailer

LIGHT DISPLACEMENT & STRIP CONSTRUCTION
Lowest Maintenance Costs

TWO UNIQUE TRAILERIZED AUXILIARIES:

Amphibi-Con
25′5″ x 21′8″ x 7′9″ x 2′4″
S.A 266 sq. ft. Displ. 3,900 lbs.
Full Headroom
4 Berths, Galley, Toilet
Kits from $1,595 - $3,185
Completed, less sails, $6,236

Amphibi-Ette
24′1½″ x 20′1″ x 7′9″ x 2′4″
S.A 225 sq. ft Displ 2,300 lbs.
Ideal for M.O.R.C
4 Berths, Galley, Toilet
Semi-finished and Completed
Moderately Priced

The AMPHIBI-CON

Grumman FIRST! and FINEST in ALUMINUM WATERCRAFT

There is a Grumman Boat or Canoe for Every Water Activity.
The 1957 GRUMMAN Deluxe Runabout with choice of 3 deck plans, smart NEW Junior Runabout, Rhodes design Dinghy, 4-in-1 Sport Boat, lightweight Cartopper, all-purpose Fisherman, and 12 famous GRUMMAN Canoes.

Outstanding for:
SAFETY — PERFORMANCE — BEAUTY — DURABILITY

Through quality construction and fine design, made possible by GRUMMAN'S aircraft experience and facilities. Solid keels and gunwales, flush head riveting, Styrofoam flotation, and exclusive Navy-type salt water protection.

GRUMMAN'S Rhodes Design Dinghy FREE! *Colorful new catalog 24 illustrated pages*

Sterling Mark of Quality in Aluminum Watercraft
GRUMMAN BOATS, INC.
817 South Street, Marathon, N. Y.

Among the wide variety of small and larger craft built by Van Dam of Holland is this 32' steel motorsailer. W. H. R. VAN DAM, INC., Voorschoten, 243 Leidseweg, Holland

The Clayton 34-footer may be equipped with flying bridge

CHAMPION INBOARD AND OUTBOARD BOATS

► Fourteen and 16' outboard and inboard boats offered by Champion Boats for 1957 will have the same lines as previous models, but variations in finish, structure and color. Some of the features of these boats include walk-through decks, ski hooks, fiberglass glove compartment, spray rails, beaching skeg and jump seats in the utility models. Champion Saber boats are also offered in unfinished stages of construction at savings of from $80.00 to $140.00. Prices start at $575.00 for the 14' Utility Straight.

CHAMPION BOATS, 1524 W. 15th St., Long Beach, Calif.

PRIGG BUILDS THE BAHAMA SKIFF

► The Bahama Skiff built by Prigg Boat Works is 19' long with a beam of 7'6", and is available with inboard power or for twin outboards. With a 60 hp. Gray, speeds of 28 m.p.h. are reported; twin outboards are said to give speeds over 30 m.p.h. The hulls are mahogany lapstrake planked over steam bent oak frames, fastenings are silicon bronze. All models are of the open utility type, but there are choices as to location of controls, installation of stern seats, and folding Navy tops. Many additional accessories are available. Prices start at $1245 for the outboard models.

PRIGG BOAT WORKS, 501 N.W. South River Drive, Miami, Fla.

WIND INDICATORS BY CAPE COD

► Cape Cod makes two wind gauging instruments. One is the Wind Speed Indicator, which shows wind speeds up to 100 m.p.h., the other is the Wind Indicator, which shows wind directions on a compass-type dial. Exterior elements of the indicators are mounted on a chimney or other high point of a building and connected to the dials by a special wire, 50' of which is supplied. Dials may be mounted anywhere indoors. Price is $49.95 for each instrument.

CAPE COD WIND INDICATORS, Harwichport, Mass.

This Load King trailer, for boats up to 16', has full length keel support, rollers that raise and lower, adjustable transom supports and other features. One of three models made by E. L. CALDWELL & SONS, Corpus Christi, Texas

CLAYTON ADDS TWO SEA SKIFFS

► Four lapstrake sea skiff models are produced by Clayton Yacht Works. They are 21', 23', 26', and 34' long, and are mahogany planked with keels, frames, and backbones of white oak. All are inboard-powered. The 21' and 34' models are new in 1957.

The 21-footer has a beam of 7'6", draft of 1'8" and is equipped with windshield, convertible top, and a head forward. The 34-footer has accommodations for four or six, a toilet room, and a galley. A flying bridge is optional. All models are delivered with running lights, horn, worm gear steerers, and hydraulic gear shift. Power, from 95 hp. to 215 hp., is optional.

CLAYTON YACHT WORKS, Fischer Blvd., Toms River, N. J.

DEVILBISS PAINT SPRAY OUTFIT

► Yachtsmen with painting jobs to do, on the boat or at home, will be interested in the spray painting equipment offered by the DeVilbiss Co. It includes compressors and spray guns of a variety of sizes and capacities.

THE DEVILBISS CO., 300 Phillips Ave., Toledo 1, Ohio.

EXTRA STRENGTH WHYTE WIRE ROPE

► A new type of wire rope described by the makers as 15% stronger than their Monarch Whyte Strand improved plow steel rope is announced by the MacWhyte Co., and is designated by them as PREmium Whyte Strand. It is available in 6 × 19 and 6 × 37 classifications.

MACWHYTE CO., Kenosha, Wis.

NEW FEATURES OF BALKO TRAILERS

► Balko boat trailers for 1957 have several new features, their builders report, among them new spindles and heavier gauge wheels. The strategically-located supports are padded and have unlimited adjustment range. A new type winch mast telescopes to meet the height of the boat's stem eye. Balko's new patented Launch Way is described as a cradle carriage which travels on rollers within a steel trackway, carrying the boat on and off the trailer and supporting her in transit.

Basic Balko models are in five sizes, of 300, 600, 900, 1200, and 1500 lb. capacity, for boats up to 18'.

BALKO, INC., Ladysmith, Wis.

This Balko trailer carries boats up to 600 lb., 14' long

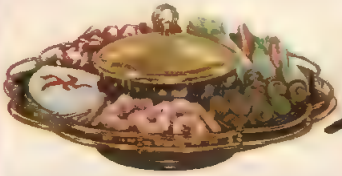
Guild

EXQUISITE GIFT CREATIONS
FOR THOSE WHO DESIRE *THE FINEST* . . .

Original designs, fashioned of rich golden brass contrasting black . and sparkling with brilliant accents of crystal-clear glass.

DUPLEX FOOD WARMER. Smartly styled, duplex casserole cart with warmers that keep food temptingly hot. Holds two two-quart casseroles with polished brass covers. Decorated in flat black enamel with gleaming brass guard rail and trim. The ebony black wheels and handles complete this beautiful service cart that the most discriminating hostess will be proud to serve from. Complete with candle holders and candles Length 20", Shpg. wt. 30 lbs
185OG975 Retail **$14.95**

BEVERAGE SERVICE CART. Handsomely styled in ebony black enamel and lustrous brass color trim and guard rail. Complete with eight glasses, ice bucket and brass colored ice tongs. Decorated artistically in 22K glazed gold. Length 20", Shpg. wt. 12 lbs.
1875G975... .... Retail **$14.95**



REVOLVING LAZY SUSAN. The classic beauty of the ebony black scalloped tray with lustrous brass finish molding and guard rail is enchantingly different. Five glass wedge trays and center dish with highly polished brass cover completes this alluring Susan Dia. 17", Shpg wt 12 lbs
1825G845..... .... Retail **$12.95**

FIREPLACE SET. Reflects the enchanting beauty of an Old Colonial Fireplace with brass color rail and ebony black hearth Removable shakers. L. 7½", Shpg. wt. 1 lb.
175G195 Retail **$3.00**

CONDIMENT & CRUET SET. Two cruets artistically decorated with 22K gold, one relish jar with polished brass cover, two shakers arranged on ornamental tray Dia. 7", Shpg wt 3¼ lbs.
10G395 Retail **$6.00**

CONDIMENT TRAY. (above). The graceful simplicity will delight the most modern minded. Finished in flat black enamel and high polished brass Length 11½", Shpg wt 2½ lbs.
15G395 Retail **$6.00**

LAZY SUSAN & CONDIMENT COMBINATION. (left). Scalloped design tray, in ebony black, holding five wedge glass trays is enhanced by the beauty of lustrous brass finish raised molding and gallery rail. Removable center tray in lustrous black, with raised brass finish molding and glittering gallery rail, features three relish jars with polished brass covers and two shakers. Diameter 17". Shipping weight 12 pounds.
1800G1165 .... Retail **$17.95**

Guild

- *Splendid, Original Creations . . . Fresh New Ideas in Giftware*
- *Our finest home accessories, delightfully finished in lustrous black and polished brass*
- *Effective aids to gracious living . . every piece unique, warm charming, in unmatched beauty of detail*

5-PC. CIGARETTE SERVER. (above) Old Dutch Kettle motif . . charmingly impressive. Two cigarette servettes and two matching ash trays are compactly arranged on an ebony black tray, decorated with a lustrous brass finish raised border and gallery rail. The lustrous brass finish feet and ornamental handle complete this beautiful design. 8" high; 7" wide Shpg wt 2 lbs
75G393 Retail **$6.00**

CIGARETTE SERVING CART. (above). Distinguished, classic design with double deck cork lined interior; room for a reserve stock of regular or king size fresh cigarettes. The top deck has a fluted insert of highly polished brass to hold cigarettes without crushing The high polished brass cover with ebony black inlay features a generous size name plate; fine for engraving. 5½" wide, 2" high. Shpg. wt. 1 lb.
350G325 . . . . . Retail **$5.00**

COCKTAILS-FOR-TWO. (left). This cozy set for intimate entertaining is arranged on a brass-railed round black tray, holds a gilded-top cocktail shaker of sparkling-clear glass, and two cocktail glasses in gay polka-dot design. Tray rests on brass feet, lifts in perfect balance for carrying. 8" high. Shpg. wt. 3 lbs.
1440G320 . . . . . Retail **$7.95**

WORLD GLOBE CIGARETTE SERVER. A conversation-piece to house your cigarettes safely! Lovely jeweler's bronze globe has lift out ash tray 6" high Shpg wt. 1 lb.
475G395. . . . . . Retail **$6.00**

DUTCH KETTLE CIGARETTE SERVER and 2 ASH TRAYS. Individual, charming! Reproduction in miniature of an old Dutch Kettle, 4¼" high. Matching ash trays Shpg. wt. 1 lb
1150G325 . . . . . Retail **$5.00**

BELLHOP CIGARETTE SERVER and 2 ASH TRAYS. Jaunty, brass buttoned bellhop holds trunk cigarette server, brief-case match holder. Polished brass and red. 6½" high. Shpg. wt 1 lb.
650G265. . . . . . Retail **$4.00**

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Splendid, Original Creations . . .
Fresh New Ideas in Giftware

Our finest home accessories, delightfully finished in lustrous black and polished brass

Effective aids to gracious living . . .
every piece unique, warm charming,
in unmatched beauty of detail

5-PC. CIGARETTE SERVER. (above) Old Dutch Kettle motif . . . charmingly impressive. Two cigarette servettes and two matching ash trays are compactly arranged on an ebony black tray, decorated with a lustrous brass finish raised border and gallery rail The lustrous brass finish feet and ornamental handle complete this beautiful design 8" high, 7" wide Shpg. wt. 2 lbs.
5549M2W395 each
5549/12M2W360 (12, more) Ret **$6 00**

CIGARETTE SERVING CART. (above). Distinguished, classic design with double deck cork lined interior; room for a reserve stock of regular or king size fresh cigarettes The top deck has a fluted insert of highly polished brass to hold cigarettes without crushing The high polished brass cover with ebony black inlay features a generous size name plate, fine for engraving. 5½" wide, 2" high. Shpg. wt 1 lb
5550M2W325 each
5550/12M2W300 (12 or more) . . . . . Retail **$5 00**

COCKTAILS-FOR-TWO. (left). This cozy set for intimate entertaining is arranged on a brass-railed round black tray, holds a gilded-top cocktail shaker of sparkling-clear glass, and two cocktail glasses in gay polka-dot design. Tray rests on brass feet, lifts in perfect balance for carrying 8" high. Shpg. wt 3 lbs
5551M3W520 each
5551/12M3W480 (12 or more) . . . . . Retail **$7 95**

WORLD GLOBE CIGARETTE SERVER. A conversation-piece to house your cigarettes safely! Lovely jeweler's bronze globe has lift-out ash tray. 6" high Shpg. wt. 1 lb.
5552M2W395 each
5552/12M2W360 (12 or more) . . . . . Retail **$6.00**

DUTCH KETTLE CIGARETTE SERVER and 2 ASH TRAYS. Individual, charming! Reproduction in miniature of an old Dutch Kettle, 4¼" high Matching ash trays. Shpg. wt. 1 lb.
5553M2W325 each
5553/12M2W300 (12 or more) . . . . . Retail **$5 00**

BELLHOP CIGARETTE SERVER and 2 ASH TRAYS. Jaunty, brass-buttoned bellhop holds trunk cigarette server, brief-case match holder. Polished brass and red. 6½" high Shpg. wt 1 lb
5554M2W265 each
5554/12M2W240 (12 or more) . . . . . Retail **$4.00**

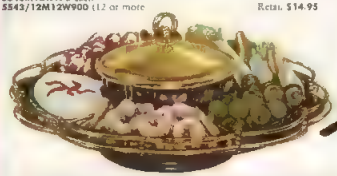
Guild

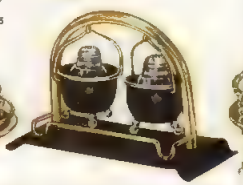
EXQUISITE GIFT CREATIONS FOR THOSE WHO DESIRE *THE FINEST*...

Original designs, fashioned of rich golden brass... contrasting black... and sparkling with brilliant accents of crystal-clear glass.

DUPLEX FOOD WARMER. Smartly styled, duplex casserole cart with warmers that keep food temptingly hot. Holds two two-quart casseroles with polished brass covers. Decorated in flat black enamel with gleaming brass guard rail and trim. The ebony black wheels and handles complete this beautiful service cart that the most discriminating hostess will be proud to serve from. Complete with candle holders and candles. Length 20", Shpg. wt. 10 lbs.
5542M10W975 each
5542/12M10W900 (12 or more) . Retail **$14.95**

BEVERAGE SERVICE CART. Handsomely styled in ebony black enamel and lustrous brass color trim and guard rail. Complete with eight glasses, ice bucket and brass colored ice tongs. Decorated artistically in 22K glazed gold. Length 20", Shpg. wt. 12 lbs.
5543M12W975 each
5543/12M12W900 (12 or more) Retail **$14.95**

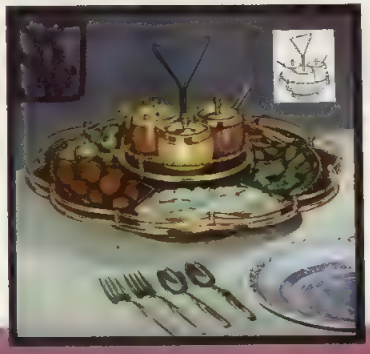




REVOLVING LAZY SUSAN. The classic beauty of the ebony black scalloped tray with lustrous brass finish molding and guard rail is enchantingly different. Five glass wedge trays and center dish with highly polished brass cover completes this alluring Susan. Dia. 17", Shpg. wt. 12 lbs.
5544M12W845 each
5544/12M12W777 (12 or more) Retail **$12.95**

FIREPLACE SET. Reflects the exciting beauty of an Old Colonial fireplace with brass color rail and ebony black hearth. Removable shakers. L. 21½", Shpg. wt. 1 lb.
5545M2W195 each
5545/12M2W180 (12 or more) Ret. **$3.00**

CONDIMENT & CRUET SET. Two cruets of sliced glass [illegible] and 2½ gal. one relish dish [illegible] brass cover, two shakers arranged on ornamental tray. Dia. 7", Shpg. wt. 5¼ lbs.
5546M4W395 each
5546/12M4W360 (12 or more) Ret. **$6.00**



CONDIMENT TRAY (above). The graceful simplicity will delight the most modern minded. Finished in flat black enamel and high polished brass. Length 11½", Shpg. wt. 2½ lbs.
5547M3W395 each
5547/12M3W360 (12 or more) Retail **$6.00**

LAZY SUSAN & CONDIMENT COMBINATION. (left). Scalloped design tray, in ebony black, holding five wedge glass trays is enhanced by the beauty of lustrous brass finish raised molding and gallery rail. Removable center tray in lustrous black, with raised brass finish molding and glittering gallery rail, features three relish jars with polished brass covers and two shakers. Diameter 17". Shipping weight 12 pounds.
5548M12W1165 each
5548/12M12W1077 (12 or more) . . . . . Retail **$17.95**

New Boxes...New Flying Models

NEW FULL COLOR BOXES . . . LARGE DRAMATIC ILLUSTRATIONS OF FIGHTERS IN ACTION!

CURTISS P-40 WARHAWK

12 WORLD WAR II FLYING MODEL KITS

AMERICAN FIGHTERS
Kit DC-25 Curtiss P-40 Warhawk
Kit DC-26 Vought F4U Corsair
Kit DC-32 No. Amer. P-51 Mustang
Kit DC-33 Republic P-47 Thunderbolt
Kit DC-34 Grumman F6F Hellcat

BRITISH FIGHTERS
Kit DC-28 Hawker Hurricane
Kit DC-29 Spitfire

RUSSIAN FIGHTER
Kit DC-36 IL-2 Stormovik

GERMAN FIGHTERS
Kit DC-30 Messerschmitt Me-109
Kit DC-31 Folke Wulf Fw-190
Kit DC-35 Junkers JU-87 Stuka

JAPANESE FIGHTER
Kit DC-27 Zero

25¢ EACH

READY FOR DELIVERY APPROXIMATELY FEB. 1st.

12 rubber powered profile flying models of history-making World War II fighters. A series of the most famous planes flown by the Allied and enemy pilots. Colorfully printed fuselages and tail surfaces — tissue covered wings. Easy to build — can be flown indoors or out.

6 WORLD WAR I FLYING MODEL KITS

Kit WW-1 German Albatros D-5
Kit WW-2 French Nieuport 28
Kit WW-3 French Spad S-7
Kit WW-4 German Fokker D-7
Kit WW 5 British SE-5
Kit WW-6 British Sopwith F-1 Camel

READY FOR DELIVERY APPROXIMATELY APRIL 1st.

$1.00 EACH

Accurate 18" wing span replicas of World War I fighters flown by such air heroes as Rickenbacker, Richthofen, Bishop and Guynemer. Fully detailed scale rubber powered flyers — simplified keel construction — light tissue covering. All rib, formers etc. die-cut to shape — no tedious cutting involved.

Balsa flies BETTER

ALBATROS D-5

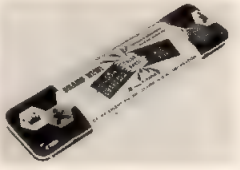
SEND FOR 1957 CATALOG

PAUL K. GUILLOW INC.
110 NEW SALEM STREET
WAKEFIELD, MASS.

hobbycrafts . . . . . *on parade*

STRATO-FLYER GLIDER has 9" wing, 8" body. Ready-to-fly in 4-color polyethylene bag. Shipped six dozen in new printed display box designed for impulse sales. #100 retails 5c. North Pacific Products, North Century dr., Bend, Oregon.

ALBATROSS, plastic model of "workhorse" amphibian of Air Force Rescue Service. 16¼" wingspan 10¾" overall length. Whirling props, retractable landing gear. With 5 "survivors" and raft. $1.49 ret. Monogram Models, 3421 W. 48th pl., Chicago.

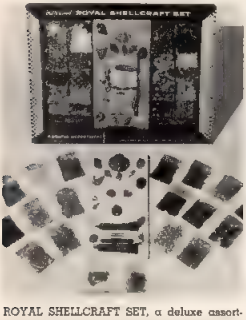


CRAFT-GLO #8 WATER COLOR KIT. 8 semi-moist, half-pans of assorted colors that are up to four times brighter than ordinary colors. 3-color lithographed metal box with palette lid, brush. Retails 98c. Craftint Mfg. Co., 1615 Collamer ave., Cleveland

RARE OLD LOCOMOTIVES, TROLLEYS in photos and prints. Clear, sharp, postcard-size reproductions. 10 sets available, additional sets being prepared. For hobby rail readers, collectors. Set of 10, 50c. Model Hobbies, New Cumberland, Pa.

#100 AEROMITE has tested engine, duraflex plastic construction, 2-tone coloring. Easy starting, flies 35 mph. All assembled. With control handle, 30 ft. line. Wen-Mac Corp., 11511 Tennessee ave., Los Angeles 64, Calif.

SONIC STAR has shock-resistant plastic form fuselage, internal block shock mount. Airfoiled wing of AAA balsa with plastic tank tip. Formed landing gear. Tested flyer retails $2.95. Consolidated Model Engineering, 3087 3rd ave., New York City 51.



ROYAL SHELLCRAFT SET, a deluxe assortment of natural sea shells for making fine jewelry and other projects. Complete with simple instructions and all necessary materials. Hollywood Shell & Toy Co., 4017 San Fernando rd., Glendale, Calif.

INTERCHANGEABLE SAW BLADES made of high carbon steel with surgically keen edge. Cut easily through any gauge track. 3 blade sizes in plastic or metal holder for accurate cutting in most intricate layouts. X-acto, Inc., 48-41 Van Dam, L. I. C., N. Y.

BASIC ELECTRICAL KIT. Child does 28 experiments, builds 9 instruments. Child learns basic principles of motor he builds. Entirely safe and simplified for the child 11 years old and up. $7.95. Models of Industry, 2100 5th st., Berkeley, Calif.

for a lifetime of shooting — buy a

PRICED FROM $104.95*

WINCHESTER — MODEL 12

TRADEMARK

Good News! Only $10.95 down and up to 20 months to pay gets the superb Model 12 in your hands. See your local Winchester Time Payment Plan dealer for details.

WINCHESTER FIREARMS TIME PAYMENT PLAN

No shotgun made anywhere in the world can take it like a Model 12! Built of better materials, to a better design, by craftsmen to whom perfection is the only standard, a Winchester Model 12 is a treasured possession often handed from father to son. For 45 years the Model 12 has been the choice of sportsmen who know the best costs the least in the long run—make the 12 *your* choice, too.

*PRICES SUBJECT TO CHANGE WITHOUT NOTICE

action pictures prove

— that in less than 3/5 of a second a hunter can raise and fire a superbly balanced Model 12. Speed? You bet! The kind you must have for fast, fleet game.

25 wear adjustments

Tough Winchester Proof-Steel, machined to exact dimensions gives you years of extra use before any take-up is necessary. Then you can make a slight adjustment and get years more. *No Model 12 has ever used all the adjustment available!* Tough? And how!

WINCHESTER-WESTERN DIVISION · OLIN MATHIESON CHEMICAL CORPORATION · NEW HAVEN 4 CONN.

Popular Haddon Electric Clocks

STAR-FLYTE KITCHEN CLOCK. 8-pointed star finished in White or Pastel shades flecked with Gold or Silver Sparkling, heavily plated time indicator ring and hands. **Overall dimension 12".** Clock may be permanently flush mounted in wall—hands may be set from the front. Available in 3 colors: White, Pink, Yellow. **Specify color.** Ship. wt. 4 lbs.

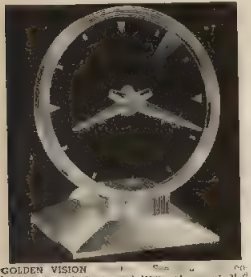
54C11-627 ..... RETAIL **$9.95**

GOLDEN JUBILEE KNOCKER CLOCK. Actual reproduction of door knocker. Clear crystal "See-Thru" mystery dial with deeply etched Gold time indicators. Illuminated by pressing knocker. Case of genuine Haddon-wood finished in antiqued metallized Gold. **Size:** 17" long, 11¼" wide, 3" deep. Ship. wt 5 lbs.

54C12-1497 ..... RETAIL **$24.95**

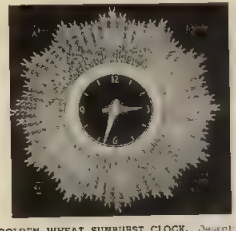
STARLITE ILLUMINATED CLOCK. Dramatic Ebony Black 8-pointed star with 24K Gold plated time indicator ring and satin Gold finished hands. Two concealed Lights for silhouette illumination. Easily accessible hidden chain turns light on and off. **20" diameter.** Ship. wt. 4 lbs.

54C8-1077 ..... RETAIL **$17.95**



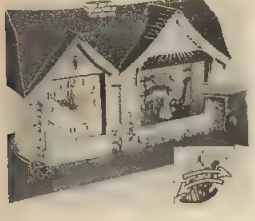
GOLDEN VISION [illegible] **54C1-1377** ..... RETAIL **$22.95**

GOLDEN VISIONETTE [illegible] **Size:** 7½" [illegible] **54C2-1077** ..... RETAIL **$17.95**



GOLDEN WHEAT SUNBURST CLOCK. [illegible] Deeply etched [illegible] **20" diameter.** Ship. wt. 7 lbs.

54C8-1617 ..... RETAIL **$26.95**



HOME SWEET HOME. Little lady rocks, fireplace flickers with warm glow—hand painted 3-dimensional scene is romantically real. Cottage complete with shrubbery, trellis, slate roof, brick chimney, lighted attic window. Dial and scene indirectly lighted [illegible] switch. Walnut or Antique finish. **Size:** 12" wide, 7½" high, 3¼" deep. Ship. wt 6 lbs. **Specify finish.**

54C4-1077 ..... RETAIL **$17.95**

COLONIAL GRANDFATHER. Delightful addition favorite [illegible] or office. Show moving swinging pendulum [illegible] under convex glass dial. Hanging hand and [illegible] **Size:** 15" high 8" wide, 3¼" deep. Mahogany or Maple finish. **Specify finish.** Ship. wt 5 lbs.

54C5-1050 ..... RETAIL **$17.50**

SHIP AHOY. Porthole clock with [illegible] 3-masted sailing ship gliding through choppy seas in continuous action. Scene and dial illuminated by indirect light. Hand finished in Walnut or Bleached Oak. **Size:** 8¾" wide 8¼" high, 3" deep. **Specify finish.** Ship. wt 5 lbs.

54C6-1137 ..... RETAIL **$18.95**

Prices Do Not Include Excise Tax

LUX CLOCKS and TIMERS

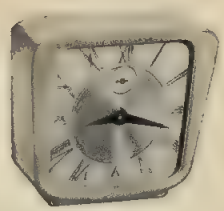
TIMERS

MINUTE MINDER. New, compact "apron pocket" size minute minder to be carried around from place to place. Gives a clear, loud "ding" when allotted time is up. Most convenient for cooking, baking, pressure cooking, sick room schedules—timing laundry, sun and heat lamps, home permanents or dark room work. Case in White, Red or Yellow with red numerals. Single "ding." **Size:** 3⅝x2⅝x2¼". Ship. wt. 2 lbs.

534C17-252.....RETAIL **$3.95**

LONG-RING MINUTE MINDER. No more forgetting when Minute Minder's long, insistent ring demands attention. **Its ring can be heard even in adjoining rooms.** Essential for good cooking . . . handy in game room, living room or bedroom. Practical for game timing, photo developing, sun and heat lamp timing and home permanent timing. **Size.** 3⅝x4½x3". Ship. wt. 2 lbs. Colors: White, Red, Pink, Grey.

534C16-385.....RETAIL **$5.95**



The "Deluxe." Has Ivory finished metal case polished Gold bezel. Ivory dial with raised Gold stick numerals. Size 4½x4¼x2⅝".

534C4-235.....RETAIL **$3.75**

As above: Luminous numerals and hands against Brown dial. Spun Gold center.

534C5-275.....RETAIL **$4.35**

"Apollo Mark II." All-metal case with rich Ivory baked enamel finish. New square dial. Embossed, polished Brass numerals on deep Blue track, Ivory background. Standard Lux time-tested alarm movement. Plain dial. Size: 4½x4¼x2⅝".

534C3-199

534C3-165—Lots of 50.....RETAIL **$2.98**

All Clocks on this Page are Spring-Wind unless otherwise specified.

"Gabriel." An American-made, two-bell alarm loud enough to wake the soundest sleeper. Cased in decorator tone polished Copper with Copper metal for dial and numerals. Rich Brown contrasting cover on cream White background. Size. 5¾x4x2¾".

534C1-12X250/285.....RETAIL **$3.95**

As above: Luminous dial.

534C2-12X275/290.....RETAIL **$4.95**

LUX CHILTON ALARM. Just set it, and forget it. **Lux 30-hour alarm movement.** Assures dependable, never-failing action. Rings with a clear summoning alarm that will arouse even the sound-sleeper. Attractively designed with metal Ivory color case, and dark brown 4" dial. **Luminous hands and numerals.** Ind. boxed. Ship. wt. 2 lbs.

534C6-308.....RETAIL **$4.95**

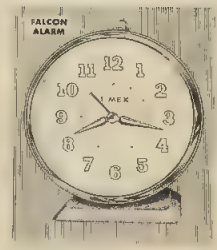
LUX ELECTRIC CALENDAR CLOCK. Tells day, date and time. Ideal for homes, offices and institutions. Its clear, easy-to-read dial has raised polished brass numerals and hour dots on an off-White background. Center and calendar panel finished in afterglow Grey. Lustrous polystyrene case color-styled for any room: in Bronze, White, AC only. 110-120 V. 60 cycles. **Size:** 6x7". Ship. wt. 3 lbs. **Specify color.**

534C25-840.....RETAIL **$14.95**

BOBBING BIRD PENDULETTE CLOCK. Miniature of ever-popular cuckoo-style clock made of Walnut finished molded wood. Bird bobs in and out of window does everything but cuckoo. **Swinging pendulum movement runs for 30 hours.** Clock top decorated with carved leaves and birds. **Size:** 7¼x4¼x2⅛". Ind. boxed. Ship. wt. 2 lbs.

534C12-233.....RETAIL **$3.75**

U.S. TIME FALCON



TIMEX FALCON ALARM CLOCK

Inexpensive, shock-resistant alarm clock which keeps accurate, dependable time. Just wind its spring movement and it will run for a day-and-a-half—36 hours. If accidentally dropped, its **shock-resistant construction** protects the delicate movement from damage. **Easy-to-read luminous dial.** Clear-sounding alarm. **Metal case in choice of Brown, Ivory, or Green. Fully guaranteed.** Ind. boxed. Ship. wt. 2 lbs.

59C5-463—Green.....RETAIL **$6.95**

59C6-463—Brown.....RETAIL **6.95**

59C7-463—Ivory.....RETAIL **6.95**

Another HADDON "ACTION ORIGINAL"

"SEE-THRU" MYSTERY DIAL

ILLUMINATION ACTION

THE OLD MILL STREAM MODEL 104. Water wheel turns lazily as a young boy sleeps on a stone wall. 3-dimensional mill, millpond, landscape and sky is handpainted in natural colors. Lighted and encased behind a crystal "See-Thru" Mystery dial. Switch in back operates light. Can be read in darkened room or used as a night light. Gold finish rim, hands and numerals. Ebony black or Antique Ivory case. Please specify finish. 8¾" high, 7¾" wide, 4¾" deep. Shpg Wt. 5 lbs.

5663M7W1377T — Retail $22.95*

LIFE

Starlite by HADDON

SILHOUETTED ILLUMINATION

Modern Magic in BLACK 'N GOLD

24K GOLD PLATED — HOUR MAKER

STARLITE MODEL 103. Dramatic simplicity is the keynote of this modern clock. The ebony black 8-pointed Star dramatically emphasized by the striking contrast of its 24K gold plated time indicator ring and satin gold finished hands. Silhouetted illumination is achieved by two concealed lights. Easily accessible hidden chain turns light on and off. Performs double duty as an accurate clock and night light. 20" diameter. Shpg Wt. 4 lbs.

5665M5W1077T — Retail $17.95*

SWINGING PENDULUM ACTION

COLONIAL GRANDFATHER MODEL 10. Slow moving swinging pendulum reproduces replica action. Fine, detailed carving gives this clock an air of permanency and elegance. A delightful old-time favorite for home or office. Mahogany or Maple finish with appropriate dial and ornate hands encased under convex glass. Brass final and delicate gold tipping highlight its most important details. Dimensions: 15" high, 6" wide, 3¾" deep. Shpg Wt. 5 lbs. Specify finish.

5660M5W1030T — Retail $17.50*

*Subject to Fed. Excise Tax

Des. Pat. D163610

ANIMATED ACTION

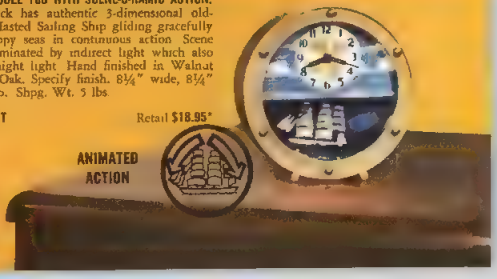
FULL ILLUMINATION

HOME SWEET HOME MODEL 30. Little lady rocks continuously, fireplace flickers with a warm glow and the handpainted 3 dimensional scene is romantically real. Enchanting cottage is complete with shrubbery, trellis, slate roof, brick chimney and lighted lattice window. DIAL and SCENE illuminated by indirect lighting. Concealed light switch. Specify Walnut or Antique finish. 12" wide, 7½" high, 3¼" deep. Shpg Wt. 6 lbs.

5666M6W1077T — Retail $17.95*

SHIP AHOY MODEL 100 WITH SCENE-O-RAMIC ACTION. Porthole Clock has authentic 3-dimensional old-time Three Masted Sailing Ship gliding gracefully through choppy seas in continuous action. Scene and dial illuminated by indirect light which also serves as a night light. Hand finished in Walnut or Bleached Oak. Specify finish. 8¼" wide, 8¼" high, 3" deep. Shpg. Wt. 5 lbs.

5670M6W1137T — Retail $18.95*



ANIMATED ACTION

HADDON "See-Thru" ILLUMINATED CLOCKS with Mystery Dials

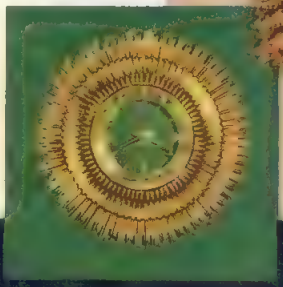
GOLDEN WHEAT SUNBURST CLOCK MODEL 102. Brilliant gold sunburst in delicately carved Wheat motif surrounds the large Mystery "See Thru" dial. Golden hands seemingly float in space against a backdrop of your own wall decoration. Dial is illuminated with 2 lights allowing clock to be easily read in darkened room or to be used as a night light. Concealed, easily accessible chain light switch. Deep etched numerals on dial denote time. 20" diameter. Shpg. Wt. 7 lbs.

5662M8W1617T Retail **$26.95***

REFLECTED LIGHT

GOLDEN MYSTERY SUNBURST MODEL 101 WITH "SEE-THRU" DIAL. Hands seem to float in space. Sunburst case is finished in gleaming gold to highlight its bold detail. Diamond raised markers are aligned with etched-in glass numerals. Satin gold finished hands. Two indirect lights illuminate dial evenly. Concealed light chain switch. 16" diameter. Shpg. Wt. 6 lbs.

5661M6W1317T Retail **$21.95***



LIFE

Famous HADDON "MYSTERY DIAL" ELECTRIC CLOCKS

Featuring ANGLE VISION

REFLECTED LIGHT

GOLDEN VISION LIGHTED MODEL 70. Amazing "See Thru" Dial is enhanced by "REFLECTIVE LIGHT" from its sturdy base of 24K Gold Plated metal. 3-Dimensional time indicators etched on Mystery "See Thru" crystal dial are gold filled. Reflective light makes clock readable in the dark, useful as a night light or to offset television glare. 8¾" high, 7¾" wide, 4¾" deep. Shpg. Wt. 4 lbs. Handsomely gift packaged.

5664M4W1377T Retail **$22.95***

GOLDEN VISIONETTE MODEL 80. Enhanced by Angle Vision, base and rim are pressure cast of heavy 24K Gold Plated metal. 3-dimensional Arabic Numerals are deep etched and filled with gold on the crystal-clear "See-Thru" Mystery Dial. Petite size of clock makes it appropriate for every home and office. 7½" high, 6¼" wide, 4¼" deep. Shpg. Wt. 3 lbs. Handsomely gift packaged.

5667M3W1077T Retail **$17.95***

THE COMMODORE MODEL 85. A clock of originality and style. "See-Thru" mystery glass is deeply etched in 3-dimensional gold filled nautical scene. Individually machine-turned spokes, pressure cast base and rim in 24K Gold Plate. Etched gold-filled Arabic Numerals and harmonizing hands seem to float in space. 7½" high, 8" wide (dial with spokes), 4¼" deep. Shpg. Wt. 3 lbs. Gift packaged.

5668M3W1197T Retail **$19.95***

*Subject to Fed. Excise Tax
Pat. Pend.

ALL CLOCKS HAVE PRECISION ELECTRIC SELF-STARTING MOTORS
110 Volt, 60 Cycle A.C. Current Only. Fully Guaranteed

ALL CLOCKS (UL) APPROVED

HADDON "See-Thru" ILLUMINATED CLOCKS with Mystery Dials

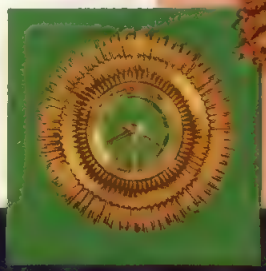
GOLDEN WHEAT SUNBURST CLOCK Brilliant gold sunburst in delicately carved Wheat motif surrounds the large Mystery 'See-Thru' dial Golden hands seemingly float in space against a backdrop of your own wall decoration Dial is illuminated with 2 lights allowing clock to be easily read in darkened room or to be used as a night light. Concealed easily accessible chain light switch Deep etched numerals on dial denote time 20" diameter Shpg Wt 7 lbs.

1628N1585 Retail **$26.95***

REFLECTED LIGHT

GOLDEN MYSTERY SUNBURST WITH "SEE THRU" DIAL. Hands seem to float in space Sunburst case is finished in gleaming gold to highlight its bold detail Diamond raised markers are aligned with etched in glass numerals Satin gold finished hands Two indirect lights illuminate dial evenly Concealed light chain switch 16" diameter Shpg. Wt 6 lbs

1627N1291 Retail **$21.95***



ADVERTISED IN LIFE

Famous HADDON "MYSTERY DIAL" ELECTRIC CLOCKS

Featuring ANGLE VISION

REFLECTED LIGHT

GOLDEN VISION LIGHTED Amazing 'See-Thru' Dial, is enhanced by REFLECTIVE LIGHT from its sunray base of 24K Gold Plated metal 3 Dimensional time indicators etched on Mystery 'See-Thru' crystal sun are gold filled Reflective light makes clock readable in the dark, useful as a night light, or to offset television glare. 8¾" high, 7¾" wide 4¼" deep Shpg. Wt. 4 lbs Handsomely gift packaged

1483N1349 Retail **$22.95***

GOLDEN VISIONETTE Enhanced by Angle Vision base and rim are pressure cast of heavy 24K Gold Plated metal 3-dimensional Arabic Numerals are deep etched and filled with gold on the crystal-clear 'See-Thru' Mystery Dial Petite size of clock makes it appropriate for every home and office 7½" high, 6¼" wide, 4¼" deep Shpg. Wt. 3 lbs. Handsomely gift packaged

1484N1055 Retail **$17.95***

THE COMMODORE A clock of originality and style 'See Thru' mystery glass is deeply etched in 3 dimensional gold filed nautical scene Individually machine turned spokes, pressure cast base and rim in 24K Gold Plate Etched gold-filled Arabic Numerals and harmonizing bands seem to float in space. 7½" high, 8" wide (dial with spokes) 4¼" deep Shpg Wt 3 lbs Gift packaged

1831N1173 Retail **$19.95***

*Subject to Fed. Excise Tax Pat Pend

ALL CLOCKS HAVE PRECISION ELECTRIC SELF-STARTING MOTORS
110 Volt, 60 Cycle A.C. Current Only. Fully Guaranteed

ALL CLOCKS (UL) APPROVED

Another HADDON "ACTION ORIGINAL"

"SEE-THRU" MYSTERY DIAL

ILLUMINATION ACTION

THE OLD MILL STREAM Water wheel turns lazily as a young boy sleeps on a stone wall. 3-dimensional mill, millpond, landscape and sky is handpainted in natural colors. Lighted and encased behind a crystal "See-Thru" Mystery dial. Switch in back operates light. Can be read in darkened room or used as a night light. Gold finish rim, hands and numerals. Ebony black or Antique Ivory case. Please specify finish. 8¾" high, 7¾" wide, 4¾" deep. Shpg. Wt. 5 lbs.

1629N1349 Retail **$22.95***

Starlite by HADDON

SILHOUETTED ILLUMINATION

Modern Magic in BLACK 'N GOLD

24K GOLD PLATED HOUR MARKER

STARLITE Dramatic simplicity is the keynote of this modern clock. The ebony black 8-pointed Star dramatically emphasized by the striking contrast of its 24K gold plated time indicator ring and satin gold finished hands. Silhouetted illumination is achieved by two concealed lights. Easily accessible hidden chain turns light on and off. Performs double duty as an accurate clock and night light. 20" diameter. Shpg. Wt. 4 lbs.

1630N1055 Retail **$17.95***

SWINGING PENDULUM ACTION

COLONIAL GRANDFATHER Slow moving swinging pendulum reproduces replica action. Fine, detailed carving gives this clock an air of permanency and elegance. A delightful old-time favorite for home or office. Mahogany or Maple finish with appropriate dial and ornate hands encased under convex glass. Brass finial and delicate gold tipping highlight its most important details. Dimensions: 15" high, 6" wide, 3¾" deep. Shpg. Wt. 5 lbs. Specify finish.

1632N1029 Retail **$17.50***

*Subject to Fed. Excise Tax

Des. Pat. D163610

ANIMATED ACTION

FULL ILLUMINATION

HOME SWEET HOME Little lady rocks continuously, fireplace flickers with a warm glow and the handpainted 3-dimensional scene is romantically real. Enchanting cottage is complete with shrubbery, trellis, slate roof, brick chimney and lighted lattice window. DIAL and SCENE illuminated by indirect lighting. Concealed light switch. Specify Walnut or Antique finish. 12" wide, 7½" high, 3¼" deep. Shpg. Wt. 6 lbs.

1290N1055 Retail **$17.95***

SHIP AHOY **WITH SCENE-O-RAMIC ACTION.** Porthole Clock has authentic 3-dimensional old-time Three-Masted Sailing Ship gliding gracefully through choppy seas in continuous action. Scene and dial illuminated by indirect light which also serves as a night light. Hand finished in Walnut or Bleached Oak. Specify finish. 8¼" wide, 8¼" high, 3" deep. Shpg. Wt. 5 lbs.

1579N1114 Retail **$18.95***

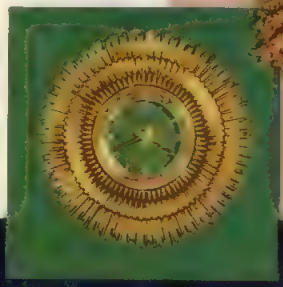
ANIMATED ACTION

HADDON "See-Thru" ILLUMINATED CLOCKS with Mystery Dials

GOLDEN WHEAT SUNBURST CLOCK MODEL 102. Brilliant gold sunburst in delicately carved Wheat motif surrounds the large Mystery "See-Thru" dial. Golden hands seemingly float in space against a backdrop of your own wall decoration. Dial is illuminated with 2 lights allowing clock to be easily read in darkened room or to be used as a night light. Concealed easily accessible chain light switch. Deep etched numerals on dial denote time. 20" diameter. Shpg. Wt. 7 lbs.

5662M8W1617T Retail **$26.95***

REFLECTED LIGHT



GOLDEN MYSTERY SUNBURST MODEL 101 WITH "SEE-THRU" DIAL. Hands seem to float in space. Sunburst case is finished in gleaming gold to highlight its bold detail. Diamond raised markers are aligned with etched-in glass numerals. Satin gold finished hands. Two indirect lights illuminate dial evenly. Concealed light chain switch. 16" diameter. Shpg. Wt. 6 lbs.

5661M6W1317T Retail **$21.95***

LIFE

Famous HADDON "MYSTERY DIAL" ELECTRIC CLOCKS

Featuring ANGLE VISION

REFLECTED LIGHT

GOLDEN VISION LIGHTED MODEL 70. Amazing "See Thru" Dial is enhanced by "REFLECTIVE LIGHT" from its sturdy base of 24K Gold Plated metal. 3-Dimensional time indicators etched on Mystery "See Thru" crystal dial are gold filled. Reflective light makes clock readable in the dark, useful as a night light, or to offset television glare. 8¾" high, 7½" wide, 4¼" deep. Shpg. Wt. 4 lbs. Handsomely gift packaged.

5664M4W1377T Retail **$22.95***

GOLDEN VISIONETTE MODEL 80. Enhanced by Angle Vision base and rim are pressure cast of heavy 24K Gold Plated metal. 3 dimensional Arabic Numerals are deep etched and filled with gold on the crystal-clear "See Thru" Mystery Dial. Petite size of clock makes it appropriate for every home and office. 7½" high, 6¼" wide, 4¼" deep. Shpg. Wt. 3 lbs. Handsomely gift packaged.

5667M3W1077T Retail **$17.95***

THE COMMODORE MODEL 85. A clock of originality and style. "See-Thru" mystery glass is deeply etched in 3-dimensional gold filled nautical scene. Individually machine turned spokes, pressure cast base and rim in 24K Gold Plate. Etched gold-filled Arabic Numerals and harmonizing hands seem to float in space. 7½" high 8" wide (dial with spokes), 4¼" deep. Shpg. Wt. 3 lbs. Gift packaged.

5668M3W1197T Retail **$19.95***

*Subject to Fed. Excise Tax
Pat. Pend.

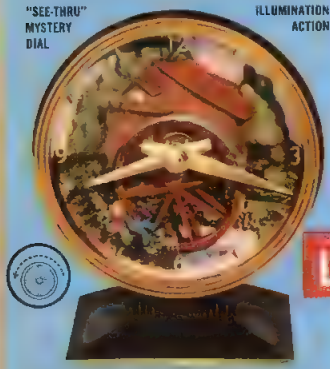
ALL CLOCKS HAVE PRECISION ELECTRIC SELF-STARTING MOTORS
110 Volt, 60 Cycle A.C. Current Only. Fully Guaranteed

ALL CLOCKS (UL) APPROVED

Another HADDON "ACTION ORIGINAL"

"SEE-THRU" MYSTERY DIAL

ILLUMINATION ACTION



LIFE

THE OLD MILL STREAM MODEL 104. Water wheel turns lazily as a young boy sleeps on a stone wall. 3-dimensional mill, millpond, landscape and sky is handpainted in natural colors Lighted and encased behind a crystal "See-Thru" Mystery dial. Switch in back operates light. Can be read in darkened room or used as a night light. Gold finish rim, hands and numerals. Ebony black or Antique Ivory case. Please specify finish. 8¾" high, 7¾" wide, 4¾" deep. Shpg Wt. 5 lbs.

5663M7W1377T Retail **$22.95***

Starlite by HADDON

SILHOUETTED ILLUMINATION

Modern Magic in BLACK 'N GOLD

24K GOLD PLATED HOUR MARKER

STARLITE MODEL 103. Dramatic simplicity is the keynote of this modern clock. The ebony black 8-pointed Star dramatically emphasized by the striking contrast of its 24K gold plated time indicator ring and satin gold finished hands. Silhouetted illumination is achieved by two concealed lights. Easily accessible hidden chain turns light on and off Performs double duty as an accurate clock and night light. 20" diameter. Shpg Wt. 4 lbs.

5665M5W1077T Retail **$17.95***

SWINGING PENDULUM ACTION

COLONIAL GRANDFATHER MODEL 10. Slow moving swinging pendulum reproduces replica action. Fine, detailed carving gives this clock an air of permanency and elegance. A delightful old-time favorite for home or office. Mahogany or Maple finish with appropriate dial and ornate hands encased under convex glass Brass finial and delicate gold tipping highlight its most important details Dimensions: 15" high, 6" wide, 3¾" deep. Shpg Wt. 5 lbs. Specify finish.

[illegible] Retail **$17.50***

*Subject to Fed. Excise Tax

Des Pat. D163610

ANIMATED ACTION

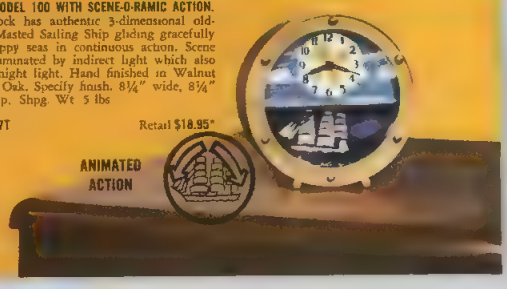
FULL ILLUMINATION

HOME SWEET HOME MODEL 30. Little lady rocks continuously, fireplace flickers with a warm glow and the handpainted 3-dimensional scene is romantically real. Enchanting cottage is complete with shrubbery, trellis, slate roof, brick chimney and lighted lattice window DIAL and SCENE illuminated by indirect lighting. Concealed light switch Specify Walnut or Antique finish. 12" wide, 7½" high, 3¼" deep. Shpg. Wt. 6 lbs

[illegible] Retail **$17.95***

SHIP AHOY MODEL 100 WITH SCENE-O-RAMIC ACTION. Porthole Clock has authentic 3-dimensional old-time Three Masted Sailing Ship gliding gracefully through choppy seas in continuous action. Scene and dial illuminated by indirect light which also serves as a night light. Hand finished in Walnut or Bleached Oak. Specify finish. 8¼" wide, 8¼" high, 3" deep. Shpg. Wt 5 lbs

5670M6W1137T Retail **$18.95***



ANIMATED ACTION

Another HADDON "ACTION ORIGINAL"

"SEE-THRU" MYSTERY DIAL

ILLUMINATION ACTION

ADVERTISED IN LIFE

THE OLD MILL STREAM MODEL 104. Water wheel turns lazily as a young boy sleeps on a stone wall. 3-dimensional mill, millpond, landscape and sky is handpainted in natural colors. Lighted and encased behind a crystal "See-Thru" Mystery dial. Switch in back operates light. Can be read in darkened room or used as a night light. Gold finish rim, hands and numerals. Ebony black or Antique Ivory case. Please specify finish. 8¾" high, 7¾" wide, 4¾" deep. Shpg. Wt. 5 lbs.

54C10-1377 Retail $22.95*

Starlite by HADDON

SILHOUETTED ILLUMINATION

Modern Magic in BLACK 'N GOLD

24K GOLD PLATED HOUR MARKER

STARLITE MODEL 103. Dramatic simplicity is the keynote of this modern clock. The ebony black 8-pointed Star dramatically emphasized by the striking contrast of its 24K gold plated time indicator ring and satin gold finished hands. Silhouetted illumination is achieved by two concealed lights. Easily accessible hidden chain turns light on and off. Performs double duty as an accurate clock and night light. 20" diameter Shpg. Wt. 4 lbs

54C9-1977 Retail $17.95*

SWINGING PENDULUM ACTION

COLONIAL GRANDFATHER MODEL 10. Slow moving swinging pendulum reproduces replica action. Fine, detailed carving gives this clock an air of permanency and elegance. A delightful old-time favorite for home or office. Mahogany or Maple finish with appropriate dial and ornate hands encased under convex glass Brass finial and delicate gold tipping highlight its most important details. Dimensions. 15" high, 6" wide, 3¾" deep. Shpg. Wt. 5 lbs. Specify finish.

54C5-1050 Retail $17.50*

*Subject to Fed. Excise Tax

Des. Pat. D163610

ANIMATED ACTION

FULL ILLUMINATION

HOME SWEET HOME MODEL 30. Little lady rocks continuously, fireplace flickers with a warm glow and the handpainted 3-dimensional scene is romantically real Enchanting cottage is complete with shrubbery, trellis, slate roof, brick chimney and lighted lattice window. DIAL and SCENE illuminated by indirect lighting. Concealed light switch. Specify Walnut or Antique finish. 12" wide, 7½" high, 3¼" deep Shpg. Wt. 6 lbs.

54C4-1077 Retail $17.95*

SHIP ALOY MODEL 100 WITH SCENE-O-RAMIC ACTION. Porthole Clock has authentic 3-dimensional old-time Three-Masted Sailing Ship gliding gracefully through choppy seas in continuous action. Scene and dial illuminated by indirect light which also serves as a night light. Hand finished in Walnut or Bleached Oak. Specify finish. 8¼" wide, 8¼" high, 3" deep. Shpg. Wt. 3 lbs.

54C6-1137 Retail $18.95*

ANIMATED ACTION

HADDON "See-Thru" ILLUMINATED CLOCKS with Mystery Dials

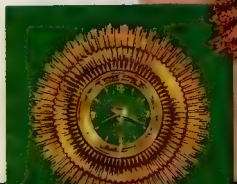
GOLDEN WHEAT SUNBURST CLOCK MODEL 102. Brilliant gold sunburst in delicately carved Wheat motif surrounds the large Mystery "See-Thru" dial. Golden hands seemingly float in space against a backdrop of your own wall decoration. Dial is illuminated, with 2 lights allowing clock to be easily read in darkened room or to be used as a night light. Concealed, easily accessible chain light switch. Deep etched numerals on dial denote time. 20" diameter. Shpg. Wt. 7 lbs.

54C8-1617 Retail **$26.95***

REFLECTED LIGHT

GOLDEN MYSTERY SUNBURST MODEL 101 WITH "SEE-THRU" DIAL. Hands seem to float in space. Sunburst case is finished in gleaming gold to highlight its bold detail. Diamond raised markers are aligned with etched-in glass numerals. Satin gold finished hands. Two indirect lights illuminate dial evenly. Concealed light chain switch. 16" diameter. Shpg. Wt. 6 lbs.

54C7-1317 Retail **$21.95***



ADVERTISED IN **LIFE**

Famous HADDON "MYSTERY DIAL" ELECTRIC CLOCKS

Featuring ANGLE VISION

REFLECTED LIGHT

GOLDEN VISION LIGHTED MODEL 70. Amazing "See-Thru" Dial is enhanced by "REFLECTIVE LIGHT" from its sturdy base of 24K Gold Plated metal. 3-Dimensional time indicators etched on Mystery "See-Thru" crystal dial are gold filled. Reflective light makes clock readable in the dark, useful as a night light, or to offset television glare. 8¾" high, 7½" wide, 4¾" deep. Shpg. Wt. 4 lbs. Handsomely gift packaged.

54C1-1377 Retail **$22.95***

GOLDEN VISIONETTE MODEL 80. Enhanced by Angle Vision, base and rim are pressure cast of heavy 24K Gold Plated metal. 3-dimensional Arabic Numerals are deep etched and filled with gold on the crystal-clear "See-Thru" Mystery Dial Petite size of clock makes it appropriate for every home and office. 7½" high, 6¼" wide, 4¼" deep. Shpg. Wt. 3 lbs. Handsomely gift packaged.

54C2-1077 Retail **$17.95***

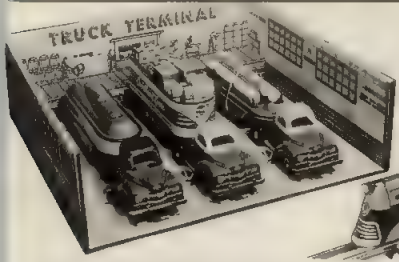
THE COMMODORE MODEL 85. A clock of originality and style. "See-Thru" mystery glass is deeply etched in 3-dimensional gold filled nautical scene. Individually machine-turned spokes, pressure cast base and rim in 24K Gold Plate. Etched gold-filled Arabic Numerals and harmonizing hands seem to float in space. 7½" high, 8" wide (dial with spokes), 4¼" deep. Shpg. Wt. 3 lbs. Gift packaged.

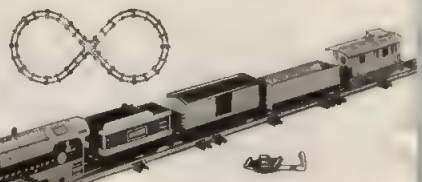
54C3-1197 Retail **$19.95***

*Subject to Fed. Excise Tax
Pat. Pend.

ALL CLOCKS HAVE PRECISION ELECTRIC SELF-STARTING MOTORS
110 Volt, 60 Cycle A.C. Current Only. Fully Guaranteed

ALL CLOCKS (UL) APPROVED



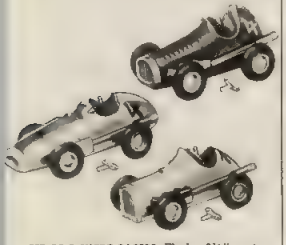


TRUCK TERMINAL with 3 WIND-UP TRUCKS Wind 'em up . . . and let 'em go! Junior will be a cross-country trucker in no time at all. He'll have hours and hours of fun routing his "fleet", maneuvering each one, backing trailers into loading dock, loading and unloading the trailers. Colorful set includes a cross-country transport, open van (loaded with boxes) and a lumber trailer with removable logs. Each trailer can be detached from cab. All trucks have rubber wheels and wind-up motors. Fibre board terminal is 18x7½x5".

894-428 B350 Truck Terminal with Wind-up Trucks..... **$4.98**

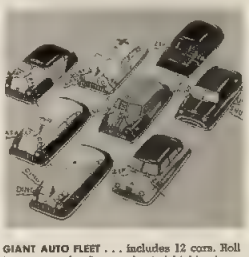
MECHANICAL FREIGHT TRAIN AND TRACK . . . exclusive banked track allows high speed operation. Colorful steam locomotive has bright electric head light, a bell that rings as it speeds down the track. More fun and excitement for junior engineers with the cross-over and automatic stop-start attachment. Complete with sliding-door-box car, open coal car, tender and caboose. Set includes 16 sections of track . . . 4 straight and 12 curved, to make a long "figure 8" running route for this long-line freight.

891-044 B350 Mechanical Freight Train and Track.....**$4.98**



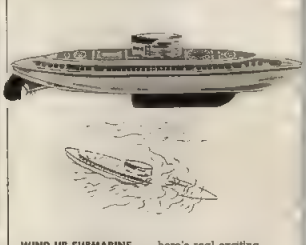
SET OF 3 MICRO-RACERS. Flashy 3½" miniatures with long-running clockwork motors. Have your own "Indianapolis Meet" at speeds up to 20 mph on straight or curved runs. Hand brake actually works; precision micrometer steering; wind-up crank. Crash absorber (rubber lining in radiator cowling) prevents damage. Rubber racing tires

894-642 B525 Set of 3 Racers **$7.50**



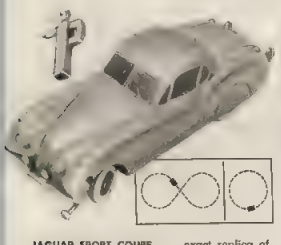
GIANT AUTO FLEET . . . includes 12 cars. Roll 'em across the floor and windshield wipers click, windows open and close, and meters register and bells ring. Police car even has a gun that rat-a-tats . . . makes for lots of thrilling play! Each 4" auto has one type of automatic action. All are durable steel with rubber wheels.

892-539 B210 Giant Auto Fleet. **$2.98**



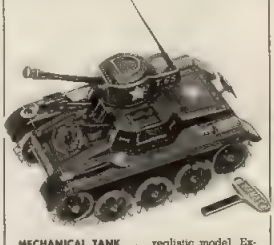
WIND-UP SUBMARINE . . . here's real exciting action for junior seafaring men! This realistically colored submarine does everything a real "U" boat does . . . navigates above or below the surface, submerges, rises in water with adjustments of fins and spinning propeller. Lithographed metal: 13½" long. Spring wind-up motor

892-430 B140 Mechanical Submarine...**$1.98**



JAGUAR SPORT COUPE . . . exact replica of Jaguar XK-120. Heavy precision clockwork motor cannot be overwound. 3 forward, reverse and neutral gears; front wheels pivot as a unit; shock absorption, directional signals. Curvamatic steering mechanism steers the car in ever-changing curves. Special alloy construction; nickel finish

896-555 B420 Coupe, 6" long **$5.98**

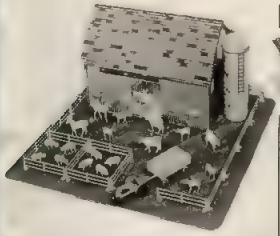


MECHANICAL TANK . . . realistic model. Extremely powerful, has amazing climbing ability. With caterpillar rubber treads, trap door turret, sparkling firing guns, removable miniature emergency tools, steering wheel, antenna, powerful wind-up motor. Made of metal with lithographed details. 8½" long. May be taken apart and re-assembled.

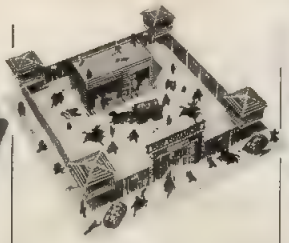
896-563 B315 Mechanical Tank.....**$4.50**

FRICTION MOTOR NAVY PANTHER JET . . a realistic model of a navy jet fighter that folds and spreads its 12" wings by turning removable handle. Powerful friction motor "flies" it across the floor. Has 6 removable rocket bombs. Pilot and compass can be seen through heavy acetate cockpit. Sparks appear from rear while plane is in motion.

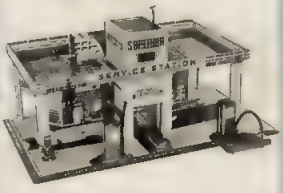
896-597 B240 Navy Jet, 12½" long....**$3.49**



"SUNNYFIELD" FARM SET . . . with like-real barn that has metal stanchion with space for 4 cows, an attached silo with removable roof, 33 barnyard animals, tractor, cart, 12 section fence. Made of flexible colored vinyl plastic. Stock includes cows, pigs, sheep, calves, colts and horses. Metal barn is 19" long, 8½" wide, 11" high.
894-378 B280 Sunnyfield Farm Set.....**$3.98**



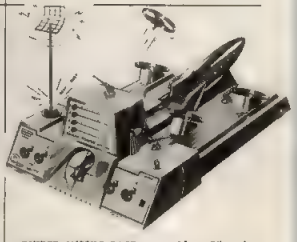
FORT COMANCHE . . . a miniature replica of the old Army outpost. Metal decorated Fort consists of complete stockade, gateway with 4 corner block houses, metal headquarters building and stable. Soft plastic cowboys, Indians, horses, Western figures, army wagon with moving horse and cannons that shoot "bullets". 24x24x6¾" high.
891-713 B350 Fort Comanche... .. ...**$4.98**



SERVICE STATION . . . realistic down to the smallest detail! He can "man the pump", tinker with the motor or park cars in real style. 2 story metal and plastic garage has metal base, garage and upper parking area, real elevator, 2 gas pumps, oil rack, air reel, washing unit, car ramp from roof to lower level, 2 cars. 25x16¾x10¼" high.
891-747 B350 Service Station..... **$4.98**

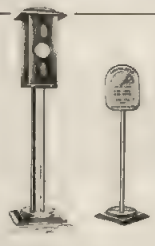
TWA ELECTRONIC PILOT TRAINER . . . with real working controls. Pilot a miniature plane under actual flight conditions! Equipped with radar screen, radio beam (light and buzz), throttle lever, altitude and fuel gauges, magnetic flight compass, control wheel. Maps show routes, distances, points of interest. Polystyrene case, 13x15x8".
894-386 B480 Pilot Trainer.. .. **$6.98**

RAMAR OF THE JUNGLE AFRICAN SET . . . with over 100 unbreakable plastic pieces! 3-dimensional trading post will delight youngsters. Set has 2 huts with step-up ladder, trading post, 16 different animals, hunters, natives, interchangeable accessories (rifles, hats, spears, etc.). Figures can stand alone; may be moved about. 20x18".
896-175 B280 African Set..... .. . .**$3.98**

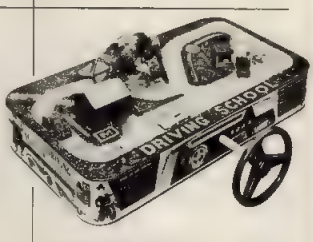


GUIDED MISSILE BASE . . . with a 6" rocket and 4 flying pursuit saucers that fly up to 30 ft. Full instrument panel has all working features! 5 adjustable anti-aircraft guns, rotating radar antenna, adjustable rocket launching platform, distance control panel, make-believe microphone. Made of durable, hi-impact plastic. 14x9½x5" high.
896-498 B350 Guided Missile Base... **$4.98**

TEXACO GASOLINE PUMP . . . puts him in business for lots of fun! As the "station attendant" turns handle, a bell rings to clock off every gallon of Texaco Fire Chief gasoline delivered; see-thru cylinder moves up and down as gas level is raised and lowered. Made of heavy duty fibre board, steel and acetate. 7½x7½" base, 34" high.
894-444 B420 Texaco Gas Pump.....**$5.98**



TRAFFIC SIGNAL and PARKING METER . . . teaches child to cross streets safely. Powerful coil spring motor; lights "change" over 200 times on 1 winding. Bell rings as "light" changes. Works by remote control or by touching lever. Parking meter ticks off minutes like a real one. Meter is also a bank—works with or without inserting coin.
894-451 B420 30" Signal & 24½" Meter **$5.98**



DRIVING SCHOOL. Endorsed by safety authorities. Teaches youngsters the rules of the road, to drive and park safely . . . put the car in the garage . . . even earn a driver's license. 3 miniature autos are controlled by an authentic steering wheel; operate magnetically. Brightly colored "driving school" is 18x12x6" high overall.
891-473 B280 Driving School.....**$3.98**

Here's PISTOL News... **hotter** than a pistol!

SUPERB HALCO BRAND

PATROL

HALCO MOVES INTO THE PISTOL MARKET WITH THE HOTTEST SURE-FIRE PROFIT LINE

Be sure to see this exciting Toy Fair Display!

Die-cast pistols that are quick-on-the-profit-draw and sure to out-draw all others!

Now, you can enjoy one source of supply for your Holsters, Toy Pistols and Caps!

Be sure to see all

HALCO'S 1957 TOY FAIR PROFIT HITS

FEATURING MANY NEW LICENSED TELEVISION TIE-INS

HALLOWEEN COSTUMES

HOLSTER SETS

PLAY CLOTHES

J. HALPERN COMPANY

ROOM 404 • 200 FIFTH AVE., NEW YORK, N.Y.
810 PENN AVE., PITTSBURGH, PA.

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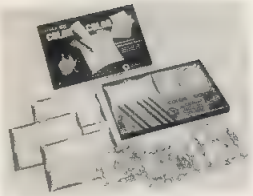
810 PENN AVE., PITTSBURGH, PA.

NEW TOYS ON PARADE

AUTOMOBILE ASSORTMENT. 10 plastic toy cars with rubber wheels, 3 car styles to card 4-color card shows license plate of every state in exact color. With Jr. Driver License. Poly bagged. Hale-Nass Corp. 490 Broome street, New York City, N. Y.

#800 JET BASKETBALL GAME. 6-color lithographed steel. Unbreakable styrofoam balls. Basketballs tossed by air from squeeze-bulb. Indicator scoreboard. Ret. $3.50 Logan Electric Specialty Mfg. 1431 West Hubbard st., Chicago 22, Ill



CIRCUS BOY COLOR-BY-COLOR set. Presketched pictures are color-coded. Picture cards can be wiped off and used over again. Three sizes to retail $2.00 $1.00 and 39c. Harett Gilmar, Inc., 34-11 Far Rockaway blvd. Far Rockaway, N. Y.

PRESTO BULLETIN BOARD has "magic" sticking surface. Objects pressed to board are held indefinitely until lifted off. Dry surface, used over and over again. Basis for entire new fun set line by Gem Color. Paterson, N. J.

STORYBOOK BOX is cellophane windowed, holds complete wardrobe set. Choice of 18 styles, each for 8" or 10" dolls. 3-color book package is pre-priced to retail 98c. Display rack with assortment. Ardee Co., 386 Wythe ave., Brooklyn, N. Y.

GIANT STEPS, game for youngsters in the 4 to 10 age bracket. Start-to-finish suspense game features surging play with abrupt changes of fortune. Attractively boxed to retail $3.00. Milton Bradley Co., 74 Park street, Springfield 2, Mass.

HIGHWAY PATROL HOLSTER OUTFIT ties in with TV series seen in over 100 major markets. Complete, 10-piece assortment of patrolman's paraphernalia. Attractively styled. $4.95 ret. J. Halpern Company. 810 Penn avenue, Pittsburgh, Pa

SANITOYS, foam-filled terry cloth dolls and animals now Sanitized, guaranteed hygienically and antiseptically clean, by famous anti-bacterial process. 24 ass't'd. on free rack (#3002). 98 ret. Sanitoy. 57 West 19th street, New York City, N. Y.

#345 BATTERY MOTOR PLAY-DRILL has revolving chuck, 6 interchangeable play tools to drive screws, grind, polish, mix. Completely safe. 4-color display boxed to retail $2.98. Kenner Products Company, 912 Sycamore st., Cincinnati 2, Ohio

HAMPDEN

FAMOUS NAME SINCE 1870

8-Day 7 Jewel Travel Alarm Clock. Anti-magnetic Hampden movement. Luminous dial and hands. Beautifully styled genuine leather crocodile marking in sun-tan or red. Specify color. Overall size 3⅜x3¼x1¼".
577K975 **Retail $17.50**

Richly styled Travel Alarm Clock featuring 40 hour 1 Jewel anti-magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case, red or brown lizard marking. Specify color. Size: 3¼x3x1¼".
578K451 **Retail $7.95**

FAMOUS NAME SINCE 1870

HAMPDEN

DELUXE QUALITY ALARM CLOCKS
TRAVEL, BOUDOIR AND DESK MASTERPIECES

- Accurate and Dependable Movements • Anti-Magnetic
- Genuine Leather Traveling Cases • Mirror Polished Cases
- Luminous Dials and Hands • Simplified Alarm-Setting
- Dust-Protected Regulator • Perfect for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY

Suggested retail prices DO NOT include Federal Excise Tax.

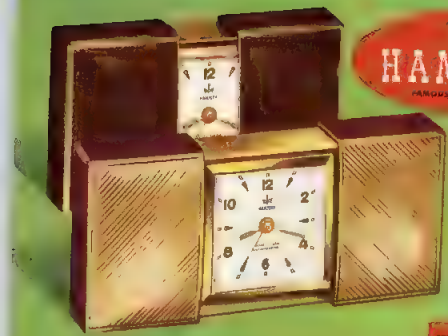
Distinctive Travel Alarm Clock with 40-hour 7 Jewel anti-magnetic movement. Luminous raised figure dial and hands. Genuine leather case in red or sun-tan crocodile marking. Specify color. Size: 3⅛x2¼x1¼".
579K622 **Retail $9.95**

A reliable, dependable Travel Alarm Clock with **Automatic Calendar showing day of the month.** Famous Hampden anti-magnetic 40-hour 7 Jewel movement. Genuine leather case, richly styled with crocodile marking in the color of sun-tan. Size 3⅛x2⅞x1¼".
580K853 **Retail $15.25**

Pert, practical, and precious! Accurate 40-hour alarm clock with non-jewel movement. Black dial, radium dots and hands. Red colored case gives the perfect touch to this compact time piece. Size 3x2⅞x1¼".
581K323 **Retail $4.95**

Triple REPEATER traveling Alarm clock with precision 40-hour, 1 Jewel anti-magnetic movement. Can be set to ring at short intervals or for one continuous ring. Luminous figure dial and hands. Genuine leather case in crocodile marking in the color of sun-tan. Size 3⅛x3⅛x1¼".
582K779 **Retail $15.25**

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE,
CHICAGO 3, ILLINOIS



HAMPDEN

FAMOUS NAME SINCE 1875

New streamlined Travel Alarm Clock with 40-hour 7 Jewel anti-magnetic movement. Clock slides open. Genuine leather case of Havana brown. Closed 3x2¼x1". Opens to 5 ⅛".
570K916 **Retail $15.25**

As above with gleaming gut finish front and back, trimmed in genuine Cordovan leather top bottom and sides.
571K916 **Retail $15.25**

ADVERTISED IN LIFE AND TIME

Superb Combination Travel Alarm Clock and Jewel Box with 40-hour 7 Jewel movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather Pigskin grain. Overall size 3⅝x3¼x2¼".
572K1117 **Retail $18.25**

Beautifully styled 40-hour 7 Jewel Travel Alarm Clock. Anti magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Sun-tan crocodile marking. The gleaming metal top slides back to reveal face of clock when button is pressed. Size: 5⁹⁄₁₆x2⅝x1⁹⁄₁₆".
573K975 **Retail $17.50**

FAMOUS NAME SINCE 1875

HAMPDEN

DELUXE QUALITY ALARM CLOCKS

TRAVEL, BEDSIDE AND DESK MASTERPIECES

- Dependable, Accurate Movements • Anti-Magnetic Mirror Polished Cases • Genuine Leather Traveling Cases • Luminous Dials and Hands • Simplified Alarm-Setting • Dust-Protected Regulator • Ideal for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY

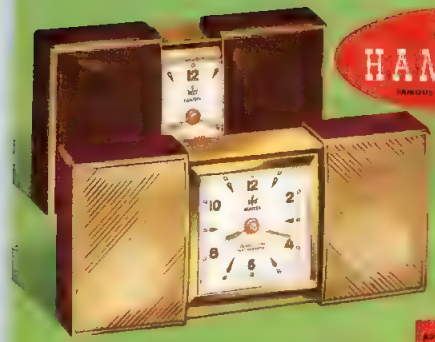
Suggested retail prices DO NOT include Federal Excise Tax

8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous raised figure dial and hands. Richly styled genuine leather crocodile marking in color of sun tan. Size 4⅜x3¼x1⅛". Accurate anti magnetic Hampden movement.
574K1274 **Retail $22.25**

Sturdy, dependable, petite Travel Alarm Clock with 40-hour 7 Jewel anti magnetic Hampden movement. Luminous dot dial and hands. Genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size 2⅝x2¼x1".
575K622 **Retail $9.95**

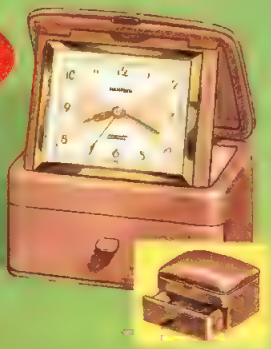
Outstanding Value . . . A really unbeatable buy in a Travel Alarm Clock with a 40 hour 7 jewel anti magnetic movement. Cased in genuine leather, handsome tan Pigskin grain or red crocodile marking. Specify color. Size 3x3x1½".
576K387 **Retail $5.95**

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS



HAMPDEN

FAMOUS NAME SINCE 1879



New streamlined Travel Alarm Clock with 40-hour 7 Jewel anti-magnetic movement. Clock slides open. Genuine leather case of Havana brown. Closed 3x2¾x1". Opens to 5½".
1505N916 **Retail $15.25**

As above, with gleaming gilt finish front and back, trimmed in genuine Cordovan leather top-bottom and sides.
1506N916 **Retail $15.25**

ADVERTISED IN LIFE

Superb Combination Travel Alarm Clock and Jewel Box with 40-hour 7 Jewel movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather Pigskin grain. Overall size 4⅝x3¼x2⅝".
1472N1117 **Retail $18.25**

Beautifully styled 40 hour 7 Jewel Travel Alarm Clock, Anti-magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Sun-tan crocodile marking. The gleaming metal top slides back to reveal face of clock when button is pressed. Size 3⅝x2⅝x1⅝".
1603N975 **Retail $17.50**

HAMPDEN

FAMOUS NAME SINCE 1879

DELUXE QUALITY ALARM CLOCKS

TRAVEL, BEDSIDE AND DESK MASTERPIECES

- Dependable, Accurate Movements
- Anti-Magnetic
- Mirror Polished Cases
- Genuine Leather Traveling Cases
- Luminous Dials and Hands
- Simplified Alarm-Setting
- Dust-Protected Regulator
- Ideal for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY

Suggested retail prices DO NOT include Federal Excise Tax

8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous raised figure dial and hands. Richly styled genuine leather crocodile marking in color of sun-tan. Size 3⅝x3¼x1¾". Accurate anti-magnetic Hampden movement.
1507N1274 **Retail $22.25**

Sturdy, dependable, petite Travel Alarm Clock, with 40-hour 7 Jewel anti-magnetic Hampden movement. Luminous dot dial and hands. Genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size 2¾x2⅝x1".
1467N622 **Retail $9.95**

Outstanding Value . . . A really unbeatable buy in a Travel Alarm Clock with a 10-hour non jewel anti-magnetic movement. Cased in genuine leather, handsome tan Pigskin grain or red crocodile marking. Specify color. Size 3x3x1½".
1479N387 **Retail $5.95**

HAMPDEN

FAMOUS NAME SINCE 1895

8-Day 7 Jewel Travel Alarm Clock. Anti-magnetic Hampden movement. Luminous dial and hands Beautifully styled genuine leather crocodile marking in sun-tan or red. Specify color Overall size 3⅝x3¼x1¼"
1474N975 **Retail $17.50**

Richly styled Travel Alarm Clock featuring 40 hour 1 Jewel anti-magnetic movement. A sturdy and useful timepiece Luminous dot dial and hands. Genuine leather case, red or brown lizard marking Specify color. Size. 3¼x3x1¼"
1604N451 **Retail $7.95**

FAMOUS NAME SINCE 1895

HAMPDEN

DELUXE QUALITY ALARM CLOCKS
TRAVEL, BOUDOIR AND DESK MASTERPIECES

- Accurate and Dependable Movements • Anti-Magnetic
- Genuine Leather Traveling Cases • Mirror Polished Cases
- Luminous Dials and Hands • Simplified Alarm-Setting
- Dust-Protected Regulator • Perfect for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY

Suggested retail prices DO NOT include Federal Excise Tax

Distinctive Travel Alarm Clock with 40-hour 7 Jewel anti-magnetic movement Luminous raised figure dial and hands Genuine leather case in red or sun tan crocodile marking Specify color Size 3⅛x2⅞x1⅛"
1475N622 **Retail $9.95**

A reliable, dependable Travel Alarm Clock with **Automatic Calendar showing day of the month.** Famous Hampden anti-magnetic 40-hour 7 Jewel movement Genuine leather case, richly styled with crocodile marking in the color of sun-tan Size. 3¼x2⅞x1¼"
1477N853 **Retail $15.25**

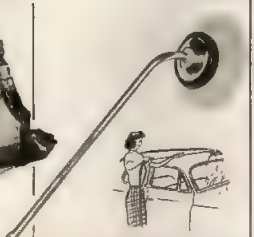
Pert, practical, and precious! Accurate 40-hour alarm clock with non-jewel movement Black dial, radium dots and hands Red colored case gives the perfect touch to this compact time-piece Size 3x2⅞x1¼"
1605N323 **Retail $4.95**

Triple REPEATER traveling Alarm clock with precision 40-hour, 1 Jewel anti-magnetic movement Can be set to ring at short intervals or for one continuous ring. Luminous figure dial and hands Genuine leather case in crocodile marking in the color of sun-tan Size 3½x3⅛x1¼"
1606N779 **Retail $15.25**

Important Auto Accessories

Make car care easier . . . driving safer

CELLULOSE SPONGE . . . takes the work out of car washing. Cleans so efficiently, you can do the job in half the time! King-size 8x6x 2½" sponge can be cut in half for two good sized household sponges. Order several—make light work of house-cleaning.
528-216 B89 Sponge $1.49



AUTO-FLO CAR WASHER. Cleans cars in less than 10 minutes! Sturdy cotton yarn mop head. Protecto rubber bumper. Lightweight 24" handle of heavy gauge aluminum is firmly attached; has shut off valve. Coupling fits standard garden hose.
528-182 B162 Car Washer . $2.69

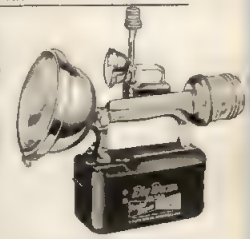
FULL SKIN CHAMOIS . . . fine, soft long-lasting sheepskin chamois. 100% oil tanned. Dip in water . . shines windows bright and clear, makes car finish sparkle without hard rubbing. Wrings out clean, ready to use again.
528-224 B298 25x29" $4.50
528-240 B432 37x30" 6.50

"WHIRL-A-WAY" . . . rotating brush with Hydraulic Sudser. Push for rich suds! Pull for clear water! Fingertip control. Eliminates wiping. Horsehair brush revolves 1500 rpm. Includes 2-ft. and 4-ft. interchangeable handles. Attaches to garden hose.
528-190 B465 Car Brush . . . $6.95

POLISHING-CLEANING CLOTHS . . . Twin-kit! The cleaning cloth removes rust, tarnish instantly but leaves protective coating untouched. The fine flannel polishing cloth is chemically treated to produce soft, glowing lustre! Washable to use and use again.
528-406 B65 Set $0.98

SAFETY-FLARE GIFT KIT. All purpose emergency auto kit plugs into cigar lighter; electro-magnet holds it to any metal surface. Carrying case of simulated alligator-grain vinylite plastic. 12 ft. cord. In gift box.
528-422 B234 With 6v lite . $4.25
528-430 B234 With 12v lite. 4.25

WARN-O-FLASH. Safety flasher for cars and trucks. Powerful red flasher can be seen 2,000 feet away; penetrates haze and fog. Plugs into car lighter. Attaches anywhere with moistened suction cup. Non-inflammable vyrene.
528-364 B363 6 Volt $3.95
528-372 B330 12 Volt 4.95



"BIG BEAM" BEACON LAMP. Portable combination lamp and flashing red signal light. Hermetically sealed powerful beam unit and signal light on handle; mounted on steel battery case. 2 individual switches. Uses standard 6v battery (not incl.).
528-174 B700 Beacon $10.50

WIND SILENCER. Reduces wind-roar to a whisper. You can converse in normal tones, hear the radio without strain . . . no matter how fast you're driving! Snaps on front door lip; patented clip holds it secure. Won't interfere with vision. Chrome.
528-455 B119 Pair . $1.98

FIRST AID AUTOKIT. Be prepared! Fit this indispensable Johnson & Johnson emergency kit into your glove compartment . . . rest easy in your travels, on picnics. Holds first aid supplies and handy guide book. It's a must for families with small children!
528-000 B245 Autokit $3.50

HANDILITE LANTERN. Three lights in one red flasher light, red flasher with white flood light and white light only. Has 1,000 foot power beam, red flashing signal visibility of 1 mile. Lightweight aluminum. Non-tip stand-up base. A "must" for every car owner.
528-448 B405 Handilite $6.75

CAR-PAK . . . has six large pleated pockets that hold maps, books, all of the traveler's needs. Curved metal hanger hooks over the front seat making "pak" easily available to driver. Heavy gauge vinyl plastic; black quilted top, black binding.
528-463 B99 Car-Pak . . $1.49

Useful Gifts That Are Welcome in Every Household

Putty Cat Black Board. A wonderful item for children and most practical Comes complete with 2 pieces of chalk and a washable eraser Large size 11½ x 17½ inches In black only Retail 1.00
17K161 Per doz **7.06**

Tiger Black Board. Mr Tiger takes and delivers messages to everyone in the family Colorful and bright with a big nose, this tiger makes a wonderful gift Comes with chalk and eraser 11½ x 17½ inches. Retail 1 00
17K162 ..Per dozen **7.06**

Chef Pierre Black Board. His happy smile, disposition and practicability will delight your customers Ideal for posting menus and household chores Chalk and washable eraser are included Size 11½ x 17¼ inches Black only. Retail 1.00.
17K163 .....Per dozen **7.06**

Maggie Magnetic Bulletin Board. Modern copper plated metal with a rich satin finish Silk screen black decoration Plastic covered decorative magnets magnetic pencil and a memo pad Gift boxed Size 11 x 14 inches Four magnets included Weight 1¼ pounds Retail 1 4 00
17K180 Each **2.36**
Bulletin Board. Same as above except 8 x 10 inches. Includes 2 magnets Gift boxed 1 dozen carton weighs 8½ pounds. Retail 2.00
17K181 ....Per dozen **14.12**

Maggie Magnetic Bulletin Board. In a modern Rollin' Pin design Pink, yellow and turquoise boards assorted with 2 color hand screened boarder Includes 3 magnets the shape of a coffee pot, magnetic pencil and memo pad Board size 9 x 12 inches Individually gift boxed Carton of 12 weighs 8½ pounds. Retail 2.00
17K182 . Per dozen **14.12**

Magnetic Household Bulletin Board. Charming bulletin board in decorated colors acts as a message sender for the home For phone messages, want lists, memos, etc. No tacks — no lost messages with these lifetime magnets. Decorated shelf holds letters memo pads etc Extra large size is 10¾ x 15 inches Complete with memo pad and pencil Retail 2 00
17K165 Per dozen **14.12**
Same as above except smaller 7½ in x 10¼ in Least sold 1 dozen Weight 6 lbs Retail 1 10.
17K164 .... Per dozen **7.06**

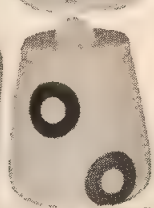
Quilted Pot Holders. Set of 3-6 x 6 inch pot holders in a poly bag. In the popular Campbell Kid motif Made with 80 square percale, quilted with heavy new cotton batting In assorted covers 2 dozen packages in carton (no less sold) Weight 4 pounds
17K175 Per doz. pkgs **2.80**

Oven Mit. Campbell Kid decoration in 80 square percale quilted with heavy new cotton batting In assorted colors Comfortable and large size Packed 2 dozen per case (no less sold) Wt 4 lbs
17K176 Per dozen **2.80**

Gourmet Utility Rack. The happy chef with his button nose and wax mustache will hold your pot holders, dish towels cooking utensils and kitchen gadgets This practical aid will charm your kitchen Size 9 x 12 inches. Comes in assorted Red yellow pink and turquoise colors Retail 1 00
17K160 . . .Per dozen **7.06**

The Spice Console. One of the top promotional items our buyers have found These cabinets have removable legs — they stand anywhere or may be hung on wall. Yellow and black sliding walls have whimsical hand screen kitchen designs Hardwood and hard board construction Size 18x8x4 in Individually packed Wt 3 lbs Ret 2 98
37K230 .. .... Each **1.96**

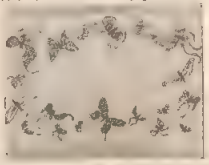
Cookie Jars



Cookie Jars. Six assorted hand painted ceramic cookie jars Large capacity The styles pictured above) are the most popular sellers in domestic pottery Styles may vary from those pictured above Each in box 6 assorted in shipping carton no less sold Shpg weight 35 pounds
24K41P . . . . . Per assortment of 6 **9.00**

Colorful Place Mats

Place Mats. Generous Size 18 x 12 in. place mats with clever Chinese caricatures and proverbs. Reusable, these mats are plastic coated on both sides and they are sturdy enough to withstand rough treatment. Four mats with assorted designs are poly bagged The proverb is removable. They retail for 29c each or 1.25 for the set of 4.
15K70 . .... . .Beige per dozen sets **7.06**
15K71 .Grey per dozen sets **7.08**



Place Mats. Made of sturdy 10 point paper with plastic coating on both sides These reusable place mats are ideal for everyday living Assorted dogwood, violet, butterfly and bluebird patterns. Size 18 in x 12 in Set of 4 comes packed in a poly bag. Retail for 29c each or 1.25 for the set of 4.
15K74 .... Per dozen **7.06**

Hand Painted Accessories to Brighten Every Room!

E ROUND GALLERY TOLE TRAYS...colorfully hand painted in oils on black background. Baked enamel, alcohol-resistant finish. 1¾ pierced and gilt edged gallery rims.
718-122 B435 Tray. 17" diam. **$6.95**
718-130 B315 Tray. 14" diam. **5.00**

F TOLE NAPKIN or LETTER HOLDER. Hand painted gold scroll design on black metal background, baked enamel finish.
718-148 B150 Holder 3¼x5x4¼ **$2.25**

G SET OF 4 CANAPE TRAYS...hand painted in oils on mat finish black baked enamel background. Golden scrolled borders. Chip alcohol resistant. Each 4½x6½".
718-155 B150 Set of Trays **$2.25**

H TOLE WASTE BASKET attractive anywhere in the house! Gleaming black metal with brightly colored hand painted floral design. Cut-out grille border, gilded edge. 9½ inch oval, 13½" high.
715-706 B200 Tole Waste Basket ... **$3.00**

K TOLE 3-TIER MUFFIN STAND A handy server you'll use indoors and outdoors. It's so decorative, practical and portable. Hand painted floral and gold leaf embellished 10" metal trays. Black framework is accented with solid brass carrying handle. Fold 3 trays flat into vertical position when not in use. Plant not included.
718-163 B875 Overall 10½x32½" high **$12.95**

L TOLE TRAYS. Bright-blooming florals hand painted on black. Pierced gallery border. Alcohol and heat-resistant.
715-722 B400 Tray. 15¾x21¾" .. **$5.95**
715-730 B335 Tray. 12x16" **4.95**

M CHIPPENDALE TOLE TRAY Hand painted floral motif in vivid colors on a black background, gilded scroll border. Alcohol and heat resistant. Overall 24x18.
715-748 B650 Chippendale Tray **$9.75**

N MAGAZINE RACK hand painted florals in vibrant colors on black baked-on enamel finished metal, chip resistant. Grille-type sides. 15x10x10½" high.
715-755 B338 Magazine Rack **$5.00**

Illuminated Pictures . . . even more beautiful at night

PICTURE LIGHTS ..colorful, beautiful paintings by day...softly glowing 3-way lights by night. Each picture has two tubular lamps...one concealed at the top and one at the bottom. Flick the switch once for direct reading light at bottom of picture, flick it again for indirect light at top of picture. Flick it once more and both lights shine at the same time to give the whole room a soft, gentle illumination. Perfect for bedroom or baby's room...for dining "atmosphere" Ideal for TV viewing (produces the exact level of illumination recommended by lighting engineers).

Farm Scene by Barker is a fine art reproduction, mounted to the back of the unit. Magnolia, a floral study. Ming Toy, an Oriental painting; and Ballerina, a ballet picture, are hand painted on glass in over 10 colors. All have heavy gauge steel frames with baked enamel "tole-type" finish and gold trim. With two 40w bulbs.
718-171 B1000 Farm Scene (Ivory frame, 15x18") .. . **$14.95**
715-854 B668 Magnolia (Ivory frame, 12x14") . . **9.95**
715-862 B668 Ming Toy (Black frame, 12x14") . . **9.95**
715-888 B668 Ballerina (Ivory frame, 12x14") **9.95**

Aluminum Hostess Giftware

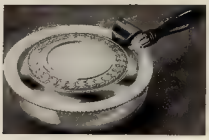
Hand wrought aluminum giftwares. All of the following pieces are of hand wrought hammered aluminum, embossed in floral and fruit design. With beaded edges and loop handles in bright finish. Ship. wt. 12 lbs. per dozen.

9½" Handled Basket (shown left).
527A55-135 .....RETAIL **$2.00**

3-Compartment Footed Compote. 5½" high, 7¼" diam. (Shown top center)
527A56-135 .....RETAIL **$2.00**

Four Compartment Bon Bon Dish with Handle. Size 9x9" (Shown right.)
527A57-135 .....RETAIL **$2.00**

"DeLuxe" Lazy Susan. Hand-wrought aluminum with five compartments. Beautifully embossed in floral and fruit design. Rotates on stainless steel roller bearings. Removable 8½" aluminum tray holds 4 triangular glass inserts with knobbed aluminum covers. Serving piece, 17½" diameter, on footed base. Ship wt 7 lbs.
527A108-795 .....RETAIL **$12.95**



New Aluminum Silent Butler. Beautifully styled in the modern manner is this handy time-saver for the busy hostess. Charmingly simple rolled wheat design. Wood handle in black, with black marblette plastic knob. **Diameter 7".** Ship wt. 1 lb.
527A1-225 .....RETAIL **$3.95**

Ball Bearing Lazy Susan. Popular server made of hand wrought aluminum in bright polish finish . . . has a "silvery" appearance. Highly attractive, decorated with raised wheat border. **Diameter 13".** Has 7" clear glass insert. Revolves on steel ball bearings. Ind packed. Ship wt 5 lbs
527A75-235 .....RETAIL **$5.00**

Aluminum Tidbit Tray. Beautiful hammered aluminum piece . 3-tier tray with decorative leaf design. **Tier diameters:** 7½", 10", and 13". Height 12". Useful and decorative gift that is much appreciated. Ind. cartoned. Ship wt. 4 lbs.
527A60-275 .....RETAIL **$3.95**

Double Tidbit Tray. Practical as well as pretty; styled of hand wrought aluminum. Fingergrip handle, galleried trays. Lovely center designs. Upper 3 part tier 7¼" diam., lower, 11½". **Overall height,** 20¾". Ship. wt. 2 lbs.
527A3-325 .....RETAIL **$4.95**

3-Tier Tidbit Tray. This stunning newly created tray is of aluminum adorned with the rolled wheat design. Center rod is of black Marblette plastic with easy-to-hold metal handle. Tray diameters: 14", 10½", 7½" **Height 12".** Ship. wt. 3 lbs.
527A2-395 .....RETAIL **$7.50**

Finely Crafted Water Pitcher. Fashioned of hand wrought aluminum, with base, side handle and convenient ice guard. A beautiful piece that will enhance the table of any home. **Two quart capacity.** Ship. wt. 2 lbs.
527A5-395 .....RETAIL **$6.95**

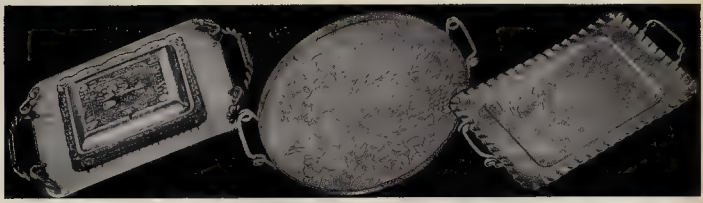
ALUMINUM ICE BUCKETS

Aluminum Ice Bucket. Ever-popular "apple-shape" ice bucket in smart, hammered aluminum. Has Fiberglas insulation to keep ice cubes solid for many hours. **2-qt. capacity.** A welcome gift item for the host and hostess providing pleasure and convenience in serving. **7½" high.** Individually cartoned. Ship. wt. 2 lbs.
527A59-275 .....RETAIL **$3.95**

Swing-Handle Aluminum Ice Bucket. Elegant simplicity of design. Decorative beading embossed on silver-like polished aluminum. Gadroon border. Fiberglas insulated to keep ice for hours. **13½" high overall. 8½" diameter at top.** Capacity; over two refrigerator trays of ice cubes. Ship. wt 3 lbs.
527A13-395 .....RETAIL **$6.95**

Hand-Wrought Aluminum Trays

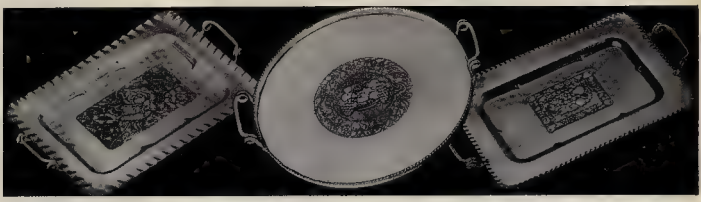
Attractive Designs • Bright Finish • Wide Selection of Sizes



Oblong Covered Relish Dish. Hand-wrought aluminum tray and handled cover in bright finish. Embossed in floral and fruit design **Tray size: 8½x13".** Glass insert 8x8½" with 3 compartments Ind. boxed. Ship. wt. 3 lbs.
527A64-395.....RETAIL $5.95

Round Tray with Overall Floral Design. Decorative and serviceable in hammered aluminum that keeps its original lustre. Overall floral design that is in popular demand. Coiled handles. Always practical and useful—a steady seller. **Size: 14" diameter (not including handles).** Ship. wt. 3 lbs.
527A11-245.....RETAIL $3.75

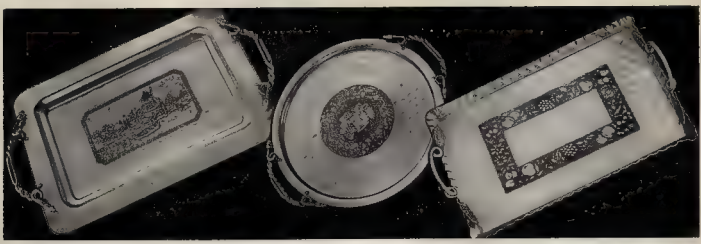
Oblong Tray with Paisley Design. True luxury appearance at a very low price. Overall Paisley pattern with crimped edges and coiled handles. An ideal tray for constant all 'round use—keeps its high lustre, will not chip or break. **Size: 11x15" (not including handles).** Ship. wt. 3 lbs.
527A10-245.....RETAIL $3.75



Oblong Tray with Floral Design. Richly embossed floral design center gives this tray a special luxurious quality. Decorative, crimped edges. Permanent, bright finish. A handsome tray of outstanding usefulness. **Size not including handles: 12x16½".** Individually packed. Ship. wt. 3 lbs.
527A63-345.....RETAIL $5.45

Round Serving Tray. Hand-wrought aluminum with bright finish. Beautiful embossed center lends a festive note to the serving of refreshments. Fruit and floral center design with crimped edges and coiled handles Excellent value in a fast-selling item. **Diameter: 19".** Ind. packed. Ship. wt. 3 lbs.
527A62-345.....RETAIL $5.45

Oblong Serving Tray. Hand-wrought aluminum with shining, bright finish. Will not tarnish or stain—easy to clean. Lovely embossed design center in a fruit pattern. Looped side handles. **Size: 11x19".** Ind. packed. Ship. wt. 2 lbs.
527A61-225.....RETAIL $3.75



Oblong Tray with Scene Design. Made of heavy gauge, hand wrought aluminum with decorative scene design in center. Ornate side handles. **Size: 12½x18".** Individually packed. Ship. wt. 3 lbs.
527A7-395.....RETAIL $5.95

Round Tray with Ornamental Center. Made of heavy gauge, hand wrought aluminum. Ornamental center design. Bright finish for lasting beauty Ornate side handles. **Size: 18" diam.** Individually packed Ship. wt. 3 lbs.
527A8-395.....RETAIL $5.95

Oblong Serving Tray. Made of heavy gauge, hand wrought aluminum. A good sized tray for serving every kind of refreshment. Will not tarnish or stain Bright finish, handsome embossed design. **Size: 21½x13¼",** Ind. packed. Ship. wt. 4 lbs
527A9-495..... RETAIL $7.50

ORDER EARLY for Holiday Delivery

LARGE BLUE CAVALRY SET

48 pieces in soft rubber-like plastic including horses, cannon, mounted and standing figures, covered wagon, etc. Vacuum sealed in clear plastic. Pk. 1 dz.

678242 . . . . . List $2.98 . . . . . 323407 Dz.

LARGE GREY CAVALRY SET

48 pieces in soft rubber-like plastic includes supply wagon, movable cannon, weapons carrier, horses, mounted soldiers, standard soldiers, etc. Vacuum sealed in clear plastic. Pk. 1 dz.

678244 List $2.98 . . 323407 Dz

BLUE CAVALRY SET

30-pc. in soft rubber-like plastic. Set contains 4 team horses, 3 mounted soldiers, 3 saddles, 2 riding horses. Each vacuum sealed in clear plastic. Pk. 1 dz.

678241 . . . . . List $1.98 . . . . . 215608 Dz.

GREY CAVALRY SET

30 pieces in soft rubber-like plastic includes horses, mounted and standing figures, cannon, covered wagon, etc. Authentic and historical. Vacuum sealed in clear plastic. Pk. 1 dz.

678245 . . . . . List $1.98 215608 Dz.

ASSORTED BLUE CAVALRY SETS

Three each of supply set, patrol detail, cannon detail, and mess detail. All sets beautifully molded with authentic styling. Three ea. to asst. Pk. 1 dz. in skin pak.

678240 . . . . . List 98c 87809 Dz.

ASSORTED GREY CAVALRY SETS

Three each of Cannon Detail, Mess Detail, Supply Detail and Reconnaissance Patrol. New exciting set with great play appeal. Authentic and historical. Individually boxed in skin pak. Pk. 3 of each to 1 dz. asst.

678244 List 98c . . . . . 87802 Dz.

ROY ROGERS AND DALE EVANS

Take-apart toys unusual in their realistic modeling. Made of colorfully hand-painted unbreakable acetate. 9½"x8½"x4". Boxed. Pk 12 ea.

678236 Roy Rogers List $3.98 32501 Ea.
678232 Dale Evans List 3.98 32501 Ea.

LONE RANGER AND TONTO

Take-apart toys. Hand painted, high grade unbreakable acetate. Made to last. Unusual play value. 9½"x8½"x4". Boxed. Pk. 12 ea

678231 Lone Ranger List $3.98 32501 Ea.
678233 Tonto List 3.98 32501 Ea.

WYATT EARP AND COCHISE

Take-apart toys hand painted in traditional colors to fire the imagination of every child. Removable parts enable children to re-enact scenes of favorite TV shows. Pk. 12 ea.

678237 Wyatt Earp . List $3.98 32501 Ea.
678233 Cochise List 3.98 32501 Ea.

TRIGGER

8" tall authentically colored palomino horse with saddle, harness and bridle gear. Made of unbreakable cellulose acetate. Boxed. Pk. 1 dz.

678218 . . . . . List $2.29 . . . . . 216968 Dz.

BLACK BEAUTY

Lifelike 8" tall horse with western mount saddle. Head harness and loose-hanging bridle gear. Unbreakable acetate. Boxed. Pk. 1 dz.

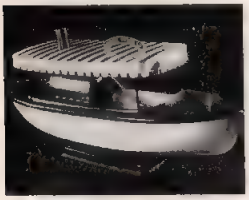
678216 . . . . . List $1.98 . . . . . 214758 Dz.

SILVER

A lifelike 8" white stallion with western mount saddle. Head harness and bridle gear. Made of unbreakable cellulose acetate. Boxed. Pk. 1 dz.

678217 . . . . . List $2.29 . . . . . 216968 Dz.

HOBBYCRAFTS ON PARADE



JUNGLE PRINCESS replica of African explorer's craft. Powered by easily-operated steam boiler and engine. Burns dry pellet fuel. Life-like in detail; striped canopy and smoke stack. Gift packaged. $9.95 ret. Atwood Motors, Montrose, Calif

CATAMARAN CRUISER skims over water at 50 mph-plus with .049 engine. All parts precut for easy assembly. Can operate in limited area. Shaped nose blocks, plastic spinner. Full size plans. $2.95 ret. Enterprise, 234 E. 2nd st., Mineola, N. Y.

TANK CAR, HO gauge miniature, molded from modified styrene resin. Quickly and easily assembled, will withstand rough handling. Item is replica of Goodyear tank car for transport of chemicals. Varney, Incorporated, 3950 N.W 28th st., Miami, Fla

F-100C SUPER SABRE Authentic detail includes 4 mounted bombs, auxiliary gas tank 8½" wingspan. 35-piece construction kit Pilot figure in cockpit. #H-236 retails 89c. Revell, Inc., Glencoe ave., Venice Calif

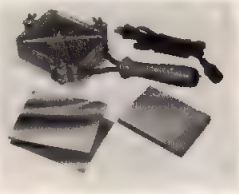


PHOTO-SEAL is portable plastic laminating kit for hobbyists. Electric sealing press requires no water connections or installation. Cord plastic sheets, insulating block. $14.95. Therm Appliance Mfg. Co., 808 S. First st., St. Charles, Ill

TD-4 FLIGHT TRAINER, for beginners, has 21½" span and high lift tail. Adjustable engine mount. Rough landing separates almost indestructable parts; can be re-assembled with rubber bands. $7.95. L. M. Cox, 730 Poinsettia, Santa Ana, Calif

#200 THE ATLAS (I.C.B.M.) Inter Continental Ballistic Missile stands 18½" high, has a base span of 4½". Each section separates. Top tier carrying instrument satellite is red plastic. $1.98. Hawk Model Co., 4314 N. California, Chicago 18, Ill.

LEATHERON is genuine pigskin for "leatherizing" wastebaskets, jewel cases, books, etc. Soft, pliable pigskin comes in thin, grain-side slices sold by sq. ft. Applied with adhesive. Hunting Interiors, 1422 Lake dr., Grand Rapids, Mich

PORTABLE RADIO KIT· 3A5 vacuum tube, miniature variable condenser, plastic carrying case. Complete with all hardware. No-soldering assembly. Retails $11.95. In "Assemble-by-numbers" series by Educational Electronics, 5322 N. Clark, Chicago.

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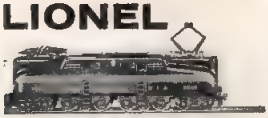

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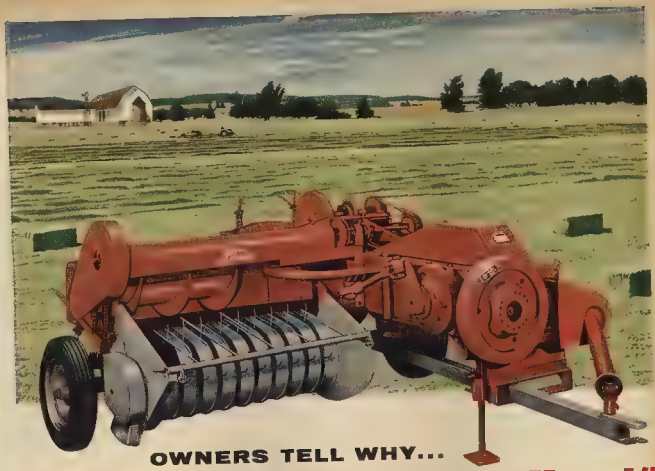

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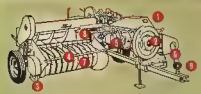

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—plus many more new and time-tested features for better baling!

In a nation-wide survey recently completed, 98 of every 100 owners of the Ford 250 Hay Baler gave reports of "satisfactory" or better.

Typical comments:

"I've had no repairs made on my baler and have baled 20,000 bales or better."

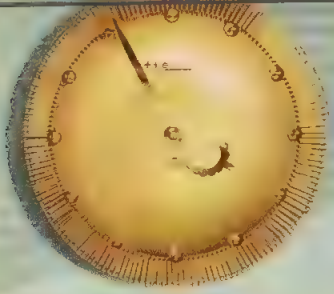
"Out of all my baling this summer, my Ford baler missed tying only 15 or 20 bales."

"At one time during first cutting, I tied over 2300 bales of hay in succession without missing a bale."

Owners praise the clean, compact design of the Ford baler with its easy handling, its fewer working parts and simple maintenance. They like the dependable feeding action of its exclusive sweep fork design, the smooth performance of its floating pick-up on rough ground, and the square, uniform quality of its bales. And over 30 design improvements for 1957 promise even *greater* dependability, convenience and owner satisfaction.

So stop in at your Ford Tractor and Implement dealer's and find out why the Ford Hay Baler offers you *more real value* —and at a price far lower than you might expect!

FORD
HAY BALER



Ultra-Modern 8-day Gleaming Polished Brass Wall Clock.
Two-tone dial, pink-gold raised markers, 10½" diameter, 4 jewels. Lever 8-day movement.
5218M4W1795T . . . . . Retail $29.95

8-Day Miniature Anniversary-Style Pendulum clock 5¼×4"
Pendulum swings exactly like traditional 400 day clock. Unbreakable glass dome. Enamelled ivory case and pillars. Floral decoration. Pre-assembled Pendulum. An outstanding dependable clock
5219M4W750T . . . . . Retail $11.95

1-Day Miniature Pendulum Clock.
Deeply hand-carved and painted, dependable Black Forest 30 hour spring wound movement 5×4"
5211M3W295T . . . . . Retail $4.95

Tick-Tock Clockmaker-Assembly Clock. Every child can build own clock as per enclosed complete instruction. 8×6".
5214M3W295T . . . . . Retail $4.95

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8-Day Miniature Grandfather Pendulum Clock.
Royal blue case with handpainted floral decorations. Accurate eight day movement, spring wound. Weights and chains only for decoration. Has safety cabinet for key and pendulum. 8½×2¾"
5213M3W595T . . . . . Retail $9.95
As above, but 30 hour movement
5212M3W295T . . . . . Retail $4.95

Heco 400-Day Anniversary Clocks

Traditional 400-Day Anniversary Clock 12½×8"
Runs 400 days without winding. Gleaming polished brass case 4½" porcelain dial with "DRESDEN" handpainted floral design. Twisted Flemish pillars. Improved safety lock and leveling device. Lever on base releases and starts pre-assembled pendulum
5215M8W1330T . . . . . Retail $21.95

Modern Brass Lantern 400-Day Anniversary Clock 8×5½×4⅜"
Exclusively smart designed. Engraved beveledged clear Plexiglass. A gleaming beauty. Satinfinished, silver-plated 4" dial with gold numerals. Lever on base releases and starts pre-assembled pendulum
5217M6W1795T . . . . Retail $29.95

Handpainted "De-Luxe" 400 day Anniversary Clock 12½×8½"
Ivory base. Dial and pillars with handpainted floral decorations, ivory dial with gold raised numerals and baroque hands. Adjustable base. Selfstarting pre-assembled pendulum
5216M8W1440T . . . . . Retail $23.95

Prices subject to F.E.T.

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TRADEMARK REG

BLACK FOREST CUCKOO CLOCKS

8-Day 14" Cuckoo Clock Beautiful deep hand carving. Selfadjusting, accurate movement. Needs winding only once a week. Door opens brightly colored bird pops out, cuckoos full and half hour, combined with melodious gong-strike. 14×10"

5200M12W1495T . . . . . Retail $24.95

As above, 12×8", but with 30 hour movement

5281M6W995T . . . . . Retail $16.95

8-Day 19" Cuckoo Clock 7 leaves 3 birds. A masterpiece of Black Forest handcarving. Selfadjusting, precise movement needs winding only once a week. Cuckoo and gong strikes full and half hour. 19×13"

5202M14X2395T . . . . . Retail $39.95

As above, 11×8", but with 30 hour movement

5283M6W895T . . . . . Retail $14.95

1-Day 13", 1/4 Strike Cuckoo Clock 3 birds 3 leaves handcarved. Multicolored. Cuckoos only once every quarter hour. 13×9"

5210M4W480T . . . . . Retail $7.95

8-Day 22" Cuckoo Clock. Hunting scene. Deeply handcarved by skilled Black Forest craftsmen. Stag head, pheasant and rabbit, pouch and guns in fine rich detail. Dependable, self-adjusting movement, needs winding only once a week. 22×14".

5204M15X2995T . . . . . Retail $49.95

1-Day handpainted 14" Playroom-Cuckoo Clock 1 bird 5 leaves and fairy-tale in deep handcarving. Every child will enjoy this new creation. Accurate selfadjusting movement. 14×10".

5207M8W1195T . . . . Retail $19.95

Musical 2-Door 13" Cuckoo Clock 7 leaves 3 birds. Every hour & half hour the cuckoo pops out to chirp the time. Second door opens at full hour. Musician emerges to play melody. Thorens music box. Selfadjusting 30 hour movement. 13×10"

5206M8W1595T . . . . . Retail $26.95

As above, 16×11", with large Swiss Musicbox.

5205M13X2395T . . . . . Retail $39.95

1-Day 9" Cuckoo Clock 3 birds 5 leaves. Beautiful deep handcarving. Selfadjusting fine movement with full and half hour cuckoo- and gong-strike. 9×6".

5208M5W720T . . . . . Retail $11.95

1-Day 7" Cuckoo Clock 1 bird 5 leaves handcarved hand some, small cuckoo clock with full and half hour strike and gong. 7×5".

5209M3W595T . . . . Retail $9.95

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True Realism in HO Trains, Cars, Kits

All Streamliners fully lighted
Passengers in Silhouette. All sets Equipped with N.M.R.A. Couplers, Rerailer & Uncoupler.

Completely assembled and ready-to-run Streamliner and Freight Train Sets:

#102 Special (illus)	$44.95	#301 Freight (illus)	24.95
#101 Commuter .	34.95	#302 Freight	31.95
#103 De Luxe	54.95	#303 Freight . . .	34.95

#301 Freight Train Set consists of 1 201 F-7 Diesel (4-wheel drive), 1 332 box car, 1 333 tank car, 1 340 caboose, 12 radius track, 1 terminal track, 1 rerailer track, and 1 uncoupler to complete a 36" x 44" oval.

(Above)
The "OK" Special is a replica of the most modern railroad equipment. It consists of a General Motors type A unit with powerful 8-wheel drive . . . all metal Streamline Baggage Coach . . . modern Astradome and Observation cars, complete train length 34" plus 16 lengths of finished track to complete a 36" x 32" oval.

ROOM 1049—HOTEL NEW YORKER

Assembled Streamliner aluminum cars available in 9 standard body types, priced from $6.95 to $8.95
Unassembled Streamliner car kits priced from $4.45 to $6.45

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Herschede Clocks

MASTERFUL CLOCKS OF FINE TRADITION WITH 8-DAY MOVEMENTS

These superb clocks reflect the exquisite artistry and faithfulness to grand tradition. Correct in every detail. Cases are masterpieces of design hand rubbed to a high luster. Their exquisitely finished dials with contrasting numerals and hands instantly show correct time. Hand wind movements keep exact, accurate time. Their chimes create a feeling of serene peace, cheer and companionship—truly the music of home. All clocks on this page except 536C38, 536C39, 538C40, 536C43, 538C25 and 536C34 strike the ¼-½-¾ and full hour. Floor clocks F.O.B., Factory, Ohio.

Popular interpretation of Victorian styling. Mahogany case with silvered dial and Black numerals. Ideally suited for mantel, piano top, or bureau. **8-day imported pendulum movement key wind. Westminster chimes sound every quarter hour.** Its classic styling blends harmoniously with period furniture. **8" high, 10¼" wide.** Ship. wt. 11 lbs.

536C36-4080 .....RETAIL **$68.00**

As above: Hour and ½ hour strike. Ship. wt. 11 lbs.
536C40-2820..... .....RETAIL **$47.00**

Styled with engagingly simple lines. Hand-rubbed mahogany case. 8-day, key-wound imported movement with pendulum. Silvered dial with graceful hands. Westminster chimes, all quarters. **Size: 13¼" wide; 9" high; 5" deep.** Ship. wt. 11 lbs.

536C42-3780.....RETAIL **$63.00**

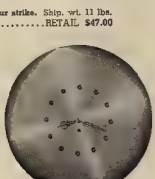
As above: Hour and half-hour strike on three rods. Ship. wt. 10 lbs.
536C43-2520.....RETAIL **$42.00**

Beautiful Honduras Mahogany case ornamented with beaded columns, and overlay trims. Glass side panels. Sounds with all three famous chime melodies — Westminster, Canterbury, and Whittington. 9 tubular bells. Chimes every ¼ hour. **8¾" high, 20½" wide, 12" deep.** Ship. wt. 260 lbs.
D536C22-51620 ..RETAIL **$890.00**

As above: with Westminster chimes only. 5 tubular bells. Ship. wt. 210 lbs
D536C23-38860....RETAIL **$670.00**

Banjo-shape clock authentically styled in Simon Willard's tradition. Mahogany case. Colorful painting on glass panel. 8-day imported movement—key wind. Easy-to-read 4½" silvered dial, with black hands and black numerals. Gold plated bezel. **26" high, 7¼" wide.** Ship. wt. 8 lbs.
536C39-2170.....RETAIL **$35.00**

As above: With electric motor.
536C39-2615.....RETAIL **$52.50**



An imaginatively styled time-piece. Fits perfectly into a modern setting. It's an exquisite wall clock—cone is attractive spun brass. Brass hands and numeral indicators. 8-day, key-wound movement. Back is padded with foam rubber to reduce noise. **14" diameter.** Ship. wt. 5 lbs.

536C25-2070.....RETAIL **$34.50**

French-Provincial wall clock. Delightfully ornamented and crafted with both simplicity and charm. **8-day imported movement—hour and half-hour bell strike.** Its swinging pendulum, weight, shells and chain are made of brightly polished brass. Ivory dial with hands and decoration in Black. Its styling reflects the artistry and good-taste of the period. **11½" square, 5½" deep.** Ship. wt. 22 lbs.
536C34-5700.....RETAIL **$95.00**

Beautiful Honduras Mahogany case in brown finish. Has fluted columns and glass side panels. Mellow Westminster chime of 5 tubular bells. Gold dial with moving moon. Chimes every quarter hour. **8¾" high, 18½" wide, 12" deep.** Ship. wt. 280 lbs.
D536C28-39730....RETAIL **$685.00**

As above: Blond Mahogany case.
D536C28-43500.... RETAIL **$720.00**

Fine Clocks

A wide assortment of clocks assembled with discrimination, for every use desired. Choose them for gifts, or for personal use.

1639N5000—Exeter Keywind clock and barometer wall pendant. An unusual four way combination consists of Clock with Jeweled 8-Day movement wound and set from the front, imported thermometer and 6¾" precision-built barometer and 9" hygrometer to indicate degree of humidity. Rich brown satiny finished solid mahogany case. Solid Brass Bezels and matching sunburst silverplated brass dials. Gold-colored set knob and hands. Height 29½, width 9", depth 2½". **Retail $75.00**

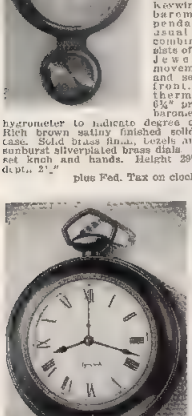
plus Fed. Tax on clock only—$2.50

Fashions In Time
Courtley Clocks (Right)

1640N1598—Pendulum. Courtley introduces a truly modern version reminiscent of the old-time pendulum clock. With handsome highly polished brass rods and circular ebony black dial with brass markers and hands. 25" long, 8" diameter. **Retail $24.95**

1641N2557—Banjo. Solid brass contemporary version of an old-time American favorite. As graceful as it is practical. Finished with highly polished case and trim, brushed brass dial and applied black Roman numerals. 22" in length, 6" dial. **Retail $39.95**

1642N1917—Orleans. A dramatic new clock in contemporary black wrought iron and brass. A wonderful conversation piece in any room. With applied brass dial markers. 6" square dial 29" long. **Retail $29.95**



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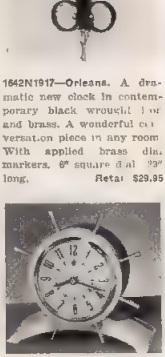
One of the world's largest and leading clock manufacturers.

1443N159—Glance—Electric Wall Clock. An all purpose wall clock—useful in the kitchen—decorative in the living room, bedroom, dining room, play room or hall. Can be mounted to conceal cord and outlet. Features legible black numerals and hands. Choice of metallic Copper, white or coral finish. Overall dimensions: Height 10", Width 8", Depth 2½". Dial 5¼". Shipping wt. 3 lbs. **Specify color choice.**
Mfr's. Sugg. Retail $6.95

1643N657—Java. A sleek, modern wood case electric bed alarm. Equally suitable for night table or desk. Fine grained mahogany finish. Luminous blue-gray dial background. Height 4½", width 4½", depth 1¾".
Mfr's. Sugg. Retail $9.95



1644N723—Bo'sun. A handsome decorative nautical electric bell alarm, suitable for bedroom desk, den or mantel. Ivory case; cork trim; solid polished brass spokes; gold colored dial. Height 6", width 6¼", depth 2¾".
Mfr's. Sugg. Retail $10.95

★ **NOTICE**—All prices quoted herein are either the manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

1582N997—"The Fireplace" Clock. A clock so enchantingly different it literally holds your attention entranced. Realistic tongues of flame dance and flicker in a beautiful 3-D open hearth fireplace complete with grate, andiron and logs. Housed in a beautiful walnut plastic case. Lustrous gold-finished dial, face easy-to-read numbers, sweep second hand. Ht. 10½", width 7½", depth 4¾".
Mfr's. Sugg. Retail $16.95

Novelty Clocks

1580N637—"Musical Radio" Alarm Clock. Swiss imported music instrument set in plastic with metal combination molded case. Jeweled movement. Awaken to the pleasant strains of "Just Dreaming" or an alarm. Each unit pays tribute to ivory or Black. Specify choice of color. Size 6"x2⅝"x3¾".
Mfr's. Sugg. Retail $9.95

1581N637—"Nassau" Alarm Clock. 7-Jewel imported desk alarm. Highly polished brass case. Wind and a modern touch to any room. Etched metal, silver dial. Size base 4¼", movement 1⅞"x2½".
Mfr's. Sugg. Retail $9.95

1645N956—Ballerina Musical Alarm. The clock itself is handsomely fashioned of plastic in attractive colors . . . looks like a tiny TV console of late design and measures 5¼" high, 3⅝" wide, and 2⅝" deep. Musical alarm is as pleasant to hear as the supple dancer is to watch . . . It gently nudges you awake in the morning to the gay tunes of soothing yet insistent musical melodies. Truly an unusual clock and a distinctive gift that adds pleasure and gaiety to the passing hours. **Specify choice of colors: Ivory or Black.**
Retail $14.95

Revere and Herschede Chiming Clocks

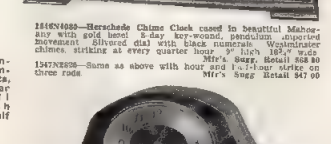
Herschede 8-Day Movement

Swinging pendulum, chain-wind weights, and the clear toned bell sounding each hour and half hour.

1389N3706—**French Provincial Wall Clock.** All the enduring charm of the justly favored French-Provincial style is captured in the design and finish of this remarkably fashioned clock. The dial is ivory with hands and decoration in black. Movement is ornorted Pendulum weight shells and chain are of bright, polished brass. Size, 11½" high 11½" wide 7½" deep. Ship wt 22 lbs.
Mfr's Sugg Retail $93.00

1546N4089—**Herschede Chime Clock** cased in beautiful Mahogany with gold bezel. 8-day key-wound, pendulum imported movement. Silvered dial with black numerals. Westminster chimes, striking at every quarter hour. 9" high 16¾" wide.
Mfr's. Sugg. Retail $68.00

1547N2926—Same as above with hour and half-hour strike on three rods.
Mfr's Sugg Retail $47.00

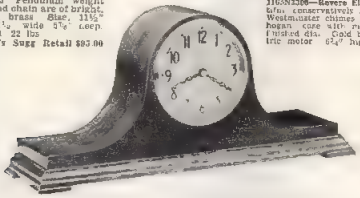


1163N3206—**Revere Electric Clock With Chimes.** A beautiful conservatively styled tambour clock with famous Westminster chimes. Appropriate in any setting. Mahogan case with mahogany finished center on silver finished dial. Gold bezel. Telechron self starting, electric motor. 6¾" high 16¼" wide. Ship. wt 7 lbs.
Mfr's Sugg Retail $55.00

A charming wall clock in the traditional Banjo pattern. It's a warm and colorful highlight in the decorative theme of any room, and a supremely accurate time-keeper. Polished mahogany case with delicately graceful scrolls on the glass front. 26" high 7½" wide. Ship. wt. 6 lbs.

1493N2170—**Herschede Banjo Wall Clock.** 8-day Wind Movement.
Mfr's Sugg Retail $35.00

1542N2915—Same as above with electric movement.
Mfr's. Sugg. Retail $32.50



1548N3660—**Revere Mantel Clock** that provides a gorgeous center-piece for mantel, table or desk. Mahogany case. Silver finished dial, raised black numerals. 8¼" high, 13¼" wide. Westminster chimes, with electric movement.
Mfr's. Sugg Retail $51.00

1166N4380—**Revere Chiming Electric Mantel Clock.** An unerring electric time-keeper with the beauty of the Westminster Chimes softly reproduced in deep golden tones on harmonious Symphony Chimetone Rods. Superb mahogany case with Bird's-Eye Maple panel. Telechron motor. Satin silver finished dial, raised numerals. 8" high, 20¼" wide. Ship. wt. 12 lbs.
Mfr's. Sugg Retail $78.00

1265N3480—**Revere Chiming Electric Mantel Clock.**
A lovely electric timekeeper. Reproduces the glorious tone of the Westminster chimes on Symphony Chimetone Rods. Rich mahogany case. Telechron motor. Silver finished dial, black, Roman numerals, gold color hands. 10½" wide 7½" high. Ship. wt 9 lbs. Sugg. Retail $59.00

A Selection of Distinguished Clocks Chosen for their Quality, Fine Craftsmanship, Dependability of performance and Lasting Beauty. They endow the homes they grace with aristocratic distinction, elegance and gracious charm. F.O.B. Factory, Cincinnati

1543N3760—**Herschede Chime Clock** styled along engagingly simple lines. Mahogany case. 8-day, key-wound, pendulum, imported movement. Silvered dial. 9" high 13¼" wide. Westminster chimes, striking at every quarter hour.
Mfr's Sugg. Retail $63.00

1544N3520 Same as above with hour and half-hour strike on three rods.
Mfr's. Sugg Retail $42.00

GRANDFATHER CLOCKS

SEND FOR SPECIAL CATALOG

(Left) THE PETITE

1409NF36250—**Petite Grandfather Key Wind Clock by Herschede.** Graceful grandfather clock styled down for the smaller home. None of the quiet charm or traditional beauty has been lost—this is merely a more compact model scaled for today's streamlined living. Beautiful Honduras mahogany case with beaded columns. Glass sides. Above the beautiful dial, a colorful moon dial marks each phase of the lunar month. 8-day key wind movement. Mellow-toned Westminster chimes with 5 tubular bells. These chimes are self-adjusting and always accord with the time. 75½" high, 18¾" wide, 12" deep. Ship. wt 280 lbs. F.O.B. Cincinnati Factory.
Mfr's. Sugg. Retail $625.00

(Right) 1174NF51620—COLONIAL STYLE

Grandfather Clock by Herschede. Authentic colonial chime clock has Honduras mahogany case with beaded columns and overlay trim. Glass sides. Above the dial a colorful moving moon dial marks each phase of the lunar month. 8-day key wind movement. Chimes are self-adjusting and always accord with the time. Has 9 tubular bells with all three of the famous chime melodies—Westminster, Canterbury, and Whittington—which are readily changed by shifting indicator on dial. 80" high 20½" wide 12" deep. Ship. wt 260 lbs. F.O.B. Factory, Cincinnati. Sugg Retail $890.00

1176NF52260—**Westminster Chimes Only.** 5 tubular bells. Clock same as above. Ship wt 210 lbs. F.O.B. Factory, Cincinnati. Sugg Retail $670.00

Electric Mixers Do It Better Automatically

[A] HOBART K5-A KITCHENAID MIXER

- **With Hobart 'round-the-bowl Planetary Action**
- **Swift, thorough—perfect results every time**

For large families and institutional use—mixes small or large quantities with equal ease. Handy 10-speed indicator. Self-scraping beater travels completely around bowl—bowl revolves in opposite direction. Mixes, blends, whips, stirs, folds, and kneads. Extra powered, trouble-free operation ensures consistent results, everytime. Modernize your kitchen—wide range of time and money-saving services is extended by attachments listed below

Deluxe-designed with streamlined white enameled body—handy speed control, long cord. Includes 5-qt. stainless steel bowl, flat beater, and wire whip. Uses 110-120 volts, AC-DC

30216W2S8784/9191—Wt. 35 lbs...Retail **$139.50**

Hobart Food-Chopper Attachment. Chops, grinds all kinds of foods, raw or cooked! Precision made—includes pestle. For all Kitchenaid mixers.

30125A841—Shpg. wt. 2½ lbs.....Retail **$12.95**

Hobart Disc Vegetable Slicer Attachment. Slices all foods—easily! Disc cutting action—adjustable blades. Fits all Kitchenaid mixers.

30128A841—Shpg. wt. 3 lbs.....Retail **$12.95**

Hobart Rotor Vegetable Slicer Attachment. Shreds or slices! Fast rotary action—adjustable blades. Fits all models of Kitchenaid mixers.

30223A2334—Shpg. wt. 8 lbs.....Retail **$35.95**

Hobart Colander-Sieve Attachment. Removes seeds, skins from fruit . . . fiber from vegetables! Ideal for purees, soups, sauces. Fits into mixer bowl—for mixer [A] model K5-A Kitchenaid only

30219A1282—Shpg wt. 4 lbs.....Retail **$18.75**

[B] NU-TONE POWER-MAID MIXER-BLENDER

- **Includes electric food mixer—and food blender**
- **Plus quiet electric motor in 2-tier-style base**

Its 2 appliances in one—powered by single motor Order attachments below for added utility.

FOOD MIXER. Easy, automatic! Has single extra-big beater that mixes thoroughly over entire area of bowl —does work of 2 or 3 regular beaters. 5¼ qt. anodized aluminum bowl—rustproof. Has continuous pouring lip. Streamlined mixer head.

FOOD BLENDER. Prepares drinks, soups, purees, baby food, snacks. Blender bowl of pink transparent plastic—break-resistant. Triangular shape for easy grasping—blades sealed-in for safety.

MOTOR UNIT. Provides 6 essential speeds—easy-to-read dial on front. Handsome base of durable metal with 2-tone gray finish—rubber feet protect table. 4½ ft. cord. 110-120 volts, AC only.

30542A4077—Wt. 14 lbs.....Retail **$59.95**

Nu-Tone Fruit Juicer Attachment. Fits Mixer-Blender combination. Fresh juice in seconds. Reamer with perforated strainer that fits into mixer bowl

30545A289—Wt. 1½ lbs.....Retail **$3.95**

Nu-Tone Knife Sharpener Attachment. Fits over motor unit. Sharpens 10 times faster than stone sharpeners. Flexible discs—removable cover to catch grit. With 2-year supply of extra discs.

30544A473—Wt. 1 lb.....Retail **$6.95**

[C] NU-TONE "IN-BUILT" FOOD CENTER

- **3 appliances—mixer, blender, knife sharpener**
- **Build it into your counter top—it's so handy**

A modern built-in—3 appliances powered by under-the-counter motor! Juicer attachment (below)

FOOD MIXER. One big beater! 3½-qt anodized aluminum bowl turns at constant speed—never slows down. Continuous pouring lip. Smartly styled.

FOOD BLENDER. Transparent plastic container—sealed-in stainless steel blades. Funnel insert for adding foods while blender runs in motion

KNIFE SHARPENER. Flexible carborundum sharpening discs (supply incl.) chrome cap catches grit.

MOTOR UNIT. ⅓ HP motor. Cut-out size 4½ x 10½ in Stainless steel counter-plate—appliance connector, 6-speed switch. Adjustable mounting—lits flush with counter top, extends 6¼ in. underneath. 110-120 volts, AC. 300W, 800 rpm.

30547A1S4691/4992—Wt. 18 lbs...Retail **$74.95**

[CC] Nu-Tone Fruit Juicer Attachment. Fits into mixing bowl. With reamer and strainer.

30548A249—Shpg. wt. 1½ lbs. ...Retail **$3.95**

[D] UNIVERSAL PORTABLE ELECTRIC MIXER

- **3 controlled speeds—and easy-to-use selector**
- **Modern base with fin design so it "stands up"**

Mixes everything! 3 controlled speeds. 2 connected polished steel beaters—finger-tip release. Non-tip base white baked enamel finish, black trim and plastic handle. 5 ft. attached cord. Includes cookbook. 110-120 volts, AC-DC.

30443A3S1249/1341—Wt. 4½ lbs...Retail **$18.95**

[E] OSTER PORTABLE ELECTRIC HAND MIXER

- **Exclusive "knee-action" beaters—mixes evenly**
- **Steel rest so it'll stand—bracket for hanging**

Mixes like magic! 3 speeds—handy dial 2 removable stainless beaters—self-adjusting "knee action" to fit contour of container. Has heel rest. Black, white enamel finish. 8-ft. cord. Includes cookbook, wall bracket. 110-120V AC-DC.

30443A3S1249/1341—Wt. 4½ lbs.....Retail **$18.95**

[G] OSTER ELECTRIC MEAT GRINDER

- **Portable—stands anywhere and needs no clamps**
- **Grinds fast, evenly—a pound of meat a minute**

For time to course grinding—cooked or raw food! Removable grinder head—aluminum feeding platform, big hopper, 2 grinder inserts, hardwood pestle.

White enameled base, designed so utensils fit close to grinder. Extra attachments (below) are firmly held by self-locking knob. Self-lubricating motor. On-off switch. 5-ft. cord. 110-120 volts. AC-DC

30132A3S2247/3287—Wt. 14 lbs...Retail **$49.95**

[H] Ice Crusher Attachment. Chips ice just right—9 different adjustments. Fast-action blades. Has white enamel finish—bright stainless steel cover

30133A3S842/881—Wt. 5 lbs.....Retail **$12.95**

[J] Can Opener Attachment. Easily opens cans of all sizes and shapes! Leaves safe edge, no spur on lid. Grips cans tightly magnet holds lid. Removable blades. Concealed working parts.

30214A3S807/671—Wt. 1½ lbs... Retail **$9.95**

Electric meat grinder for all kinds of grinding . . . ice-crusher attachment (above) and can-opener attachment (at left) for extra versatility of use!

FUN TODAY, CAREER TOMORROW

(A) 3-CAR PAINT AND ASSEMBLY KIT. Contains all component parts for making the Cadillac Coupe de Ville, Continental Mark II and the Buick Century convertible. Instructions, glue, and paint for 2-tone color. Models are plastic and metal with rubber tires.
21-29005-333 Wt. 4 lbs. . . . . .Retail **5.00**

(B) CADILLAC CONVERTIBLE KIT. Handsomely detailed scale model of the world famous Cadillac convertible. 11¼-inches long. Body is molded of beautiful Red styrene plastic. Bright plated parts, rubber tired wheels, realistic appointments. Fun to assemble.
21-29203-166 Wt. 2 lbs . . . . . .Retail **2.49**

(C) JAGUAR SPORTS CAR KIT. All metal construction kit. Precision parts include semi-elliptical rear springs, steerable front wheels, and semi-pneumatic tires. Blue baked enamel finished body. 18-in. long.
21-29245-730 Wt. 7 lbs. . . . . .Retail **10.95**
21-29237-660 15-in. MG kit Red .Retail **9.95**

(D) MODEL PLANE KITS. Quick construction kits of five famous military aircraft. The Skyray, the Thunderstreak and the Army's new Convertiplane plus two night fighters. All plastic molded pieces are precisely detailed for realism. Approx. 7-in. long. With stand.
21-29146-199 Wt. 2 lbs. . . . . .Retail **2.98**

(E) MODEL PLANE KITS. Three plastic quick assembly kits of famous fighter aircraft. Includes the Demon, the Skyray and the Thunderjet. Accurately detailed parts give an excellent impression of realism. Sizes 11 to 15-in. long. Educational. Wt. 2 lbs.
21-29153-397 . . . . . .Retail **5.95**

(F) AURORA PLASTIC B-29 KIT. 50-pc. accurately detailed plastic assembly model of the famous four-engined bomber. 1/72-in. scale. 22-in. wing span. Wt. 3 lbs.
21-29112-173 . . . . . .Retail **2.59**
B-25 MITCHELL BOMBER. 18-in. wing span.
21-29120-173 Wt 3 lbs . .Retail **2.59**

(G) NAVY FIGHTING SHIPS. Kit contains all necessary parts to make four accurately detailed models of famous ships. Battleship "USS Missouri," Carrier "Shangri-La," Destroyer "Allen M. Sumner" Cruiser "Chicago".
21-29062-306 Wt. 2 lbs. . . **4.59**

(H) FAMOUS SHIPS OF HISTORY. 4 Quick-Construction kits of models about 6 in. long: USS "Constitution," "Santa Maria," "Barbary Pirate" and the "Mayflower". Authentically detailed plastic parts, cement, paint.
21-29054-173 Wt. 2 lbs. **2.59**

(J) CHINESE JUNK KIT. 51-pc. scale model of the famous trading boats. Kit contains detailed plastic assembly parts, decals and flags. Model is 12-inches long. Completed model rests on handsome display stand. Wt. 1 lb.
21-29104-166 . Retail **2.49**

(K) SCHOONER KIT. Hours of interesting fun building this famous Yankee ship. All plastic and authentically detailed. Complete with crew, thread, anchor chain and all necessary parts. With instructions and stand. Wt. 2 lbs.
21-29047-233 .Retail **3.49**

START A FASCINATING HOBBY

(A) SIGWALT PRINTING PRESS. Precision designed of steel, like big, commercial printing presses. Sturdy, single-roller automatic-inking press prints area 2½x4 in. Comes with standard metal type, wood spacers, tweezers, ink and instruction manual. Shpg. wt. 20 lbs.
21-29500-1330 . . . . . Retail **19.95**

(B) "ACE" TWO COLUMN PRINTING PRESS. Perfect for the youngster-published, "digest-size" neighborhood newspaper, programs . . . every small printing job. Prints anything 5½-to-7½ in. Includes: 600 pieces type; Black ink; brush and paper; all ready to go to press.
21-29526-730 Wt. 18 lbs.. . . . . Retail **10.95**

(C) COPPER ENAMELING KIT. It's Easy! It's fun! Make your own expensive jewelry, gifts . . . pins, medallions, cufflinks, earrings, ashtrays. See your own creativeness come to life in brilliant enamel colors on pure copper. 75-pc. kit includes: Glass-Domed kiln, and complete instructions. Wt. 7 lbs.
21-29609-1060 . . . . . Retail **15.95**

(D) SIGN AND TICKET SHOP. 2-color printing set. Incls.: 40-pc. ½-in. alphabet; 170 pcs.; ½-in. rubber type; all accessories.
21-29534-199 Wt. 1 lb. . . Retail **2.98**

(E) TREASURE CHEST OF CRAFTS. Complete tools, materials, instructions for leather-craft, metal-craft, tap-n-lace, sculpturing, and embossing.
21-29575-332 Wt. 3 lbs.. . . . . Retail **4.98**

(F) 3-D FAIRY TALE VIEWER AND SLIDES. Each story told in 6 full-color slides. Includes: Jack and the Beanstalk, Three Bears, Cinderella, plus lightweight sturdy viewer.
21-29625-330 Wt. 1 lb.. . . . . Retail **4.95**
3 EXTRA 3-D STORIES. 6 slides each: Hansel and Gretel, Wild Bill Hickok, Robin Hood
21-29633-199 Wt. 1 lb.. . . . . Retail **2.98**

(G) METAL TAPPING SET. Includes all required metal sheets, plywood bases, parts for making useful projects. Complete instructions.
21-29567-265 Wt. 4 lbs.. . . . . Retail **3.98**

Electric Woodburning Sets

UL Approved

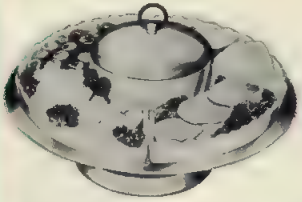
CRYSTAL RADIO KIT. Set includes everything needed to make a real, operating radio. Complete with earphone Absolutely no batteries or electric plug-in required. Incls.: antenna, 2 crystals.
21-29658-199 3 lbs. **2.98**

DISNEYLAND WOODBURNING SET. 5 plaques, 2 framed pictures, paints, pen, accessories.
21-29674-330 Wt. 2 lbs.. . . . . Retail **4.95**
DISNEYLAND WOODBURNING SET. 7 smaller plaques, paints, accessories.
21-29682-199 Wt. 3 lbs.. . . . . Retail **2.98**

DELUXE WOODBURNING SET. This beautiful set contains: 1 UL approved pen (guaranteed 5 yrs.); 4 extra points; 12 plaques; 2 framed plaques; 2 beautiful projects; paints; brush; 2 water pans; foil paper; picture hangers.
21-29690-463 Wt. 4 lbs. . . . . Retail **6.95**

ROYAL DRU-IRON 6 PC. OVEN-TO-TABLEWARE SET. Made in U.H., Holland. Hand-decorated porcelainized cast iron cookware Burnproof Stainproof and E-A-S-Y to wash. No more scraping. Royal Dru-iron is increasing in popularity daily. Designed to be taken directly to the table from stove or oven—you cook & serve in the same dish. Set consists of: 9½" fry pan, 10" Oval platter, 1¾ qt. casserole and cover, 1½ qt. saucepan and cover. This nationally known line is sold in leading department stores. Sets available in Delft Blue or Key Largo Green. 18 lbs. per set.
B800-E1650 ..... **$27.50**

"HOSTESS" MUSICAKE PLATE. Revolves as it plays "Happy Birthday" on imported Swiss Musical Movement. Set includes sparkling crystal cake plate and aluminum cover and base. 10½ std. cake size. 5 lbs.
K5100-E475-6E450 ..... **$7.50**

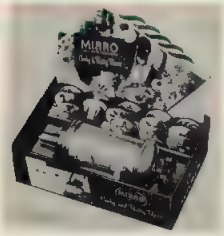


"COLORAMA" LAZY SUSAN. The tray of 1001 uses. 14" tray. 4 sectional, heat proof milk-white glass dishes and covered casserole. Ball Bearing Base and cover in contrasting gold anodized aluminum. 5 lbs.
K417-E425-6E400 ..... **$7.00**

PARTY SIZE ICE VAULT AND WINE COOLER. Sparkling two-tone aluminum with smartly trimmed handle. Double-wall, fiber glass insulation throughout. 5-qt. size, keeps 6 trays of ice cubes solid for hours. Use also as wine cooler.
K1706-E635-6E600 ..... **$9.98**

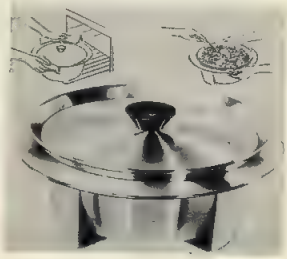
ICE VAULT AND WINE COOLER. Perfect for family or party use. Styled in 2-tone aluminum with smartly trimmed handle. Double-wall, fiber glass insulation throughout. 3-qt. size holds 4 trays of ice cubes.
K1703-E450-6E420 ..... **$6.98**

"MIRRO" ALUMINUM CAKE CARRIER. Now even tall round cakes can be transported safely on picnic, church affairs, outings, etc. Simple positive locking device secures cover, helps keep cakes fresh longer. Diam. 11¼", Height 8½".
B2002-E300-6E285 ..... **$4.95**



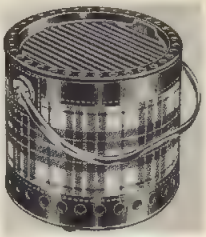
"MIRRO" ALUMINUM COOKY PRESS. 3 tips for making cream puffs, eclairs, etc. Twelve interchangeable forming plates for making fancy cookies. Wood rack for forming plates and tips for easy filing included. 3" Barrel. 24-page Recipe Book. 2 lbs.
B358-E200-6E185 ..... **$3.25**

"MIRRO" CHAFING DISH. Cook and serve your food right at the table for a delightful change of pace. Use the chafing dish for breakfast, lunch or evening snack; to prepare family favorites indoors or out. Doubles as skillet and, with water tray, a double boiler. Vapor-Seal design with heat indicator. Polished aluminum finish with black plastic handle and cover knob. Durable rack finished in dull black enamel. 2 qt. capacity. 4 lbs.
K2022-E460-6E445 ..... **$6.95**



"MIRRO" ALUMINUM CASSEROLE. This modern carrier stays comfortably cool for passing and placing directly on table or buffet top. 11" x 5". Polished outside—Each boxed. Capacity 2½ qts. 2 lbs.
B2032-E265-6E250 ..... **$4.35**

SKOTCH GRILL. The famous SKOTCH red plaid on a charcoal grill—and the finish cannot burn off. Lights easily, no kindling necessary. Controlled draft and constant radiant heat. Easy to carry, clean and start. Removable fire-pot. Metal handle for easy carrying. 12" x 12". 6 lbs.
B555-E420 ..... **$6.95**



SKOTCH KOOLER. Economy model. 4 gallon capacity. Insulated red plaid picnic box keeps food and drinks hot or cold. Pressure tight cover, handle. Has 101 uses. 9 lbs.
B403-E430-6E400 ..... **$6.50**

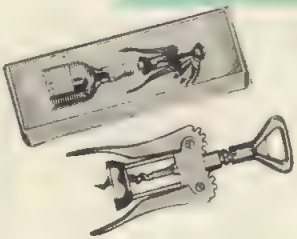
WOODLAND PICNIC BAGS—BY POLORON. Fiberglas insulated, keeps foods or beverages hot or cold—always fresh. Now in the new Black "Travel" Pattern. Perfect for hunting, picnics, baby's formula. Size—16 x 11 x 8. Ship. wt.—3 lbs.
B104P-E240-6E225 ..... **$3.98**

"SKOTCH ICE"—DRY COLD REFRIGERANT. Convenient size (same as frozen juice can). Re-usable for coolers, picnic boxes, etc. Just put in refrigerator and freeze—then use the Skotch Ice instead of regular ice. 4 cans per pack. 2 lbs. Pack price.
B1-E45-12E40 ..... **.69 (Pack of 4)**

MICKEY MOUSE CLUB MELMAC DINNER SET. Perfect & timely for the younger set. 3 pc. Mouseketeer's set of quality Melmac. A 9" dinner plate, 14-oz. bowl and 10-oz. tumbler. Each set packed in Club House Carton. 2 lbs.
B3-E300-6E270 ..... **$4.50**

SCOTCH-O-MATIC. Fiberglas insulated hot or cold jug in red plaid. No need to pour, lift or tilt. Just press the bulb and it serves a drink. Full gallon size. 7 lbs.
L214-E545-6E525 ..... **$8.95**

HOME BAR SET. 6-piece bar accessory set, fitted with attractive Capehorn handles and beautifully packaged in gift box. Polished and chrome metal fittings. 3 lbs.
B120-E400-6E375 ..... **$7.95**



"EXPERT" CORKSCREW-AUTOMATIC. Miracle of easy opening. No strain or pulling. Chrome plated. 6¾" x 2½". Bottle opener in handle.
B4-E110-D1140 ..... **$1.98**

FIVE-PIECE BAR ACCESSORY SET. Consists of mixing spoon, combination opener, cocktail strainer, one ounce, and one and three-quarter-ounce double jigger, and buffet fork. All pieces are richly polished and chrome plated. 1 lb.
B900-E240-6E225 ..... **$4.95**

from Holland

Cook IN THESE LOVELY SERVING DISHES

royal DRU *iron*

HAND DECORATED PORCELAINIZED CAST IRON

OVEN-TO-TABLEWARE

in Delft Blue or Key Largo Green

Distinctive sauce pans, casseroles, frying pans and baking dishes — all made of porcelainized cast-iron. Designed to be taken directly to the table from the stove top or oven — you cook and serve in the same lovely dish. Royal DRU-iron's permanent, beautifully hand-decorated surface gives it the lifetime beauty of fine china. Made in Uift, Holland, by skilled old-world craftsmen, each piece is hand-decorated with traditional Dutch motifs of tulips, windmills, and fleur-de-lis. Burnproof, stainproof, easy to wash—Royal DRU-iron is a lifetime of beauty.

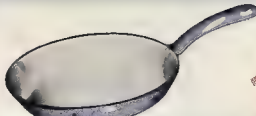
Imported by Evans International

Oval casserole, with cover. Appropriate for a dinner party entre or a family casserole. Never necessary to rewarm. Take this attractive "Dutch Oven" right from the oven to the most charming table setting.
In blue or green.

522A4-530 blue, 522A54-530 green 1½ qt. Retail $ 7.95 wt 6.0#
522A5-663 blue, 522A55-663 green 2½ qt. Retail $ 9.95 wt. 5.6#
522A6-796 blue, 522A56-796 green 3½ qt. Retail $11.95 wt. 7.3#
522A7-1130 blue, 522A57-1130 green 6 qt. Retail $16.95 wt 12.7#

Sauce pan, hollow handle with cover; resembling the French-type casserole. Use as a cooking utensil and then put this attractive sauce pan right on the table. Suitable for both stove top or oven. One-quart size ideal for a standard frozen-food package.
In blue or green.

522A8-462 blue, 522A58-462 green 1 qt Retail $ 6.95 wt 3.6#
522A9-530 blue, 522A59-530 green 1½ qt. Retail $ 7.95 wt. 4.3#
522A10-597 blue, 522A60-597 green 2 qt Retail $ 8.95 wt. 5.0#
522A11-663 blue, 522A61-663 green 3 qt. Retail $ 9.95 wt. 7.0#



Frying pan, metal handle. Fry, bake, or broil in this all-purpose pan, and then use as a serving piece. Needs no special cleansers to keep sparkling.
In blue or green.

522A14-396 blue, 522A64-396 green 9½" Retail $ 5.95 wt. 3.4#

Whistling tea kettle. Porcelainized sheet iron. An attractive spot of color for the kitchen. Functional as well as pretty, never needs polishing. Will dress up any stove top — a bit of the old world in modern garb.
In blue or green.

522A22-566 blue, 522A72-566 green 2 qt. Retail $8.50 wt. 2.5#

from Holland

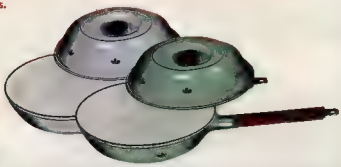
Beautiful... Practical... Lasts a Lifetime...

royal **DRU** *iron*

OVEN-TO-TABLEWARE

for stove top, oven or broiler!

Cook in Royal DRU-iron — serve in Royal DRU-iron. All the cooking advantages of cast-iron — all the beauty and cleaning ease of a hand-decorated porcelain finish. Foods simmer at thrifty low heat which brings out the delectable natural flavor, a method of cooking preferred by continental chefs and gourmets. The fine textured finish washes easily like china, no special cleansers required. Each piece in Delft blue or Key Largo green, with sparkling white interiors.



Round casserole, with cover. Perfect for cooking outdoors or over an open fireplace. Can be used as a sauce pan too! Food stays piping hot through second and third servings. In blue or green.

522A1-566 blue, 522A51-566 green 1¼ qt. Retail $ 8.50 wt. 4.0#
522A2-634 blue, 522A52-634 green 1½ qt. Retail $ 9.50 wt. 4.7#
522A3-1130 blue, 522A53-1130 green 6 qt. Retail $16.95 wt. 14.3#

Frying pan, wooden handle; covers available separately. These versatile pans can be used for everything from southern-fried chicken to cooking eggs the Dutch way. Covers lie flat on the table and are suitable as garnishing or serving dishes. A compliment to any kitchen. In blue or green.

PANS	522A16-433 blue, 522A66-433 green 8½" Retail $ 6.50 wt 4.3#	
	522A17-566 blue, 522A67-566 green 10½" Retail $ 8.50 wt. 6.1#	
	522A18-634 blue, 522A68-634 green 11½" Retail $ 9.50 wt. 7.5#	
COVERS	522A19-263 blue, 522A69-263 green 8½" Retail $ 3.95 wt. 0.8#	
	522A20-330 blue, 522A70-330 green 10½" Retail $ 4.95 wt. 1.2#	
	522A21-397 blue, 522A71-397 green 11½" Retail $ 5.95 wt 1.7#	

Oval dish. Can be used for hot or cold dishes. Marvelous for roasts or broiling. Carve and serve from this attractive dish. In blue or green.

522A12-366 blue, 522A62-366 green 10" Retail $ 5.50 wt. 3.1#
522A13-366 blue, 522A63-366 green 14" Retail $ 8.50 wt. 3.8#

Butter melter. Double pouring lips, separate base and cover. Ideal for butter and hot or cold sauces. Will dress up any table setting. In blue or green.

522A15-317 blue, 522A65-317 green 1 cup Retail $ 4.75 wt. 1.3#

from Holland

Cook IN THESE LOVELY SERVING DISHES

royal DRU *iron*

HAND DECORATED PORCELAINIZED CAST IRON

OVEN-TO-TABLEWARE

in Delft Blue or Key Largo Green

Distinctive sauce pans, casseroles, frying pans and baking dishes — all made of porcelainized cast-iron. Designed to be taken directly to the table from the stove top or oven — you cook and serve in the same lovely dish. Royal DRU-iron's permanent, beautifully hand-decorated surface gives it the lifetime beauty of fine china. Made in Uift, Holland, by skilled old-world craftsmen, each piece is hand-decorated with traditional Dutch motifs of tulips, windmills, and fleur-de-lis. Burnproof, stainproof, easy to wash—Royal DRU-iron is a lifetime of beauty.

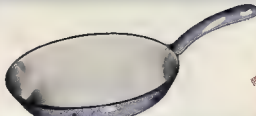
Imported by Evans International

Oval casserole, with cover. Appropriate for a dinner party entre or a family casserole. Never necessary to rewarm. Take this attractive "Dutch Oven" right from the oven to the most charming table setting.
In blue or green.

522A4-530 blue, 522A54-530 green 1½ qt. Retail $ 7.95 wt 6.0#
522A5-663 blue, 522A55-663 green 2½ qt. Retail $ 9.95 wt. 5.6#
522A6-796 blue, 522A56-796 green 3½ qt. Retail $11.95 wt. 7.3#
522A7-1130 blue, 522A57-1130 green 6 qt. Retail $16.95 wt 12.7#

Sauce pan, hollow handle with cover; resembling the French-type casserole. Use as a cooking utensil and then put this attractive sauce pan right on the table. Suitable for both stove top or oven. One-quart size ideal for a standard frozen-food package.
In blue or green.

522A8-462 blue, 522A58-462 green 1 qt Retail $ 6.95 wt 3.6#
522A9-530 blue, 522A59-530 green 1½ qt. Retail $ 7.95 wt. 4.3#
522A10-597 blue, 522A60-597 green 2 qt Retail $ 8.95 wt. 5.0#
522A11-663 blue, 522A61-663 green 3 qt. Retail $ 9.95 wt. 7.0#



Frying pan, metal handle. Fry, bake, or broil in this all-purpose pan, and then use as a serving piece. Needs no special cleansers to keep sparkling.
In blue or green.

522A14-396 blue, 522A64-396 green 9½" Retail $ 5.95 wt. 3.4#

Whistling tea kettle. Porcelainized sheet iron. An attractive spot of color for the kitchen. Functional as well as pretty, never needs polishing. Will dress up any stove top — a bit of the old world in modern garb.
In blue or green.

522A22-566 blue, 522A72-566 green 2 qt. Retail $8.50 wt. 2.5#

from Holland

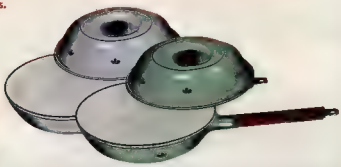
Beautiful... Practical... Lasts a Lifetime...

royal **DRU** *iron*

OVEN-TO-TABLEWARE

for stove top, oven or broiler!

Cook in Royal DRU-iron — serve in Royal DRU-iron. All the cooking advantages of cast-iron — all the beauty and cleaning ease of a hand-decorated porcelain finish. Foods simmer at thrifty low heat which brings out the delectable natural flavor, a method of cooking preferred by continental chefs and gourmets. The fine textured finish washes easily like china, no special cleansers required. Each piece in Delft blue or Key Largo green, with sparkling white interiors.



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the one and only

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Daisy Mae!

by Al Capp
© UFS

straight out of America's most popular comic strip...

evah lovin' sweetheart of Li'l Abner

40 million daily readers! Done in the famous HOL-LE quality manner!

You've got to see her to believe it! This gal needs no build-up! Reproduced by HOL-LE with "evah lovin' care" . . . from buxom curves to beautiful blonde Dynel hair. Rayon mask face, removable 2-piece costume. Boxed in individual display package. Style #DM 50/22, 22" tall. Retails about $5. Also at $10 and $15 retail, with dancing straps.

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DIVISION RIVERDALE TOY MFG. CO., INC.

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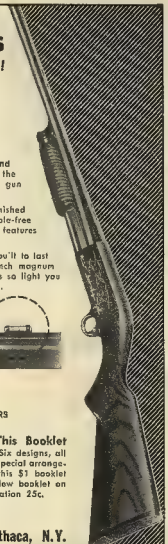
HUNTERS & SHOOTERS

are proud to own!

ITHACA

FEATHERLIGHT REPEATER

with the famous Ithaca Raybar Sight



Ithaca guns are famous favorites with Hunters and Shooters because they are finest quality from tip of the barrel to the end of the stock . . . crafted by top gun makers for your shooting pleasure!

You'll be proud of your Ithaca with its beautifully finished native walnut stock and forend, its fast, smooth, trouble-free action; exclusive, safe, bottom-ejection . . . all the fine features you want in your gun!

All Ithaca guns are made of safe, solid steel . . . built to last and give you greatest strength to handle the 2¾ inch magnum shells as well as the 2¾ standard loads . . . yet it is so light you never get tired toting it all day in the woods and fields.

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ITHACA RAYBAR SIGHT ▶

that helps improve your shooting under any outdoor lighting conditions. Helps you get on target faster. No more misses because of poor light. Ithaca Raybar sights also fit other makes and models of shotguns.

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Build your own Gun Cabinet or Rack. Six designs, all new. Complete, simple instructions. By special arrangement with the author you can have this $1 booklet for only 50c coin (no stamps). ★ New booklet on Shooting Tips and Featherlight Information 25c.

"Since 1880 — Great Guns!"

ITHACA Gun Company, Inc., Dept. 21 Ithaca, N.Y.

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inside--

and out!

style 245
FULL CUSHION INSOLES
SPRINGY CORK OUTSOLES

work in comfort all day long!

Specially built to absorb shock and rest your feet as you work in field or barnyard. With full cushion insoles, easy walking cork outsoles and famous one-piece Freemold backs no seams to rub or rip! Fine Goodyear welt construction riveted steel shanks. And genuine cowhide uppers, tanned to resist barnyard acids. Mighty comfortable, and long wearing.

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STAR BRAND work shoes

For nearest dealer, write
ROBERTS, JOHNSON & RAND, Division of International Shoe Co., St. Louis 3, Mo.

Good start for a good horse

"Bringing 'em up right" means never giving a blemish a chance to develop . . . treating cuts, sores, and abrasions at once . . . prompt relief for stiffness and strained muscles. And your best partner on the job is Absorbine. A large bottle costs only $2.50 at any druggist.
W. F. Young, Inc., Springfield, Mass.

ABSORBINE

HOME-MADE and HANDY

Photo Bill Hardy

REST YOUR FEET. Use an old steel stanchion for a shop bench leg, bolt on a 2x4 with a plow seat on the end. Univ. of Conn.

Photo C. F. Morley

PORTABLE SCAFFOLD. Nail scaffolding on the truck, work at several levels, anywhere along the building. B. Smith, Illinois.

Photo A. M. Wertsch

GRINDS ANYWHERE—without a scoop. Elevator and mill are on wheels, built-up hopper prevents spilling. D. Garrels, Iowa.

Photo: Kas Hadenfeldt

CLEANER FEED. Foot scraper at the granary door keeps mud out of bins and bunks. Bob Hadenfeldt, Buena Vista Co., Iowa.

Photo: Harry Graves

SAVES STEPS. 36-bu. silage bucket runs on old manure carrier track; motor powers unloading auger. R. Topp, Eddy Co., N. D.

Photo: A. M. Wallach

LOG CHAIN HITCH. Just hook to any link; no need to thread chain through clevis or wrap it around drawbar. J. Jenks, Iowa.

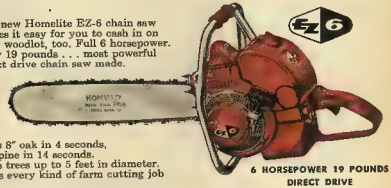
$1,252 Profit in 3 Months Part-Time Cutting

HOMELITE CHAIN SAW

Mr. Ernest E. Schmiedel is a certified Pennsylvania Tree Farmer who owns a Homelite Chain Saw and a 120-acre farm in Ridgway. While most of his income comes from corn and buckwheat, he makes a better than average annual income from his 70-acre woodlot. Last winter, for example, in 3 months of part-time work he selectively cut 75 cords of maple which he sold as paperwood for $1,600 (he would have received only $179 if he had sold it "on the stump"). His total costs for hauling the timber and running the saw were $347.50 — leaving a net profit of $1,252.50 which helped him purchase a new tractor.

Cash in on your woodlot the Homelite Way

The new Homelite EZ-6 chain saw makes it easy for you to cash in on your woodlot, too. Full 6 horsepower. Only 19 pounds . . . most powerful direct drive chain saw made.



Cuts 8" oak in 4 seconds, 18" pine in 14 seconds. Fells trees up to 5 feet in diameter. Does every kind of farm cutting job

6 HORSEPOWER 19 POUNDS DIRECT DRIVE

Homelite builds and sells more chain saws than any other company in the world

5 MODELS AVAILABLE 4 TO 7 HORSEPOWER 19 TO 29 POUNDS

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☐ Please send me name of nearest Homelite dealer.

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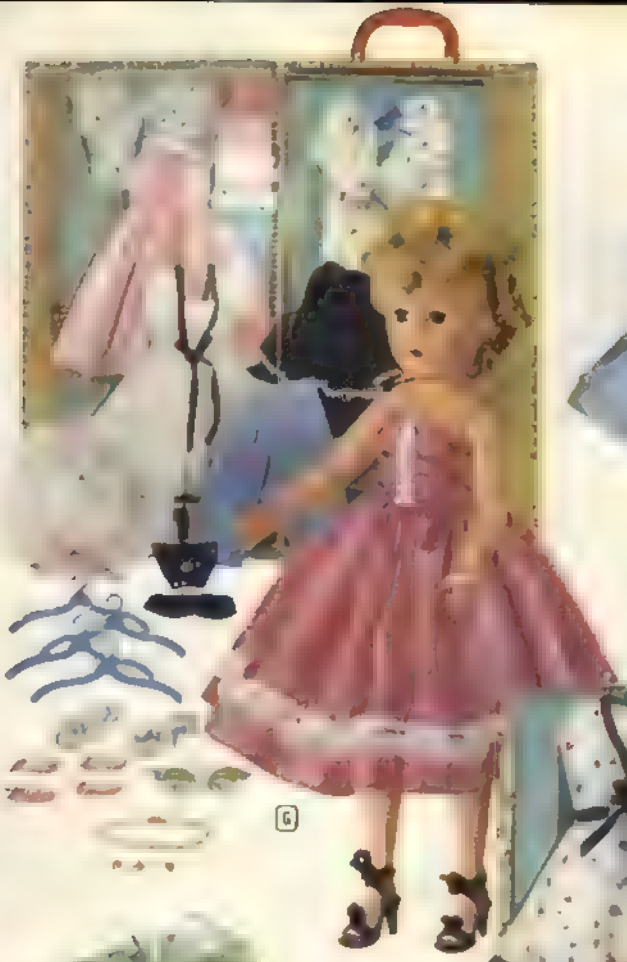
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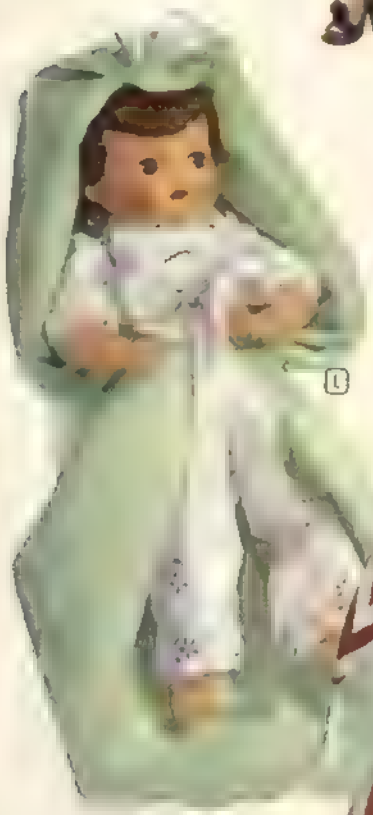
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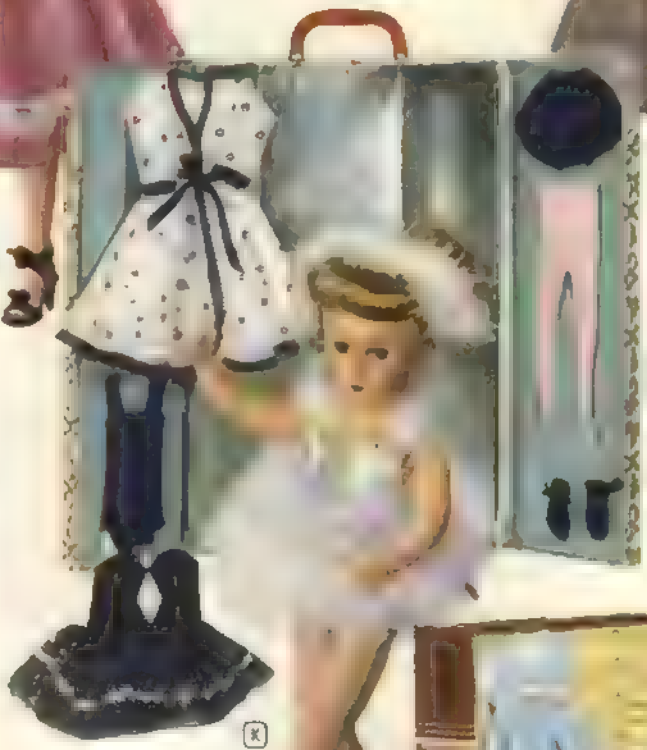
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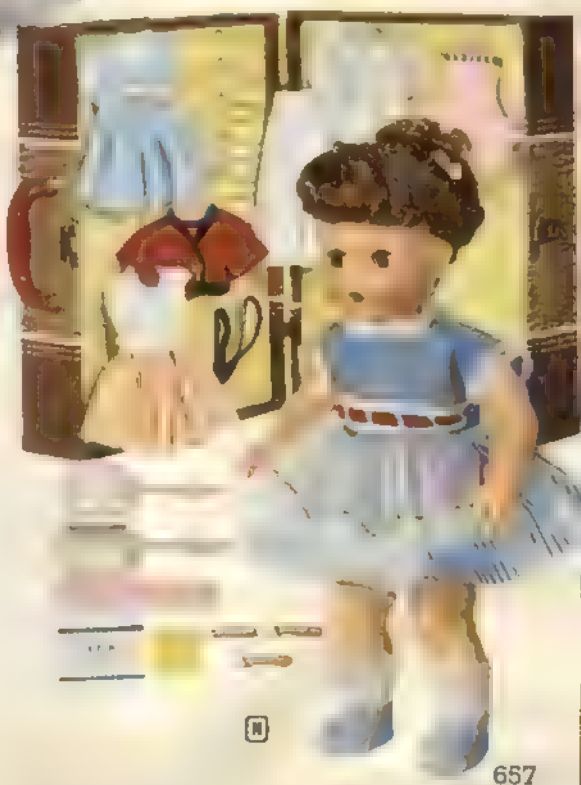
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DOLLSKIN

Adorable Drink-and-Wet Baby Dolls

A LOVABLE TINY TEARS BABY DOLL

- **Famous Tiny Tears of Ding Dong school!**
- **Loves bath, bottle—and cries real tears**
- **Rooted Saran hair can be washed, combed**

An American Character doll. Almost like a real baby—she drinks from her bottle, wets her diaper, and weeps big tears as she cries lustily. She bathes—and even blows bubbles! Made of fully jointed molded velvet-skin—plastic head and sleeping eyes. Rooted Saran hair can be combed, washed and set. Embossed cotton romper is embroidered with her name, and she has a complete layette. Collapsible plastic play pen with quilted plastic bottom. Dress, panties and bonnet trimmed with dainty lace. Shoes and socks, nursing bottle and nipple, Kleenex tissues, diaper, sponge, soap, bubble pipe, washcloth, pacifier, wooden clothespins, pail and shovel, instruction booklet. Shpg. wt. 12½ lbs.

82-1280 A 1399—Set. 20-in. doll... **$19.98**

B TINY TEARS—LAYETTE AND TRUNK

- **Famous American Character's lifelike baby**
- **Rooted Saran hair can be washed and set**
- **Complete with layette in handy suitcase**

Little "Tiny Tears" is so huggable, lovable and completely tub-able! She drinks her bottle, wets her diaper, can blow bubbles and has coo voice. And she cries real tears! Fully jointed body with life-like molded velvet-skin. Plastic head with sleeping eyes. Rooted Saran hair can be washed, brushed and set. Dressed in embossed cotton romper with her name embroidered on. She is ready to go anywhere in her smart fiberboard suitcase. Complete with cotton dress, bonnet, panties, bathrobe, shoes, and socks. Also includes bottle and nipple, Kleenex diaper, pins, sponge soap, bubble pipe, washcloth, pacifier and instruction book. Shpg. wts. 3-4½-5½ lbs.

82-2601 A 699—Kit. 11½-in. doll.....**$9.98**
82-2627 A 839—Kit. 13½-in. doll.....**$11.98**
82-2635 A 1049—Kit. 16-in. doll.....**$14.98**

C ADORABLE TINY TEARS BABY DOLL

- **American Character's best loved baby**
- **She drinks her bottle, wets her diaper**
- **Bathe her—she's completely washable**

"Tiny Tears" with plastic head and molded hair—life-like velvet skin provides hours of playtime fun. She drinks her bottle, blows bubbles, wets her diaper and cries real tears—has coo voice! Packed in a beautiful gift box, she is dressed in an embossed cotton romper and has layette which includes booties, dress, panties, and bonnet—trimmed with lace. Bottle and nipple, Kleenex, diaper and pins, sponge, soap, bubble pipe, washcloth, pacifier, and instruction book. Shpg. wt. 4 lbs.

82-2437 A 559—Kit. 13½-in. doll..... **$7.98**
82-2593 A 699—Kit. 16-in. doll..... **$9.98**

D AMERICAN CHARACTER'S TOODLES

- **Action doll bends into lifelike positions**
- **Washable rooted Saran hair for added fun**
- **Unbreakable doll drinks, wets her diaper**

Toodles is almost alive! You can make her kneel and pray, sit, play with her fingers and toes. Her head moves in any direction. She drinks and wets, too! Wears life-size baby clothes. Long-lashed eyes open and close. All-vinyl. Bathe her—her soft "skin" sheds water. Rooted Saran hair can be washed. Toodles jointed elbows and knees, assume natural positions. Wears nylon baby dress. Full shirred bonnet with ribbon bow and tie. Full taffeta panties-petticoat with nylon ruffle. Shoes and socks. Bottle and nipple.

82-2403 A 1329—21-in. doll. 7½ lbs.. **$18.98**

Toodles with Molded Hair. Not shown. Dressed in pink gingham romper with white embroidered collar. Matching bonnet with ribbon tie.

82-2395 A 1049—21-in. doll. 6 lbs.....**$14.98**

E "BETSY WETSY WEEPS" DELUXE KIT

- **Does just about everything a baby does**
- **Curly hair, plastic head, vinyl body**
- **Complete outfit—layette in suitcase**

Betsy drinks, wets, coos. She cries real tears and blows her nose—just squeeze her! Bathe her, too! Curly lambswool wig looks and feels real. Long-lashed sleeping eyes. Plump, molded all-vinyl body is so cuddly—washable, too. Vinyl won't crack or peel. Deluxe layette includes soap, plastic pants, clothes pins, bottle, two washcloths, three powder puffs. Also has booties, long kimono, diaper, lace-trimmed slip matching dress and bonnet. Packed in suitcase with plastic handle, safety catch. Wts. 3, 4 lbs.

82-2171 A 799—Kit. 13½-in. doll..... **$11.98**
82-2189 A 999—Kit. 16-in. doll..... **$14.98**

F "BETSY WETSY WEEPS" JUNIOR KIT

- **By Ideal—does everything baby does**
- **Cries real tears, blows her nose**
- **Vinyl body—molded head, dainty features**

Betsy Wetsy has so many cute tricks—she drinks, wets, and coos. Squeeze her and she cries real tears—blows her nose too! Pretty face, molded hair—big eyes open and close. All-vinyl body looks real, feels real—tinted to flesh tones. Soft skin really takes to the tub. Wash her from head to toe—vinyl won't crack or peel. Layette includes dress, dainty bonnet, slip, diaper, and socks. Plus infant-care accessories—bottle, soap, Kleenex, and clothespins. Packed in neat gift box. Shpg. wts. 2, 2½ lbs.

82-1033 A 397—Kit. 11½-in. doll.....**$5.98**
82-1058 A 532—Kit. 13½-in. doll.....**$7.98**

H SUN-DEE BANNISTER BABY KIT

- **Designed by baby photographer Bannister**
- **Full-jointed doll is completely washable**
- **She drinks, wets, cries, blows bubbles**

Beautiful baby doll—as pretty as a Bannister baby picture. Drinks from her own bottle, blows bubbles through her very own pipe, wets like a real baby. Cries naturally, with real tears coming directly from her eyes. Bathe her, make her sit up or lie down. Long-lashed eyes close. Soft cuddly "skin," realistic coloring. Molded in vinyl—won't crack or peel. Patented joints make dressing her easy. Dressed in hooded terry robe and knitted panties. Layette includes party dress, slip, booties, bottle, and bubble pipe. Complete with carrying case (not shown). Wt. 3½ lbs.

82-2650 A 665—Kit. 18-in. doll... .....**$8.98**

J 20-IN. VINYL DRINK AND-WET DOLL

- **She drinks, wets, cries, and sleeps**
- **Soft lifelike vinyl "skin" is washable**
- **Rooted Saran hair can be washed, combed**

She's the envy of every make-believe mother! She drinks her bottle, wets her diaper, and cries real tears—almost like a real baby! She's jointed—easy to make her sit up or lie down. Pretty baby face—long-lashed sleeping eyes. With rooted Saran hair—so much fun to wash, to comb and brush. Comes dressed in dainty organdy romper trimmed with lace and dainty bows. Shpg. wt. 3½ lbs.

82-2728 A 665—20-in. doll.....Retail **$9.98**

K HORSMAN'S "RUTHIE" IN PLAY-PEN

- **She drinks her bottle, wets her diaper**
- **Molded vinyl body is completely washable**
- **With her own play-pen for added fun**

Ruthie is so lovable—she drinks her bottle, wets her diaper. Her full-jointed body can be placed in so many positions. Made of molded vinyl with dainty cherubic features. Pretty long-lashed sleeping eyes. Comes dressed in knitted shirt and panties, holds her own bottle and rattle in her hands—just like a great big girl. For extra fun, Ruthie has her own play-pen with waterproof floor pad—and it rolls on casters. Play-pen measures 17 x 17 x 11 in. high. Wt. 5 lbs.

82-2643 A 885—16-in. doll..... .Retail **$9.98**

L SO SWEET! SUN-DEE BABY DOLL

- **So lifelike—she cries real baby tears**
- **Fun to feed and care for—easy to dress**
- **Washable—drinks, wets, blows bubbles**

Pretty baby doll drinks her own bottle and wets. Even blows bubbles with bubble pipe. She's completely washable. Life-like painted features—sleeping eyes, sweet cooing voice. Vinyl body won't break, crack or peel. Movable arms and legs. Arrives in knitted garment and diaper with nursing bottle, bubble pipe and bib. Shpg. wt. 2 lbs.

82-2692 A 332—Kit. 14-in. doll.....**$4.98**

M SUN-DEE BABY DOLL WITH LAYETTE

- **She drinks, wets, and cries real tears**
- **Rooted Saran hair to brush and shampoo**
- **Fun to bathe—she's completely washable!**

Just like a real baby—so much fun to play with. She does everything—drinks, wets, sleeps, and blows soap bubbles. She even cries naturally—with real tears coming directly from her eyes. Tiniest squeeze makes her squeal with glee. Completely washable. Movable arms and legs—sleeping eyes. Made of molded vinyl—she loves to be bathed! Rooted Saran hair that the "little mother" will want to wash. Comes in shirt and diaper. Also has rompers and matching bonnet, booties, washcloth, towel, bath soap, sponge, powder puff, bottle and bubble pipe. Shpg. wt. 2½ lbs.

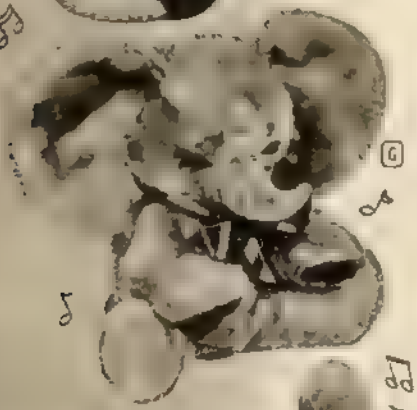
82-2668 A 532—Kit. 14-in. doll..... **$7.98**

TOP VALUE! 20-in. all-vinyl doll—drinks, wets, weeps real tears—rooted hair. **Only $8.98 retail.**

BIG VALUE! 14-in. all vinyl doll drinks, wets, weeps real tears. **Only $4.98 retail!**

Musical Toys

- Washable Rayon Plush Covering
- Non-Allergic Featherloom Filling
- Removable Swiss Musical Units



Cuddly companions to delight every youngster. Realistically detailed pandas, bears, elephants, pups, kittens, and story-book characters by Knickerbocker. All are made of DuPont's fluffy rayon plush—it's crush-resistant and completely washable. Stuffed with synthetic non-allergic Featherloom—they're bouncy, resilient, and life-like. All are available with imported Swiss music boxes tucked away in hidden zipper pouches for extra playtime fun. Musical units can be removed when toys are laundered. Most of the items on this page can also be purchased without musical unit.

(A) Cuddle Cat. Life-like and lovable with its shiny black fur. Locked-in green eyes, soft velveteen-lined ears and paws. 15 in. tall.
83-0232 A 399—Musical. Wt. 1½ lbs.....**$5.98**
83-0240 A 233—Non-Musical. Wt. 1 lb...**$3.50**

(B) Cuddle Panda. An adorable playmate with bright locked-in eyes, felt nose and embroidered mouth. Rayon plush "fur" in black and white color combination. Stands 15 in. tall.
83-0180 A 399—Musical. Wt. 1½ lbs.....**$5.98**
83-0208 A 233—Non-Musical. Wt. 1 lb...**$3.50**

(C) Cuddle Bear. Perfect partner for bedtime or playtime. Realistically detailed velveteen snout and paws, felt nose, whimsical embroidered mouth. Locked-in eyes. Tan. 15 in. tall.
83-0174 A 399—Musical. Wt. 1½ lbs. **$5.98**
83-0182 A 233—Non-Musical. Wt. 1 lb...**$3.50**

(D) Jointed Bear. Children's classic—the teddy bear. Jointed arms and legs move to any position you want. Felt nose embroidered mouth. Locked-in eyes. Tan plush. Stands 16 in. tall.
83-0158 A 533—Musical. Wt. 2 lbs.....**$7.98**
83-0166 A 333—Non-Musical. Wt. 2 lbs...**$4.98**

(E) Sleepy Pup. A pet to be proud! Cute pup has rayon plush fur in maize and brown combination. Jingle bells in his ears. 14 in. long.
83-0216 A 399—Musical. Wt. 1½ lbs.....**$5.98**
83-0224 A 233—Non-Musical. Wt. 1 lb. **$3.50**

(G) Sitting Elephant. The cuddliest elephant you've ever seen! Hide of gray rayon plush. Large locked-in eyes, long trunk with tinkling jingle bell, velveteen trim. 11 in. tall.
83-0257 A 399—Musical. Wt. 1½ lbs. **$5.98**
83-0265 A 233—Non-Musical. Wt. [illegible] lb **$3.50**

(H) Musical Turnover Animals. Almost as animated as a real pet! Plays music and rolls over when its tail unwinds. 12½ in. long.
83-0364 A 399—Cat. Gray. 1½ lbs.....**$5.98**
83-0372 A 399—Dog. Tan. 1½ lbs.....**$5.98**

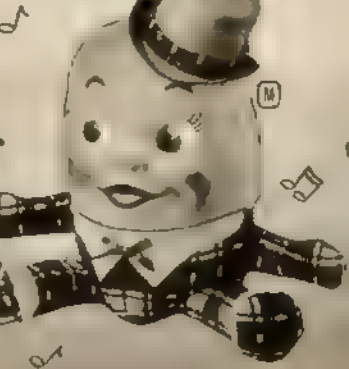
(J) Sleepyhead Doll. A charming playmate with realistically detailed washable vinyl face and rooted Saran hair that can be combed and set. Rayon plush body in assorted colors. 16 in. long.
83-0273 A 399—Musical. Wt. 2½ lbs.....**$5.98**
83-0281 A 233—Non-Musical. Wt. 1 lb....**$3.50**

[illegible] above, but with eyes that open and close.
83-0299 A 300—Non-Musical. Wt. 1 lb....**$4.50**

[illegible] Snowman. Captures the spirit of Jack Frost for real playtime fun. Snowy white plush body, black nose, eyes, mouth, and button trim. Bright red jersey stocking cap and scarf. 12 in. tall.
83-0307 A 399—Musical. Wt. 1½ lbs.....**$5.98**
83-0315 A 233—Non-Musical. Wt. 1 lb. [illegible]

(L) Santa Claus. Christmas morning joy for any little girl or boy. Lovable reproduction of St. Nick made of red rayon plush with matching red velvet cap and green jersey scarf. 12 in. tall.
83-0323 A 399—Musical. Wt. 1½ lbs...**$5.98**
83-0331 A 233—Non-Musical. Wt. 1 lb....**$3.50**

(M) Humpty-Dumpty. An adorable egg-shaped personality straight out of the nursery rhyme. Has a jovial expression on his all vinyl painted face. Back of Humpty's head is yellow rayon plush. Dressed in a Scotch plaid suit with white vinyl collar, perky bow tie, yellow spats, and top hat. Approximately 12 in. tall.
83-0349 A 399—Musical. Wt. 1½ lbs.. ...**$5.98**
83-0358 A 233—Non-Musical. Wt. 1 lb ...**$3.50**



DOLLS FOR TOTS OF ALL AGES

LOVE-ME-BABY

17" all vinyl doll with rooted ponytail hair tied with satin ribbon. Coo voice, turning head, sleeping eyes, super-flex legs. Comes with knit panties, vinyl shoes, rayon socks and beautifully styled lace-trimmed dresses of assorted cotton and nylon. Boxed. Pk. 6.

6T7787 ..... List $5.95 54005 Ea.

15" HIGH HEEL DOLL

All vinyl unbreakable doll, moving eyes, rooted bobbed hair, cotton stuffed, bendable action, dressed in chramespun dress trimmed with braid, nylon net and flowers, matching hat, earrings. Boxed. Pk. 6 ea.

6T7778 List $5.95 ..... 54005 Ea.

BABY PRECIOUS WITH HAT AND COAT

15" all-vinyl doll with rooted curly hair, coo voice, turning head, sleeping eyes, super-flex legs. Comes with knit panties, white cotton dress, cotton coat with matching bonnet, vinyl shoes, socks. Boxed. Pk. 6.

6T7781 ..... List $5.95 ..... 54005 Ea.

VINYL DOLL

20" all vinyl doll with rooted hair, moving eyes and coo voice. Dressed in striped dress with ninon collar with lace. Ninon bib with lace trim. Matching bonnet with ribbon chin ties. Cotton panties, shoes and socks. Pk. 12 ea.

6T7788 ..... List $5.95 54005 Ea.

PIGTAIL DOLL

15" all vinyl doll with sleeping eyes and rooted hair in pigtail style. Dressed in undies, vinyl shoes, socks, and assorted styles of trimmed dresses with matching hair bows. Boxed. Pk. 6.

6T7789 ..... List $5.95 ..... 54005 Ea.

VINYL TODDLER

14" toddler walker doll with rooted pony-tail hair. Moving eyes, coo voice, 5-pc. vinyl body and head. Dressed in jumper with lace-trimmed blouse, petticoat, vinyl shoes, socks. Boxed. Pk. 6.

6T7791 ..... List $5.95 ..... 54005 Ea.

VELVET SKIRT DOLL

15" all-vinyl unbreakable doll, moving eyes, rooted pony tail hair, cotton stuffed, bending action arms and legs. Dressed in velvet skirt with ninon blouse trimmed with lace and rhinestones Earrings. Boxed. Pk. 6.

6T7792 ..... List $5.95 54005 Ea.

BABY PRECIOUS WITH BONNET

19" all-vinyl doll with rooted curly hair. Dresses of sheer nylons and cottons, lace-trimmed, with matching bonnets. Coo voice, turning head, sleeping eyes, knit panties, vinyl shoes, socks. Super-Flex legs. Boxed. Pk. 6.

6T7801 ..... List $7.95 65334 Ea.

STRAW HAT DOLL

19" all-vinyl, unbreakable doll — moving eyes, rooted long bobbed hair. Dressed in panties, slip, dress with striped taffeta skirt, embossed nylon top with leatherette jerkin and belt trimmed with buckle; straw hat trimmed with velvet ribbon and flowers; carry-all bag of leatherette and plastic, nylon hose, high heel shoes, individually boxed. Pk. 6.

6T7794 ..... List $7.95 ..... 65334 Ea.

TODDLER AND TEENAGE DOLLS

"CINDY" EVENING STAR

18" vinyl shaped doll, arms jointed at shoulders and elbows. Swivel head, sleeping eyes, attractive rooted hair in "bun" style. Dressed in taffeta strapless gown with nylon net overskirt and stole. Nylon stockings and hi-heel shoes. Pk. 3.
617809 . . . . . List $8.95 76003 Ea.

RUTHIE DOLL W/LAYETTE

16" all-vinyl doll with swivel head, rooted pony-tail, sleeping eyes. Wears panties, socks, and vinyl shoes. Deluxe nylon dress with taffeta petticoat and matching bonnet attached to lid of box. Pk. 6.
617803 List $7.95 . . . . . .65334 Ea.

TEENAGE DOLL

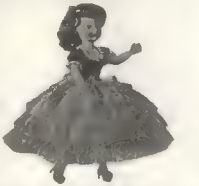
Suitcase containing 15" all vinyl, unbreakable teen doll, moving eyes, rooted pony-tail hair, cotton stuffed, wire in arms and legs. Dressed in girdle and bra of cotton elastic, nylon hose, high heel shoes, earrings. Checked taffeta dress trimmed with velvet ribbon, straw hat with velvet ribbon; flocked nylon housecoat with satin slacks. Pk. 3 ea.
617815 List $7.95 . . . . .65304 Ea.

CHERRIES A LA MODE

"Magic Touch" skin is more pliable than plastic . . . firmer than vinyl. Her long, shapely legs are enhanced by high-heel shoes and her high fashioned wardrobe. Long, finely formed fingers and nails. Molded vinyl head with rooted Saran wig that can be washed and permanent-waved. Boxed. Pk 3 ea.
617828 List $13.98 99332 Ea.

BRIDE DOLL IN SUITCASE

10" all-plastic Walking Doll with soft life-like vinyl head and moving eyes. Hair is rooted saran. Doll dressed in bridal gown of satin and net, veil and carries bouquet of flowers. Trousseau consists of four outfits: Street Dress, Nightgown, Housecoat, Sun-dress and Stole, Boucle Hat. Boxed. Each in Suitcase. Packed: 12 ea.
617797 . . . . . List $7.95 . . . . . .65301 Ea.



BRIGHT STAR MARDI GRAS DOLL

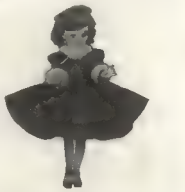
20" tall. Elaborate lace dress with rich looking velvet bodice. The lace skirt is embellished with silver or gold threads. Around her neck she wears a velvet choker and her gorgeous outfit is completed with long stockings, crinoline petticoat, taffeta panty and smart-looking high heeled shoes. Beautiful long curl hairdo. Pk. 3 ea.
617826 . . . . . List $11.95 . . . . . .98001 Ea.

CINDY BRIDE

18" all-vinyl shaped doll. Jointed construction. Swivel head, sleeping eyes rooted hair. Dressed in lavish white satin gown with nylon net overskirt, matching satin crown hat. Nylon stockings and high heel shoes. Pk. 3.
617821 . . . . . List $9.95 76663 Ea.

LOVE-ME BABY W/SUITCASE

13" all-vinyl baby with rooted pony tail hair. Dressed in cotton suit with felt hat. Wardrobe includes 2 dresses, sunsuit, pajamas, panties, soap, sponge, socks, curlers, comb, brush and mirror, all in suitcase box. Pk. 3 ea.
617818 . . . . . List $9.95 . . . . . 76663 Ea.



VELVET HAT AND COAT DOLL

20" hard vinyl teen doll, moving eyes, rooted hair, jointed waist and limbs, dressed in panties, slip, checked taffeta dress trimmed with velvet, velvet hat and coat trimmed with fur, nylon hose, high heels, earrings. Boxed. Pk. 3.
617829 . . . . . List $9.95 . . . . . 76603 Ea.

Miniature Dolls, Wardrobes, Furniture

Little Girls Adore Dressing and Entertaining These Life-Like Dolls

(A) "MISS GINGER", WARDROBE, TRUNK

- **Swivel waist—jointed—all washable vinyl**
- **Movable head, rooted Saran hair, moving eyes**
- **High-heeled shoes, nylon hose, and earrings**

New glamorous 10½ in. teen-age sister of the famous "Ginger" doll. Slim, graceful, all vinyl body—fully jointed, flexible, swivel waist. She bends forward, backward from side to side. Her vinyl head moves in any direction and she loves to flirt with her moving eyes. Rooted Saran hair is combed in an attractive teen-age style. She is wearing a full slip, panties, high heeled shoes, and earrings.

"Miss Ginger's" wardrobe includes four dresses, two pairs extra panties, four hangers, straw hat, plastic purse, high-heeled shoes, nylon hose and earrings. Packed in large deluxe wooden wardrobe trunk 12 x 7 in. An $18 value!

82-1140 A 998—Shpg. wt. 3 lbs. Retail **$14.98**

(B) "BABY GINGER"—CHRISTENING DOLL

- **Life-like vinyl, washable and fully jointed**
- **Movable head, rooted Saran hair, moves eyes**
- **Drinks and wets just like a real baby**

The youngest member of the "Ginger" family—a beautiful 8-in. baby doll. All life-like vinyl—completely washable. She's so lovable and huggable—fully jointed to assume natural positions. Rooted Saran hair can be washed and combed. Moves her eyes. And just like any baby sister, she drinks and wets! She arrives with her own nursing bottle. She can sit up or lie down to take her bottle, can turn her head in any direction. She's a natural charmer that wins every heart with a blink of her pretty eyes.

Baby Ginger" is dressed in an exquisite Puerto Rican lace Christening dress with matching bonnet, diaper, shoes and socks.

82-2155 A 399—Shpg. wt. 1 lb. Retail **$5.88**

(C) DELUXE "GINGER", WARDROBE, TRUNK

- **Plastic body, vinyl head, rooted Saran hair**
- **Walks, moves her arms and legs, rolls eyes**
- **With fireman's suit, dress, purse, shoes**

"The Darling of the Doll World" and the original member of the "Ginger" family. Durable, plastic 8-in. walking doll. Ginger's arms and legs move. Soft vinyl head with rooted Saran hair smartly styled. Shampoo and set it yourself. Ginger can move her eyes too. So life-like—so much fun to dress and she likes to "play house." A favorite of all little girls. She comes dressed in panties, shoes and socks.

Wardrobe includes a fireman's outfit with helmet, axe, and badge. A dress, panties, pajama set, three hangers, hat, shoes, socks, and plastic purse. Packed in deluxe wooden wardrobe trunk 12 x 7 in. Regular $12.45 value!

82-1355 A 665—Shpg. wt. 3 lbs. Retail **$9.98**

(D) "GINGER" WITH WARDROBE, TRUNK

- **Plastic body, vinyl head, rooted Saran hair**
- **She walks, moves her arms, legs, and eyes**
- **With plastic raincoat, boots, dress and hat**

"The Darling of the Doll World" and the original member of the "Ginger" family. Durable plastic 8 in. walking doll. Same as C above, but with different wardrobe and trunk. Arms and legs move. Vinyl head with rooted Saran hair—washable. Rolls her eyes too. Comes dressed in panties, shoes, and socks.

"Ginger's" wardrobe includes a smart, two-snap plastic raincoat, boots, dress, panties, two hangers, and a straw hat. All packed in a large wardrobe trunk 12 x 7 in. wide—with snap latch, carrying handle. Regular $5.85 value.

82-1447 A 332—Wt. 3 lbs. [illegible]

HORSMAN "PEGGY PETITE", WARDROBE

Adorable, miniature bride doll with every desirable doll feature. Washable vinyl construction. Sleeping eyes with long lashes. Permanently rooted Saran hair—can be washed, curled and combed just like real hair. Super-flex arms and legs—doll assumes dozens of natural positions. 8-in. doll. Wardrobe includes nylon nightgown, robe, nylon party dress packed in snap-lock fiber board trunk—10 x 13 x 18 in.

82-1595 A 332—Shpg. wt. 1½ lbs. **$4.98**

Doll only dressed in panties, shoes, socks

82-1603 A 133—Shpg. wt. ½ lb...Retail **$2.00**

YOU CAN BE "GINGER'S DOLL-MATE"

Your own face on a beautiful cut-out Masonite doll in real life-like color—your own name on its stand. You can dress "Ginger's Doll-Mate" in any of Ginger's outfits. All that is required is your picture, color of eyes and hair. Five Ginger Dollers and one real dollar. Ginger Dollers are enclosed with all purchases of Ginger, Miss Ginger and Baby Ginger. Dolls are wardrobes—one for every color of eyes, grade. Complete information and ordering instructions are printed on every Ginger Doller.

Realistic Furniture for Miniature Dolls

All proportioned to fit 8 to 11 in. dolls and doll house, pictured on page 648.

(E) GLAMOROUS BED AND VANITY SET

The Hollywood bed is a doll's dream—and it's as luxurious as it looks! It comes complete with all the trimmings for any doll's comfort. There is an upholstered headboard, box mattress, flounced bed spread, and a bolster. The dressing table has a ruffled skirt and the accompanying stool is upholstered to match. Cherry red and white washable vinyl. The frames are wrought iron. For all 8 to 11 in. dolls.

87-1689 A 399—Shpg. wt. 2 lbs...Retail **$5.98**

(F) LUXURIOUS LIVING ROOM SET

A perfect setting for entertaining 8 in. to 11 in. dolls. The sofa is built for comfort with its tufted upholstery and its two matching pillows. The upholstered chair has its own matching hassock. The coffee table has a washable white top. Upholstery is cherry red and white washable vinyl. Furniture frames are wrought iron. For all dolls 8 to 11 in. tall.

87-1707 A 399—Shpg. wt. 3 lbs. . Retail **$5.98**

(H) MAPLE DINING ROOM SET

A beautiful set of matched dining room furniture in maple finish. All pieces are authentic reproductions of custom quality furniture. Designed for use with regular miniature dishes and cutlery. Consists of drop leaf table and two ladder back chairs. A hutch cupboard with double doors and two shelves. Buffet has two drawers. For all dolls up to 11 in. tall.

87-1533 A 799—Shpg. wt. 3 lbs. .Retail **$11.98**

(J) OUTDOOR PATIO FURNITURE

Ideal setting for dolls' relaxation, or for enjoying a treat of ice cream. Set includes a sunlan lounge, sleepy hollow chair, patio chair, and ice cream set. The lounge and chairs are red and white candy striped washable vinyl. Table and chairs are red vinyl—umbrella is red and white cotton. All pieces have chrome-finished frames—for all 8 to 11 in. dolls.

87-1673 A 599—Shpg. wt. 3 lbs. Retail **$8.98**

(K) SWISS MUSIC BOX CRADLE

Such a lovely way to put dolly to sleep! All wood traditional colonial cradle with Swiss music box that plays a lullaby. Comes fitted with cotton dust ruffle and decorated mattress. Finished in mahogany. For all dolls up to 11 in. tall. Measures 14 x 9½ x 7½ in. high.

87-8645 A 500—Shpg. wt. 3½ lbs. Retail **$7.50**

(L) FIVE-PIECE BEDROOM SET

An authentic custom quality reproduction of a five-piece furniture suite. Constructed of all wood and designed in intricate detail. Maple finished bed is colonial four poster style. Includes a box spring, stuffed mattress, pillow, ruffled duster, and hand-blocked printed spread—all washable cotton. Three-drawer maple-finished dresser has six brass handles.

Large all wood wardrobe is finished in blue and decorated in beautiful Oriental matching gold design on door panels and sides. Fitted with metal hinged swinging doors with gold knobs. Equipped with clothes rod and hangers.

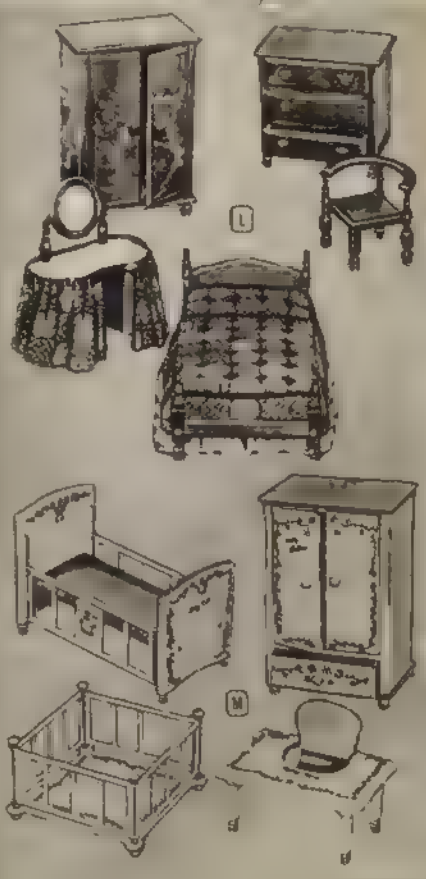
Vanity has life-like adjustable circular mirror. Maple finished. Hand-blocked printed cloth skirt that opens and closes at the front. Table top of blue finished solid wood. Chair is combination vanity and occasional corner chair with seat design on ebony black finish. For all dolls up to 11 in. tall.

87-8660 A 865—Shpg. wt. 5 lbs. .Retail **$12.98**

(M) NURSERY FURNITURE SET

A complete set of all-wood nursery furniture. All finished in pink and decorated in beautiful matching three-color designs in pastel colors. A complete set for tending to all of a baby doll's needs—awake or asleep. Large wardrobe 10½ in. high and 6¾ in. wide fitted with swinging doors, drawer, rod, and clothes hangers. Play pen measures 7½ in. square. Drop side crib is 9¾ x 7 in. Table tender is 5¾ x 4¼ in. wide. For all 8-in. dolls.

87-1525 A 532—Shpg. wt. 5 lbs. Retail **$7.98**



WORLD'S BEST DRESSED DOLL—18 COMPLETE ENSEMBLES

Adorable 8-In. Betsy McCall

She's a part little personality right from the pages of McCall's magazine. She walks—just take her by the hand and lead her. Her legs, knees, and arms are jointed—bend her into realistic positions. Saran hair can be combed and brushed. Her long-lashed eyes open and close. Molded plastic with a new bisque-like finish—her complexion fairly glows! Dressed in nylon lace chemise, shoes, and socks. Stands 8 in. high.

82-1025 A 156—Shipping weight 1 lb. ..... Retail **$2.25**

CHOOSE BETSY'S WARDROBE FROM THE COSTUMES LISTED BELOW

You'll find a complete ensemble for every occasion—see pictures (1) to (18). All are made of fresh, pretty materials in fashion-conscious colors. Select a complete wardrobe for Betsy to match the owner's. The number of pieces in each outfit is stated—items normally sold in pairs are counted as one piece (for example, shoes). Wt. ½ lb.

82-1884 A 210—6-Pc. Sugar and Spice Outfit (1) .. Retail **$3.00**
82-1892 A 210—5-Pc. Cotillion Outfit (2) .. Retail **$3.00**
82-1777 A 175—4-Pc. Sweet Dreams Outfit (3) .. Retail **$2.50**
82-1041 A 105—3-Pc. Coat and Hat Outfit (4) .. Retail **$1.50**
82-1199 A 105—3-Pc. April Showers Outfit (5) .. Retail **$1.50**
82-1488 A 105—4-Pc. Mommy's Helper Outfit (6) .. Retail **$1.50**
82-1272 A 105—4-Pc. Ballerina Outfit (7) .. Retail **$1.50**
82-1587 A 140—4-Pc. Holiday Outfit (8) .. Retail **$2.00**
82-1835 A 175—3-Pc. Town and Country Outfit (9) .. Retail **$2.50**
82-1793 A 175—6-Pc. Sunday Best Outfit (10) .. Retail **$2.50**
82-1850 A 175—5-Pc. Sun 'n' Sand Outfit (11) .. Retail **$2.50**
82-1652 A 140—4-Pc. Brunch Time Outfit (12) .. Retail **$2.00**
82-1686 A 140—4-Pc. Coed Outfit (13) .. Retail **$2.00**
82-1181 A 105—4-Pc. Schoolgirl Outfit (14) .. Retail **$1.50**
82-1629 A 140—5-Pc. On-the-Ice Outfit (15) .. Retail **$2.00**
82-1496 A 140—4-Pc. Birthday Party Outfit (16) .. Retail **$2.00**
82-1348 A 105—3-Pc. Playtime Outfit (17) .. Retail **$1.50**
82-1876 A 210—6-Pc. Bride Outfit (18) .. Retail **$3.00**

"Sweet Sue" Walks and Dances

Brand new! "Sweet Sue" has trim teen-age figure—she walks and dances, too! Her ankles are jointed—wears flats and high heel shoes, or stands on her toes like a ballerina! She walks with you when you lead her by the hand. Fully jointed—bends at waist. Made of bisque-finished vinyl—has a natural life-like texture. Hair is rooted Saran—comb it, wash it, wave it. Each doll has a distinct and charming personality! Comes with model-case that holds extra pair of shoes, ballet slippers, and leotard.

Ⓐ AMERICAN CHARACTER "SWEET SUE" COLLEGIATE DOLL

A campus queen with a personality all her own! She walks and dances her way through years of lifetime fun. Pretty coed with washable, rooted, Saran hair swept into a top-knot and tied with a pert velvet bow. Long-lashed sparkling eyes open and close. Fashion-conscious Sweet Sue wears a sheer nylon dotted blouse with full puffed sleeves, permanently accordion-pleated skirt—beautifully made. Fancy crinoline makes skirt stand out. Also wears strapless bra, panties, nylon stockings, and high heel shoes. She carries the smart model-case described above.

82-2072 A 899—14-in. doll. Shpg. wt. 2 lbs. .. Retail **$9.98**
82-2084 A 909—20-in. doll. Shpg. wt. 3½ lbs. .. Retail **$12.98**

Ⓑ AMERICAN CHARACTER "SWEET SUE" SUNDAY-BEST DOLL

Attractive miss decked out in her Sunday-best captures every little girl's heart. So life-like! Walks and "dances"—stands on her toes! Her eyes open and close, have long lashes. Rooted Saran hair can be washed, curled and combed—style it to match "little mother's." She wears hand-painted nylon sheer party dress styled with lace-trimmed collar and puffed sleeves, wide sash. Flower-trimmed straw hat. Complete lingerie ensemble—strapless bra, petticoat, panties, nylon stockings, and high-heel shoes. Case holds extra shoes, ballet slippers, and leotard.

82-2106 A 839—14-in. doll. Shpg. wt. 2 lbs. .. Retail **$11.98**
82-2098 A 1049—20-in. doll. Shpg. wt. 3½ lbs. .. Retail **$14.98**
82-2080 A 1399—25-in. doll. Shpg. wt. 5 lbs. .. Retail **$19.98**

Ⓒ AMERICAN CHARACTER "SWEET SUE" AMERICAN BEAUTY

Just as American Beauty is the queen of roses, so American Beauty is the queen of dolls! So enchanting—dressed in such a "grown-up" style that she looks like a movie star. Has long-lashed eyes that open and close. Ready to "dance" at a ball—she walks and stands on her toes. Washable rooted Saran hair can be curled and combed as fashion dictates. Dressed in a perfect ball gown—chiffon overskirt, taffeta underskirt, satin bodice. Draped chiffon stole-neckline with flowing ends. Hooped petticoat makes full skirt stand out. Doll wears flower spray, jewelry. Strapless bra, panties, nylon stockings, high-heel shoes. Carries model case with extra shoes, ballet slippers, and leotard.

82-2148 A 1189—20-in. doll. Shpg. wt. 3½ lbs. .. Retail **$16.98**
82-2130 A 1609—25-in. doll. Shpg. wt. 5 lbs. .. Retail **$22.98**

"Sweet Sue Sophisticate"

Completely new walking doll! Sweet Sue Sophisticate has beautiful bisque-finish—natural life-like coloring. Molded of vinyl—the plastic that feels so soft and alive! Full-figured doll walks—just take her by the hand and lead her. Jointed—she bends at the waist. Rooted Saran hair can be washed—curl it and comb it into the latest styles. Each doll has long lashes and go-to-sleep eyes. She's perfectly dressed—right down to her high-heel shoes. Wears strapless bra, panties, nylon stockings.

Ⓓ AMERICAN CHARACTER "SWEET SUE" HIGH SOCIETY DOLL

A well-groomed beauty from the tips of her open-toed shoes to her "pearl" earrings. She steps out of her hand-box and walks right along with you—if you take her hand! Hair can be styled like "mother's." "High-Society" doll is so style-minded—she wears glamorous iridescent taffeta dress with fitted long torso and bell-shaped harem skirt, lined with nylon net. Delicately trimmed cap sleeves. Matching hat and smart pocketbook complete her ensemble. Beautifully made clothing right down to her lingerie—strapless bra, panties, nylon stockings, and high heels.

82-1967 A 889—14-in. doll. Shpg. wt. 2 lbs. .. Retail **$9.98**
82-1975 A 909—20-in. doll. Shpg. wt. 3½ lbs. .. Retail **$12.98**

Ⓔ AMERICAN CHARACTER "SWEET SUE" ROMANCE DOLL

A high-fashion beauty looks as stylish as though she had just stepped out of "mother's" fashion-magazines. Wears stunning evening ensemble—she'll win admiring glances wherever she goes. Glamorous walking doll has hair that can be washed and curled, long-lashed eyes that open and close. Fashionable gown has long-waisted silver lamé bodice, double-tiered nylon tricot over taffeta underskirt. Full-length lamé and satin evening coat with hood is reversible—beautifully made. Evening bag and earrings complete doll's luxurious costume. Hooped taffeta petticoat accents the fullness of the skirt. Also has strapless bra, panties, nylon stockings, and high heel shoes. 20-in. doll wears "jeweled" necklace.

82-2056 A 979—14-in. doll without necklace. Wt. 2 lbs. .. Retail **$13.98**
82-2049 A 1259—20-in. doll with necklace. Wt. 3½ lbs. .. Retail **$17.98**

Ⓕ AMERICAN CHARACTER "SWEET SUE" BRIDE DOLL

The doll every little girl wants to own! Exquisite bride carries bridal bouquet. Doll is ready to walk down the aisle—just take her hand! Traditionally dressed for her wedding in a heavy white satin bridal gown with delicate ruching at neck and sleeves and double-tiered nylon tulle skirt. Full-circle scalloped veil attached to white satin cap trimmed with pearls adds the crowning touch. Soft Saran hair can be combed and curled in the latest movie-star styles or to match Little Mother's. Hooped taffeta petticoat makes full skirt stand out. Doll wears strapless bra, panties, nylon stockings, and high heel shoes. A truly beautiful bride!

82-2015 A 839—14-in. doll. Shpg. wt. 2 lbs. .. Retail **$11.98**
82-1983 A 1049—20-in. doll. Shpg. wt. 3½ lbs. .. Retail **$14.98**

Avoid disappointment—place your Christmas orders before Thanksgiving.

14½" VINYL DOLL

14½" all-vinyl, unbreakable doll, moving eyes, rooted bobbed hair, cotton stuffed, crying voice when squeezed, wire in legs for bending action, dressed in panties, printed taffeta dress trimmed with ninon and lace, vinyl shoes and socks, individually boxed. Pk. 24.

617763 . . . . . List $3.98 32667 Ea.

"BABEE BEE" FANCY PANTS

14" all-vinyl one-piece doll with movable head. Has rooted saran hair, sleeping eyes. Dressed in colorful, washable lace trimmed dress with one-piece tie. Wears fashionable spring straw hat. Packed in window box. Pk. 6 ea.

617766 . . . . . List $3.98 32657 Ea.

DRINK AND WET BASKET BABE

10" Fully Jointed 5-piece . . . All Vinyl Doll . . . Moving Eyes and Lashes . . . Knit Shirt and Panty . . . Flannel Blanket . . . Diaper . . . Powder . . . Sponge . . . Polyethylene Bottle. All-Vinyl CARRY-ALL TOTE BASKET, with handles. Boxed Pk. 12.

617762 . . . . . List $4.95 . . . . . 43336 Ea.

LOVE ME BABY WITH PINAFORE

15" all-vinyl baby with rooted hair tied with satin ribbon. Coo voice, turning head, sleeping eyes and super-flex legs. Dressed in knit panties, shoes, socks, and assorted lace-trimmed dresses of cotton or nylon. Boxed. Pk. 6.

617767 . . . . . List $4.95 43336 Ea.

BABY PRECIOUS WITH SWEATER

15" all-vinyl doll with rooted curly hair, coo voice, turning head, sleeping eyes, super-flex legs. Dressed in pleated skirt, sweater and tam to match. Vinyl shoes, socks, and knit panties. Boxed. Pk. 6.

617770 List $4.95 . . . . . 43336 Ea.

PONY TAIL DOLL

18" all-vinyl body and head. Moving eyes—voice. Truflex bending. Wears a skirt and blouse. Has rooted pony-tail style hair. Boxed. Pk. 6 ea.

617774 List $4.95 43336 Ea.

BONNET DOLL

16" all-vinyl body and arms with swinging legs. Cotton stuffed with coo voice. Vinyl head with moving eyes and eyelashes. Rooted hair in curly style. Dress, bonnet, half slip, panties, plastic shoes, and stockings. Pk. 12 ea.

617775 List $4.95 . . . . . 43336 Ea.

BABY SNIFFLES

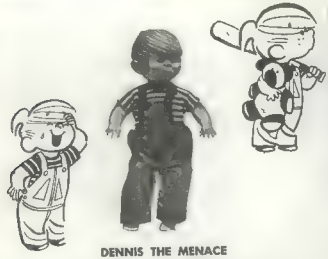
Layette box containing 11" all-vinyl baby doll. Moving eyes, rooted hair, crying voice when squeezed, movable arms and legs. Drinking, Wetting and Tearing Doll, dressed in knitted shirt and pants. Layette consisting of bottle, tissues, soap, clothespins, booties, powder puffs, dress, slip and cap. Pk. 6.

617776 . . . . . List $4.95 43336 Ea.

18" BABY DOLL

18" all-vinyl baby, rooted poodle hair, moving eyes, nylon dress, lace trim, vinyl shoes, cotton socks, panty. Pk. 12 ea.

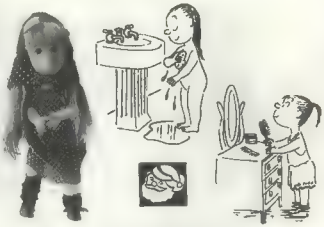
617777 . . . . . List $4.95 43337 Ea.



DENNIS THE MENACE

This lovable, irresistible character has been faithfully reproduced in an adorable 17" doll, vinyl head, latex body, dressed in snappy, denim overalls, striped "T" shirt. Pk. 2 dz.

617750 List $2.98 324002 Dz.



POOR PITIFUL PEARL

"PEARL" is a comely, forlorn, wistful, pathetic creature that cries out for adoption when you look at her golden tresses (the longest and fullest saran wig ever used). 18" all vinyl doll—moving eyes—legs and body wired so she can sit, stand, kneel or bend. Dress-up outfit included. Pk. 12.

617751 List $9.95 76653 Ea.

SO-WEE BOTTLE BABY SET

New colorful baby set of "So-Wee" and full assortment of baby accessories. Packaged in full-vue display box. So-Wee, flesh tone, with accessories. Pk. ½ dz.

617752 . . . . . List $2.98 . . . . . 324007 Dz.

WALKER & ANSWER DOLLS

11" Baby Doll with sleeping eyes, assorted Wigs, dressed in a large variety of colorful Cotton and Rayon dresses with trimmings Boxed. Pk. 2 dz.

617753 "Answer" List $2.98 . . . . 324007 Dz.
617754 "Walker" List 2.98 . . 324007 Dz.

BABY PRECIOUS

13" all-vinyl baby with rooted curly bob hair-do. Assorted dresses of nylon and cotton, lace-trimmed, with matching bonnets. Coo voice, turning head, sleeping eyes. Comes with knit panties, shoes, socks Boxed. Pk. 12.

617755 . . . . . List $3.98 32667 Ea.

LOVE ME BABY

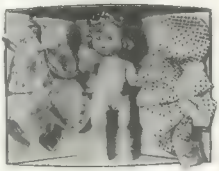
13" all-vinyl doll with rooted pony-tail hair. Coo voice, turning head, sleeping eyes, super-flex legs. Dressed in knit panties, vinyl shoes, socks and assorted styled lace-trimmed dresses of nylon or cotton. Boxed. Pk. 12.

617758 . . . . . List $3.98 . . . . . 32667 Ea.

VINYL BONNET BABY

15" all-vinyl baby with rooted hair, moving eyes. Dressed in embossed cotton dress with dotted swiss lace-trimmed pinafore and matching bonnet. Comes with vinyl shoes, socks. Boxed. Pk. 24.

617760 . . . . List $3.98 . . . . . 32657 Ea.



BABY WALKER WITH KNEE ACTION

11" doll dressed in a panty, socks, shoes, washable and combable wig. Two outfit wardrobe with accessories. Packed in a large display box with cellophane cover. Pk. 12 ea.

[illegible] List $3.98 32668 Ea

Howard (Hopalong) Cassady
Ohio State's great halfback —everybody's All American— now with the Detroit Lions, is featured in the new Sonnett All Star line "For Tomorrow's All Stars."
TOMORROW'S
ALL STARS
MEAN
BIG PROFITS
TODAY!
SEE THE NEW
Sonnett
All Star LINE
HOTEL NEW YORKER
ROOM 1041
Sonnett offers a quality line of sports equipment...designed to provide the very most for the price. Fast turnover, big profit for you
ALL STAR
Sonnett
BR 300
Howard "Hopalong" Cassady
A great new line for future All Stars
DIVISION
OHIO-KENTUCKY MFG. CO.
ADA, OHIO

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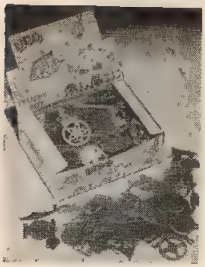
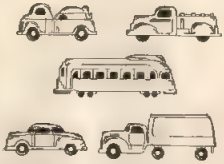
Sonnett
BR 300
Howard "Hopalong" Cassady
A great new line for future All Stars
Sonnett Craft Built
DIVISION
OHIO-KENTUCKY MFG. CO.
ADA, OHIO

Plastic and Metal Cars, Action Novelties



Treasure Chest Trinket Assortment. Consists of miniature plastic toys such as Indian head, shovel, horseshoe, etc., about 24 different subjects. Packed 2 gross to a box (no less sold)
38N884.....Per gross .90



Car Fleet. Made of polyethylene finished in colors. Set consists of truck, van truck wrecker, sedan, and trolley car. Average height of each 1¾ in., total length 16 in. Each set in cellophane bag.
38N843.....Per dozen sets .78

Freight Train Set. Made of polyethylene finished in color. Set consists of locomotive, tender, coal car, box car, and caboose. Length overall 10 in. Each set packed in cellophane bag. 3 dozen to package (no less sold)
38N848 .....Per dozen set .78

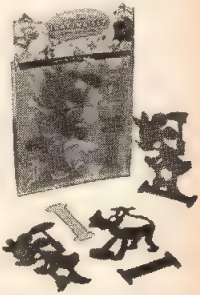
Assorted Polyethylene Cars. 6 different style vehicles. Removable plastic axles. Packed in eye-appealing two-color sturdy corrugated display box. Will move off counter immediately upon being displayed. 6 dozen to a box (no less sold)
38N806.....Per dozen .40

4 Style Friction Truck Assortment. Consisting of: 3½ in. long models of Fire Truck, Sanitation Truck, Wrecker, and Dump Truck. Sturdy and well designed with powerful long running friction motor. Colors: Silver chassis, yellow and red bodies. Packed 2 dozen to carton. (No less sold.)
37N81.....Per dozen 2.35

4 Style Friction Truck Assortment. Consisting of: Log Truck, Van Oil Truck and Coal Truck, 3½ in. long models with powerful long running friction motors. Sturdy and well designed. Colors: red chassis, blue and yellow bodies. Packed 2 dozen to a carton.
37N82 .....Per dozen 2.35

Friction Motor Assortment, consisting of: Las Vegas special with powerful friction motor, 6½ in. long streamlined design with silver trim plastic wheels, and axles. Gleaming silva-glo finish. Plated delivery truck with powerful friction motor, 5½ in. long, gleaming silva-glo finish, rubber tires, metal axles. Each two-tone decorated. Plated Pick-up truck with powerful friction motor, 5½ in. long, gleaming silva-glo finish rubber tires, metal axles. Colors: Ivory and cream combination. Packed 2 dozen to a carton. (No less sold.)
37N83 .....Per dozen 3.92

Ace Aviator Goggle. Metal goggle with non-inflammable lenses, concave shape to fit head. Mask made of genuine leather, with elastic. Each set mounted on card. Dozen to a box
38N839 .....Per dozen 1.96

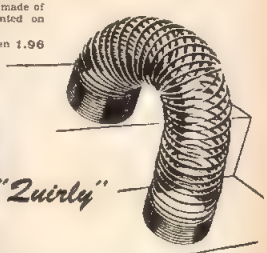


Walt Disney Character Tracing Set. Large Plastic Disney Figures with crayons and stands to hold plastic figures. A versatile set because figures can be used for tracing and also placed in stands
38N499.....Per dozen 3.25

Press Action Toys. Action Toys do many tricks such as nod head, sit up, play dead, wag tail and many other stunts. They spring to life at your command just by pressing button under base. All have deluxe finish and strung on nylon. Each in box

		Per dozen
38N870	Pluto Dog	7.84
38N873	Donald Duck	7.84
38N874	Lucky Cat	7.84
38N866	Mickey Mouse	7.84
38N867	Peter Pan	7.84

Big Game Assortment. An incomparable assortment of our best selling and most staple toys and games available in an assortment. The boxes are all of one uniform size, 13½ in. x 9 in. x 1½ in. and are all attractively lithographed-labeled in full color. Six dozen pieces to the carton; 6 piece of each 12 numbers
59N884 ..... Per dozen 3.20



The Walking Spring. Made of indestructible steel. Fascinates young and old alike. Continuous fun and entertainment. A real feature and a fast-selling item in all seasons. Each Quirly packaged in a very attractive 3-color box (terracotta brown, chrome yellow and white) 3¼ x 3¼ x 2½ inches. Complete illustrated instructions in each package.
38N593 .....Per dozen 7.20

TIME and LITE ENSEMBLES by ..... Howell

HOWELL LAMP ®

ONLY THE FINEST 24 KT. GOLD DECORATIONS—HAND APPLIED AND FIRED AT HIGH TEMPERATURES IN MODERN ELECTRIC KILNS—ARE USED TO ADORN THESE BEAUTIFUL HOWELL LAMPS AND MATCHING SELF-STARTING, ELECTRIC CLOCKS. EACH SET IS CAREFULLY PACKED AT THE FACTORY, TOGETHER WITH MATCHED, HAND-LACED, FIBERGLASS SHADES, IN ONE SELF-CONTAINED MAILABLE CARTON.

[A] Moderne

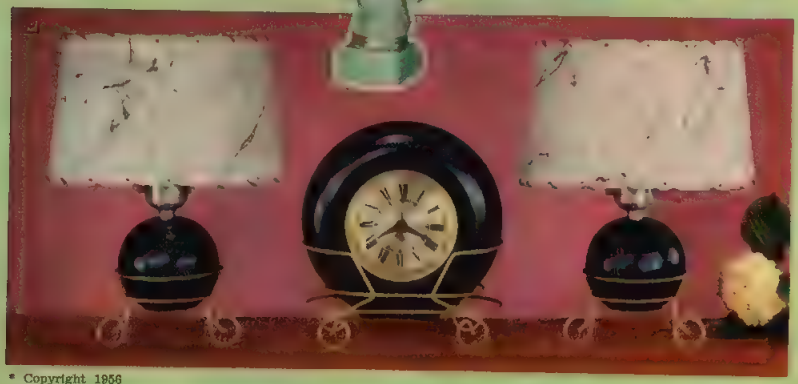
Colors: Pink or turquoise. Lamps 17" high. Clock 9" x 10". Wt. 9 lbs. Mailable. (Specify color).
8477Z8W1797 Retail $29.95

[B] Embassy

Colors: Turquoise or white. Lamps 17" high. Clock 9" x 6". Wt. 10 pounds. Mailable (Specify color).
8476Z8W1797
Retail $29.95

[C] Saturne

Colors: Black or turquoise. Lamps 11" high. Clock 8" x 7". Wt. 7 lbs. Mailable. (Specify color).
8475Z8W1797 Retail $29.95



* Copyright 1956

Howell designs for gracious living

- ALL CHINA SUBJECTS ARE HAND-DECORATED WITH 24 KT. GOLD—FIRED AT HIGH TEMPERATURE FOR LASTING BEAUTY.
- ALL SHADES ARE FIBERGLASS, HAND-LACED.
- ALL CLOCKS ARE ELECTRIC, SELF-STARTING — ONE-YEAR GUARANTEE.

D *Musicale*

Colors: white or black. Brass-plated wire accessories. T V lite in clock. Planters: 4" x 6". Clock: 9" x 11". Wt. 9 lbs. Mailable. (Specify color).
8481Z8W1617 Retail $26.95

E *Crusader*

Colors: Black or white. Fiberglass shade conceals T V lite. Ht. 9" lgth. 12¼". Wt. 6 lbs. Mailable. (Specify color)
8480Z5W777 Retail $12.95

F *Hostess*

Solid 24 kt. gold decoration only. Clock 7"x 8" Candle holders 4⅜" x 4½". (candles not included.) Wt. 4 lbs. Mailable.
8478Z5W1350 Retail $22.50

G *Provincial*

White only. Brass-plated wire accessories. Lamp. ht. 22". Clock 7" x 8". Wt. 6 lbs. Mailable.
8479Z8W1797 Retail $29.95

* Copyright 1956

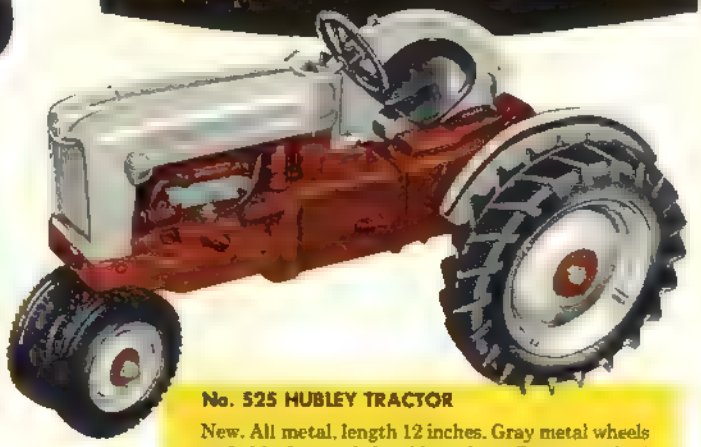
Hubley Kiddie Toys

64 Items Packed with Play Features!

Colorful, durable, American-made toys with all the famous Hubley realism and detailing. There are new items at every price, new color schemes, new safety play features! See the entire line at Room 318, 200 Fifth Avenue, New York.

No. 502 TRACTOR-CULTIVATOR

All metal, length 9¼ inches. New four wheel design. Steering wheel operates front wheels. Side lever raises, lowers detachable cultivator rake. Black, treaded rubber tires.

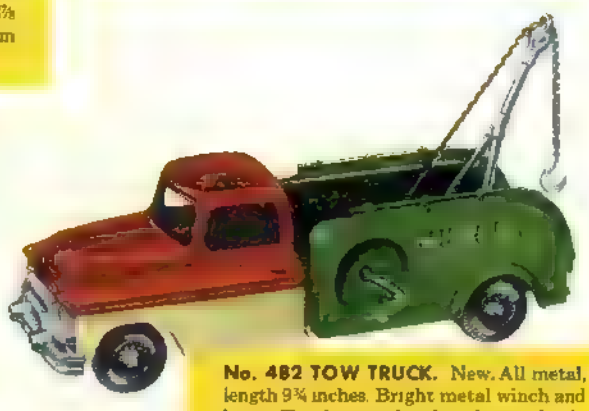


No. 525 HUBLEY TRACTOR

New. All metal, length 12 inches. Gray metal wheels with black treaded rubber tires. Steering wheel operates tricycle-type front wheels. Spring action driver's seat. Realistic engine detailing.

No. 476 STATION WAGON. New. All metal with black treaded rubber wheels. Length 8⅞ inches. Realistic two tone paint job, aluminum trim.

No. 497 POULTRY TRUCK. New. All metal with treaded rubber wheels. Length 9¼ inches. Three poultry crates with assortment of chickens and ducks. Crates open.



No. 482 TOW TRUCK. New. All metal, length 9¾ inches. Bright metal winch and boom. Turning crank raises, lowers hook. Black, treaded rubber wheels.

No. 495 NAVY FIGHTER BOMBER

Length, 10 inches; wingspread 11⅝ inches. Metal. Transparent sliding bubble over cockpit. Revolving propeller, folding wings, retractable landing gear, rubber wheels.

Printed in U.S. of America

. . . World Premiere—Hubley Holster Sets—at Toy Fair!

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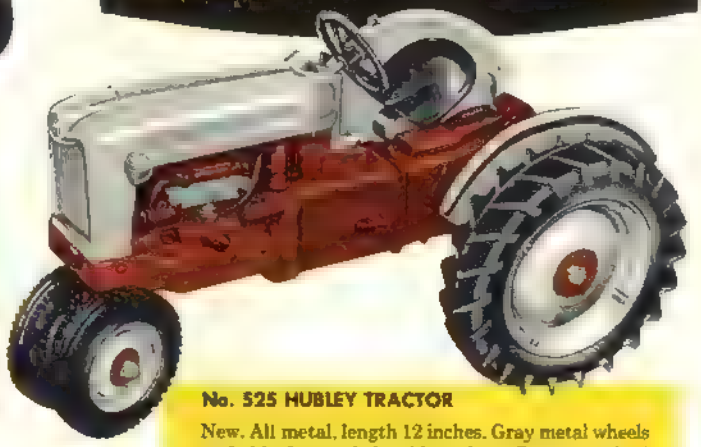

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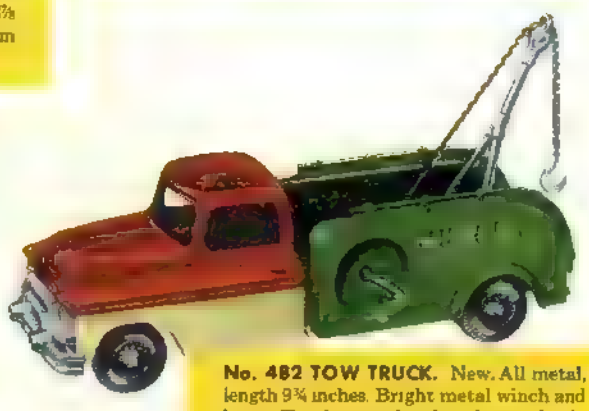

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Printed in U.S. of America

. . . World Premiere—Hubley Holster Sets—at Toy Fair!

Hubley Cap Pistols

New Pistols and New Packaging for 1957!

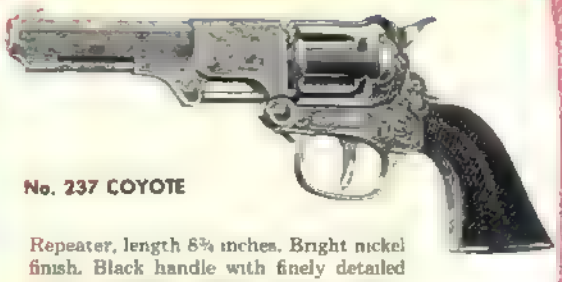
The Hubley Pistol Line for '57 is set for selling! There's a new item in each price bracket with all the famous Hubley realism, detail and action that kids go for. ALSO—two new packages! One—the candy-striped "Look Mom" packages. The other—DuPont Mylar "see-through" packages.

No. 250 TEXAN, JR.

Repeater, length 10½ inches. Completely new Bright nickel finish. Breaks automatically for easy loading by pressing new type release on cylinder. Shoots smoke

NEW
"Look Mom"
PACKAGE

New candy-striped boxes with life-size photo on the front so you can identify the pistol inside immediately. Standard design establishes family identity when displayed in mass. Pistols packed in these boxes: Coyote; Trooper; Tex; Texan Jr.; Pioneer; Automatic



No. 237 COYOTE

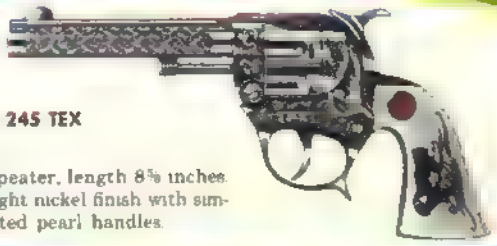
Repeater, length 8¾ inches. Bright nickel finish. Black handle with finely detailed cross hatching. Highly chased barrel. Breaks for easy loading. Positive action catch

No. 211 PET

Automatic action single shot, length 6½ inches. Bright nickel finish. Finely detailed cross hatching on handle.

No. 216 CHIEF

Automatic action, single shot. Length 7⅝ inches. Bright nickel finish. Handle integral with engraved stock and barrel



No. 245 TEX

Repeater, length 8⅝ inches. Bright nickel finish with simulated pearl handles.

Hubley
The Hubley Manufacturing Company
Lancaster, Pennsylvania, U.S.A.

The Hubley Pistol Line now has a new "Pardner" . . .

Howdy Hubley!

WELCOME to the Holster Field. You have always made the finest Pistol line in the business and we have always used them in our holsters. Our new Genuine Leather Lone Star Holster line at a dollar retail will carry your pistols, and Toy Fair visitors will see them for the first time at our permanent show room at 200 Fifth Avenue in Rooms 1453-55. The toy business always has room for new ideas in styling and good merchandising.

COME TO ROOMS 1453-55
200 FIFTH AVENUE
AND SEE EDDY'S NEW

$1.00

AT RETAIL
Line of Genuine Leather
LONE STAR WESTERN
HOLSTER SETS

L. M. EDDY MFG. CO., INC.
FRAMINGHAM, MASS.

Manufacturers of These Famous Brand Name Items:

Walt Disney Play Outfits
Sgt. Eddy City Cop, State Trooper,
4 Star General and City Bus Outfits

Howdy Hubley!

WELCOME to the Holster Field. You have always made the finest Pistol line in the business and we have always used them in our holsters. Our new Genuine Leather Lone Star Holster line at a dollar retail will carry your pistols, and Toy Fair visitors will see them for the first time at our permanent show room at 200 Fifth Avenue in Rooms 1453-55. The toy business always has room for new ideas in styling and good merchandising.

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200 FIFTH AVENUE
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$1.00

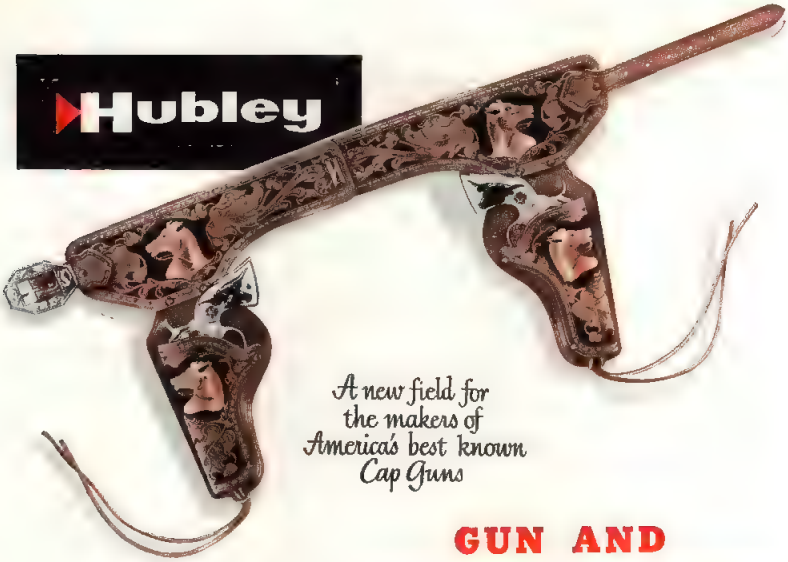
AT RETAIL
Line of Genuine Leather
LONE STAR WESTERN
HOLSTER SETS

L. M. EDDY MFG. CO., INC.
FRAMINGHAM, MASS.

Manufacturers of These Famous Brand Name Items:

Walt Disney Play Outfits
Sgt. Eddy City Cop, State Trooper,
4 Star General and City Bus Outfits

Hubley



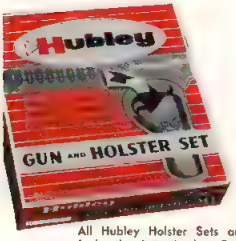
A new field for the makers of America's best known Cap Guns

GUN AND HOLSTER SETS

FABULOUS "COLORTONE"

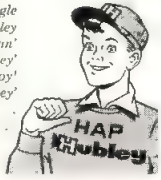
This is Set No. 6056, an outstanding example of Hubley's brilliant new "COLORTONE" process. Soft yellows and warm browns are added by hand to compliment the rich, deep tooling. It's a Hubley "first" and a spectacular smash hit with the trade!

The reception accorded this new line was more than enthusiastic . . . it was overwhelming! After production was estimated it had to be re-geared to meet orders received. We are happy to announce that we are now shipping according to date of order. Orders for third quarter shipments should be placed now.

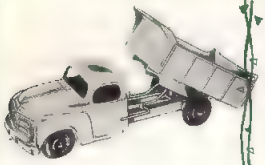


All Hubley Holster Sets are packed in this distinctive box. Easy to inventory, immediate recognition by customers and terrific in mass display

"Man, this is the most . . . 23 double Sets . . . 9 single Sets . . . all of 'em gunned with th' popular Hubley guns . . . everybody knows Hubley guns . . an' they' got Topgrain Cowhide Sets . . an' they' got the new "Saddle" Leather Sets . . . and boy' wait'll you see "COLORTONE" . . . an' they' got "SOFTONE" edging . . . an' new colors . . ya gotta see Turquoise . . . an' new jeweling . an' deep tooling . . . an' they' got . . . Yowee! . . . ya gotta sell this line!"



THE HUBLEY MANUFACTURING CO., LANCASTER, PA., U.S.A.

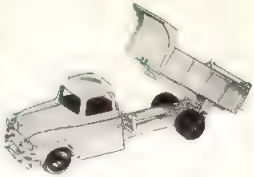


TS240 DUMP TRUCK

- Sturdy dump truck for house or sandbox
- Made of cast metal, brightly colored
- Truck has green chassis, red dump
- Bright metal trim and rubber wheels
- The tailgate swings open to dump load
- Overall length measures 7 5/16 inches
- Fact. #458 69¢

TS245 DUMP TRUCK

- Cab-over-engine designed dump truck
- All stamped metal construction
- Colorful lithographed cab and chassis
- Dump body has sand & gravel insignias
- Equipped with sturdy rubberized wheels
- Overall size 12 x 4 1/2 x 4 1/2 inches
- Fact. #684B 98¢



TS250 DUMP TRUCK

- Cast steel constructed dump truck
- With spacious dump body, dump lever
- Cream chassis, green cab, red dump
- Bright metal trim, sturdy rubber tires
- Tailgate swings open for unloading
- Overall length measures 10 inches
- Fact. #478 $1.49

TS257 SCISSOR DUMP

- Massive truck, all steel construction
- With spacious dump body, dump lever
- High lift scissors type dumping action
- Door chute at the rear for unloading
- Equipped with realistic rubber wheels
- 12 1/4" long, 6" wide, 5 3/4" high
- Fact. #723 $1.79

TS262 SAND & STONE DUMP

- Buddy "L" sand and stone dump truck
- Empties load through hinged tailgate
- Heavy gauge steel; 4 rubber tires
- Ruggedly built for lasting strength
- Dump box has extended cab protector
- 15 1/4" long, 5 3/4" wide, 8 5/8" high
- Fact. #5512 $2.89

TS268 SCOOP-N-DUMP

- Front scoop loads rugged dump box
- Dumps load through hinged tailgate
- All heavy gauge steel construction
- Complete with heavy duty rubber tires
- Chrome grille and plated hub caps
- 17 3/4" long, 5 3/4" wide, 9" high
- Fact. #5539 $3.89

TS272 G. M. C. DUMPER

- True-to-life realism scale model G.M.C
- Heavy gauge steel body, chassis & cab
- Lithographed bright contrasting colors
- 6 black rugged "Non-Mar" rubber tires
- Empties load through swinging tailgate
- Overall length 17 inches, ind. boxed
- Fact. #5669 $4.89

TS278 SIT-N-RIDE DUMP

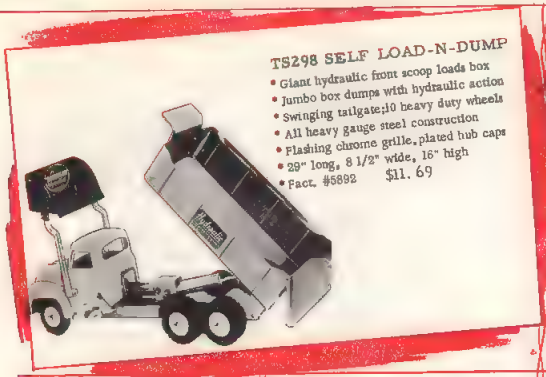
- Sit-N-Ride heavy duty dump truck
- Ruggedly built of heavy gauge steel
- With comfortable formed saddle seat
- Safe riding; lock lever on dump box
- Automobile type steering linkage
- 20 1/2" long, 8 1/2" wide, 12" high
- Fact. #5842 $6.89

TS288 HYDRAULIC PUMPER

- Giant trailer type hydraulic dumper
- Hydraulic cylinder raises the box
- Ruggedly built of heavy gauge steel
- Hauls farm supplies for young farmer
- Cab can be uncoupled and used alone
- 36 1/2" long, 7" wide and 16" high
- Fact. #5662 $7.89

METAL TRUCKS

COAST-TO-COAST STORES



TS298 SELF LOAD-N-DUMP

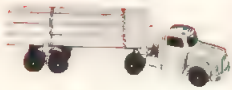
- Giant hydraulic front scoop loads box
- Jumbo box dumps with hydraulic action
- Swinging tailgate; 10 heavy duty wheels
- All heavy gauge steel construction
- Flashing chrome grille, plated hub caps
- 29" long, 8 1/2" wide, 16" high
- Fact. #5892 $11.69

TS293 HYDRAULIC DUMP

- Ten pounds of toy built for hard use
- Realistic, hydraulic, hi-lift dumper
- Ruggedly built of heavy gauge steel
- Has self-energizing hydraulic piston
- Complete with Ten rugged rubber tires
- Size: 22 1/2 x 9 x 14 inches overall
- Fact. #5859 $9.89

TS305 LOG TRUCK

- A realistic log truck of sturdy metal
- In brilliant orange with bright trim
- Complete with a load of five logs
- Logs may be removed and loaded again
- Truck constructed with 4 rubber wheels
- Overall length measures 7 5/8 inches
- Fact. #459 69¢



TS314 LOG TRUCK

- Metal log truck, cab and trailer style
- Bright red with aluminum trimming
- Realistic chassis detail; rubber wheels
- 9 logs with chain to hold in place
- Knee action rear wheels on the trailer
- Overall length measures 13 3/4 inches
- Fact. #493 $1.95

TS321 WRECKER TRUCK

- Steel construction modern tow truck
- Brightly litho. cab, chassis & body
- Body is equiped with removeable boom
- Which has a hook for towing cars
- Has easy rolling rubberized wheels
- Overall size 12 1/4 x 4 1/4 x 6 inches
- Fact. #625 98¢

TS325 TOW TRUCK

- Modern design, realistic wrecker truck
- Cast steel construction for durability
- Adjustable hook on boom to tow cars
- Red cab, cream chassis and green body
- Winch and boom have a bright finish
- Rubber tires. Overall length 10 inches
- Fact. #482 $1.49

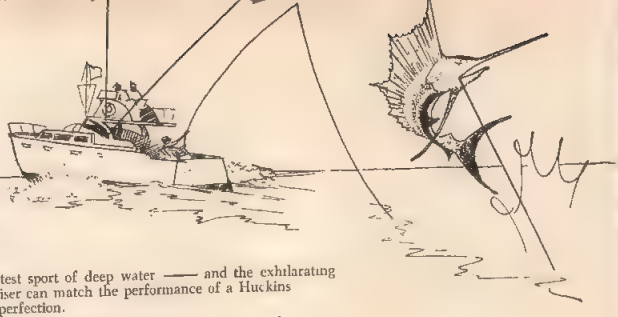
TS362 WRECKER TRUCK

- Wrecker Service Truck to the rescue!!
- Includes wrench, hammer, screwdriver.
- Removable spare wheel mounted on boom
- All of the wheels are interchangeable
- Rugged heavy gauge steel construction
- Size is 16 1/2 x 6 1/2 x 6 5/8 inches
- Fact. #5530 $3.89

TS365 WRECKER TRUCK

- New, mammoth all steel service wrecker
- Equipped with powerful crane and hook
- Operated by winch with chain hoist
- Spare wheel. Tool box inside of cab
- With jack and wrench to remove wheels
- Size 21" long, 6" wide, 8" high
- Fact. #2598 $3.98

—AND IF YOU'RE A TRUE DEEPSEA FISHERMAN



To the man who knows the greatest sport of deep water —— and the exhilarating thrill of the catch —— no cruiser can match the performance of a Huckins Sportsman, symbol of yacht perfection.

Smooth, responsive and powerful, you're first there —— ready for action!

A champion by any standard, your Fairform Flyer brings the most distant mecca of deepsea fisherman within your cruising range.

First there and soonest home means more time to fish —— less travel time for all the hours of sheer fun and relaxing leisure. Ideal for either fishing or entertaining, the Fairform Flyer is proudly endorsed by eminent owner-sportsmen the world over.

Sportsman 48

Ortega 40

Sportsman 34

Grand Manan 45

Sportsman 45

Oceanic 52

Send for descriptive literature on all 30 models today.

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION

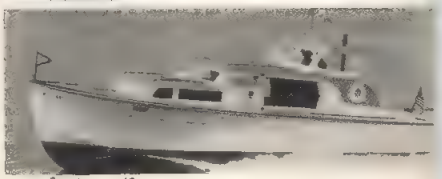
ROOSEVELT HIGHWAY AND ORTEGA RIVER

P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel. 2-1126

See more models back on page 1.

Here's fulfillment for the wanderlust in the heart and the explorer blood that flows in the veins of all true yachtsmen —— to know you command the finest as you head your Fairform Flyer for open water. You begin another chapter of enchantment in your life with every cruise —— whether coastal junkets or adventuring sunny offshore sea lanes to the South. With every facility aboard for your comfort and convenience you can drop anchor where you wish and be under way again with the morning. In your Fairform Flyer you can relax and enjoy the most healthful recreation there is.

Seafarer 64



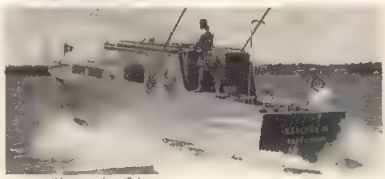
Sportsman 40

IT'S A SMALL WORLD IN YOUR FAIRFORM FLYER

Shown are but a few of the 30 standard models in the fleet acclaimed on all the famous cruising waters of the world for their non-pounding full planing Quadraconic Hull, the most advanced design in modern yachting. To own a Fairform Flyer is to claim a rich sea-going heritage of stamina and superior performance —— peerless in its class.

Corinthian 48

Bahamian 52



Menemsha 34

Doghouse 40

Offshore 48

In all models, 34 to 64 feet in length, you will find a choice of size and accommodations within the reach of any successful man. Write us for illustrated literature today.

HUCKINS YACHT CORPORATION

ROOSEVELT HIGHWAY AND ORTEGA RIVER
JACKSONVILLE 5, FLORIDA

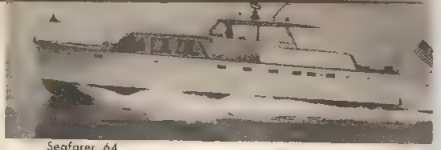
P. O. Box 6336 Tel. 2-1126

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

SPORTSMEN: Turn to the last page

America's Most Popular
'22' Family Cruiser!
Your friendly Owens dealer invites you to see this 1957 Flagship and her equally exciting sister ships at the big National Motor Boat Show, New York Coliseum, January 19 to 27
DEALERS A few selected territories available Write for details
Owens
Flagships
WORTH MORE when you BUY...
WORTH MORE when you SELL
OWENS YACHT COMPANY, INC.
Baltimore 22, Maryland
THERE'S AN OWENS FOR YOU...
14 • 16 • 19 • 22 • 27 • 31 and 35

Here's fulfillment for the wanderlust in the heart and the explorer blood that flows in the veins of all true yachtsmen —— to know you command the finest as you head your Fairform Flyer for open water. You begin another chapter of enchantment in your life with every cruise —— whether coastal junkets or adventuring sunny offshore sea lanes to the South. With every facility aboard for your comfort and convenience you can drop anchor where you wish and be under way again with the morning. In your Fairform Flyer you can relax and enjoy the most healthful recreation there is.



Seafarer 64

Sportsman 40

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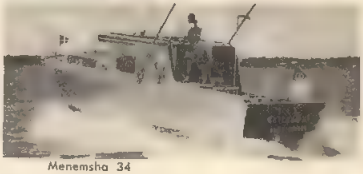

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ROOSEVELT HIGHWAY AND ORTEGA RIVER
JACKSONVILLE 5, FLORIDA

P. O. Box 6336 Tel. 2-1126

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

Sportsmen: Turn to the last page —

America's Finest Blankets

Ⓐ

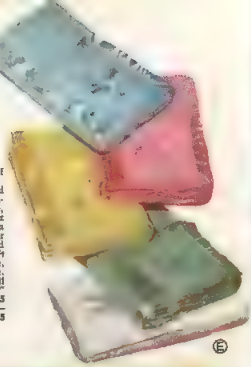
Chatham's "Elegance"

The Most Luxurious Blanket in the World Made by a famous Belgian process and imported for exclusive production here **Deep, rich nap** of 100% wool, regally bound on all four sides in **Nylon Velvet Warmer than three ordinary blankets** Fabulously beautiful colors **Pink with Ruby binding (illustrated), Yellow with Topaz binding or Green with Aquamarine binding** Full 72" x 90" size. Presentation box. Approx. Ship Wt 8 lbs. **Specify color**
5964C3667—"Elegance" Blanket
Mfr's. Sugg. Retail $50.00

IN THE SEASONS NEWEST SHADES

Springfield's "Wonderlight"

Lightweight all season blanket of **⅔ pure wool and ⅓ nylon** Sheerer, yet stronger, softer and fluffier than other blankets of similar weight Shrinkage negligible, unusually quick drying. Perfect for chilly nights in summer, for a second blanket in fall or for winter sheets. Bound all around with 3" **Nylon Satin binding. Gift packaged** Pastel colors Blue, Pink, Yellow, Green or White. **Specify. Sugg Retail**
5965C820—Twin Size Blanket—66" x90" 3 lbs. **$11 95**
5966C960—Double Size Blanket—80"x90". 4 lbs. **$13.95**



Ⓔ

ALL BLANKETS BEAUTIFULLY BOXED

Ⓑ Ⓒ Ⓓ Ⓕ Ⓖ Ⓗ

Nationally Known Brands

SPRINGFIELD...PEARCE...CHATHAM...HUDSON'S BAY...FARIBO

(A) 5547C1135—PEARCE "Scotch Plaid" Blanket Beautiful all wool creation, an adaptation of famous Dress Stuart Plaid. Sparkling color combination of Red, Hunter Green and White with Gold overplaid. 7" Red acetate satin binding Full 72" x 90" size. Gift Box. Approx. ship. wt. 5 lbs. **Sugg. Retail $16.95**

(B) 6121C795—CHATHAM Lightweight "ORLON" Blanket. For a perfect touch of luxury, Chatham's new 100% ORLON blanket...warmth without weight! 'Cashmere" soft, easily washed. Nylon binding. Sparkling colors **Blue (illustrated), Yellow or Pink.** Practical 72" x 90" size. **Specify color** Approx. wt. 3½ lbs. **Sugg. Retail $10.95**

(C) 5713C2673—HUDSON'S BAY "4 Point Multi-Stripe" World renowned, woven by skilled craftsmen in England. Deep, heavy warm nap—**edges which need no binding** 100% Virgin Wool in full 72" x 90" size. **White with Multi-Stripe of** bold, attractive colors. Gift box. Approx. ship. wt. 8 lbs. **Sugg. Retail $36.50**

(D) 5317C2673—HUDSON'S BAY "4 Point Scarlet" Same as above in Scarlet color with Black bar. **Sugg. Retail $36.50**

(E) 5974C1360—CHATHAM's "ORLON-WOOL" Blanket. New patented blend of **75% wool and 25% orlon** washable without any shrinkage worries! Bound in exclusive "Duralife" 100% Nylon, guaranteed for the life of the blanket. Luxurious softness in popular 72" x 90" size. Soothing colors: **Jamaica Green (illustrated), Pink or Yellow. Specify.** Approx. ship. wt. 6 lbs. **Sugg. Retail $19.95**

(F) 5432C795—CHATHAM "Purrey" Nationally advertised for years—largest selling blanket in the country! Beautiful blend of **miracle Orlon and Rayon.** Gives cozy warmth without excess weight. 7" binding of **"Durachrome,"** in 72" x 90" size. **Yellow, Pink, Red (illustrated), or Jamaica Green. Specify color.** Approx. ship. wt. 5 lbs. Gift box. **Sugg Retail $10.95**

(G) SPRINGFIELD'S New "Everlasting Sizeset" Blanket. Blend of **80% pure premium wool** for warmth...**20% nylon** for added strength and long life. Exclusive "Sizeset" process makes it extremely durable, washable too—**even in your washing machine,** yet always retains proper size. 7" **Nylon Binding.** Pastel colors: **Rose Pink (illustrated), Gold or Seafoam Green. Specify.**
6119C1050—Twin Size Blanket. 66" x 90". Wt. 5 lbs. ..... **$14.95 Ret.**
6120C1231—Double Size Blanket. 80" x 90". Wt. 6 lbs. ..... **17.95 Ret.**

(H) 6118C1065—FARIBO'S All Wool Blanket. A beautiful 100% all wool blanket to cherish through the years for its vibrant warmth and beauty! Constructed of the finest wool and "Faribo" craftsmanship. Lovely 8 inch Acetate binding. In practical 72" x 90" size. Sparkling colors: **Citron Yellow (illustrated), Carnation Pink or Mint Green. Specify** Approx. wt. 5 lbs. **Sugg. Retail $15.95**

St. Mary's

Pure Wool Blankets

Luxurious and Beautiful Woven From The Finest Wools

America's deluxe blankets of the finest quality . . . luxurious warmth-without-weight in finest 100% pure wool, double-napped by the **exclusive St. Mary's process.** Famous for over a century for true, fast color, and for **wear and washability.**

6123C2925—"The Lamar" Blanket. St. Mary's finest in 100% pure choice wools which provide unusual softness, strength and warmth True winter weight, designed to attain the ultimate in warmth and beauty Richly bound on ends with luxurious wide acetate satin Handsome range of colors **Camellia Pink, Yellow, Ciel Blue, Celadon Green or Rose.** Large double bed size 78" x 90". Ship. Wt 8 lbs. **Specify color.** Rich gift box.

Mfrs Ret **$37.50**

6123C1590—"The Paramount" Blanket. A superb quality St. Mary's blanket in winter weight Fine, selected wools, **double napped to provide the soft, luxurious** texture, create extra warmth and lasting beauty. Wide acetate satin binding. Beautiful colors **Camellia Pink, Yellow, Ciel Blue, Celadon Green or Rose.** Large double bed size 78" x 90". Attractive gift box. Ship. wt. 8 lbs. **Specify color**

Mfr's. Ret. **$20.95**

6124C1355—"The Southwind" Blanket A top quality blanket woven from fine, selected wools. Of medium winter weight with deep pile nap for warmth and comfort Warmth without weight, sweet soft beauty that does not fade feel of wool at its best Bound on ends with wide acetate satin Rich colors **Camellia Pink, Yellow, Ciel Blue, Celadon Green or Rose.** Practical 72" x 90" size. Beautiful gift box **Specify color** Ship. wt. 7 lbs.

Mfr's Ret **$17.95**

Faribo

"FLIGHT-LITE" BLANKET 100% VIRGIN WOOL

Perfect For All The Year... Ideal For Comfortable Summer Sleeping. Perfect For Those Nippy Winter Nights. Also Makes An Exciting Spread or Throw.

Gleaming Six Inch Acetate Satin Binding. Woven Into Beautiful "Home-Spun" Effect. Wonderful For Gifts ...Beautiful Gift Box. Soft, Soothing Pastel Colors... Pink, Yellow, Green.

5801C760—"Flight-Lite" Blanket. A lovely, lightweight blanket of **100% Virgin Wool.** Its deep, dimensional texture and design make it ideal for wonderful year-round comfort Woven into a powdery pattern, it has a lacy, hand-loomed appearance making it truly a deluxe gift item. Incredibly soft and perfect year-round weight for modern heat-controlled living. Bound in gleaming 6 inch Acetate Satin Popular 72" x 90" size. Choice of three soothing pastel colors **Pink, Yellow or Green. Specify choice.**

Suggested Retail $11.50

PEPPERELL FABRICS

Featuring Exclusive Marvelok Weave... Greater Warmth... Longer Wear... Better Washing Qualities...

New warmth and new beauty in these blankets with Pepperell's revolutionary new Marvelok Weave, a closer construction that gives **richer color, extra warmth and strength.** In **"Acrilan," the Wonder Fiber,** and in beautiful blends of Acrilan, Nylon and Rayon...soft, deep, bouncy—so cozy, without heavy weight

6125C1160—"Glolan" Acrilan Blanket. Thoroughly washable in tub or machine...quick drying **Won't irritate the most sensitive skin.** Made of **100% Acrilan,** Chemstrand's acrylic fiber. Absolutely moth and mildew proof Nylon binding **Yellow, Spring Green, Rose or Capri Blue Specify** 72" x 90". Ship. wt. 4 lbs.

Mfr's. Ret **$15.95**

6126C705—"Caress" Blanket A remarkable **blend of Rayon and Nylon.** Deep, warm, long lasting nap with a beautiful finish. 7 in. Nylon binding **Yellow, Spring Green, Rose or Capri Blue Specify** 72" x 90" size Ship. wt. 4 ½ lbs.

Mfr's. Ret. **$10.95**

6127C540—"Peggy Pepperell" Rayon-Nylon Blend Blanket. A real favorite in the popular price range. Superb blend of Rayon and Nylon in the popular 72" x 90" size Deep, full nap retains heat to very high degree. Moth resistant 6" Nylon taffeta binding. Sparkling colors **Yellow, Spring Green, Rose or Capri Blue. Specify choice** Ship. wt 4 lbs.

Mfr's Ret **$8.95**

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

Famous and Finest Pure Wool Blankets

E ST. MARYS "PREMIER." Choose "Premier" and you'll know why St. Marys holds an honored place in family tradition. It's a deep piled, luxurious, double napped all wool blanket to cherish through the years for its wondrous warmth and beauty. In your choice of 3 sizes in 3 luscious colors...each is richly bound with wide, acetate satin binding. Washability is certified.

Size	Rose	Sky Blue	Yellow	Retail
Twin (65x90")	736-603 B1250	736-611 B1250	736-629 B1250	$16.95
Double (78x90")	736-637 B1395	736-645 B1395	736-652 B1395	18.95
King (108x90")	736-660 B2195	736-678 B2195	736-694 B2195	30.00

F ST. MARYS "MELODY." This new blanket is closely woven of the very best Merino wools, the finest wools in the world (as all St. Marys blankets are) ..then brushed to a thick, fluffy nap to keep you securely warm for many a year. It comes with certified washability ...its spring-heralding colors stay as true as its wondrous warmth. Luxuriously bound with wide, matching acetate satin. "Melody" makes a much appreciated gift.

Size	Rose	Med. Green	Sky Blue	Retail
Twin (65x90")	736-702 B1495	736-710 B1495	736-728 B1495	$19.95
Double (78x90")	736-736 B1650	736-744 B1650	736-751 B1650	22.50

G HUDSON BAY "FOUR POINT".. best known blanket in the world! Practically indestructible, loomed of 100% virgin wool...it was Admiral Byrd's choice for his exploration of the Antarctic.

736-298 B2660 White with multi-color stripes. 72x90" $34.95
736-306 B2660 Scarlet with black stripes 72x90" 34.95

H ST MARYS LUXURIOUS "CASTLE"...in 3 sizes. A lovely blanket of the finest wools, deep, double napped, and made exceptionally warm by an exclusive process. Slip under its cloud softness.. and enjoy the most blissful sleep of your life! Colors for twin and double sizes. Chestnut, Nutmeg, Beige, Moss Green, White, Rose, Blue, Pink, Med. Green, Yellow or Seafoam Green. Colors for king size. Rose, Yellow, Blue, Med. Green, White, Pink or Nutmeg From Ohio

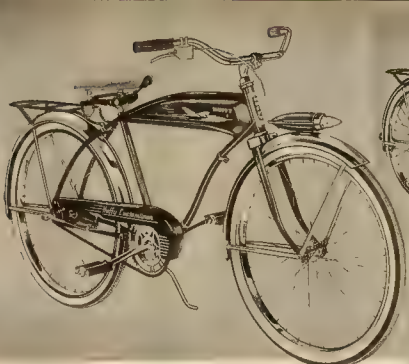
736-223 D1795 Twin size (65x90"). Specify color $23.95
736-231 D2050 Double size (78x90"). Specify color. 27.50
736-249 D2983 King size (108x90"). Specify color.. . . . . 40.00

K ST. MARYS "LAMAR"...unquestionably the most luxurious of all wool blankets! Woven with care from the finest imported Merino wools, then dyed to exquisitely clear toned hues...it possesses a caressingly soft, smooth suede finish. Colors for double and twin size: Rose, Yellow, Blue, Moss Green, Seafoam Green, Med. Green, White, Siam Pink, Nutmeg, Beige or Chestnut. Colors for king size: Rose, Yellow, Blue, Med. Green, White, Pink or Nutmeg. From Ohio.

736-769 D2295 Twin size (65x90"). Specify color. $32.50
736-777 D2775 Double size (78x90"). Specify color. 37.50
736-785 D3695 King size (108x90"). Specify color. 50.00

L "SCOTCH PLAID"...a high spirited wool blanket that turns away chills with its soft, reassuring warmth. Woven of the purest all virgin wool yarns into an authentic, crisp looking Stuart plaid of vibrant red, hunter green, gold and white

736-371 B1175 Pearce Scotch Plaid Blanket. 72x90" $15.95



Huffy Customliner

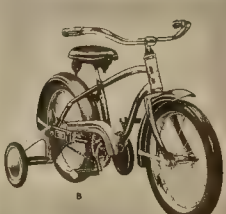
26-IN. HUFFY-CUSTOMLINER DELUXE. With 1.75 tires. Their "Fit-Sooner" frames are designed to be perfectly safe for children 52 in. and taller (Ages 8 and up.)
Chrome fenders and chrome rims
Gearshift and easy pedal White-sidewall 28 x 1.75 in. tires for smooth riding.
Rocket Headlight, luggage carrier, truss rods, horn and tank. Fully equipped.
Safe-Stop foot-power brake adds the safety assurance that parents demand.

Other New features on these bicycles are: matched grips, saddle and pedals; new fork design and a new flestline frame. All Huffy bicycles are shipped FOB Chicago from our warehouse stock.
26-In. Boy's Model. Finished in Black and flamboyant Red with White trim.
20-80042-5613 Wt. 58 lbs. . . **69.95**
26-In. Girl's Model. Finished in flamboyant Green with Black and White trim.
20-81040-5613 Wt. 58 lbs.... **69.95**

FITS-SOONER SAFETY FRAME
Custom-fitted frame allows child to learn to ride sooner, safely. Huffy Customliner is perfectly adjusted for all ages. Insures more enjoyment and greater comfort for the cyclist.

HUFFY-HELPER OUTRIGGER
The Huffy-Helper outrigger assembly comes with 16" and 20" Mainliner bicycles. Wheels have 7"x1" semi-pneumatic tires, oil-impregnated bearings.

A



B

(A) Smaller youngsters are thrilled at the thought of having and riding a two-wheel bike, just like their big brothers and sisters . . . now they can do it easily with the aid of the "Huffy-Helper". Bikes have regular easy pedal tires, coaster brake, headlight, chainguard, luggage carrier, bright tank with horn inside, truss rods and rear step for "extra" passenger. Equipped with 20" x 1.75" easy pedal pneumatic tires. The Huffy-Helper makes bike riding easy to learn and insures a maximum of safety while learning. Baked-on enamel. F.O.B. Chicago.
20" Boy's Model. Red with black and white trim. With all the features listed above. Weight 48 lbs.
20-80026-3950 . . . . . Retail **47.50**
20" Girl's Model. Light blue with white and red trim. With all features that are listed above Weight 49 lbs.
20-81024-3950 . . . . . Retail **47.50**

(B) **STANDARD MODEL.** 2-wheel assembly gives tots, 3 to 6 years the feel of riding a two-wheeler and yet combines the safety and advantages of a 3-wheel chain drive tricycle and a two-wheel sidewalk bike. An "extra-passenger" can also stand on the 2-wheel assembly. Exclusive "fits-sooner" tubular steel frame has friction lock seat . . . quickly adjusts seat and keeps it in desired riding position. Streamline chain guard Rubber-pad pedals. Grip-fast coaster brake. Rubber handle grips. Puncture-proof 16" x 1.75" easy pedal tires. F O.B. Chicago.
16" Boy's Model. Baked-on enamel finish. Atomic Red with White trim. With same features as listed above. Wt. 41 lbs.
20-80109-3280 . . . . . Retail **41.95**
16" Girl's Model. Baked-on enamel finish Tropical Blue, White trim. With same features as listed above. Wt. 41 lbs.
20-81107-3280 . . . . . Retail **41.95**

IT'S A FINE, WONDERFUL TOY . . . IF IT'S AN *Ideal* DOLL

Revlons

"KISSING PINK" 18" DOLL

EXCITING TURNING WAIST ENABLING HER TO BEND FORWARD, BACKWARD AND TO PIROUETTE COMPLETELY AROUND AS GRACEFULLY AS A FASHION MODEL

• • •

REVLON'S "MAGIC TOUCH" SKIN

• • •

BEAUTIFULLY MOLDED VINYL HEAD WITH ROOTED SARAN WIG THAT CAN BE WASHED and WAVED

• • •

COMPLETE, GLAMOUROUS OUTFIT

An Inspiration of a doll with a full-formed figure of a teen-ager and the [illegible] Real [illegible] skin [illegible] SOFTER THAN PEACH FUZZ, STRONGER THAN VINYL, and the [illegible] thing [illegible] Wt. [illegible] Ship. Wt. [illegible]
50228781 [illegible] **$12.00**

"SAUCY WALKER" DOLL

SHE WALKS, FLIRTS, SITS, CRIES!

- **Turns Her Head from Side to Side And Rolls Her Eyes As She Strolls**
- **Beautifully Molded Vinyl Head With Rooted Saran Wig . . . Can Be Washed, Brushed, Combed and Shampooed**
- **Concealed Walking Mechanism Has No Key to Wind, Nothing to Get Out of Order**

[illegible]

50188420	Tall Ship. Wt. 3 lbs. Each	$ 8.00
50188850	" Tall Ship. Wt. 4 lbs. Each	13.00

"HONEYSUCKLE" DOLL WITH WARDROBE IN GIFT BOX

[illegible] baby doll with a wardrobe [illegible]

$8.00

"BABY-BIG-EYES" DOLL

Has Great Big Blue Eyes!

Vinyl [illegible] washed [illegible]
50078781 [illegible] **$12.00**

"BETSY-WETSY" DOLL

SHE CRIES REAL TEARS!

- **America's Most Popular Drink, Wet and Tear Doll Has All the Features Every Little Girl Wants Most!**

13½ INCHES TALL

[illegible] Wetsy [illegible] Wetsy [illegible] Bottle [illegible] Wetsy [illegible] Wetsy [illegible] bottle [illegible] cotton [illegible] Wt. [illegible] lbs.
50088654 Each **$10.00**

"POSIE" THE WALKING DOLL OF A HUNDRED LIFE-LIKE POSES!

EXCLUSIVE MAGIC KNEE ACTION

Posie is a doll that can do almost everything [illegible] Posie [illegible] SARAN [illegible] Posie has [illegible] socks and [illegible] shoes.

50128654	" Tall Ship. Wt. 3 lbs. Each	$10.00
50188850	" Tall Ship. Wt. 4 lbs. Each	13.00

IT'S A FINE, WONDERFUL TOY . . . IF IT'S AN *Ideal* DOLL

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"KISSING PINK" 18" DOLL

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COMPLETE, GLAMOUROUS OUTFIT

An Inspiration of a doll with a full-formed figure of a teen-ager and the [illegible] Real [illegible] skin [illegible] SOFTER THAN PEACH FUZZ, STRONGER THAN VINYL, and the [illegible] thing [illegible] Wt. [illegible] Ship. Wt. [illegible]
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- **Turns Her Head from Side to Side And Rolls Her Eyes As She Strolls**
- **Beautifully Molded Vinyl Head With Rooted Saran Wig . . . Can Be Washed, Brushed, Combed and Shampooed**
- **Concealed Walking Mechanism Has No Key to Wind, Nothing to Get Out of Order**

[illegible]

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50188850	" Tall Ship. Wt. 4 lbs. Each	13.00

"HONEYSUCKLE" DOLL WITH WARDROBE IN GIFT BOX

[illegible] baby doll with a wardrobe [illegible]

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"BABY-BIG-EYES" DOLL

Has Great Big Blue Eyes!

Vinyl [illegible] washed [illegible]
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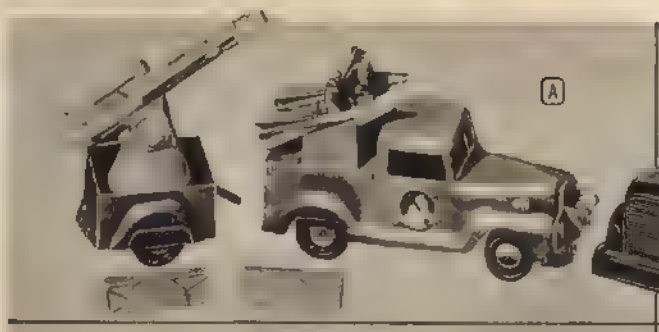
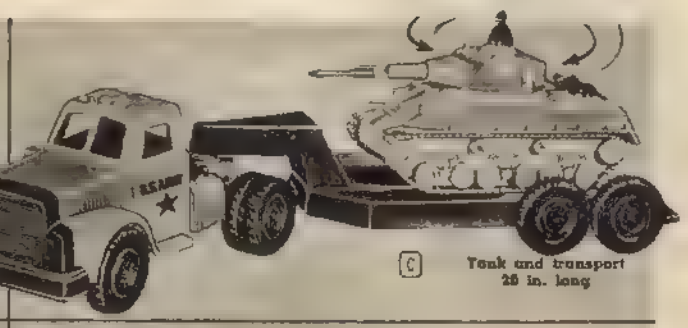
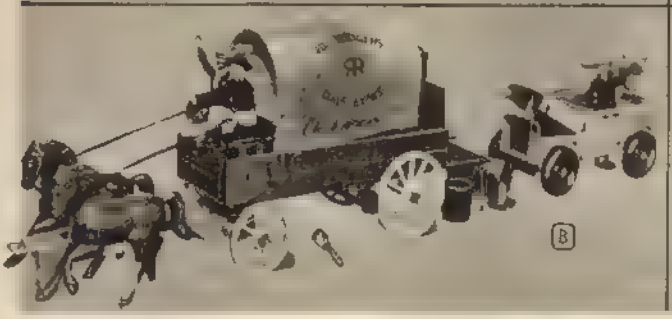
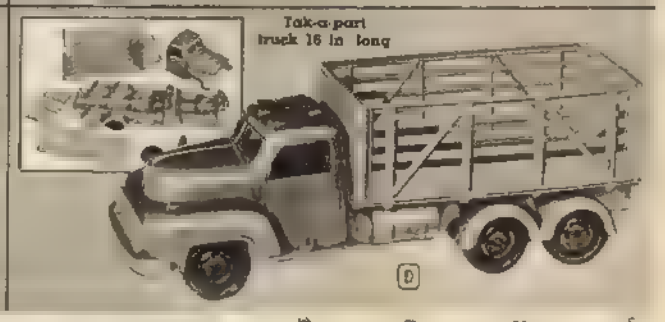
50188850	" Tall Ship. Wt. 4 lbs. Each	13.00





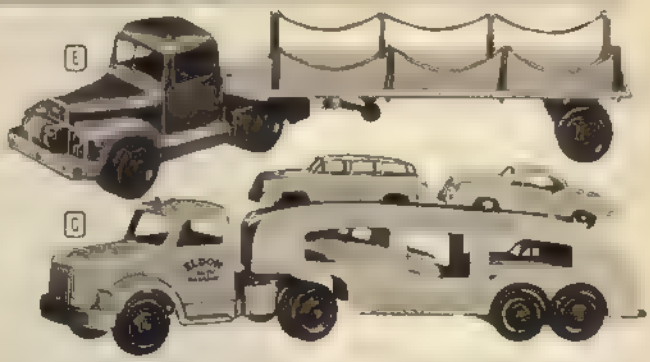
Tank and transport 26 in. long





Tak-a-part truck 16 in. long

Flexible Unbreakable Plastic Toys



(A) MOBILE SUPERSONIC GUIDED MISSILE UNIT—BY THOMAS

A realistically designed atomic missile unit that's fully equipped, over 16 in. long. Spring action launcher fires with or without caps. Soldier rides in back of soft, flexible polyethylene truck with two soft-tipped NIKE super-sonic guided missiles. Truck complete with radar antenna, ammunition compartment, and bumper assembly with working winch, cable and hook. Detachable trailer contains launcher—wheel chocks hold trailer steady.

87-5757 A 265—Shipping weight 2 lbs. ..... Retail **$3.98**

(B) ROY ROGERS CHUCK WAGON AND JEEP—BY IDEAL

Just like the real Western chuck wagons used by Roy Rogers and his friends. Rugged plastic wagon with removable cover. 'Roy Rogers' and 'Dale Evans' guide two horses held in by vinyl reins. Wagon wheels can be removed and interchanged by means of wrench, old-fashioned jack and pry bar. Rear platform drops into place as cook-out table. Miniature replicas of pots and pans included. Trailing behind the chuck wagon is Pat Brady riding his comical jeep, "Nellybelle." Wagon 19 x 9¾ in., jeep 7 x 4 in. Rigid high-impact plastic construction.

87-5623 A 399—Set. Wt. 3 lbs. Retail **$5.98**

(C) SOFT POLYETHYLENE SHERMAN-TYPE TANK AND CARRIER

Realistic combat tank with its own transport carrier. Turret swivels for positioning, cannon raises and lowers to fire rockets. Rear deck holds 2 firing rockets. Unbreakable plastic. Carrier 20 in. long, tank 8 in.

87-5955 A 200—Shipping weight 1½ lbs. ..... Retail **$3.00**

(D) TAK-A-PART CATTLE TRUCK—SAFE, SOFT POLYETHYLENE

Just like the ones you see on the highway! Designed to take plenty of rugged play—drop it, bend it, step on it—it can't break. Removable snap-fit parts are fun to take apart and put together. 15 in. long

87-5765 A 200—Shipping weight 2½ lbs. ..... Retail **$3.00**

(E) POLYETHYLENE TAK-A-PART LUMBERYARD EXPRESS

Truck and trailer of flexible, safe polyethylene. Retractable wheels lower to permit trailer to stand alone. Bumper assembly with working winch, cable, and hook. Removable snap-fit parts. 23 in. long

87-5773 A 200—Shipping weight 3 lbs. ..... Retail **$3.00**

(F) UNBREAKABLE POLYETHYLENE AUTO TRANSPORT—4 CARS

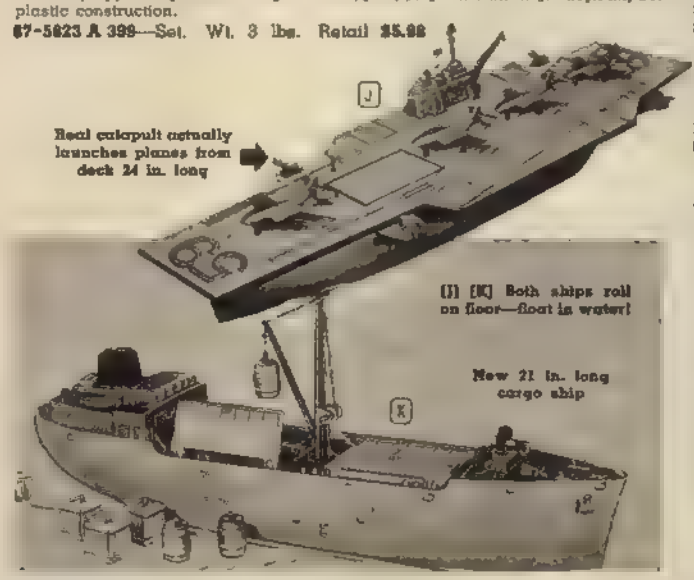
It looks just like the transports you see on the road every day. Truck and trailer with hand tools and real ramp for loading and unloading 4 cars. Flexible non-breakable plastic construction. 20 in. long

87-5946 A 200—Shipping weight 2 lbs. ..... Retail **$3.00**

(H) NAVY "TRADEWINDS" CARGO PLANE—SAFE POLYETHYLENE

Navy cargo plane rolls and floats. Comes complete with three vehicles: jeep with machine gun, armored car, and rocket launcher truck with rocket. Also includes loading ramp. 20 in. long 22 in. wing span.

87-5906 A 200—Shipping weight 2 lbs. ..... Retail **$3.00**



Real catapult actually launches planes from deck 24 in. long

(J) (K) Both ships roll on floor—float in water!

New 21 in. long cargo ship

(J) GIANT SOFT POLYETHYLENE AIRCRAFT CARRIER

Realistically designed for action-packed play. Aircraft carrier rolls and floats has real catapult that actually launches planes from deck. Fully equipped with 4 fighter planes and signal man to assure safe landing and take-offs. Hatch on deck of carrier opens for storing planes below. Made of flexible unbreakable plastic. Measures a full 2 ft. long

87-5971 A 200—Shipping weight 1½ lbs. ..... Retail **$3.00**

(K) UNBREAKABLE, SOFT, POLYETHYLENE CARGO SHIP

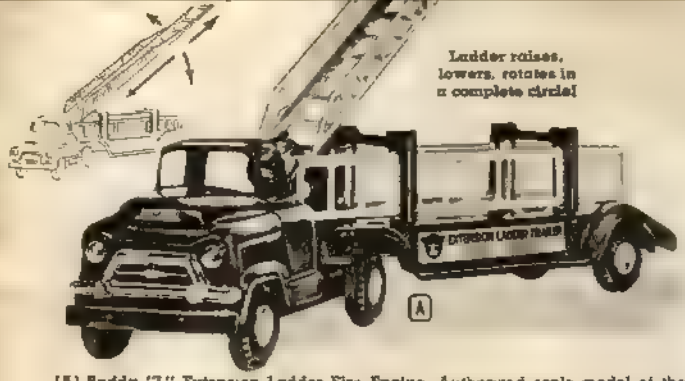
Designed for exciting play. 21 in. long cargo ship rolls and floats to keep youngsters entertained for hours. Movable parts add to the fun. Fully equipped with 2 life boats for "emergencies," workable mast and boom for cargo, 3 wooden barrels, and 3 wooden crates. 2 deck hatches open

87-5985 A 200—Shipping weight 2 lbs. ..... Retail **$3.00**

New cargo plane with vehicles. 20" long

For a complete listing of merchandise, see Index on Page 757.

Favorite Automotive Toys



[A] Buddy "L" Extension Ladder Fire Engine. Authorized scale model of the '57 General Motors truck—a detailed reproduction. Every child will love playing fireman with this "real" engine. Extension ladder raises, lowers and rotates in a complete circle. Two extra ladders extend it to a full 39 in. Welded steel construction with brilliant red enamel finish. Rubber tires. 26½ x 6½ x 7 in. high.
87-5484 A 465—Shipping weight 9 lbs. . . . . Retail **$6.98**

[B] Tonka Pick-Up Truck with Trailer. Complete with tough polystyrene animal. Two-wheel trailer is easily coupled or uncoupled from hitch on the pick-up truck. Back stake panel lifts off for loading animal. All-steel construction—trailer has rounded stakes for safety. Rubber tires. 20½ x 5¾ x 5½ in. high overall size.
81-0127 A 332—Shipping weight 5 lbs . . . . . Retail **$4.98**
81-2289 A 200—Truck only. 12¾" long. Shpg. wt. 3 lbs. . Retail **$3.00**

[C] Tonka Shovel and Carry-All. Big steam shovel arrives at work site on its rugged trailer—heavy chain holds it in place. Removable ramps facilitate loading and unloading while operator turns winch. Trailer uncouples from tractor. Shovel operates with crank on side of full-rotating cab—thick rugged tracks. Heavy gauge steel construction, rubber tires. 32 x 6 x 14¼ in. high (with shovel loaded).
81-1879 A 532—Shipping weight 10 lbs . . . . . Retail **$7.98**

[D] Buddy "L" Heavy Hauling Hydraulic Dumper. Real hydraulic dump action. Depress release lever and real hydraulic cylinder raises dump-box to empty full load. Heavy-gauge auto-body steel, heavy-duty rubber tires. Rounded edges. Bright enamel. 22 x 7¼ x 13½ in. high.
87-5492 A 399—Shipping weight 9 lbs . . . Retail **$5.98**

[E] Structo Deluxe Roadgrader. Really works! Front wheels steer—scraper blade rotates, raises, lowers, and tilts! Floating tandem rear wheels. Realistic-looking "Diesel" motor. Six massive wheels, rubber tires. Heavy-gauge steel construction. 18¾ x 7¼ x 7⅝ in. high.
81-0143 A 265—Shipping weight 4 lbs . . . Retail **$3.98**

[G] Buddy "L" Hydraulic Dumper. Designed for rugged play. Self-energizing hydraulic piston filled with safe, non-toxic, non-staining fluid. Special knuckle linkage to raise dump body extra high—load slides out through chute in rear door. Dual tandem wheels. Heavy-gauge steel construction durable finish. Plated hub caps and rubber tires. 22½ in. long overall.
87-1616 A 565—Shipping weight 10 lbs . . Retail **$9.98**

[H] Structo Heavy-Duty Dump Truck. Rugged heavy-gauge steel. Body raises and lowers automatically. Imitation flasher on cab. Ten rubber tires—plated hub caps. Floating tandem duals. 20 x 6¾ x 6¼ in. high.
81-0150 A 265—Shipping weight 6 lbs. Retail **$3.98**

[J] Tonka Farm Stake Truck. An exact scale model of the all-purpose farm truck. Has the strength and size to haul play loads of almost any kind, any weight. Removable stake panels—rounded edges for safety—no torn clothing or cut fingers. Heavy rear wheels have mud guards. Rugged all-steel construction. Heavy-duty rubber tires. Overall length 13 in.
81-1687 A 265—Shipping weight 4 lbs. Retail **$3.98**

[K] Buddy "L" Repair-It Wrecker. Top-notch equipment for the junior fix-it man. Authentically designed scale model. Sturdy truck with crank operated crane—tows any other toy vehicle. Wheels interchangeable with spare wheel. Set of three handy repair tools. Sturdily made—heavy-gauge steel construction. Rubber tires. Overall length 15¾ in.
87-7530 A 265—Shipping weight 4 lbs. . . Retail **$3.98**

Authentic Scale Models

Trucks and Road Building Equipment for Educational, Imaginative Play

...DELIGHTFUL DOLLS BY

IDEAL TOYS brings the famous Thanksgiving Day Parade to television viewers all over America

5819M7W1050 BETSY WETSY DOLL, 18" TALL WITH WIG AND SUITCASE. America's most lovable drink and wet doll now cries real tears! Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed; the curly wig can be washed and combed. Complete in deluxe suitcase with layette of 2 dresses, bonnet, booties, and toilet accessories. A delight! ....**Retail: $15.00**

5830M6W840 Same as above, 13½" tall. **Retail: $12.00**

5821M5W700 Same as above, 13½" tall, no suitcase. .....**Retail: $10.00**

5818M2W250 BETTY CROCKER JUNIOR BAKING SET, exact miniatures of mother's recipe baking equipment, complete with recipe booklet. Contains Mirro aluminum mixing bowl, 3 bake pans, 7 cookie cutters, 8 utensils, cookie sheet and muffin pan. Also General Mills cake mixes, frosting and cookie mixes. **Retail: $5.00**

5835M6W1400 REVLON KISSING PINK DOLL, 22½" TALL, with the new TURNING WAIST that enables her to bend forward, backward and pirouette completely around. Made of "Magic Touch" skin, the nearest thing to a real skin touch! High fashion wardrobe includes Kissing Pink dress, crinoline and panties, pearl necklace; and for her legs—nylon stockings and high-heeled shoes. Her vinyl head with rooted Saran wig can be washed and set. .....**Retail: $20.00**

5826M5W1120 Same as above, 20" tall **Retail: $16.00**

5827M4W840 Same as above, 15" tall. **Retail $12.00**

5824M6W1050 MAGIC LIPS DOLL, with the sweetest expression molded into her life-like vinyl head brings her lips together and says "Ma-Ma" when her back is pressed twice. Also has three tiny baby teeth and her very own toothbrush! Her rooted Saran hair can be washed and waved, and her vinyl-coated body can be bathed and powdered. Magic Lips wears a dainty organdy dress with slip, panties, socks and shoes. 24".
Retail: $15.00

5823M6W1050 POSIE WALKER DOLL, 23" TALL, with MAGIC KNEE action that lets Posie kneel to pray, sit in a chair, take a stroll if you lead her, or she can bend her knees in life-like poses! Her head turns from side to side with each step. Her Vinyl Magic Flesh head with rooted Saran hair can be shampooed and set. Her eyes close when she sleeps. Smartly dressed in frock, slip, panties, socks and shoes.
Retail: $15.00

5833M3W700 Same as above, 17" tall. **Retail: $10.00**

1708T800—BABY BIG EYES DOLL. Vinyl head with rooted saran wig that can be washed, brushed and combed. Molded arms and legs with delicately detailed fingers and toes. Sleeping eyes. Comes in ribbon tied nightgown and receiving blanket. Wears diaper. Doll is completely washable. Size 23". Mfr's. Sugg. Retail $12.00

1842T400—BETSY WETSY DOLL Famous drink and wet doll now **CRIES REAL TEARS**, blows her nose, and sleeps. Soft, vinyl plastic body. Layette includes dress, bonnet, slip, plastic panties, bottle and nipple. Size 11½". Mfr's. Sugg. Retail $4.00

1843T800—BETSY WETSY DOLL She drinks, wets, cries real tears, blows her nose, and sleeps. Soft vinyl plastic body can be bathed and powdered. She comes in a novel suitcase including a removable bassinette for added play value. Complete with layette as shown. Attractively packaged. Size 13½". Mfr's. Sugg. Retail $12.00

"Ideal" Walking Dolls

(A) **1841T1067—SAUCY WALKER 22** She walks, flirts, sits, cries. She turns her head from side to side and rolls her eyes. Vinyl head with rooted Saran wig. Fully jointed with concealed walking mechanism. No key to wind, nothing to go out of order. Her exquisite one Saran hair can be combed, brushed and waved. She has plastic curlers. High styled outfit includes slip, panties, socks, vinyl shoes, hat and coat. Size 23". Mfr's. Sugg. Retail $16.00

(B) **1840T667—SAUCY WALKER 17"** She walks, sits, flirts, cries. Her beautiful long Saran hair can be combed, brushed and waved. Fully jointed with concealed walking mechanism. No key to wind, nothing to go out of order. High styled outfit includes slip, panties, socks and vinyl shoes, hat and coat. Size 17". Mfr's. Sugg. Retail $10.00

(C) **1838T533 — BABY DOLL.** Soft vinyl head, body, arms and legs, one piece body construction. Completely bathable. Crying voice, sleeping eyes. Beautifully outfitted with deluxe organdy dress ribbon-tied bonnet, slip, undies, socks and vinyl shoes. Rooted Saran wig and card of curlers. Size 20½". Mfr's. Sugg. Retail $8.00

(D) **1839T1000—ROSIE** Ideal's exclusive magic Knee Action bends her knees in assuming dozens of life-like poses. With each step her head turns from side to side. Walking mechanism concealed in unbreakable plastic body. No wind up key is necessary. Vinyl head with rooted Saran hair which can be shampooed and styled. Assorted high fashion frocks with cotton slip, panties, socks and vinyl shoes. Size 23". Mfr's. Sugg. Retail $15.00

Fine Quality HEDSTROM Doll Carriages F.O.B. Massachusetts or Alabama Factory

3297F1419—DOLL CART Laminated vinyl body and hood. Fully collapsible gear, 2-wheel brake. Chromed pusher, springs and cross legs. 8" wheels with 1" white tires. Pusher height 30¾". A deluxe doll carriage throughout—one that has many features of regular baby carriages. Gray or blue with beige lining. Ship wt. 21 lbs. *Specify color.* Sugg. Retail $22.75

3299F1494—DOLL STROLLER Laminated vinyl hood with visor. Vinyl seat and back cushion. 2 wheel brake, reclining back. Chromed pusher, bottom gear and body rails. 7" wheels with 1" white tires. Pusher height 30" Colors blue, aqua or grey with beige suede lining. Ship wt. 25 lbs. *Specify color.* Sugg. Retail $23.95

3305F706—DOLL SHOPPER. Laminated vinyl hood with fringe. Cushioned seat and reclining back aluminum finished collapsible gear, foot brake, chromed tubular pusher. 5" wheels with ⅜" white tires. Pusher height 28¼". Seat and hood in blue or aqua with beige lining. Ship. wt. 9 lbs. (Mailable.) *Specify color.* Sugg. Retail $11.50

Favorites in Toys

(A) 1827T600—SLUMBER CAT & 3 KITTENS. Irresistible toy pussy cat made of plush, cotton stuffed. Rests in reclining position. Zipper pouch in back contains 3 miniature kittens. Cat—Color: Grey shadow-tipped plush with Pink lined ears Length 25". Kittens—Colors: White, Black, Grey. Length 4½" Mfr's Sugg Retail $8.00

(B) 1821T375—REGAL BEAGLE. Popular plush beagle dog, foam rubber stuffed. Vinyl face with realistic-type eyes and eyelids that open, close, even wink. Has Tweak 'n Squeak voice-maker in nose. Beige with Brown markings Length 16". Mfr's. Sugg Retail $5.00

(C) 1822T200—DISNEY'S WALKING MICKEY MOUSE Turns his head; also sits, stands and has movable arms. Vinyl face, hands and shoes. Has cheer voice in body Wears removable red corduroy overalls with collar to match. Body is black plush. Height: 26½". Mfr's Sugg Retail $16.00

(D) 1826T375—DISNEY'S SITTING PLUTO Made of plush, cotton stuffed. Has black plush wired ears and tail, black nose, red felt tongue, and wears a leatherette collar around neck. Color: Gold with Black. Height 13½". Sugg Retail $5.00

(E) 1825T300 — GROWLER PANDA. Growler panda made of lustrous plush. Has shaped arms and legs, clamped-in moving eyes, vinyl nose. Concealed voice-maker emits low growl. Height 16" Color Black and White Mfr's. Sugg Retail $4.00

(F) 1824T325 — CUDDLE BEAR Cuddle Bear made of plush, foam rubber stuffed Clamped in moving eyes Concealed Tweak 'n Squeak voice-maker in tummy Height: 13" Colors Brown with Sand Pink with White, Blue with White Mfr's Sugg Retail $5.00

Musical Toys

(G) 1829T360—MUSICAL PUPPY DOG Attractive new musical toy in light tan color Skillfully made with genuine Swiss music movement which plays when wound Length 12" Mfr's Sugg Retail $5.98

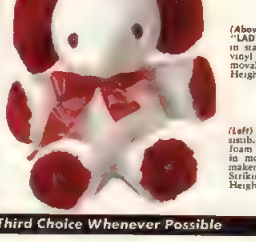
(H) 1627T360—MUSICAL TEDDY BEAR Cuddly Teddy Bear in warm Brown color with tan trimming 14" tall Will win the heart of all youngsters Genuine Swiss movement plays child's tune. Mfr's Sugg Retail $5.98

(I) 1837T298—CHILDREN'S HANDBAG Features a Swiss music box that plays a sweet little tune when the handbag is opened. Has shoulder strap and is trimmed in brass Red plastic with rayon lining Mfr's Sugg Retail $3.98

(J) 1587T465—BEGGING MUSICAL POODLE Attractive poodle in begging position made of printed rayon plush Contrasting felt hat and collar Plastic nose, felt tongue, ribbon bow around neck Safety lock-in eyes Swiss music box activated by winding knob plays sprightly tune Size 14" Mfr's Sugg. Retail $6.98

(K) 1626T360—MUSICAL LAMB Lovable Lamb in soft pastel pink or blue colors. Plays children's tune. Has genuine Swiss music movement Artistically and skillfully made 10½" tall. Mfr's Sugg Retail $5.98

1828T675 — WESTBROOK THE CLOWN A Black cotton stuffed Chimp Has plush head and arms, felt legs, vinyl hands, face and ears, and white vinyl shoes. A stylish Clown, wearing light blue print satin outfit and fluffy pom-poms with matching hat White ruffled organdy collar on outfit Height: 20" Mfr's Sugg Retail $9.00



(Above, 1823T450 — DISNEY'S STANDING "LADY" Disney's appealing plush "Lady," in standing position in cotton stuffed Has vinyl face, large bell collar, leash and movable head Color Apricot with Brown. Height 12 Length 14". Mfr's. Sugg. Retail $6.00

(Left) 1820T225—CUDDLE ELEPHANT Irresistible cuddle Elephant made of plush, foam rubber stuffed Has secured clamped-in moving eyes, Tweak 'n Squeak voice-maker in tummy, bow ribbon around neck. Striking red and white color combination Height 13" Mfr's Sugg Retail $3.00

33 PC.

POWER Shopmate TOOLS

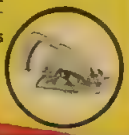
DRILL SET

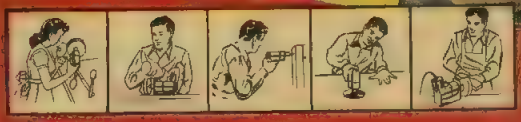
NEW 33-PIECE "SHOPMATE" DRILL KIT. Featuring the famous Shopmate satin finish 4" electric drill with a wonderful Geared Key Chuck. A truly versatile kit and the perfect answer to the handyman's needs. Plenty of accessories—drill stand grinding wheel, buffing disc, rubber pad, adapter set, sanding disc set in assorted grits, 7 drill bits (1/16" to 1/4"), paint mixer handle etc. All in a sturdy steel carrying box. Will handle all home workshop operations. U L Approved. Ship. Wt—9 lbs.

H35-E1650 ..... **$29.95**

4" WOODWORKING SAW ATTACHMENT & BLADE. Converts any electric drill into an efficient electric saw. 4" Saw blade included.

H40-E450 **$6.95**





"IMPERIAL" BY TEXAS-WARE

Guaranteed by Good Housekeeping

53 PC.

melmac DINNERWARE

IMPERIAL MELMAC DINNERWARE, 53-Piece Set—Guaranteed for A Year! A new modern design. Coupe-shape, no loss of food area due to a large unused lip. Made by Texas-ware—your assurance that you possess the best on the market from the standpoint of design, color and manufacture. Break resistant, beautiful, will not crack or chip in normal household use. Takes the worry out of handling, even by children. Easy to wash by hand or automatic dishwasher with ordinary soap or detergent. So practical you'll want to use it for every meal. So Smart looking, you'll use it for Special Occasions, too.

Set consists of

- 8 Saucers (6")
- 1 Meat Platter (10"x14")
- 1 Serving Platter (26 oz.)
- 1 Sugar Bowl
- 1 Lid for Sugar Bowl
- 1 Creamer
- 8 Dinner Plates (10")
- 8 Soup or Cereal Bowls (12 oz.)
- 8 Salad Plates (6")
- 8 Dessert Dishes (4½ oz.)
- 8 Cups (7 oz.)

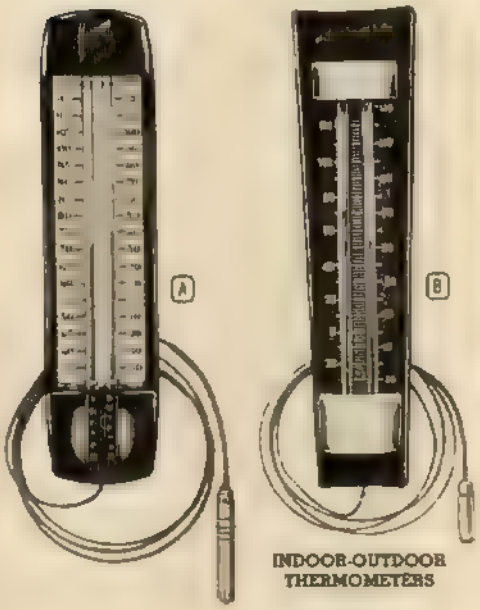
Sets available in Solid Pastel Colors: Turquoise, Pink, Grey, Yellow. OR: Rainbow (all 4 colors assorted.) (Shipping Weight—15 lbs.)

L 5317-E2263-3E2178 **$39.95**

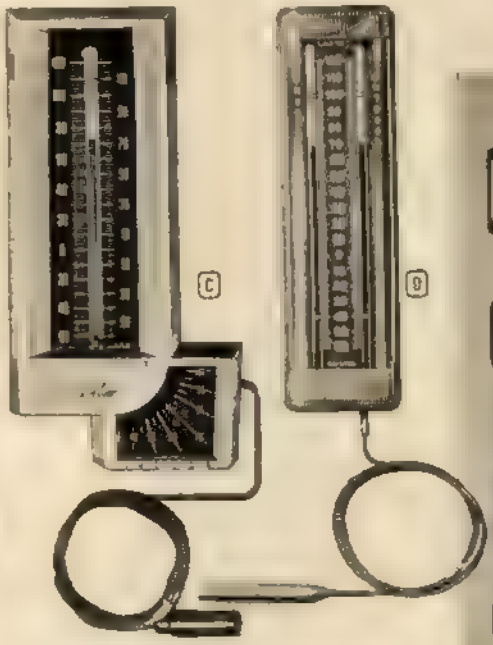
O. FAUST
WHOLESALE DISTRIBUTORS SINCE 1932
140-142 N. 8th St., Phila. 7, Pa.

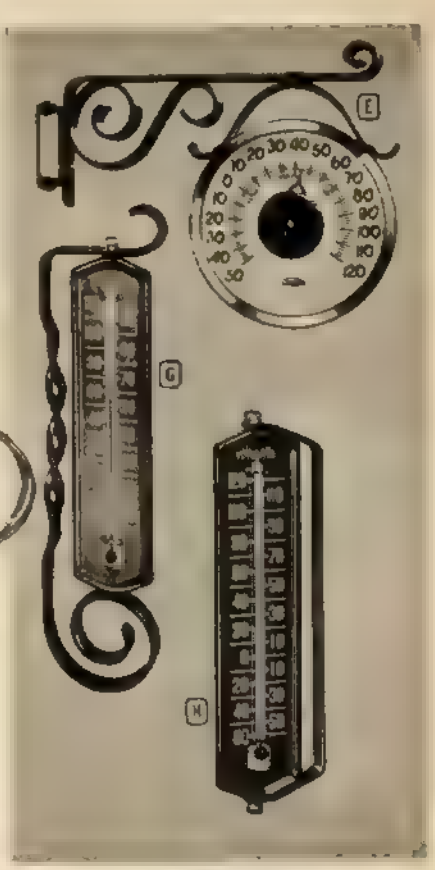
Dependable Weather Guides—For Precision Accuracy

Beautifully styled weather instruments make smart decorator items. Precision built for accuracy. [A] to [D]—Indoor-outdoor thermometers. Hung indoors, each of these precision thermometers shows at a glance both outdoor and indoor temperatures. Capillary tube slips under sill and transmits outdoor temperature. Conventional thermometer shows accurate room temperatures. Check the weather from your armchair!



INDOOR-OUTDOOR THERMOMETERS





(A) INDOOR-OUTDOOR THERMOMETER

Indoor-outdoor combination thermometer made by Airguide—designed for convenience and accuracy. Constructed in the smooth modern manner. Easily mounted indoors—no holes to bore. Dark gray plastic case. Equipped with four feet of tubing. 2⅛ x 8¾ in. high.

52-3498 A 300—Shpg. wt. 1 lb. . Retail **$5.00**

(B) DELUXE INDOOR-OUTDOOR

A new Airguide deluxe thermometer. Easy-to-read parallel tubes, capped at top and bottom by polished brass ornaments, mounted on selected walnut plane. Tells indoor and outdoor temperatures accurately. Four feet of capillary tubing. 2⁹⁄₁₆ x 1 x 10½ in. high.

14-0378 A 585—Shpg. wt. 2 lbs. . .Retail **$9.75**

(C) TAYLOR INDOOR-OUTDOOR

Taylor two-in-one thermometer—for both indoor and outdoor temperatures—read them from the inside. Attaches to inside wall—4-ft. tube runs through window or small opening to record outside temperature. Easy-to-read dial. 7¾ x 4 in. molded plastic case. Green or gray.

14-6548 A 417—Green. Wt. 1 lb. . .Retail **$6.95**
14-6555 A 417—Gray. Wt. 1 lb. . .Retail **$6.95**

(D) HANDY INDOOR-OUTDOOR

Dual thermometer has magnifying crystal-like plastic case—easy to read from a distance. Single centered white scale on gray background. Instant comparison of temperatures indoors and out. Mounts on window frame. 4-ft. tube runs under sash outdoors. 8 x 2¾ in.

22-3958 A 300—Shpg. wt. 1 lb. . .Retail. **$5.00**

(E) "LITCHFIELD" OUTDOOR THERMOMETER

It's translucent—light shines through to silhouette the temperature scale. Turns full 360° for easy reading—highly visible—read at a glance from a distance. Rust and corrosion proof—will not stain your wall. Black-finished aluminum bracket turns to right or left, extends 7¾ in. Chrome plated brass dial rim—4-in. diameter. Indicates temperature from −50° to +120°F. Complete with rust-proof attaching screws. Designed for convenience, made to last.

14-2802 A 300—Shpg. wt. 1 lb. Retail. **$5.00**

(G) AIRGUIDE "COLONIAL" THERMOMETER

Attractive period design in a highly readable outdoor thermometer. Dark gray vitreous enamel scale with white details—assures long service. Always-accurate Airguide weather instrument. Bracketed with black wrought iron—adjusts to any readable position. Resistant to rust and weather. Indicates temperatures from −40° +120°F. See it through the window—no need to go outside. Measures 15 x 4 in.

14-2448 A 300—Shpg. wt. 2 lbs. Retail **$5.00**

(H) "PENN" OUTDOOR THERMOMETER

By Airguide, famous for accurate weather instruments. Easily adjusted to best readable position. Mounting bracket is black metal—rust and weather resistant. Scale is dark gray vitreous enamel with white details. Large easy-to-see numerals and divisions—easily read from a distance. Indicates temperature from −60° to +120° F. Tube with non-fading red liquid. Designed for accuracy. 11¼ in.

14-0426 A 210—Shpg. wt. 2 lbs. . . .Retail. **$3.50**

IMPORTED CHROME PLATED BAROMETER

Made by German craftsmen. Smart-looking modern wall barometer with polished chrome-plated frame. Intricate workings of highly polished mechanism are visible through opening in satin finished silvery dial—beautiful and fascinating. Domed crystal. 6½ in. diameter.

52-3142 A 837—Shpg. wt. 2 lbs. Retail **$13.95**

IMPORTED "SHIP'S WHEEL" BAROMETER

Imported from Germany—expertly made. Polished walnut or mahogany frame—8 brass spokes. Ivory enameled metal scale, polished brass bezel. 3¼ in. face—full view of mechanism with stand for use as desk model. 5¼ in. diameter.

14-4824 A 480—Walnut. Wt. 1½ lbs. . . .**$8.00**
14-4832 A 480—Mahogany. Wt. 1½ lbs. **$8.00**

IMPORTED WALL BAROMETER

Imported from Germany—made for years of dependable service. Frame of highly polished walnut or mahogany. Ivory enameled metal scale. Polished brass bezel and hanging ring. Mechanism is visible. 5-in. diameter.

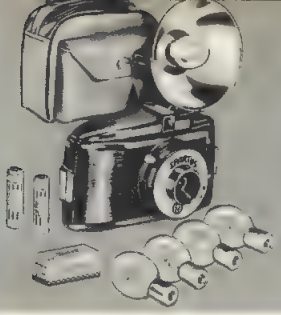
14-4857 A 380—Walnut. Wt. 1 lb. Retail **$6.00**
14-4865 A 380—Mahogany. Wt. 1 lb. . . . **$6.00**

FINE IMPORTED BRASS BAROMETER

Streamlined designing in a fine German import—a handsome addition to any room. Made for years of service. Frame is shining lacquered brass. Gold-colored metal scale with open center shows intricate workings of mechanism. Brass hanging ring. Diameter is 5¾ inches.

14-4831 A 657—Shpg. wt. lb. Retail **$10.95**

When you order from GMC, you get the best—buy with confidence.



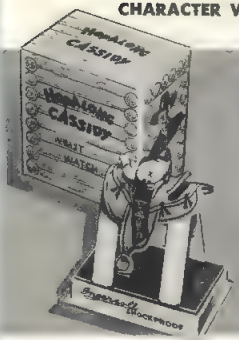
5166M2W566 SPARTUS '127' CAMERA OUTFIT —just the set for young photographers! Has everything a '127' camera, plug-in flash gun, gadget bag, 4 flash bulbs, flash batteries roll of Eastman film Easy to operate, yet gives beautiful pictures indoors or out. Complete with grown up view finder lens and other deluxe camera features.
Retail: $8.95

5686M11W640 ELECTRIC CORN POPPER AND VENDOR —a toy, but the whole family will enjoy actually popping and serving delicious pop corn! Big 17 x 12 x 9" machine has a screened top so you can "see 'em pop", a shelf inside for storing pop corn, 4 plastic bowls and recipes included Sturdy metal with baked enamel finish; heating element is enclosed for safety's sake . . . **Retail: $9.95**

Ingersoll

CHARACTER WATCHES FOR CHILDREN

TOYS



HOPALONG CASSIDY

0866AW487T HOPALONG CASSIDY Shockproof Wrist Watch. Simulated leather saddle provides the unusual new package with an authentic Western touch. Chrome case, stainless steel back, black leather cowboy strap. Each watch signed with a personal message from 'Hoppy'. Shock resistant, standard beat movement. ..... **Retail: $6.95**

Walt Disney's CINDERELLA

0867AW487T Walt Disney's CINDERELLA Wrist Watch Children's favorite fairy tale character on a dainty plastic slipper. The gift box illustrated with a colorful scene from the motion picture. Shock resistant standard beat movement.
Retail: $6.95

Walt Disney's Snow White

0868AW487T Walt Disney's SNOW WHITE Wrist Watch. Snow White's Magic Mirror makes the unusual gift packaging for this exciting new watch The real unbreakable mirror has its own easel back to make a perfect toy after watch is removed The full color cover pictures the Seven Dwarfs Small size model stainless steel back, shock resistant, standard beat movement. Bright red, washable strap. .....**Retail: $6.95**

ALICE in WONDERLAND

0869AW487T Walt Disney's ALICE IN WONDERLAND Shockproof Wrist Watch Daintily designed, little girl's fairy tale watch Small size model stainless steel back, shock resistant standard beat movement Rose colored, washable strap Watch floating in transparent tea cup in colorful illustrated box. **Retail: $6.95**

0870AW597T BRACELET WATCH for little debutantes in a small size to perfectly fit her wrist. Shock resistant model, with stainless steel back. Standard beat movement. Just like grown-up "Embraceable" models, yet sturdy enough to withstand the hard knocks of active play.
Retail: $8.95

MICKEY MOUSE

0871AW487T MICKEY MOUSE Wrist Watch. Mickey himself holds this popular watch in the new presentation gift box. Chrome case with stainless steel back. Colorful Mickey Mouse tells time with his hands. Washable red vinylite strap. A 'must' for every boy and girl Shock resistant, standard beat movement Small size.
Retail: $6.95

SENTINEL LITTLE PAL
40-hour miniature alarm. Metal case in baked enamel ivory finish. Easy to read dial. One key winds time and alarm. Felt padded base. 3½" high, 2½" dial.

4751K276 ..... Retail $3.95
4752K356 Luminous ... Retail $4.95

State color.

Most all models available with display cards.

SENTINEL RIO CHIME BELL ALARM, self-starting electric. Chimes 1, 2, 3, then repeats. Gleaming ivory or pink Lustrex case. Legible hands and numerals. 3⅝" high, 3⅝" wide.

4779K277 Retail $3.98
4780K346 Luminous Retail $4.98

SENTINEL DAWN 8-DAY alarm. Handsome metal case in baked enamel finish. Easy to read dial, bold hands. Can't be overwound. Felt padded base. 5½" high, 3¾" dial.

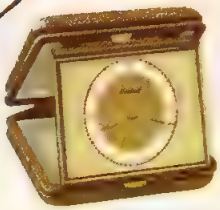
4760K395 ..... Retail $5.50
4761K417 Luminous Retail $6.50

SENTINEL CAPSTAN 8-DAY timepiece. Popular ship's wheel design. Solid brass case, satin finish. Felt padded base. Gift packed. 6¾" high, 4⅝" dial.

4771K897 ..... Retail $14.95

Sentinel CLOCKS

THE E. INGRAHAM CO.,
Bristol, Connecticut



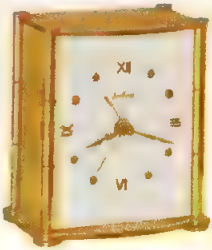
SENTINEL WAYFARER 40-hour travel alarm. Golden luminous dial and hands. Genuine leather case in pigskin, tan, red or blue. Open, 3¼" high, 3¾" wide.

4724K428 Retail $5.95

State color

SENTINEL CUSTOM
CHIME BELL ALARM, self starting electric. Solid brass case, brushed satin finish, contrasting polished pillars. Silvered etched dial. Raised brass numerals, polished brass spear hands. Gift packed. 5½" high, 3¼" wide.

4781K897 Retail $14.95



Prices and specifications subject to change without notice.

Prices subject to 10% Federal Excise Tax

SENTINEL PRIDE 40-hour alarm. Solid brass case with brushed satin finish, contrasting polished frame. Cream tinted dial, raised brass numerals. Easel frame, padded base. Gift packed. 5⅛" high.

4772K777 ..... Retail $12.95

SENTINEL DAPPER 40-hour alarm. Modern styled metal case in baked enamel ivory finish. Brass plated bezel. Smart, easy to read dial. 4½" high, 4" dial.

4757K287 ..... Retail $2.98
4758K245 Luminous ..... Retail $3.50

SENTINEL LITTLE CHUM 40-hour miniature alarm. Metal case in ivory, pink, blue or green. Gleaming polished brass bezel and base. Golden color numerals. Luminous dial and hands. 3" high, 2¼" dial.

4773K270 ..... Retail $3.95

State color.

Most all models available with display cards.

Sentinel

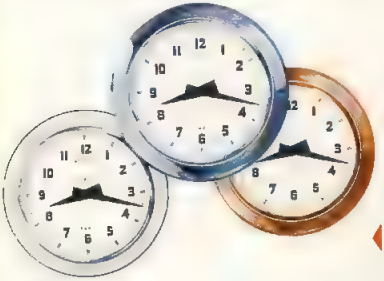
THE E. INGRAHAM CO.,
Bristol, Connecticut

Prices and specifications subject to change without notice.

Prices subject to 10% Federal Excise Tax

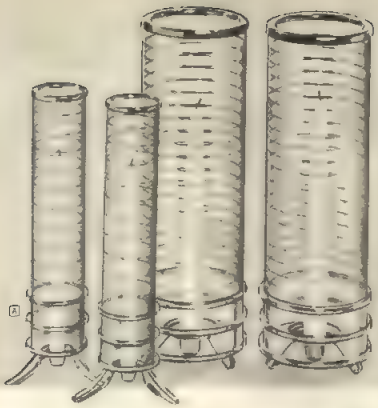
SENTINEL WAFER self-starting electric kitchen wall clock. Easy to read numerals and hands, red sweep second hand. Case in chrome or copper; in baked enamel white, pink, red or yellow. State color. 7" diameter, 5" dial.

4769K322 Chrome ..... Retail $4.95
4775K322 Copper ..... Retail $4.95
4776K277 Pink ..... Retail $3.98
4774K277 White ..... Retail $3.98



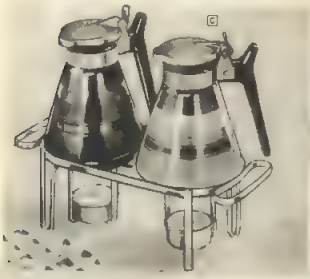
SENTINEL COOK 8-DAY kitchen wall clock. Hangs anywhere, no outlet needed. Bold numerals and hands. Case in chrome or copper; in baked enamel white. State color. 7" diameter, 5" dial.

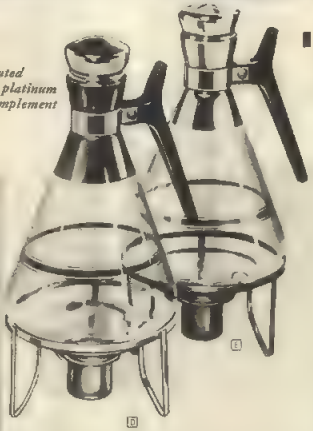
4777K376 Copper ..... Retail $5.50
4778K376 Chrome ..... Retail $5.50
4778K338 White ..... Retail $4.95

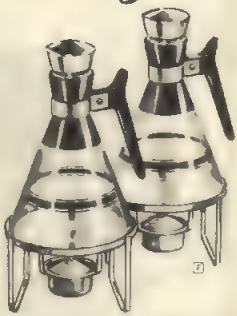


The epitome of gracious dining . . deluxe servers in glistening hand-blown heat-resistant glass . . . . . stunning hurricane lamps executed in shimmering crystal glass, trimmed in 22K gold or platinum . . . all impeccably designed by INLAND . . . *to complement your table or buffet . . . make delightful gifts.*

INLAND *Carafes*







Serving at its best! Graceful carafes in sparkling hand-blown, heat-resistant glass . . . radiantly decorated . . . resting on delightful warmers. Perfect for everyday or formal serving . . . as gifts on any occasion!

A E WEDDING BAND HURRICANE LAMPS. Candles glow in crystal glass columns . . . ringed in 22K gold . . brass plated top ring, matching base.
A Gold rings. 11½" tall, 2⅝" diameter. Gift boxed Ship. wt. 1⅝ lbs.
6729M2W435 .....Pr. Retail: $7.00
6729/6M2W420 (6 or more) ..Retail $7.00
As above, platinum bands, chrome bases
6730M2W435 .....Pr. Retail: $7.00
6730/6M2W420 (6 or more) Pr Retail: $7.00
B Gold rings. 14" tall, 4¼" diameter Gift boxed Ship. wt. 5 lbs.
6731M5W925 .....Pr. Retail: $15.00
6731/6M5W900 (6 or more) Pr. Retail: 15.00
As above platinum bands, chrome bases
6732M5W925 .....Pr Retail $15.00
6732/6M5W900 (6 or more) Pr. Retail $15.00

C TWIN HOT SERVER. The best "friend" a tasty waffle ever had! Delightful decanters for hot syrup and melted butter double for keeping sauces, chocolate fudge, gravies, honey, etc., hot, too. Heat resistant glass servers trimmed in glowing copper, matching hinged covers, black plastic handles. Gleaming copper-plated candle warmer base. Four 4-hour smokeless candles included with each gift boxed set. Sh. wt. 2 lbs.
6727M2W320 .....Retail: $5.00
6727/6M2W300 (6 or more) ..Retail: $5.00
As above, with platinum trim and black metal warmer stand Ship. wt. 2 lbs.
6728M2W320 .....Retail $5.00
6728/6M2W300 (6 or more) .....Retail $5.00

D "ELITE" COPPER-TRIMMED CARAFE & WARMER. The bold beauty of gleaming copper emphasizes the sparkling clarity of the hand-blown glass body Stay-cool plastic handle in contrasting black Complete with a handsome coppertone candle warmer and two 10 hour candles. Gift boxed Wt. 2¾ lbs.

8-CUP CARAFE AND WARMER
6720M3W290 .....Retail. $4.50
6720/6M3W270 (6 or more) Retail $4.50

12-CUP CARAFE AND WARMER.
6721M3W320 .....Retail: $5.00
6721/6M3W300 (6 or more) .....Retail: $5.00

E "ELITE" PLATINUM-TRIMMED CARAFE AND WARMER Fired-in shimmering platinum stripe and trim Heat-proof glass. Cool black plastic handle, black metal warmer. Wt. 2¾ lbs.

8-CUP CARAFE AND WARMER
6722M3W290 .....Retail: $4.50
6722/6M3W270 (6 or more) .....Retail: $4.50

12-CUP CARAFE AND WARMER
6723M3W320 .....Retail $5.00
6723/6M3W300 (6 or more) ..Retail $5.00

F 2-PC. CARAFETTE SET WITH 2 WARMERS. Perfect for individual serving at dinner parties or buffet suppers! Each carafe is hand-fashioned of the finest glass . . . completely heat-proof, yet of brilliant transparency Sleek stripes and trim are fired in to last handles of heat resistant black plastic. Separate warmers, finished to complement the decor of the servers. Each set comes with four 4 hour candles You'll want several sets for yourself . . . and for gifts. Sh. wt. 2½ lbs.

2-PC. COPPER-TRIMMED CARAFETTE SET WITH 2 COPPERTONE WARMERS.
6724M3W320 .....Retail: $5.00
6724/6M3W300 (6 or more) .....Retail. $5.00

2-PC. PLATINUM-TRIMMED CARAFETTE SET WITH 2 BLACK METAL WARMERS.
6725M3W320 .....Retail $5.00
6725/6M3W300 (6 or more) .....Retail. $5.00

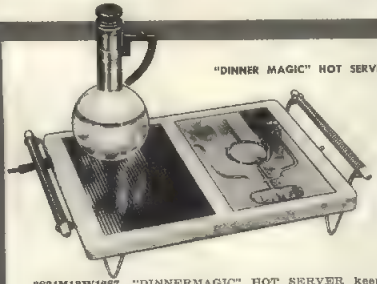
G 8-CUP INSTANT COFFEE MAKER. Superbly styled . . . hand-blown heat resistant glass, decorated with shimmering bands of 22K gold . . brass-plated warmer . harmonizing plastic handle. Does so many things so beautifully! Brews delicious instant coffee and keeps it piping hot . serves cold beverages ice cubes drop in easily through extra wide mouth. Two 10-hour candles included Gift boxed Sh wt. 2½ lbs.
6726M3W260 .....Retail: $4.00
6726/6M3W240 (6 or more) .....Retail: $4.00

Revolutionary New "FOODSMITH". Combines 6 work-saving Kitchen Appliances in 1 work-saving unit!

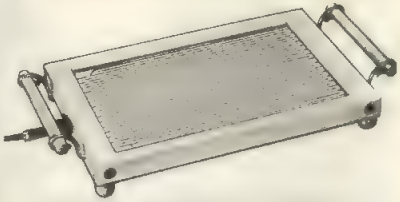
NEW SHETLAND "FOODSMITH" is a full-time maid—a revolutionary new appliance that combines the SIX most popular and most needed kitchen appliances in one compact unit—always ready for instant use. In beautiful white enamel, trimmed with chrome. DeLuxe Gift Foodsmith is all chrome. Guaranteed for one year—110V AC. With 100 page Cookbook

1. **THE FOODSMITH MIXER** Variable speeds for any batter. Exclusive features — stainless steel beaters stop when arm is raised. No Batter-Spatter.
2. **THE FOODSMITH BLENDER** Today's most powerful Blender. Stainless steel cutting blades. Convenient jar with handle. Automatic control, etc.
3. **THE FOODSMITH ELECTRIC CAN OPENER** The first completely automatic can opener. Opens all sizes and types in an instant — electrically.
4. **THE FOODSMITH KNIFE SHARPENER** Stone grinding wheel, electrically driven, puts correct edge on any blade
5. **THE FOODSMITH GRINDER-CHOPPER** Rugged, professional type. Long cylinder isolates grinding blades from fingers. Real Production Equipment
6. **THE FOODSMITH SALAD MAKER** Three cones cover all varieties of shredding, grating and slicing. Positive safety factor. Operates only with cover closed

6820M32X6500 6820/3M32X6000 (3 or more) GIFT DELUXE FOODSMITH, with all six appliances; in gift box .....**Retail: $100.00**
6827M31X3847 6827/3M31X3397 (3 or more) SUPER DELUXE FOODSMITH, with all six appliances .....**Retail: $89.95**
6828M24X4547 6828/3M24X4197 (3 or more) DELUXE FOODSMITH as illustrated, with mixer, blender, can opener, knife sharpener **Retail: $69.95**
6829M16W2897 6829/3M16W2597 (3 or more) FOODSMITH with blender, can opener, knife sharpener, ... **Retail: $59.95**
6830M9W1167 6830/3M9W1077 (3 or more) MIXER alone, with 2 bowls .... **Retail: $17.95**
6831M2W842 6831/3M2W777 (3 or more) MEAT GRINDER alone, 2 knives. .... **Retail: $12.95**
6832M4W972 6832/3M4W897 (3 or more) SALAD MAKER alone; 3 cones. ....**Retail: $14.95**



6834M13W1667 "DINNERMAGIC" HOT SERVER keeps food flavorfully hot while you serve it. A radiant glass thermostatically controlled heating area on one side—heats in 3 minutes, but won't boil or cook, beside it a maple well and tree carving board with chrome spiked ring. Reverse the board—and there is a ceramic tile and maple serving space for sandwiches or cakes. Shockproof handles and blond hard rock maple frame. Insulated, shatterproof. 115V, AC only; cord and plug included. 4½ x 15½ x 25" long. .....**Retail: $24.95**



6835M12W2000 ELECTRIFIED HOT SERVER. Ideal for party serving . . . wonderful for family dinners, too. Serves and keeps foods sizzling hot at the same time! Radiant glass area heats in 3 minutes, won't burn or cook—thermostatically controlled. Insulated, shockproof; safe—won't damage table tops. Handsome footed, blond hard rock maple frame, plastic spiral wrapped handles. 6¼ x 16 x 26" long; 625 Watt; with cord and plug, automatic pilot light. .....**Retail: $29.95**
6836M8W1000 Similar to above, 200 Watts, 3¼ x 10¼ x 20" long. .....**Retail: $14.95**

6842M6W700 CERAMIC SAUCY SUSAN — a superbly styled condiment susan with four covered cups for mustard, mayonnaise, ketchup, etc. Complete with two graceful cruets, salt and peppers and serving spoons. Pieces are black and white semi-porcelain ceramics; Gleaming brass frame revolves — delightful gift to give — a joy to receive .....**Retail: $9.95**

6841M17W1400 18" CERAMIC SUPPER SUSAN that's both a chafing dish and a lazy susan. One quart covered chafing dish may be used oven-to-table as a casserole, the warming stove uses candle, sterno or alcohol. Genuine ceramic dishes are beautifully styled in pink and white; polished brass frame revolves on noiseless ball bearings. A gift to thrill the hostess! .....**Retail: $19.95**

NEW Golden Anniversary INTERNATIONALS

New A-Line models range from Pickups through 33,000 lbs. GVW Six-Wheelers. Other INTERNATIONAL Trucks to 96,000 lbs. GVW round out world's most complete truck line.

NEW ACTION-STYLING! MORE USABLE POWER! BUILT TO COST LEAST TO OWN!

The great new Golden Anniversary INTERNATIONAL Farm Trucks are at your dealer's *now*.

They're *Action-Styled* with new, low silhouette, wider cabs for greatest driving and riding comfort.

They feature *new long-life, quiet engines* with more *usable* power—including the most powerful "six" available in its field.

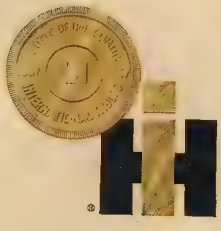
Yes, here are the farm trucks that—more than ever before—are built to cost *least* to own!

INTERNATIONAL HARVESTER COMPANY • CHICAGO

New Golden Jubilee Pickup! Longest body in its class! All Golden Anniversary Pickups feature the widest cabs, biggest Sweep-Around windshields and more *usable* power.

New Stakes, Platforms! Exclusive new cab mountings, new brakes, new steering. New cab-forward models feature lower height than ever, conventional type accessibility.

New Travelall®! More leg and head room, lower overall height and bigger glass area than *any* comparable vehicle. Extra low loading height. Carries eight people. Third door standard.



Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

Halt power take-off for time-saving non-stop turns. Start pto whenever the tractor engine is running.

Match travel speed to crop and field conditions with TA, which gives two speeds in each gear. Just pull TA lever for instant speed change.

Pto keeps running at rated speed when you stop tractor travel. This makes it easy to clear heavy slugs.

Change speed *on-the-go* with TA

...IH independent pto speed stays constant!

Now, harvest bunchy windrows and overgrown patches of crop without stops and shiftdowns! Torque Amplifier teamed with *completely* independent pto—on new Farmall® 350, 450, and International® 350 and W 450 tractors—give your pto-machines engine-drive performance! Just pull the TA lever to slow travel one-third—increase pull-power up to 45%—to save more crop in tough going. Through slow-downs and speed-ups, IH independent *pto holds rated speed.* You can stop pto any time . . . start it whenever tractor engine is running. Get *all* these engine-drive advantages without putting a $300 to $600 engine on your baler, combine, or chopper. *See your IH dealer for a speedier harvest at a big saving!*

See Your
INTERNATIONAL HARVESTER Dealer

International Harvester products pay for themselves in use—McCormick Farm Equipment, Farmall and International Tractors . . . Motor Trucks . . . Construction Equipment . . . General Office, Chicago 1, Illinois.

Big bunch but no slug! A pull on the TA lever slows travel one-third while independent pto holds rated speed to help McCormick® No. 20-C field harvester "eat" right through big pile of hay—non-stop!

A beauty from any angle—
the Fairlane 500 Town Victoria

FORD *out-values* them all!

. . . with "go" that made it America's largest-selling V-8

. . . with a new "Inner Ford" for longer life

. . . with styling they couldn't copy

This silent, solid comfort of the '57 Ford starts with a brand-new, wide-base frame that lowers the center of gravity. There's new swept-back, Ball-Joint front suspension, new Level-Ride rear suspension, new insulation throughout against sound and weather.

And new Thunderbird V-8's—electronically "mass balanced"—deliver the smoothest power you've ever bossed. Things like these helped Ford set 458 world speed and endurance records at Bonneville, Utah.

"Sounds like a fine car," you say—and you're right. The '57 Ford is every inch a fine car . . . at *half* the fine-car price! *See for yourself at your Ford Dealer's!*

Ask to Action Test the new kind of

FORD

NEW FROM ROAD TO ROOF

Golden Anniversary INTERNATIONALS

Left to right: *New Travelall®* with curbside third door, more leg and head room, lower overall height, bigger glass area than any comparable vehicle. *New stakes* are loaded with dollar saving features *New Golden Jubilee Pickup* offers custom 7-ft. body. All models (to 33,000 lbs. GVW) have exclusive new 5-point cab mounting for quiet, level ride.

Smart way to do a truck job at least cost

New Golden Anniversary INTERNATIONAL Trucks are not only the smartest-*looking* ever to hit the road, but—even more important—are today's *smartest farm-truck buys* for performance and long-range economy of operation.

Prove this to yourself by going to your INTERNATIONAL Dealer for a test-drive. Find out what it's like to command more usable horsepower—to boss the most powerful six-cylinder pickup in its field—to drive a truck you *know* will do any farm job, because it has all the power you'll ever need.

Above all, remember this: these newest INTERNATIONAL Trucks are built true to a tradition for truck *quality*. They are built to cost *least* to own over the years.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

Because they bounce back from the toughest tasks—get back into...

Lee

DUNGAREES

20 Tough Tailored Extras like no-rip seams ... strong-thread rivets ... tailored sizes ... are your assurance of longer, stronger wear, far better fit, far better feel. Tailored sizes. Sanforized. Rugged "Jelt" Denim. Money back guarantee or new garment free unless completely satisfied.

H. D. LEE COMPANY, INC., KANSAS CITY, MO., WORLD'S LARGEST MAKER OF UNION-MADE WORK CLOTHES. COPYRIGHT 1957

Your DOCTOR and You

BY MICHAEL WELLES

Stopping Heart Attacks. *Sintrom*, a new anti-coagulant drug, has proved effective in preventing repeated heart attacks. It cuts down formation of blood clots which cause coronary thrombosis attacks. Patients who already had had such heart attacks took the drug by mouth as part of a long-term study. They had far fewer subsequent attacks and a survival rate *eight times* that of others not receiving treatment. *Sintrom* is more powerful, faster-acting and safer than the older anti-coagulants. *(Report to A.M.A., Dr. Benjamin Manchester, George Washington University)*

Prevents Kidney Stones. Salicylate tablets have stopped new stones from forming in a group of patients who had had repeated troubles and had passed as many as six or eight stones a year. Many had required one or more operations to remove large stones.

For as long as three years now, no patient has had a stone attack while taking the tablets under supervision. *(Dr. Edwin L. Prien, Boston University School of Medicine, Boston, Mass.)*

Phenobarbital for Hypertension. Good news for many hypertensive patients: in many cases, *phenobarbital* may be at least as effective as any other medication for reducing high blood pressure.

One doctor tried the drug in the form of sustained-release, long-acting capsules—there was a marked reduction of pressure in about 70% of the 80 patients involved including some that were severe. In every one of the milder cases blood pressure dropped to normal or near normal.

Only 16 patients developed side effects such as drowsiness and dizziness, and these quickly disappeared as the medication was continued or given in smaller doses. *(American Practitioner, 8 89)*

Ends Walking Pain. Blood vessel disorders of the legs can make walking difficult, producing pain after just a few steps. A new 30 month study of the drug, *Ronicol*, showed that it benefited 82% of patients treated. Most were able to walk at least half a mile farther without any pain than they

New capacity!

The completely new Forward Control 'Jeep' FC-150—the first time a 4-wheel-drive Truck has so effectively combined maximum cargo capacity with exceptional maneuverability! New Forward Control design puts a 74" pickup box on an 81" wheelbase. And the FC-150 retains famous 'Jeep' ruggedness and versatility.

New maneuverability!

It's the world's shortest turning 4-wheel-drive Truck! For safer off-road maneuverability, it gives you up to 200% greater forward visibility. Powered by the engine that made 'Jeep' vehicles famous, the new FC-150 provides the extra traction of 4-wheel drive for off-road travel, shifts into 2-wheel drive for highway travel.

New style!

The new look and feel of tomorrow! The FC-150's Safety-View Cab combines beauty with utility. Its new wrap-around windshield is the largest in the 5,000 GVW class. There's plenty of extra leg and head room. Here is new styling, comfort, convenience and safety all in today's most advanced 4-wheel-drive Truck.

New 'Jeep' Forward Control

4-Wheel-Drive

FC-150

...other members of the famous 'Jeep' family:

Universal 'Jeep'

'Jeep' Truck

'Jeep' Utility Wagon

Willys...world's largest makers of 4-Wheel-Drive vehicles

See 'Jeep' vehicles at your WILLYS dealer

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New 'Jeep' Forward Control 4-Wheel-Drive FC-150

Willys...world's largest makers of 4-Wheel-Drive vehicles

...other members of the famous 'Jeep' family:

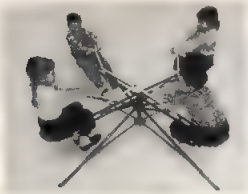
Universal 'Jeep'

'Jeep' Truck

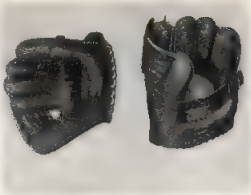
'Jeep' Utility Wagon

See 'Jeep' vehicles at your WILLYS dealer

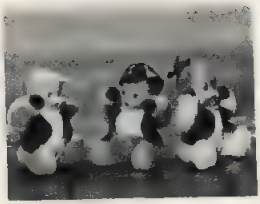
NEW TOYS ON PARADE



MERRIE-GO-WHIRLER in new buyer-retailer-consumer-selected colors; light blue and white, yellow vinyl grips. New solid steel shaft turns 4 husky youngsters. Easy assembly. Hugh J. Hughes Company. 2800 North 26th st., Birmingham, Ala.

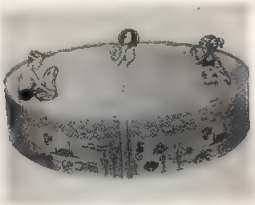


GLOVE POCKETTE keeps its shape because of patented idea which swings strap around. Cowhide. Leather lined. Pre-formed inner pad. Retail $6.50. Globe Sporting Goods Corporation, 115 Merrimac st., Boston 14.



COLLEGIATE DOLLS are made of plush and filled with foam rubber. Hand washable. Suitable for children or as mascots for students. Suggested retail price $3.50. Douglas Company, Keene, N. H.

JACK STRAWS, old time favorite is duplicated in modern high-impact Styrene plastic. 50 straws, 3½" long in 20 different varieties of shapes. With hook and rules. Retails $1.50 in color box. Qubic Games, 54 Warner street, Springfield 8, Mass.



NEPTUNE wading pool has circular frame of Masonite. Three sizes—7½ ft., 10 ft., and 12½ ft. Easily assembled or taken apart. Made of plastic. Marine decorations. Muskin Mfg. Co., Box 629, Wilkes-Barre, Pa

MICKEY MOUSE CLUB BAND SET: 8 colorful plastic instruments with reed mouthpieces. Package is toy drum complete with carrying cord and drum stick. Candy-striped baton is music maker Spec-Toy-Culars, 35-35 - 35th st., Long Island City 8, N. Y.

#500 CYCLE PUTTER attached to front axle of bicycle to make motorcycle sound. Made of durable plastic. Fits all bicycles. Display carded in three colors. With mounting instructions. Novelty Mfg., 803 Broad st., Newark 3, N J.

#606 SANTA sways from side to side and waves right arm. 66" tall. Real hair beard. Red velveteen costume trimmed with white plush. Plastic boots. Sug ret. price $199.00. Tee Bee Toy, 411 East 8th, Kansas City, Mo.

GIANT NESTED BLOCKS: largest, 10" x 10" x 10"; smallest 8" x 6" x 7"; stack nearly 4-ft. high. Each block supports 200 lbs. Used as seats, storage boxes. Scuff-proof finish. Retail $4.98 National Games, Inc., 91 Church st., West Springfield, Mass.

Man-Size Santa for Man-Size Sales Action

ANIMATED FIGURE WITH EXCEPTIONAL APPEAL

It takes a glamour Santa like this one to capture traffic attention in retail competition. This Santa sways from side to side and his right arm waves with real friendliness. Full 66-inches tall with life-like beard, and dressed in rich red velveteen, white plush trimmed, with plastic boots and belt. Idea for window or floor display; an excellent item for wholesale florists, department store suppliers, general jobbers, etc. No. 606; also other Santas in various sizes, animated or stationary.

BE SURE TO WRITE US FOR CATALOG and price list of our entire line — over 100 animals for Easter, Mother's Day, Carnival, Fall, Christmas and Special Promotions.

Our animals are stuffed with cotton. We don't use cardboard or paper.

These Will Be Shown At

THE AMERICAN TOY FAIR MARCH 6 TO 15, 1957

Hotels McAlpin and New Yorker
Rooms 1254, 1255, 1260 in the New Yorker

DO NOT FAIL TO SEE US—It's Time Well Spent!

The manufacturing process of our animals was shown on Art Baker's T-V program, "You Asked for It."

Jee-bee Toy Creations 411 East 8th St., Kansas City 6, Missouri *"As Good As The Best And Better Than The Rest*

IT'S

NEPTUNE FOR PLAY-VALUE & PROFITS!

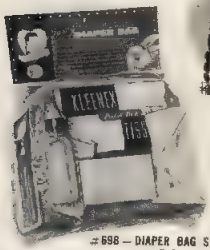
Neptune's unique creative leadership again makes the LI'L MISS Line tops for play-value with many exciting NEW numbers, clever merchandising and NEW "Can't Resist" packaging.

LI'L MISS — the line that promotes GOOD HABITS!

- New and original items
- All-year-round sales appeal
- Terrific value — priced to sell
- Educational and play value
- Beautifully packaged for Wholesalers (including Rack Jobbers), Variety Chain and Department Store trade

#3298 — 8" DOLL'S HOLLYWOOD BED ENSEMBLE **98¢**

#498 — COSMETIC KIT **98¢**



#698 — DIAPER BAG SET **98¢**

Shown are only four of the more than 32 fast selling items of the complete LI'L MISS Line by Neptune. Priced from 29¢ to $2.98.

#6198 — FEED 'N CARE TRAVEL CASE SET — Shown in its open position, the Travel Case may be closed and carried. Has matter closure too. **$1.98**

NEW YORK SHOWROOM
Room 1454
200 Fifth Avenue
Moe Palmer, Representative

FOR INFORMATION WRITE **NEPTUNE PLASTICS, INC. • 1190 Fulton Street • Brooklyn 16, N. Y.**

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It takes a glamour Santa like this one to capture traffic attention in retail competition. This Santa sways from side to side and his right arm waves with real friendliness. Full 66-inches tall with life-like beard, and dressed in rich red velveteen, white plush trimmed, with plastic boots and belt. Ideal for window or floor display; an excellent item for wholesale florists, department store suppliers, general jobbers, etc. No. 606; also other Santas in various sizes, animated or stationery.

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Jee-bee Toy Creations **411 East 8th St., Kansas City 6, Missouri**

"As Good As The Best And Better Than The Rest"

METROPOLITAN
Presents
"THE FINEST FUR TOYS IN AMERICA"

METROPOLITAN FUR TOY CO.
300 AVENUE OF THE AMERICAS
NEW YORK 1, N. Y.

JON GNAGY

"LEARN TO" ART SETS

The creative art-toy line ordered and reordered by leading department stores, mail order firms, hobby and toy jobbers. Promoted on the famous Jon Gnagy "Learn To Draw" TV show throughout the country. Plus the full Ladies Home Journal, newspapers and American Toy Promotion campaign in TV. In big, beautiful full-color boxes —these sets sell wherever they are displayed!

LEARN WITH JON GNAGY SETS

Learn To Draw	$2.95
Learn Oil Color Painting	4.95
Learn Water Color Painting	3.95
Learn Pastel Painting	3.50
Learn Sculpture	2.95
Learn Block Printing	3.95
Learn Ceramics	2.95
Learn Silk Screen Printing	4.95

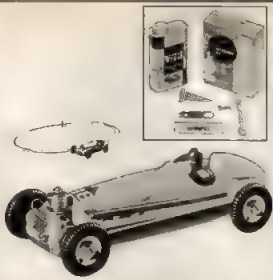
PAINT-BY-NUMBER SETS $1.00 & $2.95

Write for Complete Catalogue

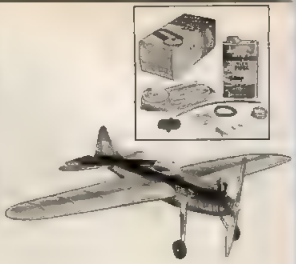
Created by America's Largest Art Supply Center

ARTHUR BROWN & BRO., INC.
2 WEST 46th STREET, NEW YORK 36, NEW YORK

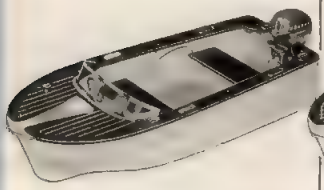
BEECHCRAFT BONANZA . . . with complete engine accessory kit. Just pull starter cord and this fully assembled beauty flies under its own power with its thrilling miniature 1-cylinder internal combustion engine that turns over at least 17,500 rpm. Flight controlled. Authentic details, unbreakable plastic. Wingspan 13¾", length 11½".
894-477 B775 Beechcraft Bonanza.....**$11.45**



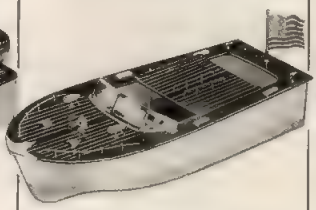
JOHNNY PARSONS INDIANAPOLIS AUTOMITE . . . with exclusive automatic recoil engine starter! Powered by real 1-cylinder engine that turns over at least 17,500 rpm. Automite speeds to 35 mph in controlled circular pattern. Exciting reproduction of Speedway's racers . . . 10" long; of 2-tone unbreakable plastic. With complete engine accessory kit.
894-485 B995 Assembled Automite . . .**$14.45**



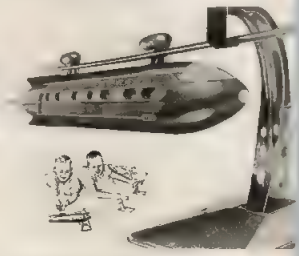
THIMBLE DROME PLANE . . . gives top performance, true flight characteristics. Queen of them all . . . this TD-1 with genuine all-aluminum air-cell wings. Equipped with instant-starting Space Bug engine. Huge 24½" wingspan—120 sq. in. wing area; 18" long. Fuselage of hi-impact plastic. Assembled, ready to go! All engine accessories included.
894-469 B1395 Thimble Drome Plane..**$19.95**



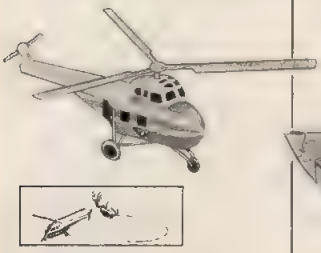
16" OUTBOARD MOTOR ELECTRIC BOAT . . . runs on 4 standard flashlight batteries (not included). Authentic, complete, fully built . . . ready to go! Painted, non-sinkable styrene hull. Mahogany finish wood deck and floor boards. Removable seats, shiny nickel-plated fittings. Motor is electric replica of famous Johnson outboard. Fully guaranteed.
895-748 B730 Outboard Motor Boat.. **$10.95**



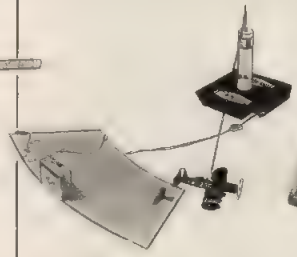
16" ELECTRIC SPEED BOAT . . . fully built, ready to go! Unsinkable molded styrene hull, colorfully decorated with non-peel marine paint. Grooved wood deck with nickel-plated fittings; twin headlight with separate switch. Powerful motor runs on 4 standard flashlight batteries (not included).
895-722 B665 16" Speedboat .. . **$9.95**
895-730 B395 12½" Boat (1 light).. .. **5.95**



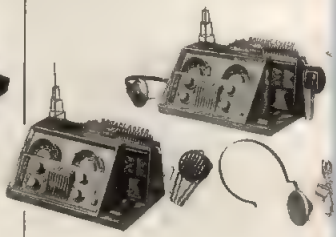
JETRAIL EXPRESS . . . a monorail car, battery-powered—attains scale speeds exceeding 200 mph! Completely safe—easily assembled. Control tower selects fast, slow, stop. Of hi-impact styrene. Includes: 11" car, six 18" sections curved track, four 18" sections straight track, 8 towers, 10 bases, 10 clips, switch tower, stabilizer, instructions.
896-746 B695 Jetrail Express **$9.95**



FLYING HELICOPTER . . . a remarkable remote control toy! Just a few turns of the remote control handle and this astounding helicopter can be made to perform exactly like a real one. It goes up, down, hovers, goes forward, backward and lands. Provides hours of fun for "air-minded" youngsters. Light-weight metal, flexible cable
896-639 B265 Flying Helicopter **$3.79**

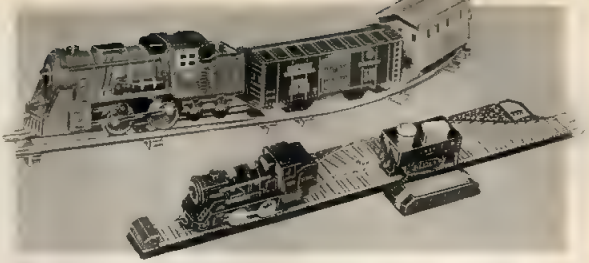


FLITE-MASTER . . . thrilling new concept in indoor flying! This 12" plastic model Navy Corsair Fighter plane actually flies by its own propeller, driven by a miniature electric motor. Operates on 6 flashlight cells (not included). Hook and cable makes plane land just like the real thing on the "carrier top." Metal Flite-Master unit.
896-993 C1395 Flite-Master.... .....**$19 95**



AMATEUR BROADCASTING STATIONS . . . for jr. "hams." Youngster can communicate with friend up to 1 mile away with code or voice. Easy to operate. Stations, 9½x6x9" wide, are of super impact styron in silver and black colors. Set includes 2 stations, 2 earphones, 2 microphones, 2 telegraph key sets, wire with plug-in connections, instructions.
894-105 B550 Broadcasting Stations....**$7.98**

CARNIVAL HURDY-GURDY. The biggest music box in all the world of toys . . . just crank it and out flows a melody! Made just like the organ grinder's hurdy-gurdy, even to the grinder stick and over-the-shoulder vinyl carrying strap. Mardi Gras colored lithographed metal with a singing jester that clowns on the front. Size. 17½x20½" high.
891-432 B210 Hurdy-Gurdy **$3.00**



SHUTTLE TRAIN and FREIGHT YARD . . . loco and freight car shuttle between terminals picking up freight. Locomotive goes forward, reverse, picks up, deposits freight car . . . all automatically. Operates on 1 standard flashlight battery (not included). 4 pieces track, locomotive, freight car, 2 loading platforms, play freight included.
896-605 B350 Shuttle Train.....**$4.98**

13-PC. ELECTRO-TRAIN SET . . . designed to delight jr. trainmen. 7¼" box car with sliding doors and 6½" caboose runs off or on 10-pc. track. Operates on just one flashlight battery (not included). Powerful, long lasting motor in engine has forward and reverse action . . . headlight with separate on and off switch. Made of strong steel.
891-259 B350 Electro-Train Set.....**$4.98**

BALLOON ASSORTMENT and PUMP. Have a balloon party for the neighborhood youngsters . . . there's plenty for all! Contains 67 balloons of pure latex in bright assortment of colors—shapes include spirals, serpentines, knobby, rounds and animals. Instruction sheet for animal games. Handy pump takes the work out of inflating balloons.
891-861 B210 Balloons and Pump.....**$2.98**

GIFT PACK . . . to spark the imagination of any youngster. A "big" gift of many toys with lots of play value. All are unbreakable polyethylene. They roll! They float! They're safe for children, easy on the furniture. Huge cargo plane, 20" long with 22" wingspan is the Navy "Tradewinds" type. It's equipped with 3 armored vehicles . . . a jeep with machine gun, an armored car and a rocket launcher with rocket that works! Big 24" long aircraft carrier is the "Forrestal-type." It comes with four cougar fighter planes. The auto transport is 20 inches long and loaded with fun . . . has a real ramp for unloading its four cars and a set of tools stored in tool box behind the cab. Set comes in bright blue, green, yellow and red colors.
896-795 B630 Gift Pack.....**$8.95**

DICK TRACY TWO-WAY WRIST RADIOS . . . clearly transmit voice and signals as far as ½ mile away! Done in the official Dick Tracy detective design to please amateur sleuths! Two wrist radios are electro-magnetically powered by battery for loud 2-way reception and transmission. Secret buzzer signal system for Morse code; battery operated.
894-097 B280 Wrist Radio Set.....**$3.98**

RING-A-PHONE SET . . . for make-believe telephone operators. Big shiny switchboard with bright red enamel finish, sturdy interlocking sides, no sharp edges. New pulley system makes it almost impossible for 6 plug-ins to get out of order. Two phones, plus the one on switchboard, have reinforced dials that move and click. 11¾x10½x6½" wide.
891-937 B350 Ring-A-Phone Set.....**$4.98**

NEW ROCKET SOCK-IT . . . It's great sport and completely safe! 13" high-impact plastic gun shoots 5 rocket darts at once or any selected number of them at a time. Target automatically keeps track of score. Darts are lightweight with harmless suction cups. Each rocket has its own trigger key; just push down on gun. Target and 10 darts included.
893-024 B210 Rocket Sock-It. **$2.98**

It's a Man's World . . . of Luxury Gifts

Here are 9 gift ideas, as handsome as they are practical!

GENUINE ALLIGATOR BELT . . . of imported alligator with removable solid brass buckle. 1" wide, padded and lined with select cowhide Sizes: 30-32-34-36 38-40-42.
151-431 A465 Brown Alligator belt....$6.95
151-449 A465 Black Alligator belt.... 6.95

OSTRICH BELT . . . with solid brass buckle. Genuine ostrich leather in natural tan is expertly bench-made . . . lined with selected soft cowhide. Padded and double nylon stitched. Specify: 30-32-34-36-38-40-42.
151-423 A375 Ostrich Belt, 1" wide....$5.75

GENUINE ALLIGATOR BELT. Custom made, contoured in stitchless, select alligator . . . lined with soft calf. Removable brass buckle. Specify size: 30-32-34-36-38-40-42.
151-381 A668 Brown, 1" wide . . . $10.00
151-399 A668 Black, 1" wide 10.00

CALFSKIN BELT . . . luxuriously soft because it's padded. Lined in calfskin. Removable solid brass buckle; twin loops; durable stitching. Specify: 30-32-34-36-38-40-42.
151-902 A465 Brown 1" Belt... ..$6.95
151-910 A465 Black 1" Belt... .... 6.95

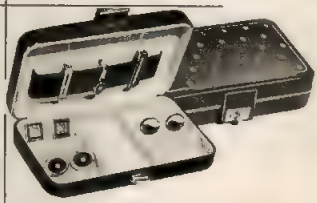
HANDSOME WEB BELT . . . elasticized for smooth fit. Ring-design slides, leather front. 1" wide. Specify size: S (30-32), M (34-36), ML (38-40), L (42-44).
151-472 A235 Brown $3.50
151-480 A235 Black 3.50

CORDOVAN BELT . . . genuine Cordovan shell leather. Stitchless construction. with suede cowhide lining, polished buckle. 1" wide. Specify size: 30-32-34-36-38-40-42.
151-456 A270 Mahogany Brown . ..$3.95
151-464 A270 Black 3.95

Opens with a mere flick of the thumb!

ST. THOMAS "FLIP TOP" . . . with exclusive "slide-lock". Opens, locks with ease! Smooth cowhide with hinged golden metal-rimmed lid. Cigarettes stay firm, always fresh.
212-530 A235 Tan King-size Case.....$3.50
212-506 A235 Red King-size Case..... 3.50

"ROVER" THE WATCH DOG . . . Easy-to-relocate, overnight parking pup . . . holds your wallet, watch, keys, change . . . her jewelry! In brown and yellow high glaze pottery.
717-413 B168 His "Rover, Sr" 8x8"....$2.50
717-421 B68 Hers "Rover, Jr." 3x4"... 1.00



JEWEL CASE. 8 compartments for cuff-links, open center for watch, rings; tie slide holder in lid. Simulated leather with golden fleur-de-lis design, red velvet lining.
367-391 A200 Brown Case. 7x4½x1¾".$2.95*
367-417 A200 Black Case. 7x4½x1¾". 2.95*

Emblem Jewelry for Shriners and Masons

Precious Metals . . . set with brilliant, full-cut diamonds

Five Diamond Palladium Faced

Three Diamond White Gold

DIAMOND-SET SHRINE BUTTONS . . . 14K White gold, faced with palladium and set with 5 full-cut genuine diamonds . . . or 14K White gold with 3 diamonds. Screw back.
151-316 A2450 5-Diamond $36.75*
151-324 A1325 3-Diamond 19.75*

One Diamond Masonic

One Diamond Eastern Star

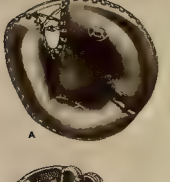
ONE DIAMOND . . . platinum Masonic button is engraved, pierced. 14K yellow gold Eastern Star pin . . . with or without diamond.
151-332 A840 Masonic Button $12.50*
151-340 A1235 Diamond Eastern Star. 18.50*
151-357 A300 Eastern Star (no dia.). 4.50*

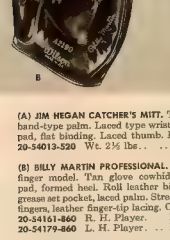
Six Diamond Shrine

Nine Diamond Shrine

DIAMOND-SET SHRINE BUTTONS. Your choice of six or nine large, genuine diamonds . . . in platinum on 14K White Gold, both richly engraved. Both with screw backs.
151-365 A4350 With 6 Diamonds...$ 65.00*
151-373 A7075 With 9 Diamonds... 105.00*

*RETAIL PRICES on items marked * do not include 10% Federal Excise Tax*





(A) JIM HEGAN CATCHER'S MITT. Tan cowhide-band-type palm. Laced type wrist strap. Hand pad, flat binding. Laced thumb. R. H. player.
20-54013-520 Wt. 2½ lbs.. .. Retail **7.95**

(B) BILLY MARTIN PROFESSIONAL. Large size 5 finger model. Tan glove cowhide. Wool felt pad, formed heel. Roll leather binding, lined, grease set pocket, laced palm. Streamlined back fingers, leather finger-tip lacing. Oiled. 2½ lbs.
20-54161-860 R. H. Player. Retail **12.95**
20-54179-860 L. H. Player. .. Retail **12.95**

(C) YOUTH'S TRAPPER MODEL. Glove cowhide. The whole glove closes over the ball at impact. Jute felt padding, fibre staffening. Roll leather binding. Grease set pocket. Wt. 2 lbs.
20-54047-680 R. H. Player. ...Retail **10.45**
20-54054-680 L. H. Player....Retail **10.45**

(D) JIM PIERSALL PROFESSIONAL. Four finger model ... perfectly designed for the young professional. Constructed of high grade tan cowhide with full lining. Has laced wrist, grassed pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing. Weight 2½ lbs
20-54146-1267 R. H. Player. Retail **19.95**
20-54153-1267 L. H. Player Retail **19.95**

(E) JIM GREENGRASS MODEL. Tan glove cowhide construction. This five finger glove has top quality features—finger-tip lacing and streamlined fingers. Fully lined with leather Felt padding, stuffed heel, laced wrist, welded seams, and vinyl plastic binding. Big glove features at small budget prices. Weight 2¼ lbs.
20-54120-427 R. H. Player .. Retail **6.45**
20-54138-427 L. H. Player ... Retail **6.45**

(F) BOB PORTERFIELD MODEL. Made of tanned high grade ansonia cowhide to give years of heavy duty wear. Extra long fingers give better control. Has solid ball trap feature, interlaced fingers and welted seams. Cowhide lining, rolled binding, inner grassed pocket, streamlined back and laced heel.
20-54187-1400 R. H. Player.. Retail **23.50**
20-54195-1400 L. H. Player...Retail **23.50**

(G) CARL FURILLO MODEL. Tan cowhide. Has heavyly grassed pocket, and is fully oiled. Leather welted throughout. Rolled leather binding Includes solid ball trap feature, leather interlaced fingers, leather laced heel and adjustable pocket lacing. Designed to meet the demands of the young major leaguer
20-54203-653 R. H. Player. .Retail **10.95**
20-54211-653 L. H. Player Retail **10.95**

Official Little League Bat

(H) 12 IN. AAA OFFICIAL SOFTBALL. Kapok center. Hand-stitched cover. Weight ½ lbs.
20-54294-180 .. .. Retail **2.65**

12 IN. SOFTBALL. (Not illus) Official Reg.
20-54302-160 Wt. ½ lb..... . Retail **2.40**

(J) OFFICIAL LEAGUE BALL. Cushion cork center wound with fine yarn Horsehide cover.
20-54222-165 Wt. 6 oz..... ...Retail **2.40**

(K) OFFICIAL LITTLE LEAGUE BALL. Little League Approved. Weight 6 oz..
20-54278-144 .....Retail **2.25**

HARVEY KUENN BALL. (Not illustrated).
20-54286-78 Wt. 6 oz.....Retail **1.25**

(L) OFFICIAL AMERICAN LEAGUE BASEBALL. Cushioned cork center. Wound with fine yarns Alum-tanned leather. Double hand-stitched.
20-54260-225 Wt. 6 oz ... . Retail **3.00**

(M) OFFICIAL TOP NOTCH SOFTBALL BAT. Hickory.
20-54328-159 White grip. Wt. 2 lbs. . **.2.45**

OFFICIAL SOFTBALL BAT. (Not illus). Brown fin.
20-54336-120 Tape grip Wt. 2 lbs..... **1.80**

(N) FAMOUS PLAYER PROFESSIONAL MODEL.
20-54369-260 White finish. Wt. 2 lbs. **.4.00**

(P) OFFICIAL LITTLE LEAGUE BAT. Little League appr'vd. 2¼ in. max. circumference. White Ash.
20-54385-194 Natural fin. Wt. 1½ lbs.. **3.00**

DIAMOND OFFICIAL PITCHING HORSESHOE SET. This set includes the Diamond Super Finger horseshoe ... the finest pitching horseshoe over made. Drop forged from special carbon steel, properly hardened for best dead falling qualities. They are designed to catch the stake with the least possible danger of bouncing or sliding off. Every horseshoe is perfectly balanced for easy ... accurate control. Beautifully finished in Bronze and Silver. Diamond official pointed horseshoe stakes are made of steel. They measure approximately 1 in. in diameter, and are 27-in. long. Have pointed tips for firm, steady grip. Finished in silver paint. Packed in attractive fiberboard box. Wt 23 lbs.
20-57768-650 Retail **9.75**

English's '57 Hobbyline hailed as effort to broaden HO market

The John A. English Co., Morrisville, Pa., has made its recently introduced Hobbyline Train Sets line for 1957 an integral part of a plan to increase the market for HO equipment and attract new enthusiasts to the field.

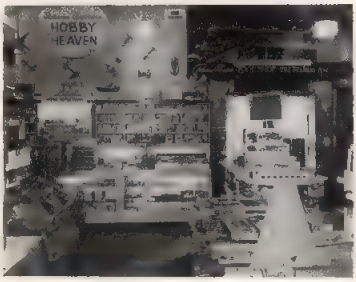
"The problem of increasing the market for HO equipment has always been with us," said Jack English, president of the firm, one of the oldest manufacturers in the HO field. "And like the weather, it was talked about but nothing was done.

"Ours is the first attempt to attract new customers and make enthusiasts of the old ones. We give them a kit to build at no extra charge. Therefore we add an interest factor and add to the value of the item, both measures calculated to attract new business and stimulate regular sales."

To simplify dealer inventory and to concentrate its promotional effort, the English firm has reduced its number of Hobbyline sets to two, in the two price brackets at which the greatest volume is done - $25 and $35.

Both units are handsomely gift-boxed with a transparent cover.

FREE Hobbykit is included in each of English's ready-to-run Hobbyline sets. This gives the railroader the fun of operating a train set plus the thrill of building his own equipment. Rocky Mountain set (left) is $25, Allegheny Special (r) $35.



SET-UP models get merited display prominence on perforated board wall section above Hobby Heaven sales counter at Patterson Bros.

Hobbies and Hardware

(Continued from page 91)

tailers whose specialties are job lots, close-outs, cut-rated conglomerations and Army-Navy surplus goods. On the same block is a toy and hobby outlet that does it with a discount. And not too far away is a large department store, with a considerable hardware and hobby establishment, where the price cut is a mainspring of the merchandising mechanism.

In the face of this competition Patterson Brothers downtown store thrives on the quality of its wares and the service with which it sells them. Quality goods and complete selling service come before price consideration. It is no unique merchandising method that Patterson Brothers practices; it is merely giving the customer what he wants in a way he likes to get it.

The same method has been applied to running the Hobby Shop, in operation since last October. Giving the customer what he wants means close stock control to skim off the slow moving numbers, holding complete stock of popular items and keeping the lines moving with the introduction of the newest and most promising numbers.

"New products are the vitality of the hobby business," says manager Altieri. "They serve not only to catch particular interests and make new customers, but they keep the regulars interested in new lines of effort and keep them coming back for more."

By Patterson Brothers standards Al Altieri is admirably equipped to serve patrons of his Hobby Heaven counter. He has the intelligence, the aptitude and the interest to hobnob with hobbyists, and an enthusiasm for his work that is undiminished by the near-constant chore of dusting his display stocks that stand just inside the doorway—square in the path, he says, of every speck of dust that blows around this part of the city.

Dusting, selling or answering inquiries, Al Altieri typifies the service that prevails at Patterson: energy, enthusiasm and eagerness to please. There are some who will argue that the low, low price is the most convincing selling force, but none of them could argue forcefully against 108 years of successfully doing business the Patterson Brothers' way.

Built for SPEED and Built TO LAST...

JOHN DEERE Manure-Handling Equipment

Loading and spreading manure is faster and easier when you use a John Deere Loader and Spreader. And, over the years, manure handling will cost you less money because this equipment lasts longer and requires less upkeep.

Two Powerful Loaders

You save on loading time with a John Deere 45 or 45-W Loader because these loaders have a fast-acting hydraulic system that raises big, full loads quickly and smoothly, that lowers the bucket rapidly—and holds the load securely at any height. The bucket has long, tapered spring-steel teeth which dig deeply into the pile to bring up a full load every time.

The 45 Loader works with all John Deere Tricycle Tractors. The 45-W works with most John Deere Tractors with an adjustable front axle. Both go on or off the tractor in 5 minutes or less.

Three High-Speed Spreaders

No matter what size of feeding or dairy operation you have—you can match your exact needs from the famous line of John Deere Spreaders. You can choose the 70-Bushel Model "L," the 95-Bushel Model "R," or the big 120-Bushel PTO-Driven Model "N"—all work at speeds up to 6 mph and are built to last longer while working at fast speeds

See your John Deere dealer for complete details the next time you are in town.

ask about the JOHN DEERE CREDIT PLAN

The John Deere Credit Plan makes it easy for you to pay for cost-cutting equipment as it earns money for you.

SEND FOR FREE LITERATURE

JOHN DEERE, MOLINE, ILLINOIS, Dept Z 8

Please send me a free illustrated folder on the 70-Bushel Model "L" Spreader ☐ the 95-Bushel "R" Spreader ☐ the 120-Bushel PTO "N" Spreader ☐ on the 45 Loader ☐ the 45-W Loader ☐

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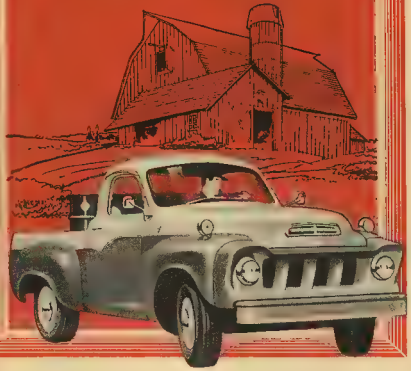
"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

No Trucks Top

Studebaker Transtars

for Heavy-Duty Value at Light-Weight Prices



That's where savings start with Transtars and they keep on saving, year in, year out, right up to the day you receive that top trade-in figure. And you'll find the right power for every trucking job with Transtar . . . high horsepower to displacement ratios mean gas-saving economy with every dollar you spend. When it comes to payload Studebaker is tops too.

Stakes 1-ton and up are 7½ feet wide, space enough for 5 bushel baskets across and pick-ups have the widest bed width . . . 51½ inches clear-floor space with no wheel-wells in the way. Combine these advantages with famous Studebaker dependability and mile-by-mile thrift and you have the proof that they will haul any payload faster, easier, and more economically!

Studebaker Stake Trucks are available in 8 ft., 9 ft., 12 ft. or 14 ft. platform models with a wide choice of power to fit your job.

Studebaker-Packard
CORPORATION
Where pride of Workmanship comes first!

RFD AMERICA OCT 22 4 PM 1951

Your Letters

Too Much Easy Credit? • • • Just how do you go about getting this "easy credit" Mr. Gettig complains about [Letters, September]? We were turned down flat when we tried to get a loan to buy more cows. Two years later when our house burned down, we tried unsuccessfully to get the place refinanced by FHA. I was told by an FHA administrator that the government was trying to discourage people from farming and that it would be better for me to go to work for someone.

Gable, Ore. *Charles Lehman*

• • • We're a young farm couple fortunate enough to meet the requirements of Federal "easy credit" which made it possible for us to start farming *for ourselves.* When we've made the last payments to that fine agency I hope we won't forget *how* we became independent.

Wooster, Ohio *Mrs. Jay Calame*

That's a Joke, Bub • • • I don't like the title of your humor page: "Passed by the Non-Sensor." I suggest that you change it to "The Corn Crib."

Chicago, Ill. *B. P. Spong*

How do They Figure It? • • • It's nice to know that some of the discrepancies in tax assessments are being corrected ["A Scandal That's Costing You Money," September]. We know taxes are necessary, but we don't want to pay anyone else's share, or have them pay ours

Several years ago we bought part of a large farm, and another man bought a second part of the same farm. Although the land in these two farms is identical, our taxes are twice as high.

The man who bought the *third* part of this farm pays taxes twice as high as ours—although much of his land is subject to overflow.

Wharton, Tex. *Mrs. E. F. Petersen*

"Blueprint for the Future" • • • How can we get in touch with Wes Webb, the architect pictured with the young Wilcoxes on your October FARMER'S WIFE cover? If he can help us convert our old kitchen to one like that, he's the man we're looking for.

Charlotte, Mich. *A. M. B.*

Address Mr. Webb % Michigan Associates, Engineers and Architects, 221 N. Cedar St., Lansing 29, Mich.

1. RACING — CRUISING AUXILIARY

2. GLAMOUROUS COAST-WISE POWER YACHT

3. RUGGED LONG-RANGE, OFF-SHORE CRUISER

4. OCEAN-GOING, SHOAL-DRAFT SAILING MOTORSAILER

Designs to meet varied needs

Building for delivery to owners who planned ahead. Detailed meticulously to fit specific requirements. You too can have a 1957 boat if you act now — write — wire — or call

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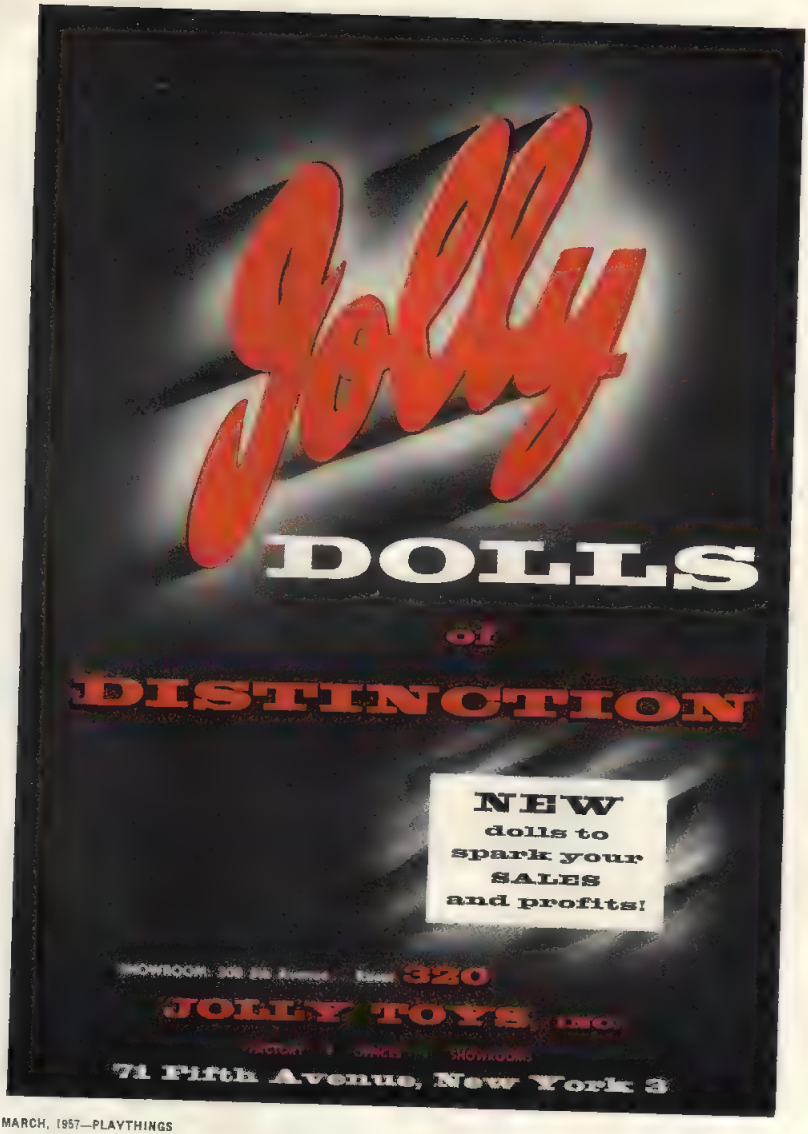
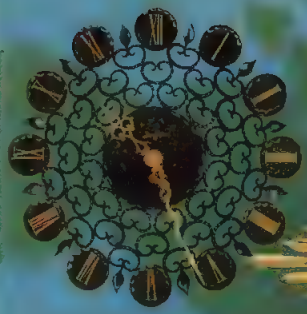
11 BROADWAY
NEW YORK, N. Y.

615 S.W. SECOND AVE. MIAMI 36, FLA.

NAVAL ARCHITECTS MARINE ENGINEERS


Jolly
DOLLS
of
DISTINCTION
NEW
dolls to
spark your
SALES
and profits!
320
JOLLY TOYS, INC.
71 Fifth Avenue, New York 3



Hand-Wrought Iron 8-day Wall Clock, 14" diameter.

[illegible] wind gilt numerals and [illegible] hand.

1560 N 1450 **Retail $ 23.95**

8-Day Sunburst Wall Clock, 20" diameter

[illegible] wind [illegible] movement. Top precision [illegible]

1587 N 2650 **Retail $ 43.95**

Same Clock

[illegible] and half-hour gong strike (amplifying membrane)

1588 N 3175 **Retail $ 52.50**

Hand-Wrought Iron 8-day Wall Clock, 20" diameter.

[illegible] wind [illegible] movement, raised [illegible] numerals and [illegible] hand. [illegible]

1589 N 1650 **Retail $ 27.50**

Same Clock

[illegible] and half-hour gong strike amplifying membrane.

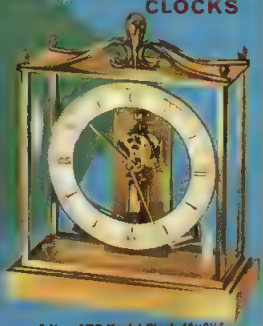
1590 N 2175 **Retail $ 35.95**

WORLD FAMOUS *Junghans* CLOCKS

5-Year ATO Mantel Clock, 9×8 [illegible]

[illegible] Clock [illegible] Spring [illegible] accurate [illegible]

1591 N 1800 **Retail $ 29.95**



5-Year ATO Mantel Clock, 10×8½".

[illegible] Clock [illegible] 5 years on small battery [illegible]

1564 N 2650 **Retail $ 43.95**

All clocks subject to F.E.T.

Dignified 18th Century English Baroque Westminster Mantel Clock, 10×8½".
Genuine Mahogany case, dull hand-rubbed Antique finished brass ornaments and engraved handle. Raised numerals on 4-quarter Westminster chimes 8-day pendulum movement.
1592 N 3500 ..... Retail $ 57.95

Smart new Sunburst 8-day Desk Clock, 8" diameter. Gleaming gold brass finish. Raised numerals on white metal dial. Accurate 8-jewel, over timepiece.
1594 N 1200 ..... Retail $ 19.95

Handsome Mantel Clock, 8-day, hour and half-hour strike, 12½×7¾". (Amplifying membrane). Genuine mahogany, dull antique finished case with brass rod ornaments. Raised numerals on two colored metal dials.
1597 N 1600 ..... Retail $ 26.40

WORLD FAMOUS

Junghans

CLOCKS

Outstanding 8-day Desk Clock, 7" high on brass stand. Two-tone metal dial. Raised gold figures. Dependable 4-jewel lever movement.
1585 N 1075 ..... Retail $ 17.95

Modern Boudoir Alarm Clock, 4×3½". Two-colored silver dial with gold colored raised wedges. Delicate spring hand sensitive, dependable movement case on solid stand.
1593 N 450 ..... Retail $ 6.95

Striking Musical Alarm Clock with unbreakable glass dome, 4" diameter, 6¾" high.
With genuine Swiss music box. This clock awakens you by the world famous melody of the Blue Danube Waltz while the graceful girl dances in ballet style. Available in pale pink.
1595 N 900 ..... Retail $ 14.95

High quality Boudoir Alarm Clock, 3¼×2¾", 7-jewel.
Silver finish with hand-engraved non-tarnishing metal. Breakable crystal with hand-engraved crystals. Fluting Flemish gilt pillars. An everlasting outstanding gift.
1596 N 1000 ..... Retail $ 10.50

1-Day Silent Tick Alarm Clock, 4" high.
Ivory color, luminous dial. Alarm buzzer sounds at first, then fingertouch. These watches will not disturb the lightest sleeper.
1598 N 495 ..... Retail $ 7.95

Similar two-tone Boudoir Alarm Clock, 3¼×3½". Ivory color luminous dial.
1599 N 275 ..... Retail $ 3.95

All clocks subject to F.E.T.

BENNETT BROTHERS, INC. · CONSTANT SERVICE FOR OVER 50 YEARS

WORLD FAMOUS JUVENIA WATCHES

WITH DRAMATIC BLACK SUEDE BANDS

Ⓐ

Ⓑ

Ⓒ

Ⓓ

Three exciting new styles have been added to the distinctive family of Juvenia watches. Accuracy and dramatic elegance are presented in the new "Clover," the exciting "Planete" and the handsome "Gentry" as well as in the transparent face-and-back "Mystere." Juvenia is the answer for someone who is seeking the truly unusual watch with time-tested quality built in.

Ⓐ **THE "MYSTERE."** Transparency of face and transparent movement-revealing back strikes a note of dramatic elegance and creates a clever and different watch for the discriminating man or woman. Transparent face and back are unbreakable. Light as a feather and distinctive in design. Thin Yellow Gold plate case. Vivid Red hands on the Jet Black center's rim show the time clearly. **17-Jewel movement. Available in three sizes.** (Standard model illustrated full-size above) Complete with Black Suede strap.

No.	Model	Size	Retail
112W146-6420	"Standard"	1¼" dia.	$ 90.00
112W149-6820	"Petite"	1 1/16" dia.	95.00
112W155-5500	"Lilliput"	⅞" dia.	100.00

Ⓑ **THE "CLOVER."** A charming lady's watch whose original design recalls a four leaf clover, the well known "good luck" symbol. Originality of design as well as accuracy and dependability will be treasured by its wearer for many years of trouble-free service. A Gold filled case set off by a Black Suede strap makes the "Clover" a watch for both dress and sportswear occasions.

13W201-5104 .....RETAIL **$75.00**

Ⓒ **THE "PLANETE."** **An entirely new model created by Juvenia.** The "Planete" makes it a joy to watch the time. The hour, minute and second hands are actually graduated discs which represent planets and which point to the correct time. Thus, the planets tell you the minute, hour and second. The "planets" are in three harmonious colors and make a constantly changing design on the face of the watch. The precise **"Planete" is a gay watch to make someone happy for that special occasion.** Rolled Gold plate case and Black Suede strap are the perfect contrast for the multi-colored discs on the face of the watch.

13W202-4356 .....RETAIL **$75.00**

Ⓓ **THE "GENTRY."** A timepiece of impeccable taste by Juvenia. The very thin "Gentry" is a watch of unsurpassed distinction. Its elegant and clear Black dial is set off by the stainless steel case and handsome Black Suede strap. Juvenia's long tradition of fine Swiss workmanship is your guarantee of quality. Shock resistant movement of the highest quality available has been carefully designed to fit into the wafer-thin case.

12W186-3677 .....RETAIL **$70.00**

LOW PRICED POCKET WATCHES. Modern "Beacon Viceroy"—completely protected by an unbreakable crystal White dial with Black numerals and easy-to-read hands in this thin-model shape fits easily into any pocket. Polished nickel finish. Fully Guaranteed American made.

20W22-210 .....RETAIL **$2.98**

"Dixie" model. Same as above, with Black track dial

20W3-210 .....RETAIL **$2.98**

Pressure Tested Waterproof 17-Jewel Swiss movement. This antimagnetic, shockproof model has a chrome top with stainless steel back and has new Perma-Action everlasting mainspring. Stainless steel expansion watch bracelet. Crown is recessed into the case, a feature found on higher priced models. **Specially priced on a limited purchase while our stock lasts.**

12W173-1275 .....RETAIL **$39.75**

While They Last—Ladies 21-Jewel Watches—10K. Yellow rolled gold plate case. Stainless steel back 1/20-10K. Gold filled bracelet. Fine quality 5x8 movement. Put up in an attractive display box with one year factory guarantee.

13W196-1620 .....RETAIL **$42.50**

As above: 10K White rolled gold plate.

13W199-1620 .....RETAIL **$42.50**

VULCAIN "GRAND PRIX"

14K Yellow Gold watch with 14K Yellow Gold matching bracelet. Excellent quality 6¾ ligne, 17-jewel movement. Applied, silvered dial and Yellow hands. Highly attractive, modern watch, brightly polished. Each in gift box.

113W175-8475 .....RETAIL **$190.00**

Prices Do Not Include Excise Tax

WORLD FAMOUS JUVENIA WATCHES

WITH DRAMATIC BLACK SUEDE BANDS

Ⓐ

Ⓑ

Ⓒ

Ⓓ

Three exciting new styles have been added to the distinctive family of Juvenia watches. Accuracy and dramatic elegance are presented in the new "Clover," the exciting "Planete" and the handsome "Gentry" as well as in the transparent face-and-back "Mystere." Juvenia is the answer for someone who is seeking the truly unusual watch with time-tested quality built in.

Ⓐ **THE "MYSTERE."** Transparency of face and transparent movement-revealing back strikes a note of dramatic elegance and creates a clever and different watch for the discriminating man or woman. Transparent face and back are unbreakable. Light as a feather and distinctive in design. Thin Yellow Gold plate case. Vivid Red hands on the Jet Black center's rim show the time clearly. **17-Jewel movement. Available in three sizes.** (Standard model illustrated full-size above.) Complete with Black Suede strap.

No.	Model	Size	Retail
112W146-4420	"Standard"	1¼" dia.	$ 90.00
112W149-4820	"Petite"	1 1/16" dia.	95.00
112W155-5500	"Lilliput"	⅞" dia.	100.00

Ⓑ **THE "CLOVER."** A charming lady's watch whose original design recalls a four leaf clover, the well known "good luck" symbol. Originality of design as well as accuracy and dependability will be treasured by its wearer for many years of trouble-free service. A Gold filled case set off by a Black Suede strap makes the "Clover" a watch for both dress and sportswear occasions.

13W201-5104 . . . . . RETAIL $75.00

Ⓒ **THE "PLANETE." An entirely new model created by Juvenia.** The "Planete" makes it a joy to watch the time. The hour, minute and second hands are actually graduated discs which represent planets and which point to the correct time. Thus, the planets tell you the minute, hour and second. The "planets" are in three harmonious colors and make a constantly changing design on the face of the watch. The precise **"Planete" is a gay watch to make someone happy for that special occasion.** Rolled Gold plate case and Black Suede strap are the perfect contrast for the multi-colored discs on the face of the watch.

13W202-4356 . . . . . RETAIL $75.00

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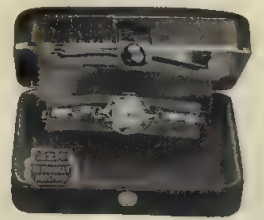
12W186-3677 . . . . . RETAIL $70.00

LOW PRICED POCKET WATCHES. Modern "Beacon Viceroy"—completely protected by an unbreakable crystal. White dial with Black numerals and easy-to-read hands. Its thin-model shape fits easily into any pocket. Polished nickel finish. Fully Guaranteed. American made.

20W22-210 . . . . . RETAIL $2.98

"Dixie" model. Same as above, with Black track dial.

20W3-210 . . . . . RETAIL $2.98



While They Last—Ladies 21-Jewel Watches—10K. Yellow rolled gold plate case. Stainless steel back 1/20-10K. Gold filled [illegible]. Fine quality 6x8 movement. [illegible] attractive display box with one year factory guarantee.

13W198-1620 . . . . . RETAIL $42.50

As above: 10K White rolled gold plate.

13W199-1620 . . . . . RETAIL $42.50

Pressure Tested Waterproof 17-Jewel Swiss movement. This antimagnetic, shockproof model has a chrome top with stainless steel back and has new Perma-Action everlasting mainspring. Stainless steel expansion watch bracelet. Crown is recessed into the case, a feature found on higher priced models. **Specially priced on a limited purchase while our stock lasts.**

12W173-1275 . . . . . RETAIL $39.75

SENSATIONAL VALUES *by Hallmark* ▶

Ladies' Sport Watch. 10K Yellow rolled Gold plate case matching Gold filled expansion band. Dust-protected case. 17-jewel shock-protected movement. Black dial. Gold numerals.

33W2226-1765 . . . . . RETAIL $65.00

17-Jewel Man's Watch. Debonair styling with Black dial, Gold stick figures, sweep second hand. Dust protected case is the color of natural gold. 10K gold filled expansion band. Shock protected by Incabloc.

33W2277-1765 . . . . . RETAIL $65.00

33W2266

33W2277

Prices Do Not Include Excise Tax

SNOW WHITE WRIST WATCH

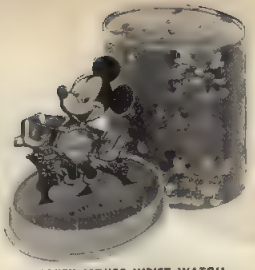
Especially designed, dainty small watch for girls. Chrome plated case, standard bed movement. **Dial in full color illustrating "Snow White."** Waterproof dustproof and shock resistant. Yellow case and washable yellow band.

18W159T-487 . . . . . RETAIL **$6.95**

***Walt Disney's* DAVY CROCKETT**

Colorful **Fess Parker** on dial. Green case and rust colored rawhide strap. Waterproof dustproof and shock resistant.

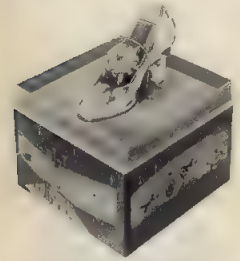
18W23-395.....RETAIL **$6.95**



MICKEY MOUSE WRIST WATCH

Mickey Mouse is pictured in four colors, tells time with his hands. Red vinylite band. Unbreakable crystal. Guaranteed ingersoll American made movement. **Small size watch is shock resistant.** Chrome case.

18W32-487 .....RETAIL **$6.95**



CINDERELLA WRIST WATCH

A precious gift for every little Miss. Small watch with chrome case and unbreakable crystal has pink dial showing Cinderella in her Blue ball gown. Washable Blue band. Charming package of miniature transparent plastic slipper in gift box. **Shock resistant.** Illustrated with colorful scene from motion picture.

18W29-487 . . . . . .RETAIL **$6.95**

HOPALONG CASSIDY WATCH

Hoppy's picture on dial under unbreakable crystal. Chrome case with Black leather cowboy band. **Shock resistant.** Packaged as shown. Small size watch.

18W33-487 .....RETAIL **$6.95**

ALICE IN WONDERLAND WRIST WATCH

Small, dainty wrist watch for the little Miss. Dial has full numerals and illustrates Walt Disney's lovable character "Alice" in color. Chrome case with unbreakable crystal—washable Pink band. **Shock resistant.** Artistically packaged in crystal clear, on cup set in colorful gift box.

18W31-487 .....RETAIL **$6.95**

ANIMATED
Ballerina
WRIST WATCH

BALLERINA It's animated! Hour and minute hands are the ballerina's legs. Tells time as she dances. Lustrous Chrome plated case. Stainless Steel back. Trim tailored matching band.

42W304-463 .. ..RETAIL **$6.95**

Robin Hood
WRIST WATCH

ROBIN HOOD WRIST WATCH

Colorful dial with Robin Hood in action. Lustrous chrome plated slim oblong case. Stainless steel back. Leather strap. Thrilling scenes of Robin Hood in action, beautifully illustrated in 3-dimensional full color presentation gift box.

42W21-338 . . . . .RETAIL **$4.95**

Prices Do Not Include Excise Tax

KAY Electric Guitars

[N] **KAY HAWAIIAN ELECTRIC GUITAR.** Perfect for the student as well as the professional . . . and an outstanding value at this price! Built with powerful magnetic pick-up . . . this fine instrument has tone and volume controls, deluxe patent heads with built-in covers. New, attractive Plextone finish in green mist color. Shipped from New York.
761-486 D2895 Hawaiian Electric Guitar.....$45.00
761-601 D550 Case for Hawaiian Electric Guitar..... 9.00

[P] **KAY AMPLIFIER** . . . gives long, trouble-free service. Efficient, compact . . . has volume control, 3 tubes, 8-inch speaker, 2 inputs, on/off switch. Green vinyl plastic cover, contrasting grill. From New York.
761-502 D3950 Kay Amplifier, 12x15x7" $64.50

[R] **KAY SPANISH ELECTRIC GUITAR.** A lot of guitar for the money. Here's what you get in this grand-auditorium-sized instrument: built-in magnetic pick-up with volume control, adjustable bridge, nickel-plated hardware, white edges. All maple laminated crackproof construction; lustrous metallic gold finish. Shipped from New York.
761-510 D3450 Spanish Electric Guitar $55.00

[S] **KAY DELUXE SPANISH ELECTRIC GUITAR** . . . preferred by professionals. It's acoustically designed to produce the clearest, richest tone possible . . . carefully inspected and adjusted . . . made with "Speed Demon" neck. Hand-rubbed, glowing finish adds good looks; power-packed magnetic pickup unit assures Hi-Fi sound. From New York.
761-528 D7950 Reddish Mahogany Guitar with golden sunburst..$130.00
761-536 D8450 Honey Blond Guitar..... 140.00
761-544 D895 Case for Spanish Electric Guitar..... 16.50

[T] **KAY PROFESSIONAL AMPLIFIER** . . . for hi-fi sound. Vibrato circuit has speed, amplitude controls. Jensen 12" speaker, 7 tubes, 20-watts distortion-free output. Foot switch input, 3 instrument inputs and 1 microphone input with volume controls. Shipped from New York.
761-551 D12450 Professional Amplifier, 18x24x10" deep.....$200.00

Guitars and Ukuleles

[V] **FAVILLA STANDARD UKULELE.** Fun to play, and so easy! Handsomely made with mahogany body, neck and bridge . . . hand-rubbed and finished to high luster. Rosewood fingerboard, inlaid white celluloid top edge and tone hole, patent machine heads. N. Y.
761-460 D995 Favilla Standard Ukulele.....$15.95

[W] **FAVILLA BARITONE UKULELE.** Has deep, rich and mellow tone. Neck and body are finest mahogany; extension fingerboard of quality rosewood. Black and white inlay around tone hole, inlaid position dots, non-slip tuning pegs with ivoroid buttons. Shipped from New York.
761-478 D2495 Favilla Baritone Ukulele.....$42.00

[X] **KAY STANDARD GUITAR.** Just check its price, compare its quality! Handsome, sturdily made with spruce top, maple back and sides . . . decorative white striping on tip . . . rich brown finish. Fingerboard has 14 frets clear of body. From New York.
761-411 D1495 Standard Guitar $26.95
761-494 D595 Case for Standard Guitar 11.00

[Y] **GRAND AUDITORIUM-SIZE SPANISH GUITAR** . . . by Kay. Excellent for solo or orchestra, because super size gives fuller tone. Fully-arched spruce top, figured maple back and sides. Brown finish with sunburst; hand rubbed and polished. Rosewood fingerboard, deluxe heads, built-in covers, celluloid guard plate. From New York.
761-700 D2495 Auditorium-size Guitar $41.50

[Z] **CUTAWAY-DESIGN MASTER GUITAR** . . . by Kay. Spanish guitar with features professionals want: cutaway for easy, precise fingering in high register . . . pro-type frets, adjustable rosewood fingerboard with 9 position markers. Fully-arched spruce top and curly maple back. Wide celluloid binding on edges; black inlay on top. From N. Y.
761-718 D4795 Brown Guitar with golden sunburst.....$79.50
761-726 D4995 Honey Blond Guitar 85.00
761-544 D895 Case for Kay Spanish Guitar..... 16.50

The Classic of Tomorrow, TODAY!

MAXIMUM EYE APPEAL... MINIMUM MAINTENANCE

The pleasure craft you'll be proud to own for years to come

TRADITIONAL
Lines by the master fine yacht designer, John L. Hacker for a distinctive, level riding, fast, non-pounding hull

MODERN
Precision-built with modern materials and assembly methods like today's cars and aircraft by Kehrig Mfg. Co.

DECOR
With color, fabrics and fittings to suit the most fastidious, by the nationally known Albert P. Teetzel.

Kehrig-Hackerform All-Steel Cruiser

O.A. Length 30' 4" - W.L. Length 28' 4" - Beam 9' 10" - Draft 2' 8" - Twin 100 H.P. marine engines for 26 mph. Sleeps four on foam rubber in two cabins. Pullman dinette—Glass fibers insulation for whisper-quiet cruising. Walk around decks—Hull, decks, cabin and bulkheads welded into one integral unit eliminates vibration and noise. Fully equipped with electric bilge pump, blower, docking lights, curtains, etc. **Special Boat Show price $13,500 Until Feb. 1957.**

Phone or write for complete information **Kehrig Mfg. Co.** Boat Division • 49920 Van Dyke Ave. • Utica, Mich. • Phone: Detroit, WO 5-6992

Wheelhouse installation of Belock magnetic steering compass and bulkhead gyro-compass repeater

BELOCK NAVIGATING INSTRUMENTS

► A new navigation aid recently announced by Belock Instrument Corp., is the Dead Reckoning Analyzer, which continuously provides direct reading of a ship's latitude and longitude from inputs of initial position, speed, and course. On large vessels, it is used in conjunction with loran (also made by Belock) in obtaining an accurate fix.

Among other navigation instruments made by Belock are magnetic compasses with tele-transmission, gyro compasses and repeaters, radar, course recorders, and an alidade—an azimuth instrument with a split beam optical arrangement through which the azimuth scale on a compass may be viewed as the bearing is taken.

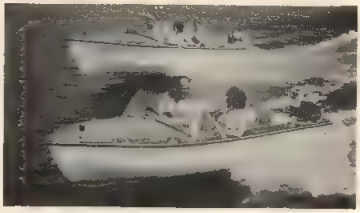
The magnetic compass with tele-transmission consists of an accurate magnetic compass electrically linked to a sensitive follow-up system. The master compass can be placed at a distance from magnetic influences and will transmit headings to the repeaters and to an automatic pilot.

BELOCK INSTRUMENT CORP., College Point, N. Y.

SPORT FISHING STRIKER 25

► Sport Fishing Boats Co. announces a new 25' model of their Striker, designed by Philip C. Bolger. The Striker is of welded steel construction, zinc metalized inside and out. A box keel permits low installation of the engine, for added stability. She has a large cockpit, bridge deck with all around vision, and a cabin with two berths. The basic boat has one 95-hp. Nordberg engine and sells for $5350, but optional larger power, single or twin, or diesel power, are said to give speeds up to 30 m.p.h.

SPORT FISHING BOATS CO., 1055 East 27th St., Hialeah, Fla.



Two Crosby Aeromarine fiberglass runabouts, the 16' Copri (top) and the 14' Hydradyne III (below). Other models include a 22' outboard cruiser and a new 18' Seamaster runabout with fiberglass deck. CROSBY AEROMARINE, Grabill, Ind.

You'll Be Proud to Own A

KELLER KRAFT

A Complete Line of High Quality Boats 12 to 23 Feet

Five ply mahogany plywood with oak framing for the strongest hull possible. Can also be had with fiberglass covering to eliminate painting and further strengthen the hull.

Write for further information to:

G. FLANDERS KELLER ENTERPRISES, Port Trevorton, Pennsylvania

FLORIDA BUILDER OFFERS FIVE FIBERGLASS OUTBOARDS

Peninsular Fiberglass Products, Inc. of Hialeah, Florida, is offering five models of outboard boats for 1957. The firm has enlarged its plant and expanded production facilities to meet the increasing demand for its line of Vanguard all-fiberglass pleasure craft.

All models in the line embody one-piece seamless hull construction, full-length molded-in flotation, molded-in ledge-type splash rails, longitudinal bottom stringers for rigidity, neoprene gunwale guards, non-skid decks, and permanently impregnated colors.

The Vanguard Holiday runabout has a separate motor well, a walk-through center deck between cockpits, and a collapsible seat feature which provides a spacious rear compartment. In the 15' Heron utility, roominess is achieved by the open styling of the after deck. The 15' Mermaid fisherman model offers space to fish or loaf with casting room to spare. The forward seat serves as a casting platform and a sizable icebox is molded under the center seat. A 70" beam and 36" amidship depth are combined with a well-flared bow on each of these three 15' models.

Basic hardware, water trap, bailers and permanently molded-in bracket for steerer blocks are installed as standard equipment while steerers, windshields and cushions are optional equipment.

Newest of the Vanguard fleet is the Biscayne express cruiser, with a 7' beam, 17' 7" gunwale length, 44" fore depth and 32" aft depth. The trunk cabin has two berths forward, wrap-around windshield, side windows, built-in storage compartments and flying bridge. There's a spacious cockpit and built-in icebox. The Bimini utility is another version of the Biscayne without the cabin

All transoms are built to handle the new higher horsepower motors and each Vanguard boat is backed by a company warranty against defects in either material or workmanship.

SERVICE FOR COMMUTING BOATMEN

Lauderdale Yacht Basin, located just 30 minutes by boat up New River in Fort Lauderdale in the fresh water area, has as near the ideal yacht service as is possible for the commuting yachtsman. Let us take Robert Miner as an example. . . Mr. Miner owns November I, a Chris-Craft Corsair, and splits his winter vacation time three or four ways. He flys down to Ft. Lauderdale from Washington, D. C., at every opportunity and by merely notifying Lauderdale Yacht Basin the day before arrival his boat will be fully commissioned, stocked and ready for his use when and where he wishes it. In the meantime when the craft is not in service—it is safely de-commissioned and stored under cover in fresh water in a locked and supervised storage shed, safe from strangers, from the ravages of the sun, wind, and rain, as well as from the barnacles and worms.

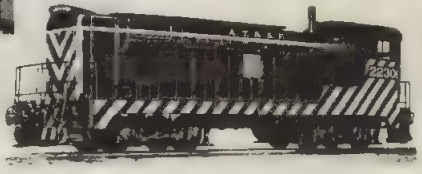
DATA ON WOOD SCREW FASTENINGS

A new service to screw users has just been announced by Fritz Jensen, president of Southern Screw Company, Statesville, N. C. Every master carton of Southern wood screws and sheet metal screws will now contain Folder TC-4, "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws." Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc.

Southern now produces two assortments of quality fasteners with screw gauge and driving instructions which offers a savings up to 50% over fasteners brought in driblets and saves the handy-man's workshop time by eliminating needless trips to the hardware store. Home-Shop Screw Department No. 1 contains 1552 bright plated pieces of many sizes assembled in one ten-box carton. It includes flat-head wood screws, pan-head sheet metal screws and round-head stove bolts with nuts. Home-Shop Screw Department No. 2 contains 1440 slotted, steel wood screws, all bright plated in flat, round and oval heads packed in a ten-box carton in wide range of sizes.

Kemtron

HO gauge models with "lost wax" castings. Minute detail and fidelity to scale make these some of the finest models available in kit form.



VANDERBILT TENDER. All brass "shorty" version of the modern oil tender All hardware, less trucks. **7.50**

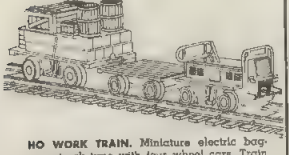
ALCO TENDER. The big 14-wheeler. Superb detail through photo-engraving. Complete with trucks **19.95**

POWER KIT FOR GLOBE DIESEL. Consists of brass frame with L-140 power unit, lost wax cast brass side frames, rim insulated wheels and complete lighting kit with bulb. Add power and light to the popular Globe plastic diesel loco. **15.95**

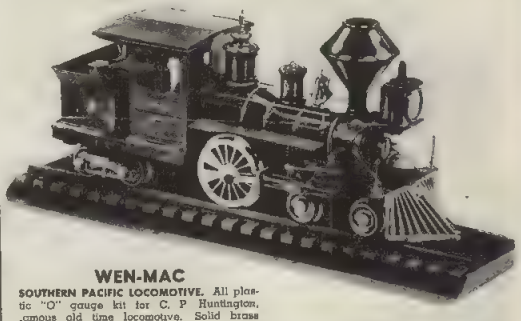
BALDWIN DIESEL LOCOMOTIVE. The switcher used on most American railroads. All brass construction built-up, ready for simple assembly. Powered by Lindsay L-140 motor **29.95**

THOMAS FLYER RAIL CAR. HO scale model of 1907 Thomas Flyer converted for rail use. Complete with motor. All brass construction. **14.95**

THOMAS FLYER DUMMY RAIL CAR. Less motor. **8.95**



HO WORK TRAIN. Miniature electric baggage truck type with four wheel cars Train consists of section car, flat car load for the flat car and a KL765 power unit. The flat car load covers the power unit. **22.95**

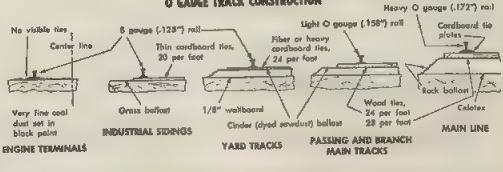


WEN-MAC

SOUTHERN PACIFIC LOCOMOTIVE. All plastic "O" gauge kit for C. P Huntington, famous old time locomotive. Solid brass fittings. **.98**

ACME

RAILROAD SWITCH CONTROLLER. Positive directional identity, complete with bulbs. Nothing to assemble, flush mounting. **.98**



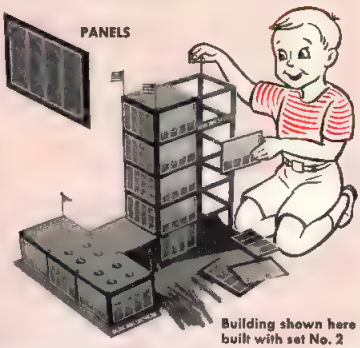
This Is It! **KENNER'S NEW**

GIRDER and PANEL BUILDING SETS

FEATURED IN THE AMERICAN TOY PROMOTION AD ON THE PRECEDING PAGES

NOW! Build the way REAL MODERN BUILDINGS are built!

Simple!
Only 3 BASIC PARTS



Building shown here is built with set No. 2

BUILDING GOES UP just like a real building of structural steel . . . First girder framework is constructed on the masonite foundation with interlocking plastic upright and cross girders. Next, plastic prefab walls and roof panels snap on. The finishing touch is colorful flags, signs, marquees, etc. Youngsters get a real thrill designing and building original colorful modern buildings ("H. O." scale), skyscrapers, railroad stations, factories, air terminal buildings and hundreds more, each with different framework and panel arrangement. Set builds rigid structures on masonite foundation board that can be picked up and carried anywhere.

Set No. 1—Packed ½ doz. to shpg. case—wt. 10 lbs.	**LIST $2.50**	Fair Traded $2.49
Set No. 2—Packed ½ doz. to shpg. case—wt. 13¼ lbs.	**LIST $4.00**	Fair Traded $3.98
Set No. 3—Packed ½ doz. to shpg. case—wt. 13¼ lbs.	**LIST $6.00**	Fair Traded $5.95

AND-here's the most exciting NEW Toy in years!...

Kenner's BATTERY MOTOR

PLAY DRILL

with WORK BENCH and 6 PLAY TOOLS

that actually work—not just pretend!

DRIVES BOLTS DRIVES SCREWS up and down through WORK BENCH only

GRINDS
Grinds Flint AXE to throw off harmless sparks

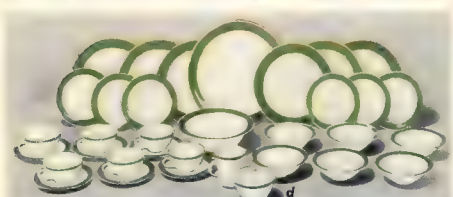
BUFFS
Buffs and polishes toy cars etc., with lambs wool buffer

MIXES
Mixes jello, malted milk, etc., like a real mixer

LIST **3.00**
Fair Traded $2.98

No. 345 KENNER'S BATTERY MOTOR PLAY DRILL—Packed 1/2 doz. to shpg. case—wt. 6-1 3 lbs.

KENNER PRODUCTS CO. 912 Sycamore St., Cincinnati, O., Phone CH 1-7511



DECORATIVE ACCESSORIES AND HOUSEWARMING GIFTS

(a) **NEW REVOLVING SUPER SUSANS BY KENWOOD**—Designed for delightful dining—indoors or out. Over-proof semi-porcelain in one quart casserole and six serving dishes—perfect for oven-to-table use. Ceramic stove for candle, sterno or alcohol keeps food hot. Triple-plated brass frame revolves on ball bearings. Dishes and casserole are removable.
30A386-7W1330 *18 in. Supper Susan* **$19.95**
Pink and White, Black Cover. Shpg. wt. 17 lbs.
30A387-5W998 *16 in. Supper Susan* **$14.95**
Turquoise and White Shpg. wt. 15 lbs.

(b) **IMPORTED CHINA COFFEE SET BY NORITAKE**—6 cups, 6 saucers, 1 covered coffee pot, 1 covered sugar bowl, 1 creamer—beautifully finished in gleaming gold. A spectacular golden anniversary gift! The 2½ oz. demi-tasse cups and saucers and 6-cup coffee pot are made of fine imported china with a high resistance to chipping. A "must" for elegant serving. Cups. H. 2¼ in. Diam. 2½ in. Saucers Diam. 4¾ in. Coffee pot H. 8 in. Shpg. wt. 8 lbs.
30A381-8W2450 *17-Piece Set* **$34.95**

(c) **KENWOOD SAUCY SUSAN**—Modern Black and White oven-proof semi-porcelain ceramics and triple-plated brass frame. Revolving frame holds four covered condiment jars with spoons for mayonnaise, mustard, ketchup and horseradish; 2 stoppered cruets for oil and vinegar plus salt and pepper shakers. Shpg. wt. 6 lbs
30A388-3W663 *Size 12 x 8 x 9 in.* **$9.95**

(d) **PYREX DINNERWARE SET**—Practical 22 kt. gold trimmed dinnerware set—no surface glaze to craze, crack, discolor or chip; will not stain. Heat resistant—bake, serve and store foods. Set consists of six 7-oz. cups, six 6-in. saucers, six 10-in. dinner plates, six 6¾-in. bread and butter plates, six 7-oz. dessert fruit dishes, one 12¾-in. platter-chop plate, one covered sugar bowl, one creamer, one 9-in. vegetable dish. Handy storage rack included. Shpg. wt 34 lbs.
30A382-6W1769 *34-Piece Set—Regency Green Border (Illustrated)* **$27.95**
30A383-4W1769 *34-Piece Set—Royal Burgundy Border.* **27.95**

(e) **SMART EARLY AMERICAN DESIGN DINNERWARE**—Semi-porcelain ware bearing different reproductions executed in wood cut effects that are guaranteed never to wash off or fade. Perfect harmony with all periods of decor. Colonial Homestead in Jade Green with White, Currier and Ives in Royal Blue with White.

28-PIECE STARTER SET

Consists of 4 each: cups, saucers, fruits, 6 in. plates, 7 in. plates, 10 in. plates, soups. Shpg. wt. 16 lbs.
30A391-7W770 *Colonial Homestead* **$10.95**
30A394-1W770 *Currier and Ives* **10.95**

5-PIECE SET COMPLETER

Consists of 1 each: covered sugar bowl, creamer, vegetable bowl, 11½ in. oval platter. Shpg. wt. 5 lbs.
30A392-5W340 *Colonial Homestead* **$4.85**
30A395-8W340 *Currier and Ives* **4.85**

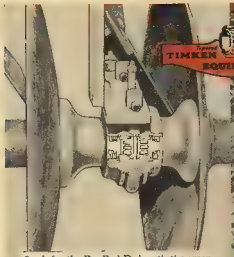
5-PIECE CENTER SET

Consists of 1 each: salt and pepper shakers, gravy boat and tray, 12 in. chop plate. Shpg. wt. 4 lbs.
30A393-3W308 *Colonial Homestead* **$4.40**
30A396-6W308 *Currier and Ives* **4.40**

(f) **KENWOOD LOBSTER RANGE SET**—Add color to your table or kitchen with lobster claw salt and pepper shakers plus handy utility bowl. Shpg. wt. 3 lbs
30A390-9C330 *3-Piece Set* **$4.95**

(g) **KENWOOD LOBSTER CASSEROLE**—Real conversation piece, a two-quart semi-porcelain, oven-proof casserole with brass frame and warmer that uses candle, sterno or alcohol. Shpg. wt. 6 lbs.
30A389-1W530 *2-Qt. Casserole* **$7.95**

NEW from Kewanee...a Super Disk!



Look for the Big Red Disk with the green Timken Bearings

Model #12 cuts a full 160", 4 rows—7 other disk sizes also available.

Pusher and puller bars help make the KEWANEE WHEEL-MOUNTED DISK the most rigid disk built. (You can't get this rigid-construction feature on any other disk.) Pusher and puller bars prevent gangs from chattering—keep gangs in alignment . . . a KEWANEE rigid-construction feature protected by Patent #2760323.

KEWANEE's heavy steel frame is securely welded at every critical point. There are no bolts or pins at these points to shear off or loosen. Compare a KEWANEE that has been used hard for several seasons with any other disk and see how much more rigid the KEWANEE still is.

Here they are—the super disks from KEWANEE—completely equipped with heavy-duty Timken double-roller tapered bearings. Big canning companies report—not one single case of bearing failure with these disks after 3½ years continuous spring to fall use. (This is more than an average farmer would put a disk to in a lifetime.)

Farmers all over the U.S. report—not one single case of bearing failure—and KEWANEE SUPER DISKS still going strong after 3½ years of hard use.

KEWANEE, the originator of the WHEEL-MOUNTED DISK, now brings you another great, work-saving advancement. Now you can eliminate daily bearing maintenance. Now you can grease disk bearings just twice a season and yet greatly increase bearing life. Now you don't have to stop in the field to clean bearings—KEWANEE's new super seal won't let bearings clog up.

Here's How KEWANEE Adapted the Timken Double-Roller, Tapered Bearing To The WHEEL-MOUNTED DISK

KEWANEE has perfected a triple lip seal and grease fitting that absolutely keeps the precision Timken bearings always lubricated and clean. The grease fitting lets you easily flush out old, dry, hard grease and keep the bearings and the lips well lubricated. This is the greatest precision bearing seal ever developed and the proof is in the use. Remember that in 3½ years of use under all sorts of farming conditions, there has not been one single instance of bearing failure on the new KEWANEE SUPER DISKS. See these super disks at your dealer's now. (All KEWANEE DISKS are also available with standard bearings.)

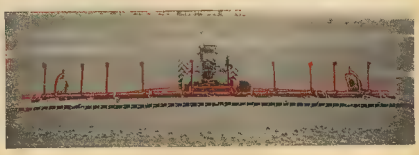
Kewanee puts farming on wheels.

Kewanee MACHINERY & CONVEYOR CO.
KEWANEE, ILLINOIS

You Have The Power To Pull This Wide KEWANEE HARROW

You can get your harrowing done faster and better with this wide harrow. You can follow the contours of hilly ground better than with any 4 section harrow. You can harrow up to 42' in one trip across the field.

The KEWANEE wide WHEEL-MOUNTED SPIKE-TOOTH HARROW doesn't ball-up. It's easy to transport because it folds down to only 7½' wide. Get a demonstration on your farm soon.



NOW! A NEW PACKAGE TO HELP INCREASE YOUR PROFITS

Keyston Bros., oldest manufacturer of fine leather products in the West, has commissioned internationally famous industrial designer Walter Landor to fashion an entirely new concept for its packaging and display program. These eye-catching boxes for our Holster and Junior Cowboy line will be on exhibit at the Toy Fair. They're designed to bring you large-size profits in the dynamic Junior Cowboy field. Come in and see our selection of more than 300 newly-created Jr. Cowboy items.

TWO COMPLETE DISPLAYS

ROOM 649
Hotel New Yorker
ROOMS 202-204
200 Fifth Avenue Bldg.

★

The following representatives will be on hand to welcome you

Don DeCosta — *Louis Green*
Peter Fox — *Dick Morgan*
Dick Franken — *Robert Patterson*
Hy Friedman — *Chas. Searcy*
Bert Fuller — *Jack Stephens*
Ted Young

KEYSTON BROS.

755 MISSION STREET • SAN FRANCISCO, CALIFORNIA

LEATHER HOLSTERS
HATS • BELTS

COWBOY SUITS
WESTERN ACCESSORIES

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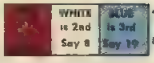


Fastest, easiest way to teach youngsters to tell time

Time Teacher

Small fry learn to tell time quickly

Color bands teach time telling—instantly! Red means "Time is" .. white hand matches white minute hand and hour numerals. Blue hand matches blue minute hand and 60 minute numerals Turns "What time is it?" into a game . . . enables very young boys and girls to tell exact time. Swiss movement is shock resistant, anti-magnetic. Expansion band matches chrome case.
193V516 W695 Wt. 12 oz.. $9.95

Golden Mesh

Makes a Girl Feel So Glamorous

A truly lovely little watch to wear, or give with pride . . . to be among a very young lady's most treasured possessions. Glowing with glamour—from the gracefully rounded case of yellow gold-tone metal to the supple glittering metal mesh band that adjusts to fit the slimmest wrist perfectly. Shock-protected movement and unbreakable mainspring assure reliable timekeeping always. Full figure dial shows the time at a glance. Wt. 10 oz.
193V243 W750 Gold-tone . . .$10.95

Barbie & Skipper

Wrist Watches and Pendant Watch

Beautiful "Barbie" . . . the teen-age model doll smiles charmingly on the dial of each of these dainty sub-deb watches. Gold anodized aluminum cases are rimmed with soft pink or light blue. Accurate Swiss movements help a young lady to be on time always. Shpg. wt. 12 oz.

1 ***Wrist Watch.*** Imitation leather band matches watch dial
193V334 W765 Blue.....$10.95
193V342 W765 Pink 10.95

2 ***Pendant Watch*** on gold-color chain.
193V425 W765 Blue $10.95
193V433 W765 Pink..... 10.95

3 **Skipper** . . . Barbie's little sister is an enchanting cherub on the full figure dial of this pretty watch. Swiss movement; gold anodized aluminum case; imitation leather strap band. Wt. 12 oz.
193V045 W765 Pink band.. ... $10.95
193V052 W765 Blue band 10.95

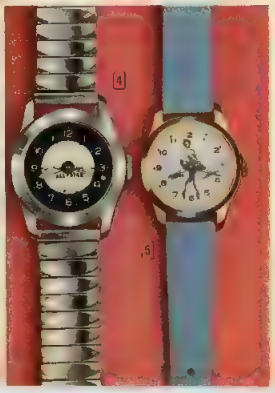
Boy/Girl Watch

Shock-resistant sport watch for youngsters endures the most strenuous gym or playground activities without losing its accuracy. Grown-up styling of the chrome case and leather strap band rates high with teenagers too. Easy-to-read full numerial see-in-the-dark dial has a full sweep second hand.
193V357 W650 Shpg. wt. 12 oz. .$8.95

Chrono

Sport Watch

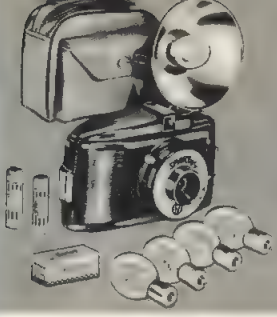
Ideal for active sportsmen. Has an independent sweep second hand that can be stopped and started for timing races, etc. Small counter measures to 45 minute periods, another small dial measures 6 hour intervals. Has telemeter and tachometer Luminous hands and figures show the time—no matter what. Yellow case, stainless steel back; leather band. Wt. 12 oz.
193V573 W795 ... $12.95



Watches to Delight a Special Child

4 **Boys' Baseball Watch.** An autographed all-star baseball is the dial on this sporty model. Chrome-plated case with matching expansion band. Shock-protected movement; unbreakable mainspring. Genuine horsehide covered regulation baseball and "Tips" booklet are included. Terrific gift!
193V508 W765 Shpg. wt. 14 oz. .$10.95

5 **Ballerina Watch** . . . on her toes, a graceful ballerina twirls to the delight of any little girl lucky enough to own this charming wrist watch. Swiss movement is anti-magnetic, shockproof. Slim gold color case with pastel colored leather strap band. Wt. 12 oz.
193V359 W765 Blue . $10.95
193V375 W765 Pink . 10.95



5166M27W566 SPARTUS '127' CAMERA OUTFIT Just the set for young photographers! It has everything a '127' camera, plug-in flash gun, gadget bag 4 flash bulbs, flash batteries, roll of Eastman film. Easy to operate, yet gives beautiful pictures indoors or out. Complete with grown-up view-finder lens and other deluxe camera features. **Retail: $8.95**

5696M11W640 ELECTRIC CORN POPPER AND VENDOR a toy, but the whole family will enjoy actually popping and serving delicious pop corn! Big 17 x 12 x 9" machine has a screened top so you can "see em pop", a shelf inside for storing pop corn 4 plastic bowls and recipes included. Sturdy metal with baked enamel finish, heating element is enclosed for safety's sake. . **Retail: $9.95**

Ingersoll

CHARACTER WATCHES FOR CHILDREN

TOYS

HOPALONG CASSIDY

0668AW487T HOPALONG CASSIDY Shockproof Wrist Watch. Simulated leather saddle provides the unusual new package with an authentic Western touch. Chrome case, stainless steel back. Black leather cowboy strap. Each watch signed with a personal message from 'Hopy'. Shock resistant, standard beat movement. ..... **Retail: $6.95**

Walt Disney's CINDERELLA

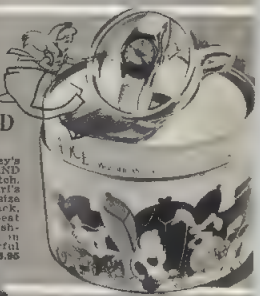
0667AW487T Walt Disney's CINDERELLA Wrist Watch. Children's favorite fairy tale character on a dainty plastic slipper. The gift box illustrated with a colorful scene from the motion picture. Shock resistant standard beat movement. **Retail: $6.95**

Walt Disney's Snow White

0668AW487T Walt Disney's SNOW WHITE Wrist Watch. Snow White's Magic Mirror makes the unusual gift packaging for this exciting new watch. The real, unbreakable mirror has its own easel back to make a perfect toy after watch is removed. The full-color cover pictures the Seven Dwarfs. Small size model stainless steel back, shock resistant, standard beat movement. Bright red, washable strap. .... **Retail: $6.95**

ALICE in WONDERLAND

0669AW487T Walt Disney's ALICE IN WONDERLAND Shockproof Wrist Watch. Daintily designed, little girl's fairy tale watch. Small size model stainless steel back, shock resistant standard beat movement. Rose colored washable strap. Watch floating in transparent tea cup in colorful illustrated box **Retail: $6.95**



0670AW597T BRACELET WATCH for little debutantes in a small size to perfectly fit her wrist. Shock resistant model, with stainless steel back. Standard beat movement. Just like grown-up "Embraceable" models, yet sturdy enough to withstand the hard knocks of active play. **Retail: $3.95**

MICKEY MOUSE

0671AW487T MICKEY MOUSE Wrist Watch. Mickey himself holds this popular watch in the new presentation gift box. Chrome case with stainless steel back. Colorful Mickey Mouse tells time with his hands. Washable red vinylite strap. A 'must' for every boy and girl. Shock resistant, standard beat movement. Small size. **Retail: $6.95**

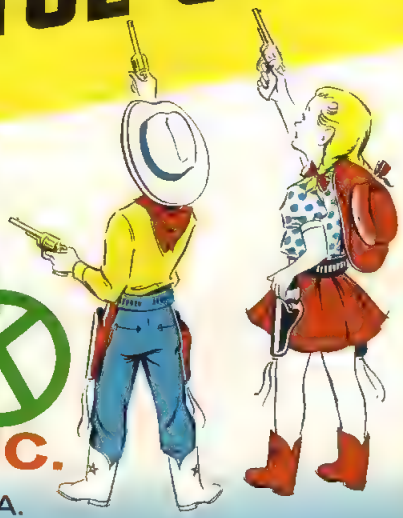
Kilgore

TOY CAP PISTOLS and TOY PISTOL CAPS

See 'Em at the Toy Fair

ROOM 523
HOTEL NEW YORKER
ROOM 751
FIFTH AVENUE BLDG.

Circle-K Means O.K.



KILGORE, INC.

Westerville, Ohio, U.S.A.

World's Largest Manufacturer of Cap Pistols and Caps

Complete Line of Toy Paper Cap Pistols –

REPEATERS . . . SIX-SHOOTERS . . . SINGLE-SHOTS

SUPRA-GLEAM FINISH . . . most beautiful and durable finish in the industry — won't crack, peel, or rub off — locks in color.

RAINBOW COLORS . . . rich, sparkling colors that kids really "go for" — eye-catching, sales-stimulating!

INDIVIDUALLY BOXED OR CARDED . . . dealers' choice. Carded pistols pre-priced, or not priced.

ASSORTMENTS, AND A RACK THAT SELLS 'EM! . . . pre-packed assortments of carded pistols, and a space-saving display rack — the best way to move pistols.

And Caps . . .

A full line of toy pistol paper caps — Perforated, Disc, Round, Single-Shot, Non-Perforated — in Standard and Multi-Pack Foil Boxes.

KILGORE, INC.

Westerville, Ohio, U.S.A.

World's Largest Manufacturer of Cap Pistols and Caps

Printed in U.S.A.

Kilgore

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HOTEL NEW YORKER
ROOM 751
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KILGORE, INC.

Westerville, Ohio, U.S.A.

World's Largest Manufacturer of Cap Pistols and Caps

Printed in U.S.A.

SAFETY DART PISTOL

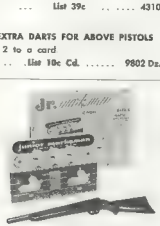
Spring fires the suction cupped darts true to the target. Pistol appeals to the youngster. Darts stick when hit is made. Two darts included. Pk. 1 dz. in ctn.

676198 . . . List 39c . . . . . 43102 Dz.

EXTRA DARTS FOR ABOVE PISTOLS

Packed 2 to a card

676199 . . . List 10c Cd. . . . . 9802 Dz. Cds.



SHOOTING GALLERY

A metal lithographed shooting gallery with knock-over plastic figures consisting of 3 pipes, 2 ducks, and 1 spinner complete with a large plastic cork shooting rifle. The plastic figures fall over when hit. Boxed. Pk. 1 dz.

676190 List $1.98 . . . . 216001 Dz.

CORK GUN TARGET SET

A Metal lithographed target that stands—colorfully done with Walt Disney characters as illustrated. The four colorful members of the Disney Family are made of plastic and spin when hit with corks expelled from pop gun. Boxed. Pk. 1 dz.

676196 List 98c . . . . . 87602 Dz.

DRAGNET TARGET GAME

The Dragnet name and badge are painted in gold and brown on the black styrene cork gun and the two black dart guns which are designed with realism in mind and made to stand the continuous use they are sure to receive. 11"x13"x2½". Boxed. Pk. 1 dz.

676188 List $2.98 . . . 324002 Dz.

FLYING DUCKS TARGET

A unique mechanical action target toy in which 3 ducks are mounted on a revolving floor stand to simulate ducks in flight. An all plastic dart shooting rifle, of new construction, is used to shoot the ducks off the arms to which they are attached by spring clips. Boxed. Pk. 6 ea.

676192 . . . . . List $4.98 43331 Ea

DRAGNET DART GUN AND THROW DART SET

Contains two polyethylene throw darts, a gun with three polyethylene darts and a sturdy bull's eye metal target Pk. 1 dz.

676185 . . . . . List $7.98 . . 216008 Dz.

DRAGNET METAL TARGET SET

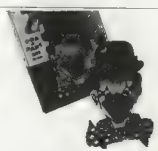
This official Dragnet Metal Target Set includes one 5¼" dart gun made of black hi-impact styrene with the official gold-painted Dragnet insignia on the gun grip, three safe rubber-tipped darts, a badge, a whistle and a colorful, lithographed bull's eye metal target complete the set. Packaged in a polyethylene bag with an attractive label. Pk. 2 dz.

676179 List 98c . . . . . 98001 Dz.

UBANGI WARRIOR POP-UP

The target is on extra heavy cardboard and lithographed in full color. Dart gun is made of styrene 10½"x13½". Pk. 2 dz.

676188 . . . List $1.98 . . . 216002 Dz.



CLOWN POP-A-PART TARGET

Super dart gun made of rugged styrene. Four darts. Target, 14½"x8½". Pk. 2 dz.

676186 . . . . . List $1.98 . . . . . 216008 Dz.

JUNGLE TARGET GAME

Hunt in the jungles of darkest Africa with this smooth Styrene for Elephant, Tiger, Lion and Hippopotamus. Lithographed. Target stands at 17½"x9½". Pk. 1 dz.

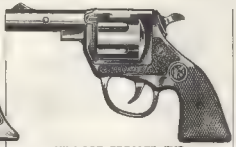
676187 . . . . . List $1.98 . . . . . 216008 Dz.

CAP GUNS - WATER PISTOLS

RANGER CAP PISTOL

Western style repeating Cap Pistol. Plastic handle grips. Bright finish "engraved" receiver and barrel. Double action trigger Boxed. Pk. 3 dz.

676315 ..... List 98c. ..... 87602 Dz.



KILGORE PRIVATE EYE

6½" repeating Cap Gun. Bright finish. "38 Caliber" design. Double-action trigger and hammer. "Engraved" handle. Boxed. Pk. 3 dz.

676314 .. List 59c .. .. 54656 Dz.

DOUBLE NOZZLE DEE-GEE

A unique double-nozzle, palm-size water gun, easily concealed. Easy trigger action. Shoots two simultaneous streams 30-40 feet. Easily cleaned brass nozzles, can't lose water plug. Glistening jet black. Pack 3 dozen to display box. N.B.

676306 ..... List 25c ..... 32007 Dz.

DISC CAPS

Six-shot disc caps for all sixshooter type guns. Eighteen 6-shot discs in box to retail at 5c. Five dz. boxes to ctn. N.B., 12 ctns. to case.

676312 ..... 32001★ Ctn.
Case Lots of 12 Ctn. 21800★ Ctn.

PERFORATED CAPS

Perforated roll caps, five 50-shot rolls in box to retail at 5c. Five dz. boxes to ctn. N.B., 12 ctns. to case.

676311 32001★ Ctn.
Case Lots of 12 Ctn. 21809★ Ctn.

WATER GUN DISPLAY PACKAGE

A handsome full color, three-dimensional 19"x23" display frame contains—

2 dozen 19c Wee Gee Water Guns
1 dozen 25c Dee Gee Water Guns
2 dozen 29c Lu Gee Water Guns
1 dozen 29c 250-Repeater Water Guns
3 each 98c Water Sub-Machine Guns
Pack 1 display

676292 Total List $20.94 213653 Displ. N.B.

"250" REPEATER WATER GUN

Pocket sized automatic shoots 30 feet. 250 shots without refilling. Visible water supply. Plug can't be lost. Easy-to-clean brass nozzle. Comes in assorted bright colors. 4¾" long. Pack 2 doz. N.B.

676293 ..... List 29c ... 32287 Dz.

LU-GEE JR. WATER GUN

Authentic reproduction of the world-famous Luger, Lu-Gee has a recessed nozzle which will shoot a fine stream of water up to 40 feet. 200 or more shots with a single filling. Pack 2 dz. N.B.

676295 List 29c ..... 32287 Dz.

WEE-GEE MIDGET WATER GUN

Easily hidden in ANY pocket . . . fits into palm of hand. Shoots direct stream of water up to 30 feet . . . 100 shots without refilling. Jet black color. Plug can't be lost. Actual size, 3"x2¾". Pack 3 dozen to display box N.B.

676304 ..... List 19c..... . 21508 Dz.

BAYONET RIFLE

An all-purpose rifle. Length 21" with the rubber bayonet sticking out 2¾". Rifle is cocked by breaking. Cork comes out with a loud POP along with harmless flint sparks. Stock has a built-in compass, as well as a detachable scope. When the rubber bayonet is pushed it telescopes and a spring pushes it out again. Pk. 9 dz.

676308 . List 98c . .. 98001 Dz.

Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

ALL SHIPMENTS ARE F. O. B. PENNSYLVANIA FACTORY

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set is soon in your possession—to give pleasure for a lifetime.

All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and broad gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect.

		Svgs. Retail
D44G120-1376-	5-Pc. Place Setting	$ 21.50
D44G121-16957-	53-Pc. Place Service for 8	364.95
D44G122-31520-	93-Pc. Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just about-to-bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

		Svgs. Retail
D44G129-1085-	5-Pc. Place Setting	$ 16.95
D44G130-13280-	53-Pc. Place Service for 8	207.50
D44G131-24544-	93-Pc. Place Service for 12	363.50

6-Pc. Place Setting: 1 each 10½" dinner, 8⅝" salad, 6⅝" bread and butter, cup, saucer. Ship. wt. 5 lbs.

53-Pc. Set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers; 1 each 14¼" platter, 10¾" baker, creamer, sugar bowl with cover. Ship. wt. 40 lbs.

2 "HATHAWAY"—A restrained floral decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home.

		Svgs. Retail
D44G123-1021-	5-Pc. Place Setting	$ 13.95
D44G124-12304-	53-Pc. Place Service for 8	192.25
D44G125-22640-	93-Pc. Place Service for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

		Svgs. Retail
D44G132-1149-	5-Pc. Place Setting	$ 17.95
D44G133-14128-	53-Pc. Place Service for 8	220.75
D44G134-26036-	93-Pc. Place Service for 12	411.50

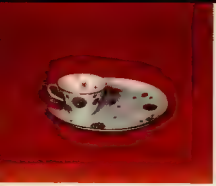
93-Pc. Set, 12 each dinner, salad, bread and butter, fruit dishes, 8⅝" rim soups, cups, saucers; 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt & pepper shakers.

3 "MIDAS"—Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware, white or colored linen. Always in good taste—never out of style.

		Svgs. Retail
D44G126-1213-	5-Pc. Place Setting	$ 18.95
D44G127-14903-	53-Pc. Place Service for 8	232.95
D44G128-27747-	93-Pc. Place Service for 12	423.55

6 "DOWRY"—Today's trend is Victorian but contemporary. This pattern combines both by blending precious Mock-Orange blossoms with graceful foliage and a sparkling platinum trim.

		Svgs. Retail
D44G136-880-	5-Pc. Place Setting	$ 13.75
D44G137-10577-	53-Pc. Place Service for 8	169.95
D44G138-20000-	93-Pc. Place Service for 12	312.50



Fine Imported China

The Fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first selection. Modern Coupe and Traditional Rim shapes to please every taste. ALL SHIPMENTS are F. O. B. New York Warehouse. EXCLUSIVE METASCO IMPORTS.

COMPOSITION OF SETS

57 pc Service for 8: 8 each Dinner plates, Bread and Butter Plates, Soups, Fruit Dishes, Teacups and saucers. 1 each Creamer, Sugar and cover, 14" Platter, Baker plus 4 EXTRA CUPS. Shipping Wt. 45 lbs.

98 pc Service for 12. 12 each Dinner Plates, Salad Plates, Bread and Butters, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each Creamer, Sugar and Cover, Baker, Sauceboat, Platter 12", Platter 16", Salad Bowl plus 6 EXTRA CUPS. Shipping Wt. 75 lbs

7 V Snack Set

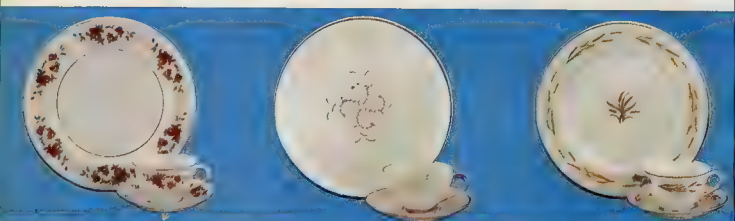
Service for 4, consists of 4 each Teacups and 4 8½" Plates with thumb indentation and well for cup. Decorated in popular pink and gray with Platinum edging, on pure white translucent china. Ship. Wt 4 lbs.

	Sugg. Retail
45G28-267- 8 pc. Service for 4	$ 4.00

Starlight

Tea Service for 6. Hand decorated in 22 kt. gold on translucent fine china. Consists of 6 full size Teacups and Saucers, 6 7½" Dessert Plates, 1 Teapot, and cover, 1 Creamer and Sugar with Cover. Ship. Wt. 5 lbs.

	Sugg. Retail
41G7-1000- 23 pc. Service for 6 . .	$15.00



Rose Garland

Dainty pink Tea Roses with gray leaves gracefully placed around the rim over a pure white body with Platinum trim, pleases all those desiring service in a traditional fashion.

	Sugg. Retail
D44G23-2667- 57 pc. Service for 8 . .	$40.00
D44G24-4924- 98 pc. Service for 12	74.00

Serenada

The soft color combination of pink and gray executed in a modern scroll effect, makes Serenada the perfect setting for those whose tastes are in the sophisticated modern. Pure white body trimmed in shining Platinum

	Sugg. Retail
D44G19-3867- 57 pc. Service for 8	$58.00
D44G20-6467- 98 pc. Service for 12	97.00

Gold Wheat

The ever popular wheat in soft tones of tan, green and gray on an ivory body with 22 kt gold trim make this a universally loved traditional pattern.

	Sugg. Retail
D44G21-2800- 57 pc. Service for 8	$42.00
D44G22-5334- 98 pc. Service for 12	80.00

Pampas

South America inspired this delicate treatment of flowing fronds in muted shades of grays, tans and pinks. Modern pure white coupe shape with platinum trim.

	Sugg. Retail
D44G17-3867- 57 pc. Service for 8	$58.00
D44G18-6467- 98 pc. Service for 12 . . .	97.00

Autumn

Graceful leaves are smartly spaced around the border in lovely shades of greens, browns, and yellows, trimmed in gleaming gold to add color to any dining occasion.

	Sugg. Retail
D44G15-3867- 57 pc. Service for 8	$58.00
D44G16-6467- 98 pc. Service for 12	97.00

Silver Wheat

A versatile and dramatic design that is at home in a variety of settings Soft gray decoration with luxurious Platinum trim, pure white body.

	Sugg. Retail
D44G13-3867- 57 pc. Service for 8 .	$58.00
D44G14-6467- 98 pc. Service for 12	97.00

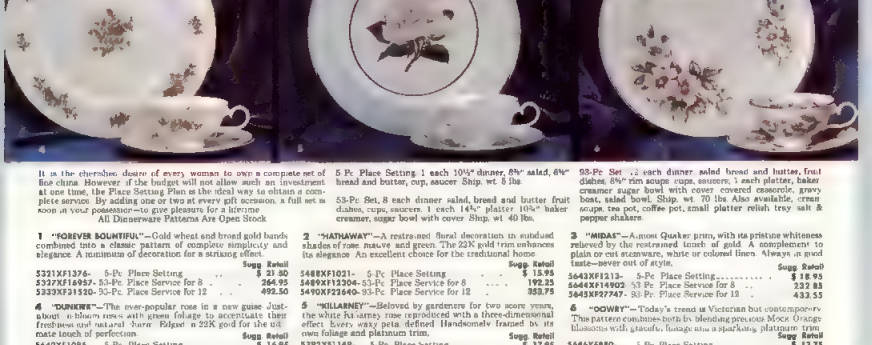
In rare instances delivery of sets may be delayed 30 to 45 days because of fluctuating Steamship schedules beyond our control.

Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

ALL SHIPMENTS ARE F. O. B. PENNSYLVANIA FACTORY

Kirk CHINA — America's Finest



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All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and broad gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect.

		Sugg. Retail
5331XF1376-	5-Pc. Place Setting	$ 21.50
5337XF16957-	53-Pc. Place Service for 8	264.95
5333XF31520-	93-Pc. Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just about to bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

		Sugg. Retail
5640XF1083-	5-Pc. Place Setting	$ 16.95
5641XF13280-	53-Pc. Place Service for 8	307.50
5642XF24544-	93-Pc. Place Service for 12	383.50

5-Pc. Place Setting: 1 each 10½" dinner, 8¼" salad, 6¼" bread and butter, cup, saucer. Ship. wt. 5 lbs.

53-Pc. Set: 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers. 1 each 14¾" platter, 10¾" baker, creamer, sugar bowl with cover. Ship. wt. 40 lbs.

2 "HATHAWAY"—A restrained floral decoration in subdued shades of rose, mauve and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home.

		Sugg. Retail
5488XF1021-	5-Pc. Place Setting	$ 15.95
5489XF13204-	53-Pc. Place Service for 8	192.25
5490XF22640-	93-Pc. Place Service for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

		Sugg. Retail
5392XF1149-	5-Pc. Place Setting	$ 17.95
5393XF14128-	53-Pc. Place Service for 8	220.75
5394XF26336-	93-Pc. Place Service for 12	411.50

93-Pc. Set: 12 each dinner, salad, bread and butter, fruit dishes, 8¾" rim soups, cups, saucers; 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt & pepper shakers.

3 "MIDAS"—Almost Quaker prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware, white or colored linen. Always in good taste—never out of style.

		Sugg. Retail
5643XF1213-	5-Pc. Place Setting	$ 18.95
5644XF14902-	53-Pc. Place Service for 8	232.85
5645XF27747-	93-Pc. Place Service for 12	433.55

6 "OOWRY"—Today's trend is Victorian but contemporary. This pattern combines both by blending precious Mock Orange blossoms with graceful foliage also a sparkling platinum trim.

		Sugg. Retail
5646XF880-	5-Pc. Place Setting	$ 13.75
5647XF10877-	53-Pc. Place Service for 8	169.95
5648XF20000-	93-Pc. Place Service for 12	312.50

KYOTO
FINE CHINA

KYOTO the ancient religious capital of the Japanese islands, most aptly lends its heritage to this fine and beautiful modern chinaware

Fine Imported China

WENTWORTH
CHINA

This world renowned Trademark WENTWORTH means the finest of china tableware produced in Nagoya, the china pottery capital of the romantic Far East

The Fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first selection. Modern Coupe and Traditional Rim shapes to please every taste. ALL SHIPMENTS are F. O. B. New York Warehouse. EXCLUSIVE METASCO IMPORTS

COMPOSITION OF SETS

57 pc Service for 8: 8 each Dinner plates, Bread and Butter Plates, Soups, Fruit Dishes, Teacups and saucers. 1 each Creamer, Sugar and cover, 14" Platter, Baker plus 4 EXTRA CUPS. Shipping Wt. 45 lbs.

98 pc Service for 12: 12 each Dinner Plates, Salad Plates, Bread and Butters, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each Creamer, Sugar and Cover, Baker, Sauceboat, Platter 12", Platter 16", Salad Bowl plus 6 EXTRA CUPS. Shipping Wt. 75 lbs.

Rose Garland

Dainty pink Tea Roses with gray leaves gracefully placed around the rim over a pure white body with Platinum trim, pleases all those desiring service in a traditional fashion.

	Sugg. Retail
5638XF2667- 57 pc Service for 8	$40.00
5639XF4934- 98 pc Service for 12	74.00

Serenada

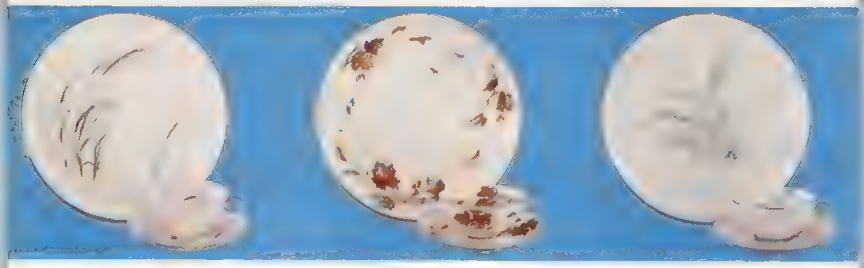
The soft color combination of pink and gray executed in a modern scroll effect, makes Serenada the perfect setting for those whose tastes are in the sophisticated modern. Pure white body trimmed in shining Platinum

	Sugg. Retail
5634XF3867- 57 pc Service for 8	$58.00
5635XF6467- 98 pc Service for 12	97.00

Gold Wheat

The ever popular wheat in soft tones of tan, green and gray on an ivory body with 22 kt gold trim make this a universally loved traditional pattern

	Sugg. Retail
5636XF2800- 57 pc Service for 8	$42.00
5637XF5334- 98 pc Service for 12	80.00



Pampas

South America inspired this delicate treatment of flowing fronds in muted shades of grays, tans and pinks. Modern pure white coupe shape with platinum trim.

	Sugg. Retail
5632XF3867- 57 pc Service for 8	$58.00
5633XF6467- 98 pc Service for 12	97.00

Autumn

Graceful leaves are smartly spaced around the border in lovely shades of greens, browns, and yellows. Trimmed in a coming gold to add color to any dining occasion

	Sugg. Retail
5512XF3867- 57 pc. Service for 8	$58.00
5513XF6467- 98 pc Service for 12	97.00

Silver Wheat

A versatile and dramatic design that is at home in a variety of settings. Soft gray decoration with luxurious Platinum trim, pure white body

	Sugg. Retail
5514XF3867- 57 pc. Service for 8	$58.00
5515XF6467- 98 pc Service for 12	97.00

In rare instances delivery of sets may be delayed 30 to 45 days because of fluctuating Steamship schedules beyond our control.

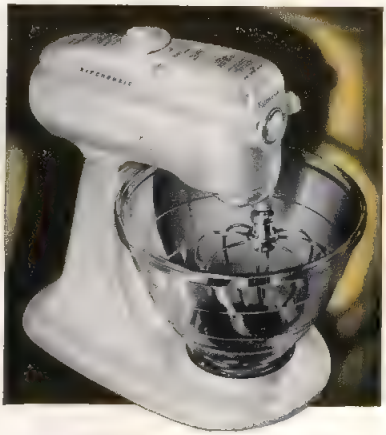
KitchenAid

REG. U. S. PAT. OFF.

FOOD MIXERS AND SPECIAL ATTACHMENTS

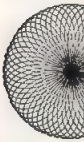
All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models. Mark order plainly.

Sail through heavy tasks as easily as light ones with the PLANETARY ACTION of KITCHENAID Mixers and Attachments. They efficiently mix, whip, blend, stir, fold, or beat with the same superior true-to-recipe results demanded by world-famous chefs of America's renowned clubs, hotels, and restaurants. Even a beginner will obtain professional results easily and quickly with the KITCHENAID.



2250E4579—Standard Electric Food Mixer

Ideal for the average family—will handle as little as one egg or a bowlful of whipped potatoes. Attractive—finished in durable baked white enamel—easy to clean. Equipped with 3-qt. stationary Pyrex bowl, 1 all-purpose beater. KitchenAid motors have reserve power for heavy loads and attachments. Mixer has full power on all 10 definite speeds and intermediate speeds, if desired. Has up-front convenient mixing guide for greater satisfaction—eliminates guesswork. Shipping weight 25½ lbs.
Retail $69.50



Perfected "Planetary Action," exclusive with KITCHENAID home food mixers, eliminates the necessity of turning the bowl and assures far better results. The beater travels around the bowl in one direction while turning on its own axis in opposite direction. Diagram at left illustrates the path of the beater in just one complete trip around the bowl.

4826E9191—Family Size KitchenAid Electric Food Mixer

Large heavy-duty all-purpose food mixer which does a matchless job with unsurpassed ease. Has Universal Type Motor capable of developing ¾ H P on heavy loads. Ten definite speeds, zinc die castings, baked on white enamel. Equipped with one 4-qt. Tinned Steel Mixing Bowl, one Wire Loop Whip, one combination Flat Beater—Pastry Knife. Uses all attachments listed on this page except 2321E373 Juice Extractor. Ship wt. 37 lbs.
Retail $139.50

ATTACHMENTS FOR ALL MODELS

4786E841
Food Chopper Set.
Finest steel cutters and hardwood pestle.
Retail $12.95

2317E451
Can Opener
No spilling—no cut fingers. Can be held firmly without help from operator.
Retail $8.95

2319E321
Knife Sharpener
Retail $4.95

4787E451
Silver Buffer
Retail $6.95

4781E8203—DeLuxe KitchenAid Electric Food Mixer

This mixer becomes a complete kitchen servant with the special attachments listed on this page—operating on the horizontal power shaft with power to perform light or heavy tasks. Self-lubricated motor (1/6 H P), ten definite speeds, governor controlled intermediate speeds. White enameled base, 4-qt. Steel Mixing Bowl, Wire Loop Whip and Flat Beater are furnished with this mixer. Shipping weight approximately 31 lbs.
Retail $124.50

Ice Cream Freezer

Freezes delicious ice cream, ices, sherbets, etc., without hand cranking. Capacity two quarts; freezing time about 15 minutes. Attaches directly to Mixer.

4838E1412—For Standard and Deluxe Mixers. Retail $21.75

8362E1548—For Family Size Mixer. Retail $23.75

4783E2334
Disk type Vegetable Slicer
Retail $35.95

4785E841
Rotor-type Vegetable Slicer
Retail $12.95

2320E516
Pea Sheller
Retail $7.95

2321E373
Fruit Juice Extractor
Retail $5.75

KitchenAid Is Distinguished by the Completeness of Its Performance!

KNICKERBOCKER'S
SAFE REPEATING
bolt action
AIR RIFLE

NO. 695

Bolt Action cocks gun for next round of "ammo" and automatically returns for repeating shots.

12 Plastic Balls muzzle-load for long play-action and hours of safe fun!

SUGGESTED RETAIL PRICE

$4.98

Made of hi-impact plastic, with black metal barrel, this new Knickerbocker repeating air rifle is made to "take" hours hard play and plenty of punishment. Guaranteed Safe!

Creators and manufacturers of toys with "Play Appeal"

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bolt action
AIR RIFLE

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Bolt Action cocks gun for next round of "ammo" and automatically returns for repeating shots.

12 Plastic Balls muzzle-load for long play-action and hours of safe fun!

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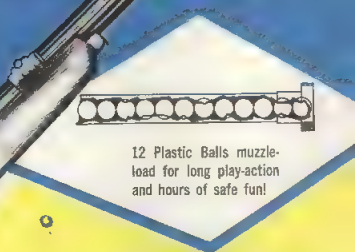

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KNICKERBOCKER'S

MR. MAGOO AT THE CIRCUS

TARGET GAME

NO. 671

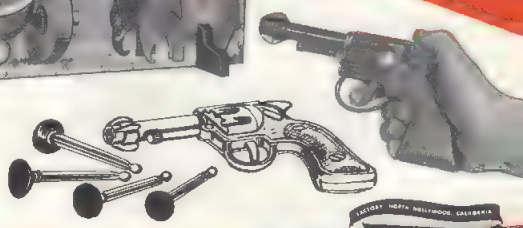
Hit the center target, watch Magoo fly sky-high while Mother Magoo and Waldo watch the fun!

Lithographed in full color and mounted on extra heavy die-cut board, the 2 side targets DROP when a direct hit is scored.

Packaged in colorful window display box.

SUGGESTED RETAIL

$2.98



Set includes 2 metal-finish dart guns and 6 safe rubber tipped darts.

N.Y. SHOWROOMS — 1107 BROADWAY

Creators and manufacturers of toys with "Play Appeal"

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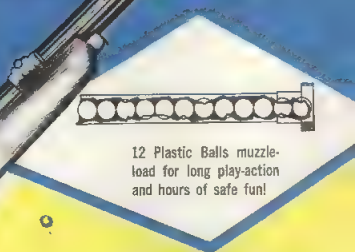

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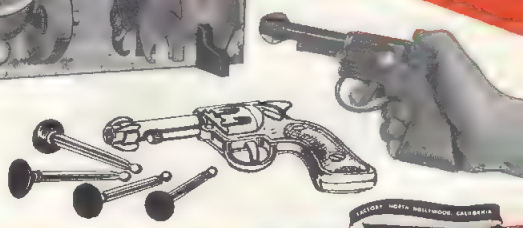

Set includes 2 metal-finish dart guns and 6 safe rubber tipped darts.

N.Y. SHOWROOMS — 1107 BROADWAY

Creators and manufacturers of toys with "Play Appeal"

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Vacation from a rut

(Continued from page 78)

with delicately tinted leaves and flowers on them with oil paints. These became three sets of earrings.

I made yarn dolls for little girls, and sock dolls for babies. I filled a dozen small round matching jars with the extra special gift jellies: Bar-le-Duc from our red currants simmered in honey, apple jelly with a leaf of rose geranium in the bottom of the jar. Here were colors and flavors and memories of the farm captured in a gift.

A day in a miniature forest back of our farm was for Saturday. There is something healing about the fragrance and small whispering talk of a woods.

I broke off a shelf fungus from a tree, and, using a sharp twig for a pencil I scratched a picture of the valley below on my fungus "canvas."

As I carried it home, with a handful of peppermint and forget-me-nots and water cress from the creek, I picked up a rose and black and cream rock left for me ten thousand years ago by a glacier. Then I stopped to think: "If you were reared on a farm, or have lived on one, you have a great deal. The place you live, be it farm or city, is drab—or delightful—according to how you look at it. It's how you see it, and how you feel about it that makes you happy or unhappy."

Sunday I went to church. Listening to the music I thought that the big mistake we sometimes make is in expecting too much -expecting more than a person—or circumstances of life—can give us.

My week made me see familiar things with new eyes. I had exchanged my disappointments for contentment during my $5 vacation. **End**

The Pond

The pond was water nearly halfway to
The bottom, and the rest luxurious mud,
Cool softness we would paddle in, and do
Nothing but watch the dazzling cloudlets scud
Across the endless summer sky. To feel
The rich earth-goodness oozing through our toes
And the water's calm caress, served to reveal
To us our fellowship with all that grows.
This is a moment we remember best
There in the earth and water's kind embrace,
Stretching our thoughts to meet the sky's high rest,
Discovering relationship to space,
Recognizing the universal bond
Between us and the earth and sky and pond.

— Jane Merchant

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(E) **PROFESSIONAL MODEL.** Piano accordion of the stars! It gives every type of tonal color combination. 41 treble keys. 120 basses, 4 sets of treble reeds, 5 sets of bass reeds. 11 treble switches, 5 bass switches, 1 master treble switch Hand tuned reeds
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761-270 D8450 Ledoux Standard Model Clarinet.....**$155.00**

G LEDOUX NATIONAL CLARINET. Although priced for the student, the quality of this instrument is so fine that it is used extensively by professionals. Made of finest seasoned solid Grenadilla wood. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). In Boehm system . . . key of B flat; with 17 keys, 6 rings. Yields exceptionally fine tonal quality and full intonation Comes in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
761-288 D6950 Ledoux National Clarinet with Case **$130.00**

H LEDOUX STANDARD EBONITE CLARINET . . . the world's finest in this price range! Has the fine tonal quality and perfect intonation usually found only in highest priced instruments. Made of ebonite (hard rubber) . . . it is not affected by temperature changes; won't crack. Entire upper joint is lined with nickel silver to eliminate breakage. Boehm system, key of B flat; with 17 keys, 6 rings (keys are nickel silver). Comes with accessories; in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
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Trap-line secrets

(Continued from page 86)

ping foxes, advises Brown. They and the mink are sliest of all.

First of all, assemble your equipment. Get a clean basket or sack to carry it.

You'll need a No. 2 coil spring trap, a dirt sifter made from quarter-inch wire mesh, a small trowel, hand axe, clean gloves, and a bottle of fox lure, available from trapping supply houses.

Bait? "Cracklings," Brown told Johnny, "are the best you can get."

Foxes travel the open ridges and and fence rows along hilltops. If you can find any sign of a path or trail, set your trap six or eight feet to one side.

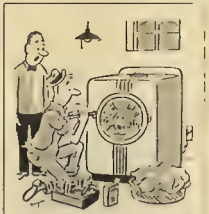
Brown usually tries to make a fox set near an obstruction, such as a low rock or mound of earth. Then the trap can be approached from only one side.

He digs a small bait hole about six inches deep back into the bank or near the low rock, and in front of this he scrapes out the dirt about two inches deep for the trap.

He covers the face of the trap with a small piece of clean cloth or wax paper to keep dirt from blocking its action. Then with the screen mesh, he sifts fine dirt over the trap. Next he drops a few pieces of cracklings or pieces of rabbit meat into the bait hole and sprinkles two or three drops of fox lure on the set.

Finally he covers the set with a light layer of leaves, straw or grass.

Prices for furs vary from year to year—with the size and condition of the pelts and the demand from the clothing makers. Foxes no longer are in style, so their pelts are not salable. Last year, however, prime mink pelts were bringing $20 or more; muskrat pelts $1.50; raccoons, 50 cents to $3; weasels, 50 cents to $2; beavers, $5 to $25, and possums, 25 cents.



"She was singing that happy little washday song, when suddenly . . . swoosh . . .!"

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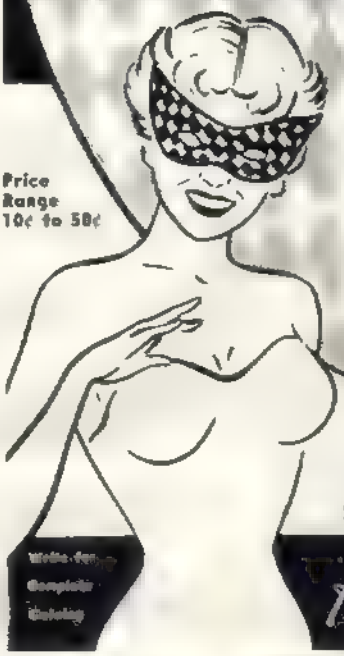

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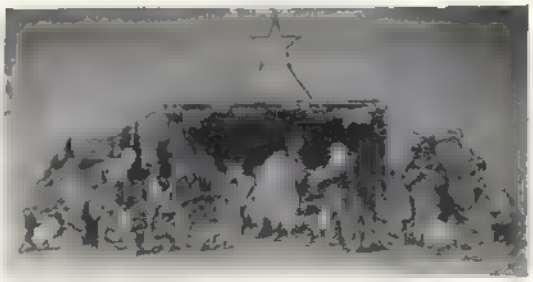

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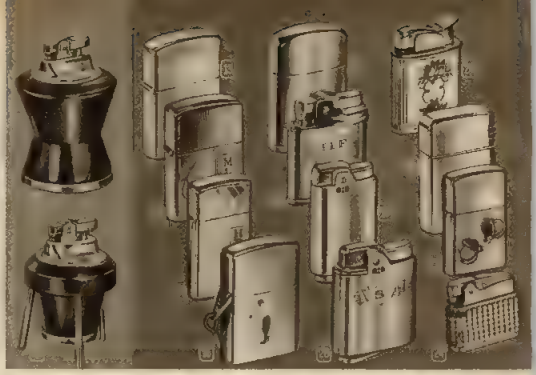

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(4) FOLDING BOTTLE, CAN-OPENER—ideal for camping, travel. Heavy nickel plated steel bottle opener on one end, can perforator on other. Wt. 3 oz.
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45 T 6595—Wt. 2 oz. each....1.09 ea., 2 for 1.98

(6) "PICK-A-DILLIES"—pastel plastic hors d'oeuvre picks, each with real seashell mounted on tip.
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(22) SO LIGHTWEIGHT—silver-color metal case. Striking wheel, wind guard, large fuel capacity.
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(23) "LADY BUGS" of simulated pearl and red enamel mounted on small gold-color metal case. Striking wheel, wind guard.
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45 W 6108 E—*Sterling* silver plaque.....6.89
45 W 6115 E—1/20 12K yellow gold filled 7.49

(28) BOY'S—narrower, lighter weight than (29). Sterling silver plaque, stainless steel expansion.
45 W 6120 E—Wt. 4 oz..3.79

(29) BOY'S—one he will wear proudly. Masculine and impressive. Wide band, heavy weight. Wt. 6 oz.
45 W 6121E—Sterling silver plaque..... . 3.98
45 W 6122 E—1/20 10K yellow gold filled.. ..4.79

PRICES INCLUDE 10% FED. EXC. TAX ON IDENTIFICATION BRACELETS AND ITEMS (1), (2), (7) AND (8).

Add To His SMOKING PLEASURE This Christmas

1 YELLOW BOLE "Imperial." Imported briar treated with honey. Metal filter; hard rubber bit. State Apple, Dublin or Billiard style (5 oz.)
54 J 2801.....2.00

2 YELLOW BOLE "Filter." Imported honey-treated bowl; aluminum frame. State Billiard, Dublin or Apple style.
54 J 2802. (5 oz.) 2.50

3 KAYWOODIE PIPE. Aged imported briar. Patented "drinkless" condensing filter. Hard rubber bit. Gift box. State Dublin, Apple or Billiard style
54 J 2805. (5 oz.) 5.00

4 CIGAR PIPE. Imported briar bowl that looks like a cigar. Fill—light like a cigar. No sparks, ashes. Hard rubber bit
54 J 2839. (6 oz.) 1.37

5 VIENNA MEERSCHAUM. For the tops in cool, sweet smoking pleasure! Genuine amber speckled imported Vienna block Meerschaum bowl . . . one of the finest pipes known! Ambroid plastic stem. With genuine leather case with hinge and lock.
54 J 2806 (6 oz.) .. 6.94

6 TURKISH MEERSCHAUM. Our best! Designed to bring hours of cool, sweet smoking pleasure! Hand carved, genuine White block Turkish Meerschaum. Ambroid plastic stem. Genuine leather case.
54 J 2840. (6 oz.).....9.89

7 MARXSMAN PRESTIGE PIPE SET. 7 different shaped pipes—one for every day of the week! An ideal gift for the smoker who likes variety! Imported flame grain Italian briar bowls. Patented moisture trap. Hard rubber bit. Handsome, satin lined gift case
54 J 2808. (1 lb. 8 oz.) ...Set 12.87

8 NIMROD PIPE LIGHTER. Special down-draft action—lights directly above bowl. A gift sure to please any pipe smoker! Long-lasting fiberglas wick. Steel wheel, chrome case covered with genuine leather.
54 J 2522. (6 oz.) 3.95

ZIPPO LIGHTERS

ROGERS

ZIPPO Windproof Lighters. Hand action flint wheel; chrome plated cases.

9 LIGHTER GIFT SET. Includes Zippo lighter with brushed satin finish in gift box with 6 flints and 4 oz. lighter fluid.
54 J 2527 Set (12 oz.) .4.00
54 J 2523. Lighter only. (6 oz.) .3.50

10 "SPORTSMEN." Engraved 4 colors. Satin finish. (6 oz.).
54 J 2525. Fisherman Scene ..4.75
54 J 2524. Hunter Scene.....4.75

ROGERS Automatic Lighters. Fine quality—a low price

11 "STANDARD." New modern designed chrome case with Knight motif embossed on antique plaque.
54 J 2530. (6 oz.).....1.95

12 "PETITE." New, smaller lightweight lighter with chrome case and decorated antique plaque.
54 J 2531. (6 oz.).....1.95

NOVELTYL IGHTERS Perfect gifts for men and women.

13 ELECTRIC LIGHTER Ignites from 2 volt battery, no flints! Push button flashlight. Windproof, chrome case.
54 J 2340. (6 oz.)..... 4.95

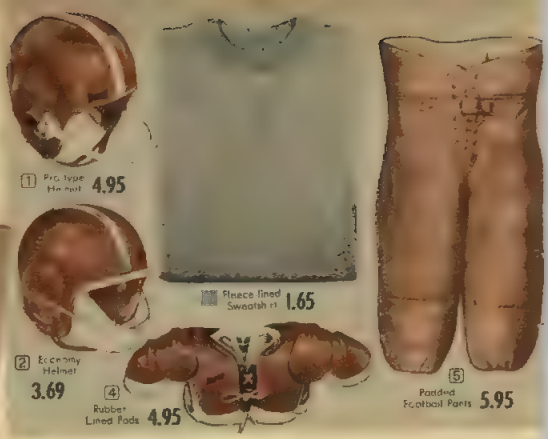
14 MUSICAL LIGHTER. Press down, it plays "Smoke Gets In Your Eyes." Jeweler's Bronze case. State 2 init.
54 J 2529. (6 oz.) 5.94

See Page 239 for new, lower credit terms . . . longer time to pay

BOYS "BABE PARELLI" OUTFIT

4-pc. set made for safety, wear. Plastic helmet with face guard Shoulder pads, Tan pants, jersey **9.95**

Priced low for an outfit of this quality! Helmet with 4-way web suspension, padding on side. Adjustable chin strap with cup. Lined, leather-reinforced shoulder pads. Tan pants with fiber kidney pads, removable thigh guards. Adjustable D-ring belt; 2-tone jersey. Sizes Sm. (fits 4-7), Med. (8-11), Lg. (12-14) See "How to Measure." Chart 7, pg 240.
R52 J 8315 State size. (6 lbs.).....Outfit 9.95



Protection—He'll Be Proud To Wear

1 DELUXE HELMET—Johnny Lattner autographed! Pro-type 1-pc. plastic shell construction with shock absorbent 6 point suspension; sponge rubber lining. Adjustable cup-type chin strap Colors Scarlet Red Royal Blue or White; with contrasting stripes Sizes Sm. (fits 6¾ to 6⅞-in.), Med. (7 to 7⅛); Lg. (7¼ to 7⅜) Sh. wt. 2 lbs. 5 oz
52 J 8309. State size, color **4.95**

FACE GUARD Gives full vision . complete protection. Fits any plastic helmet; attaches in seconds. Priced at a Spiegel low for Christmas.
52 J 8311 (1 lb. 2 oz.)..... **2.98**

SAVE 98¢ on combination outfit. (3 lbs.)
52 J 8312. State size, color.....Set 6.95

2 BUDGET-PRICE HELMET with plastic face guard. Outstanding value combines safety, pro-look with low price Of sturdy tenite . . . 4-way shock absorbers; padded head band, ears. Adj. chin strap Sizes Sm. (6¾ to 6⅞-in.); Med. (7 to 7⅛); Lg. (7¼ to 7⅜)
52 J 8313 State size. (3 lbs.) **3.69**

3 SWEATSHIRT cotton fleece lined. Heavy 2-ply cotton knit outside, absorbent fleece int Ribbed trim, washable. Sm. (34-36 in. chest); Med. (38-40); Lg. (42-44); X-Lg. (46). (1 lb. 5 oz.)
52 J 8545. **Silver Gray.** State size....**1.65**
52 J 8546. **Navy Blue.** State size.....1.65
52 J 8547. **Scarlet Red** State size.....1.65

4 MOLDED FIBER SHOULDER pads with foam rubber lining . . . priced low for the holidays! Designed for greatest protection and comfort with easy-action Cantilever-style epaulets, elastic arm straps. Leather strap hinges; leather reinforcement Johnny Lattner autographed!
52 J 8324 (3 lbs.) . . **4.95**

5 FOOTBALL PANTS of rugged cotton twill. Kapok-lined hip and kidney pads PLUS fiber kidney protector Pocket type molded fiber thigh guards; thickly padded knee guards; strong elastic bottoms. Adjustable D-ring belt Tan Sizes 26-28-30-32-in. waist. (2 lbs 5 oz.)
52 J 8325. State waist size. **5.95**

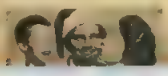
6 BOYS 3-PC. FOOTBALL OUTFIT perfect for youngsters just starting to play and at a Spiegel economy price! Heavy plastic helmet with 4-way suspension web, adjustable chin strap, rubber chin cup. Adjustable felt-lined molded fiber shoulder pads, reinforced epaulets Cotton knit jersey solid color body, contrasting sleeves. Sizes Sm. (fits boys 5 to 8 yrs.). Medium (9 to 12). Mailable.
R52 J 8300. State size. (5 lbs.). Set **6.95**

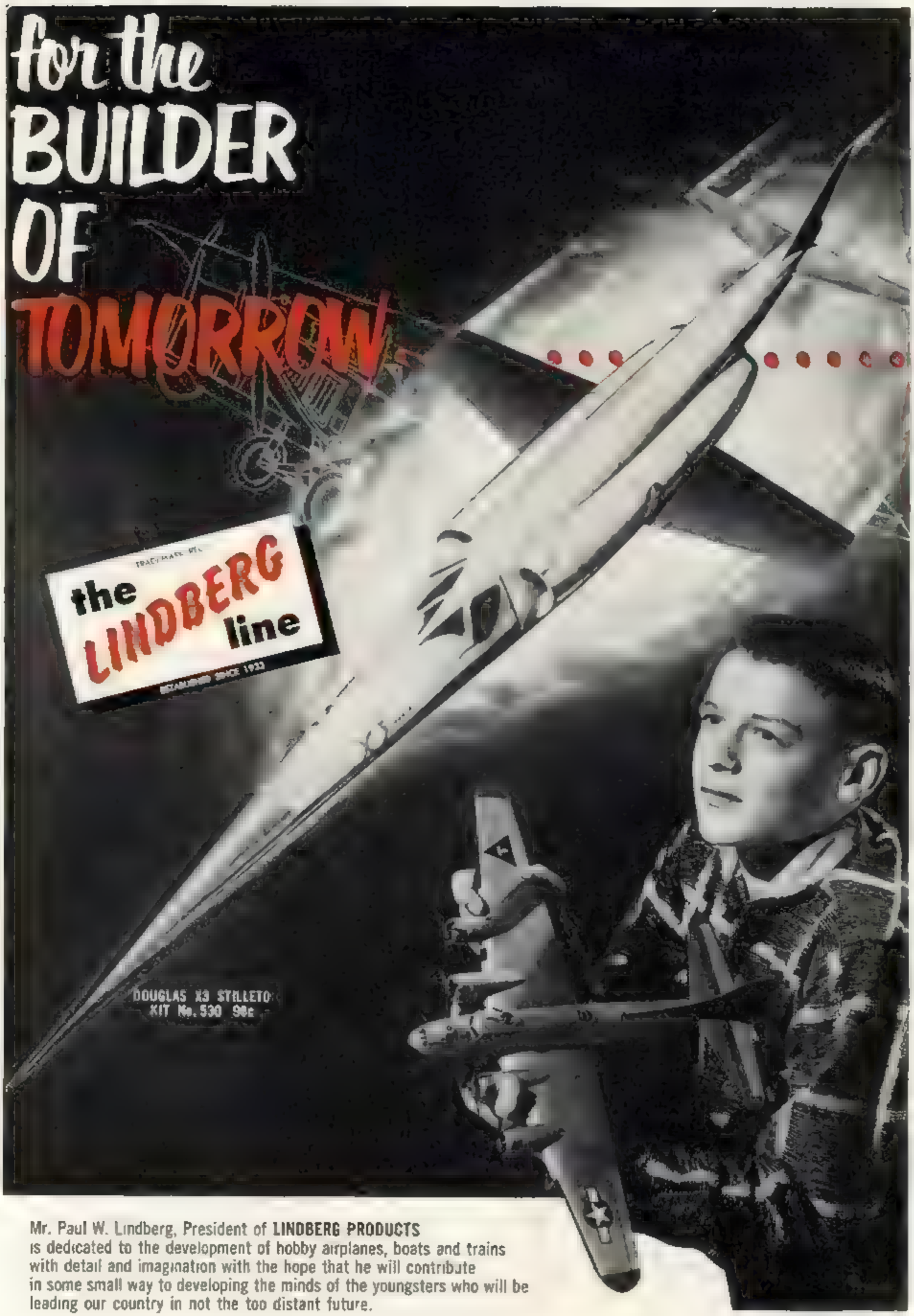
7 OUR FINEST Varsity football in triple-lined cowhide Rubber bladder Official size, wt. Tan/White stripes
52 J 8286. Needle incl (1 lb 10 oz) **8.95**

8 LOU GROZA football . . top grain cowhide. Leather lacings, duo-lined Official size. Tan/White stripes.
52 J 8280. Needle incl (1 lb 12 oz) **4.98**

9 JOHNNY LATTNER autographed football . . . all leather; plastic lacing. Official size. Tan/White stripes
52 J 8289. Needle incl. (1 lb 10 oz)..**3.95**

10 BUDGET FOOTBALL . . . leather-like; plastic laces Official size Needle incl.
52 J 8289. **White/Black.** (1 lb 12 oz) .
52 J 8290. **Tan/White.** (1 lb 12 oz) . **2.49**





Mr. Paul W. Lindberg, President of **LINDBERG PRODUCTS** is dedicated to the development of hobby airplanes, boats and trains with detail and imagination with the hope that he will contribute in some small way to developing the minds of the youngsters who will be leading our country in not the too distant future.

LONE RANGER TEPEE

The Lone Ranger Tepee is a year round seller because it can be set up indoors or outdoors there's no center pole or stakes needed Four corner poles held together at the top support the tent. The Lone Ranger and Tonto are reproduced on all 4 sides . . . 3½ ft. x 3½ ft at the base and 44 inches high, commercial designation*. Comes complete with four corner poles. Individually packaged. (Mailable) Shipping Weight 2 lbs. *Printed in 4 Colors With Bright Chartreuse Background*

Item No. LRI
Suggested Retail Selling Price $5.95

LONE RANGER & TONTO WIGWAM

The Lone Ranger and Tonto Wigwam is the ideal outdoor Indian tent for children of all ages. The Lone Ranger and Tonto are reproduced on all sides and on the front of the tent It's 5 sided, 17 ft perimeter and is 58 inches high, commercial designation*. Has a 3 ft awning extension Comes complete with center pole, awning extension poles with guy ropes and metal stakes. Individually packaged in corrugated shipping carton. (Mailable) Shipping Weight 5 lbs *Printed in 4 Colors With Bright Orange Background*

Item No LRW
Suggested Retail Selling Price $7.95

LONE RANGER TENTS

From out of the West into the hearts of millions of kids rides the Lone Ranger the favorite Western Hero of today's children. The Lone Ranger is the most powerful, most effective force in creating play tent sales! The nation's number one Western Figure can sell for you with these finest quality, *official* Lone Ranger Tents!

another Wenzel product

SEE
THE LONE RANGER TENTS
AT THE TOY FAIR
HOTEL NEW YORKER
ROOM 1266

HERE'S WHY THE LONE RANGER IS FIRST IN ITS FIELD

FIRST IN RADIO The Lone Ranger is on radio three times a week in 183 markets with a daily audience of 6,125,000 FIRST IN TV The Lone Ranger is seen on 159 TV stations with a regular audience of over 33,200,000 FIRST IN COMICS The Lone Ranger was the first syndicated Western comic strip and now appears in 233 U S newspapers a weekly reading audience of 90,000,000 plus 52,000,000 Comic Book readers every year

* Trade or cut size. All merchandise issued in accordance with F.T.C. Rules 4/19/51 as to cut size finished size, possibility of shrinkage weight and type of material, and other [illegible]

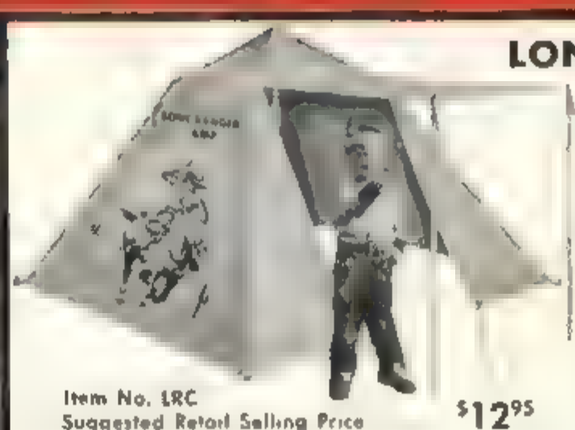
H. WENZEL TENT & DUCK CO. · ST. LOUIS 4, MISSOURI

LONE RANGER UMBRELLA TENT

The Lone Ranger Umbrella Tent is a popular seller because kids feel it looks like the camping tent the Lone Ranger uses. The Lone Ranger and some of his equipment are reproduced on both sides 5 ft. x 5 ft. base, 4½ ft. center, commercial designation*. Comes complete with center pole, awning extension poles, guy ropes, metal stakes and 20" square wire eave frame Individually packaged in corrugated shipping carton. (Mailable) Shipping Weight 5½ lbs *Printed in 4 Colors With Buckskin Tan Background*

Item No. LRU
Suggested Retail Selling Price $9.95

LONE RANGER CAMP TENT



The Lone Ranger Camp Tent is large enough to hold the entire "Posse". The Lone Ranger and his horse, Silver, are reproduced on both sides 6' 6" x 6' 6" at the base, 5 ft. high at the peak and 44 inches at eaves, commercial designation*. Comes complete with spliced center pole, wire frame for eaves, awning extension poles, guy ropes and metal stakes. Individually packaged in corrugated shipping carton. (Mailable) Shipping Weight 7 lbs. *Printed in 4 Colors With Bright Yellow Background*

Item No. LRC
Suggested Retail Selling Price $12.95

NEW! LINDBERG

concept in..... Hobby Toy Merchandise

21" wide x 42" high

See our great display of new items at the TOY FAIR, Room 828, McAlpin Hotel, N. Y., also S. M. Coplon & Son, 200 Fifth Ave. Bldg., Rm. 263, N. Y., March 6th through March 15th, 1957.

The name of LINDBERG on hobby kits is well known to millions of youngsters throughout America and the world. The sale of these airplane hobby construction kits is fabulous.

The Boy Craft Company, manufacturers of Lindberg authentic plastic construction kits, is proud to present these items in a package that is tamper-proof. It flashes a quick message. The merchandise can easily be observed through the unbreakable clear window. Also, on the back of the package is complete instructions as to the number of pieces in the kit and how the kit should be assembled.

This colorful package which is pre-priced can be used on pegboard racks, upright on counters or stacked flat on shelves. These hobby toy kits can be purchased open-stock or as an assortment which includes the wire rack as pictured above.

The potential of this market is unlimited and the development of new kits with detail and imagination, which Lindberg is dedicated to, assures this great sale of hobby kits from youngsters 8 to 80 for many years to come. For price list and catalog write:

BOY CRAFT co., 8050 N. Monticello, Skokie Ill.
AUTHENTIC PLASTIC CONSTRUCTION AIRPLANE KITS

see our great display of new items.....

at the **TOY FAIR,**
Room 828, McAlpin Hotel, N. Y., also
S. M. Coplon & Son,
200 Fifth Ave. Bldg., Rm. 263, N. Y.,
March 6th through March 15th, 1957

AUTHENTIC PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS INC., SKOKIE, ILL.

SALES OFFICES

S. M. Coplon & Son
Room 263
200 Fifth Avenue
New York 10, N. Y.

Flanery Sales Co.
Room 328
Merchandise Mart Bldg.
Dallas, Texas

Harley Cook & Co.
1355 Market Street
San Francisco, Calif.

The Dennis Company
1069 Briarcliff Rd.
Atlanta, Georgia

Big 10 Sales Co.
800 N. Clark St.
Chicago, Illinois

Clarence W. Snyder & Co.
Grand Forest Beach
Huron, Ohio

Alan Wells Company
158 Social Hall Ave.
Salt Lake City, Utah

FIVE Lionel HO diesel and steam outfits will retail in the $25 to $50 price range. Firm's new line includes models of six well-known railroads. Complete assortment of track, switches and accessories will be introduced this year.

Lionel goes HO with ready-to-run line

Lionel Corporation announced in May that it will manufacture and sell HO gauge train sets in a move calculated to reach "a hitherto untapped market."

In going after the adult hobby segment of the model train field, Lionel is banking on the line's "craftsmanship, detailing and scale realism" to gain favor.

The new line, produced in cooperation with the Italian manufacturing firm of Rivarossi, will include five ready-to-run diesel and steam outfits in the $25 to $50 price range; triple unit diesels, the replicas of six well-known railroads; 21 cars and a complete assortment of track, switches and accessories featuring the Lionel power pack.

Lionel's president, Lawrence Cowen, stated that his sales representatives were slated to begin their distributor calls immediately.

Another innovation at Lionel is the new Super "O", a modified three-rail system with the appearance of two-rail track.

Reported as the "first major improvement in model railroading track," each nine-inch section has two flat top T-shaped running rails and sixteen closely-spaced simulated wood ties.

Super "O" will accommodate all Lionel locomotives and rolling stock, accessories, trestles, etc. By using transition pins and clips, Super "O" can be mated and intermixed with all "O" and "027" track components.

Comet Model repackages entire airplane line

Repackaging of its entire line of 150 different model airplanes is nearly completed, Comet Model Hobbycraft Inc., of Chicago, has announced. The new packaging family will be among the features of Comet's display at the HIAA Trade Show in New York.

All Comet models, balsa or plastic, are now housed in striking, colorful boxes, each showing the plane contained in the box in large size and thrilling action. The basic designs have been planned with an eye to uniformity so that Comet boxes will be instantly recognizable on the shelf or counter.

All new Comet boxes are printed in full color on white coated stock. Designs for the boxes containing plastic models are executed in full-color paintings, vividly reproduced and varnished to bring out the colors.

The models, which include jets, fighters, bombers and executive planes, range from 29c and 39c to 69c and 98c, and control gas models at $9.95 and $12.95. The latter are the popular Mustang, a $12.95 retailer, and the Sabre 14, complete at $9.95.

The lower priced plastic models have been grouped in a Squadron of Six for $1.69 and Comet's Big Six at $2.29. Balsa models range from 15c to $1.29, and Comet offers a full line of paints and cements for both balsa and plastic models.

SOME of the new packages for Comet's balsa models were displayed at the Hobby Show in Chicago. Buyers expressed approval of new package designs, Comet reports. Complete line will be seen at June show in New York.

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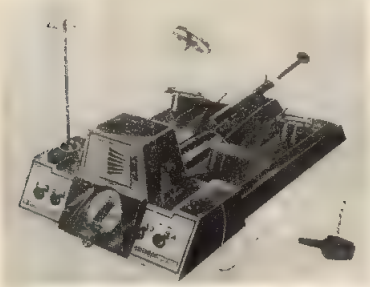
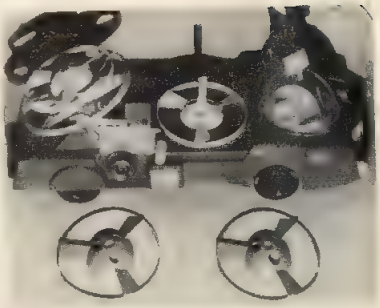
Toy makers have U.S. answer to Sputnik



LITTLE SPUTNIK is new name applied to Park Plastic's Satellite Battle Station. Its four flying pursuit saucers can be fired individually or in salvo. Atomic cannon fires suction-cup darts. Beeps like the real thing.



SATELLITE LAUNCHER TRUCK by Ideal fires saucer-shaped satellites. Rear of truck has rotating radar cab and pilot's compartment. Introduced also is the "Sky Sweeper Truck" with Nikes to shoot down satellites.

• Within hours after the first news reports appeared concerning Sputnik, the Soviet earth satellite, the toy manufacturing industry called attention to our own satellites available to anyone with $4.98 in his pocket

Park Plastics Co. of Linden, N.J. immediately printed streamers carrying the name "Little Sputnik" for dealers to place on its package for the "Satellite Battle Station." Its product received a big promotional push in the New York World-Telegram & Sun in the form of a feature story and photo. Retails at $4.98.

Other manufacturers tie-in

Concurrently, Ideal Toy Corp. blasted the press with a barrage of publicity on its "Satellite Launcher Truck." Also a $4.98 retailer.

Also making the daily papers, in connection with satellites and space travel stories, were articles concerning Wen-Mac's "Flying Platform" and the "Rocket-Shute" made by Lamalco Toys of Boulder, Colo.

Wholesale Stationers plan March convention, exhibit

Six round-table "Problem Solving Conferences" will highlight the 42nd annual convention of the Wholesale Stationers' Association which, with an International Merchandise Exhibit, is scheduled Mar. 2-5 at the New Yorker Hotel and the New York Trade Show Bldg., respectively, New York City.

Topics to be discussed include: Achieving more product knowledge for wholesalers' salesmen; Service wholesalers developing effective promotional programs for specific products; Improving packing and packaging in the stationers products industry; Developing operating cost guides for service wholesalers; Developing marketing guides for service wholesalers; Educating dealers to buy from service wholesalers.

In conjunction with the convention, 96 rooms on the third and fourth floors of the New York Trade Show building, will contain displays of the latest lines from manufacturers in the International Merchandise Exhibit.

Special personal demonstrations by each manufacturer-exhibitor to wholesalers' salesmen at scheduled times will show them how to explain and promote the manufacturers' products to retailers, and how to help the retailers merchandise them. The exhibit will be open 20 hours, by invitation only, to service wholesalers' salesmen and buyers from the U. S. and Canada.

Further details of the program may be obtained from Donald S. Frey, secretary-treasurer of the Wholesale Stationers' Association, 1609 Sherman ave., Evanston, Ill.

Fire fails to slow work

Fire in a warehouse of the Saalfield Publishing Co., Akron, O., early this month did not curtail work at the factory or interfere with deliveries to customers. The company produces children's books and toys.

Six toy companies added to ARMI membership

American Rack Merchandisers Institute, 10-151 Merchandise Mart, Chicago, has announced acceptance of several additional toy firms as members of the organization. They are Bradford Novelty Co., Ideal Toy Corp., Krain and Canton Inc., Archer Plastics, Will and Baumer Candle Co., and United Leather Goods Corp.

Courtney wins key post in wholesalers' group

Paul L. Courtney has been named executive vice-president of the National Association of Wholesalers in a move aimed at broadening the scope of the organization. His appointment was announced in Washington, D.C., by George W. Kauffman, president, who also revealed details of the new campaign.

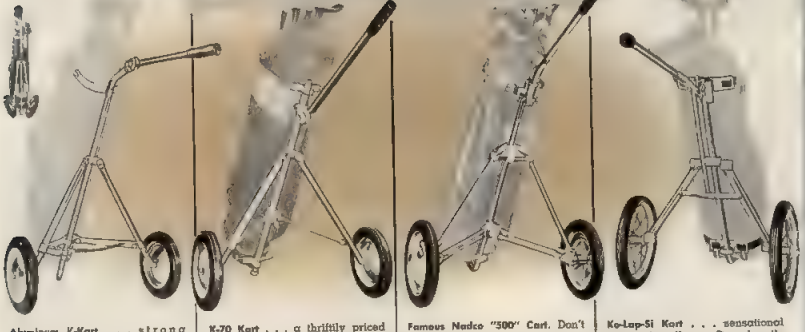
Gasoline Cart Makes Golf A Game Again!

The "Lou Ferris" Gasoline Engine Golf Cart makes a game out of golf! No more back-breaking bag-toting, no more foot-sore hiking . . . just the pure pleasure of smacking a golf ball. You're young again . . you play faster, spend more of your time making shots. And you finish up full of pep! 18, 36, and 72 holes a day . . . it's a snap aboard the "Lou Ferris" cart. When you feel like walking, get off, let your partner drive. Of course you play better golf with a "Lou Ferris" Golf Cart . . . you have full steam left for last tee shot, a relaxed, confident grip for that final putt. And the "Lou Ferris" cart makes golf possible again for heart patients, semi-invalids, older golfers . . . the kind of folks who find this cart to be indispensable in so many ways. They'll use it several times a day for shopping trips and visits.

Cart carries two people comfortably with room for four golf bags and special pockets for balls, tees and other equipment. Riders sit on two separate foam rubber cushioned seats upholstered with red waterproof plastic. Rugged, heavy duty springs, 400x6 balloon tires guarantee smooth, comfortable riding even over the rough spots. Continental Red Seal gasoline engine powers cart at speeds up to 25 mph on fairway. Muffled air-cooled engine is quiet, has automatic starter and automatic transmission in both directions . . . forward and reverse. Steer, brake, accelerate cart from either seat. Extra low center of gravity makes cart extremely stable . . . it'll go up, down tough grades. One gallon of gas drives cart 50 miles . . . 18 complete rounds of golf. Two gallon capacity gas tank. Key locks ignition. Wheel base 64". Width 37"; overall length 86"; overall height 40½"

801-100 D53000 Ship. wt. 375 lbs. From Mich. **$660.00**

Let A Cart Do The Work



Aluminum K-Kart . . . strong enough, big enough to tote a full, par-busin' bag of clubs, yet it weighs only 10 pounds! K-Kart glides over hill and dale on smooth turning 11" ball bearing wheels outfitted with semi-pneumatic tires. Accommodates any size bag . . . and once bag is strapped on, it's on to stay. Handle can be adjusted to "just-right" position. You push or pull cart by finger fitted rubber handle. Cart folds up with bag in position for stowing in car or attic. Shipped from Illinois.

800-706 D995 K-Kart **$13.95**

K-70 Kart . . . a thriftily priced cart that will pay for itself 1000 times in the ease, comfort, and the fun it will add to your game! Made of lightweight aluminum—strong enough to carry a full bag easily. Rolls over any terrain on ball bearing wheels (choice of 10" or 12"), with semi-pneumatic tires. Handle adjusts to comfortable position. Fitted rubber grip. Cart folds with bag attached for storage or trip in car trunk. Straps hold bag securely in place. From Ill.

800-409 D1145 10" wheel **$18.95**
800-490 D1295 12" wheel. **21.50**

Famous Nadco "500" Cart. Don't let that heavy bag of clubs tire you out and spoil your game. Get this lightweight, compact cart to do the work for you. Exclusive single action folding . . . collapses to just 10" wide. Rolls or stands when folded; fits easily into your car. Sturdy, rust-proof aluminum construction. 12" ball bearing wheels with shock-absorbing semi-pneumatic tires. Clever golf ball handle. Acclaimed by golfers everywhere—nationally advertised in Life magazine.

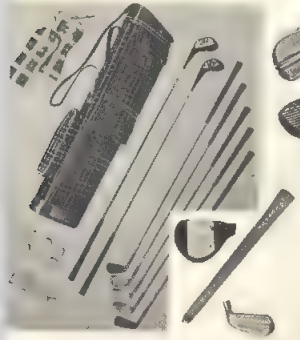
802-017 C1797 Nadco Cart **$29.95**

Ko-Lap-Si Kart . . . sensational automatic collapse. Drop handle . . . wheels, legs fold in, bag in position. Cart is ready for trunk of car. Lift handle, wheels snap into position . . . cart's ready to go. Brackets adjust to hold any size bag securely. 14" wire wheels with semi-pneumatic tires . . . rolls easily over any terrain. Handle has hand grip. Cart does all the work of a caddy. Stands erect with bag in position with wheels open or closed—and never whispers behind your back! From Illinois.

800-698 D2095 Golf Kart **$33.95**

Complete Golf Sets

Dubow . . . Lou Ferris . . . Burke . . . Promaker . . . Bobby Brooks



"LOU FERRIS" DELUXE MATCHED GOLF SET. Matched sets for both men and women. Beautifully designed, perfectly matched woods and irons. WOODS have air dried genuine persimmon heads, natural mahogany finish, chrome plated step-down steel shafts. Rubber molded grips. IRONS, fine carbon steel flange heads, precision ground, chrome plated step-down shafts and matching ferrules. Rubber molded grips. GOLD BAG, made of canvas with tan vinylite trim and shatter-proof bottom. Two roomy pockets and padded sling allows easy carrying. BALLS, tough balata covers, liquid centers, live rubber. HEAD COVERS, top quality poplin plaid, elasticized necks for sure fit. TEES, select pine wood. Complete set: 2 Woods driver and spoon, 5 Irons, No's 2, 5, 7, 9 and putter. 6 Golf Balls, 1 Golf Bag, 2 Head Covers, 1 Bag of Tees. Ship. wt. 14 lbs.

G1696 A4440	Men's Right Hand	Retail $69.95
G1697 A4440	Men's Left Hand	Retail $69.95
G1698 A4440	Ladies' Right Hand	Retail $69.95

PROMAKER JR. SET. Handsome 6 piece set for the Junior Golfer, fine for enjoyment and learning. For ages 10 to 13. Equipped with golf pride grips, true temper shafts, genuine persimmon woods with inserts. Iron heads have high lustre-chromium finish. All clubs are matched, registered. Attractive Plaid Sunday Bag makes set complete. Set includes: Four irons: 3-5-7, Putter. One wood: No. 2 and Bag. Right hand only. Ship. wt. 10 lbs.

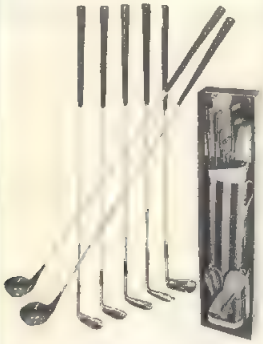
G2566 A2775 Retail $36.00

BERKRAY "GOLF-JAC". Full cut and roomy, so defiant of wind, rain and spotting . . . Tailored of Country Club rayon and cotton satin-back twill . . . it is unconditionally washable, needs little ironing. Has yoke back, zipper closure, oversize corded pockets, Snugtex elastic inserts at sides. Sizes. 36-38-40-42-44-46.

91 2719 A735	Tan. Specify size	Retail $10.95
91 2729 A735	Gray. Specify size	Retail $10.95

FREEMAN GOLF OXFORD. Fashion built golf oxford made by nationally known shoe company. Color Tan. Plashu Du-Flex waterproof sole, leather heel with Avonite Spike Golf Sole with removable spikes. Moccasin toe, 2 eyelets, tie butted seam blucher last. True Stance. Half Sizes. 7-12 width C & D. Specify when ordering. Ship. wt. 3½ lbs.

G2635 A1065 Retail $15.95



DUBOW'S BOB MARTIN GOLF CLUB SET. WOODS . . Persimmon heads - fibre, keystone style face insert. IRONS . . . Dural flange, high mirror finish chrome plated heads. Both Woods and Irons are bright chrome plated spring steel stepped shafts. Kushlite Weather-proof rubber cork composition grips. Includes head covers for woods, ¼ dozen balls, box of tees. In display box.

MEN'S MATCHED SET . . . Includes 2 Woods (1 & 3), Irons (3-5-7-9-Putter) and Bag. 13 lbs.

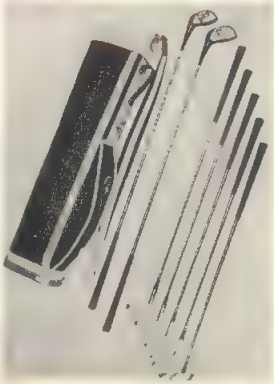
G2016 A3750 Retail $51.00

LADIES' MATCHED SET . . . Includes 1 Wood (1), Irons (3-5-7-9-Putter) and Bag. Wt. 12 lbs.

G2017 A2850 Retail $44.50

BURKE DELUXE 16-PC. GOLF SET. Woods have genuine persimmon heads finished in long lasting mahogany Dur-O-Var. Irons have top grade forged steel heads, precision ground and heavily chrome plated. Shafts, genuine true-temper step down type. Grips, non-slip cork rubber. Perfectly balanced for top performance; carefully matched. Bag is sturdy, colorful plaid fabric, generous pockets, hood, padded sling. Tough-cover, liquid-center balls. Set includes: 2 woods (1-3), 5 Irons (3-5-7-9, putter), Golf Bag, 6 Balls, Pkg. of Tees. Rt. or Lt. Hand. Ship. wt. 20 lbs.

G1829 A4800 Retail $79.95

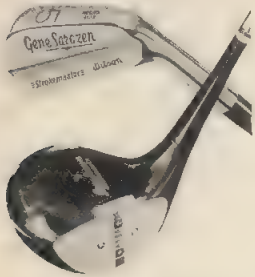


BOBBY BROOKS GOLF SET. A well balanced set of 5 irons 3-5-7-9-putter, 2 woods 1 & 3. Plus bag. Clubs have Pride grip and steel step-down shafts. Genuine persimmon wood heads with fibre insert on face. Standard weight and length. Large rubberized canvas bag. Two compartments with rubber bottom. Ball pocket and padded sling. Right hand only. Ship. wt. 13 lbs.

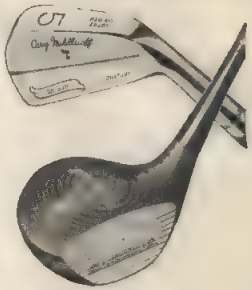
G2636 A3475	Men's Set	Retail $57.95
G2637 A3475	Ladies Set	Retail $57.95

Matched Set Golf Clubs by WILSON

• STRATA-BLOCK HEADS • TRUE TEMPER SHAFTS • CALFSKIN REMINDER GRIPS



MEN'S MODELS



GENE SARAZEN "STROKEMASTER"

WOODS—Typical of high Wilson quality—popularly priced! This model features the fabulous Strata-Bloc head—a head that never varies regardless of the weather. Streamlined woods, dark Chocolate finish with a white and scarlet fiber face insert. Other top features include the new chrome plated True Temper Stepdown shaft, and perforated calfskin Reminder grip. Each set is matched. **Standard length. Right hand only.**

12R43-3528—Set of 3 Woods. 1-2-3 ..... RETAIL **$46.50**

12R44-2352 Set of 2 Woods. 1-3 ..... RETAIL **31.00**

IRONS—Features normally found only in higher priced irons, make this Strokemaster model a real buy. Features chrome plated blade with sand blasted face and straight line scoring. This Wilson development provides improved accuracy and distance. New Stepdown shaft by True Temper and perforated Reminder grip of finest calfskin. **Standard length. Right hand only.**

12R41-3969—Set of 5 Irons. 3-5-7-9-Putter ..... RETAIL **$55.00**

12R42-4762—Set of 6 Irons. 3-4-5-7-9-Putter ..... RETAIL **66.00**

CARY MIDDLECOFF "SIGNATURE"

WOODS—Entirely new Middlecoff Signature represents a tremendous value on the golf club market. A harmonious blending of style, color, and construction, from its famous Strata-Bloc head to its sensational new Turner Reminder grip. Heads finished in distinctive light Mahogany with striking crescent shaped red and white fiber face insert. Renowned Meteor shaft by True Temper—all-new Wilson Turner Reminder grip. Grip of top grade perforated calfskin. Matched sets as listed only. **Standard length. Right hand only.**

12R65-5880—Set of 4 Woods. 1-3-4-5 ..... RETAIL **$80.00**

12R66-4410—Set of 3 Woods. 1-3-4 ..... RETAIL **60.00**

IRONS Beautifully designed and precision constructed combining for the Middlecoff Woods. Screen air weight distribution in the blade with sand blasted face and straight line scoring. A top quality equipment by True Temper. Reminder grip made of perforated leather. Each club matched for length, weight, swingweight and feel. Matched sets as listed only. **Standard length. Right hand only.**

12R67-3624—Set of 6 Irons. 2 to 9 ..... RETAIL **$115.00**

12R68-6468—Set of 5 Irons. 2-4-5-7-9-Putter ..... RETAIL **87.00**

"PRO-MAKER" YOUTH GOLF SET

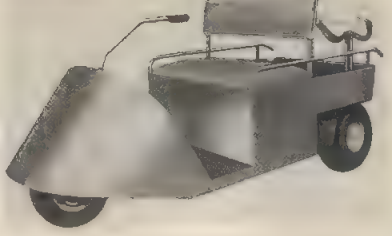
The finest clubs ever built for the young golfers of America. Designed to actual scale and specifications of full size clubs. Proper head size, and genuine True Temper Stormaker shafts, plus Golf Pride molded rubber grips. **Set consists of: #1 wood, #5 iron, #9 iron, putter and colorful plaid Sunday bag.** Irons have accurate weight, compact blade heads, finished in bright chrome. Wood has genuine persimmon head with fibre insert in clear lace adds beauty as well as protection to club head. True Temper "Stormaker" shafts are step down design with proper flex. Golf Pride grips permit comfortable, but sure hold. **Available in 2 sizes:** Long for ages 11 to 14, short for ages 8 to 11.

Long length for Ages 11 to 14. #1 Wood 37", #5 Iron 33", #9 Iron 31", and Putter 30". Ship wt 9 lbs.

12R105-1800 ..... RETAIL **$30.00**

Short Length for Ages 8 to 11. #1 Wood 34", #5 Iron 30", #9 Iron 28", and Putter 27"

12R107-1800 ..... RETAIL **$30.00**

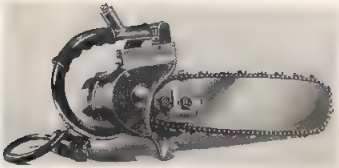


Lou Ferris GASOLINE GOLF CART

- Seats 2 people with 4 bags comfortably
- 6 HP Continental Red Seal motor
- Fully automatic transmission—Recoil starter

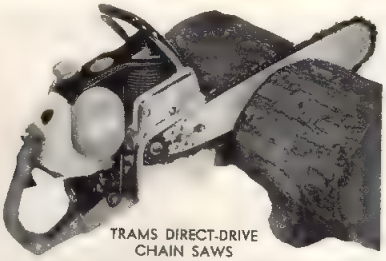
This Lou Ferris gasoline golf cart is designed to give top performance under all conditions. Ideal for use in business, shopping or driving to and from club. Eliminates storage batteries and fuss of charging. Full automatic transmission has reverse gear. Low center of gravity insures stability. Dimensions: Wheel base, 69"; length 92"; height 40½"; width 47". Ground clearance 6¾". Tires, 400x6—20" O. D. Quiet, air cooled motor with maximum rated motor speed at 25 mph. Two gallon gas tank. 50 miles on a gallon. Key lock. Shipping wt 375 lbs. F.O.B. Factory, Mich.

D6R27-53000 ..... RETAIL **$680.00**



568EF9300—12" Electric ¾ H.P. Chain Saw

The lightest and handiest chain-saw, cuts in any position. Ideal for tree surgeons, contractors, etc. Ball bearings throughout. Furnished with Oregon Chipper or Oregon cross-cut chain. **Specify.** Measures 19½" overall. Operates on either standard 115 volt house current or minimum of 1000 watt AC generator in field. Complete with carpenter's attachment and 20-ft. #16-3 wire and adapter. Ship. wt. 17 lbs. **F.O.B. Wisc. Factory.** **Mfr's. Sugg. Retail $124.50**



TRAMS DIRECT-DRIVE CHAIN SAWS

Direct drive chain saws with Oregon or Penfield bar. All weather starter, throttle control, pressure oiler, toggle switch, 4 pt. fuel tank, Cobra flame and sparkproof muffler, chain tightener, removable felling spike, automatic centrifugal clutch and heavy duty 3 H.P. engine. ⅜" or ½" pitch. **Specify pitch size and bar desired. F.O.B. Illinois Factory.**

TILLOTSON DIAPHRAGM TYPE CARBURETOR

Cat. No.	Cut Size	Ship Wt	Retail
608EF14300	17"	30 lbs	$189.95
609EF14950	19"	32 lbs.	198.95
610EF15750	23"	34 lbs.	209.95

Specify pitch size and bar desired.

FLOAT TYPE CARBURETOR

611EF12750	16"	30 lbs	$169.95
612EF13500	19	32 lbs.	179.95
613EF14300	22"	34 lbs.	189.95

Specify pitch size and bar desired.

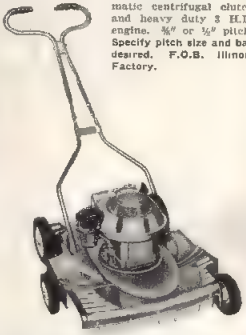
614EF450—Waterproof Chain Saw Cover... . . . $6.00

Casey TURF RIDER

3 H.P. 21" CUT "Turf Rider" • **ARMCHAIR MOWING COMFORT**

2831XF14963—Why walk when you can ride? Mow 21" swath with armchair comfort aboard the new Casey Turf Rider! Trim spacious lawns in short order, save your energy for sports, play! Welded tubular steel rider unit detaches quickly, easily—converts machine to standard push power mower. Adjustable wire mesh seat, foot pedal clutch, heel pressure brake. Has two 10" wheels with gripper tires for smooth mowing on uneven surfaces.

Rugged 2½" mower is powered by Clinton 3 H.P. 4-cycle gasoline engine. Labor saving recoil starter. Aluminum alloy base, extra tough yet lightweight for easy maneuvering. Side discharge. Famous Casey Mow direct-drive safety clutch absorbs shock, prevents damage. Four 8" wheels with extra wide semi-pneumatic puncture-proof tires give maximum traction. Nylon wheel bearings never need oil. Adjustable cutting ht. 1⅛" to 2⅞". Adjustable tilt handle. Red-Gray enamel finish. Ship. wt. 100 lbs. F.O.B. Missouri. **Retail $199.50**



NEW 21" STAGGER WHEEL ROTARY

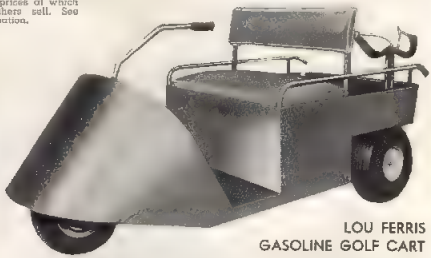
2835XF7496—Newest engineering feat by Casey Mow—the rugged stagger wheel 21" greatest enemy of high, rank grass, coarse weeds. New staggered front wheels gives even non-scalping cut on uneven ground—left side trims flush with shrubs, trees. Rugged, lightweight 4 cycle engine, 2½ H.P. Direct drive. Safety clutch absorbs shock. 6 and 8" wheels, puncture proof tires, nylon bearings. 21 inch width cut. Height adjusts. Lock-fold arm-guard handle. 1-pc. aluminum alloy base. Auto-recoil starter and leaf mulcher FREE! F.O.B. Missouri. Ship. wt. 67 lbs. **Retail $99.95**

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

TRAMS RIDING

TRAMS 24" RIDING MOWER

2847XF22340—24" Riding Mower. Cuts full 24" swath. Has 2¾ H.P. 4 cycle Briggs and Stratton gas engine with recoil starter. Forward speed 5 MPH and in reverse 4 MPH. Built in clutch stops and starts blade. Adjustable cutting height from 2½" to 3¾". Bicycle type steering with fingertip handle—throttle control. Chain drive rear 16" wheel. Tubular steel chassis and Seafoam Rubber Seat. F.O.B. Kansas Factory. Ship. wt. 250 lbs. **Mfr's. Suggested Retail $298.00**

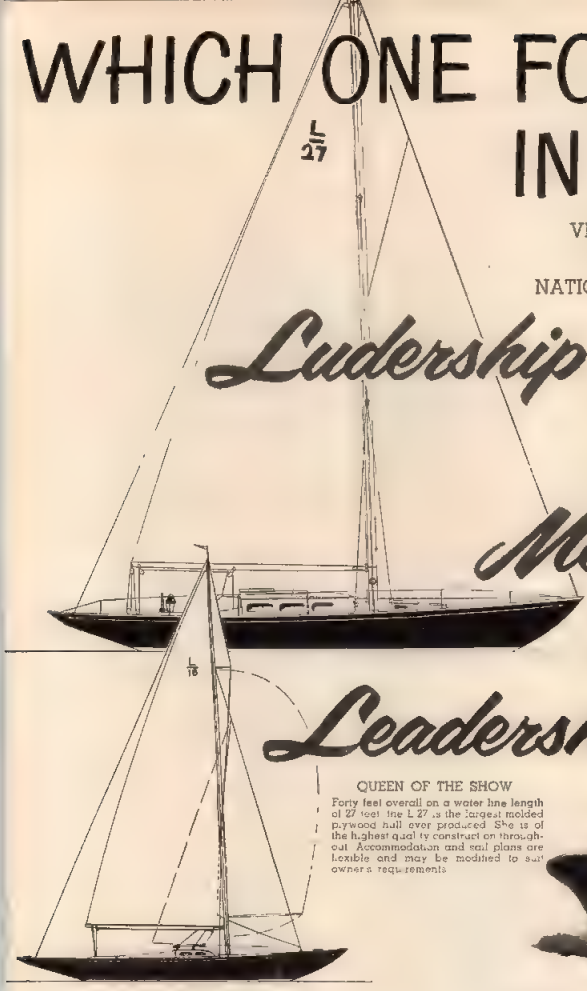


LOU FERRIS GASOLINE GOLF CART

2492AF53000—The "Lou Ferris" Gasoline golf cart is designed to give top performance under all conditions. Economical to operate; quiet, air-cooled muffled engine. Seats two people comfortably; carries four bags; can be used for business, pleasure, shopping or driving to and from the club. Extra low center of gravity. Continental Red Seal fully automatic motor with recoil starter. Fully automatic transmission either direction. Maximum speed 25 M.P.H.—5 miles per Gal. Wheel base 64", ground clearance 6¾", size 37"x86"x40½" high. 400x6 tires. Key lock. Ship. wt. 375 lbs. F.O.B. Mich. Factory. **Mfr's. Suggested Retail $660.00**

WHICH ONE FOR YOU IN 1957?

VISIT US IN BOOTH B-30
AT THE
NATIONAL MOTORBOAT SHOW



Ludership . . .

Means . . .

Leadership . . .

QUEEN OF THE SHOW

Forty feet overall on a water line length of 27 feet the L 27 is the largest molded plywood hull ever produced She is of the highest quality construction throughout Accommodation and sail plans are flexible and may be modified to suit owner's requirements

SHOW'S SWEETHEART

Over 200 of the little beauties all over the world provide keen racing and safe smart day sailing for everybody—from junior novice to senior expert They are of molded mahogany plywood construction Principal dimensions are 26' LOA, 16' LWL, 5'9" beam, 4' draft

INQUIRIES INVITED CONCERNING LUDERSHIPS SHOWN HERE OR ON ANY VESSEL WOOD OR STEEL UP TO 200 FT

DEBUTANTE FOR 1957

This versatile L6 model is a new concept in unsinkable Sealdloam construction She is adaptable to any use from rugged work boat to smart yacht tender and may be had with either outboard or inboard power She is capable of speeds up to 30 mph—exceptionally dry

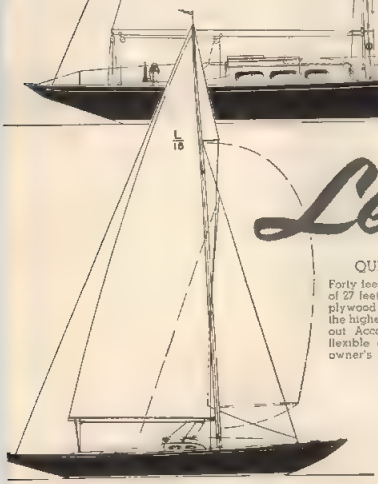
LUDERS MARINE CONSTRUCTION COMPANY
STAMFORD CONNECTICUT

WHICH ONE FOR YOU IN 1957?

VISIT US IN BOOTH B-30
AT THE
NATIONAL MOTORBOAT SHOW

Ludership . . .

Means . . .



Leadership . . .

QUEEN OF THE SHOW

Forty feet overall on a water line length of 27 feet, the L-27 is the largest molded plywood hull ever produced. She is of the highest quality construction throughout. Accommodation and sail plans are flexible and may be modified to suit owner's requirements.

SHOW'S SWEETHEART

Over 200 of the little beauties all over the world provide keen racing and safe smart day sailing for everybody, from junior novice to seasoned expert. They are of molded mahogany plywood construction. Principal dimensions are 26' LOA, 16' LWL, 5'9" beam, 4' draft.

INQUIRIES INVITED CONCERNING LUDERSHIPS SHOWN HERE OR ON ANY VESSEL, WOOD OR STEEL, UP TO 200 FT.

DEBUTANTE FOR 1957

This versatile 16' model is a new concept in unsinkable Sealdfoam construction. She is adaptable to any use from rugged work boat to smart yacht tender and may be had with either outboard or inboard power. She is capable of speeds up to 30 mph—exceptionally dry.

LUDERS MARINE CONSTRUCTION COMPANY
STAMFORD CONN.

COLONIAL

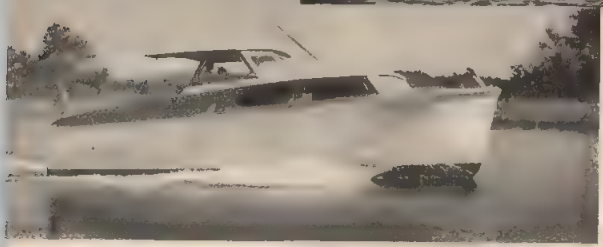
Catalog For Pleasure...1957

"37" Sedan

New beauty . . . New seagoing comfort in the bright and sparkling interior, which can be arranged to sleep six or eight. Complete galley and enclosed toilet. Famous Colonial Roun-Vee hull with greater beam gives top performance and a level ride. Twin power from 120 H.P. each, with reduction drives and hydraulic clutch controls standard.

"37" Express

A big cruiser built for the family that wants the open areas of a sport model plus living comfort on extended cruises. Optional interior arrangement to sleep four or six. Extra large cockpit with room for lounging or fishing chairs. Same hull and power equipment as "37" Sedan.



"32" Express

An outstanding value in beauty, seaworthy performance and cruising pleasure for four. 6'2" headroom in trunk cabin, complete with dinette, galley and enclosed toilet. Large cockpit. Twin power selections from 110 H. P. each, with reduction drives and hydraulic clutch controls.

"32" Sedan

Newest member of the Colonial Fleet, now in production. Big . . . roomy . . . beautiful. Sleeps six. Lounge in deckhouse converts to double bed. 6'2" headroom. Trunk cabin arrangement and power equipment same as "32" Express. See the new Colonials at Boat Shows or ask your Colonial Dealer.

"32" **COLONIAL CRUISERS** "37"

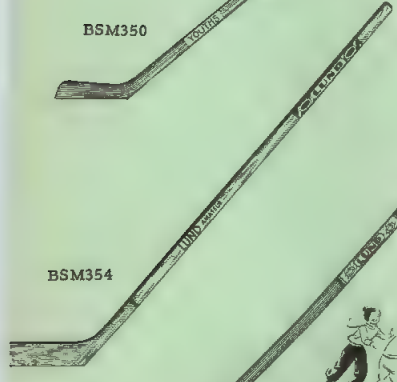
Colonial Boat Works, Inc., River Ave., Millville, N. J.

STOCK NO	QUANTITY WANTED / SHIP UNIT	FAC PACK	DESCRIPTION	RETAIL PRICE
HOCKEY STICKS				
BSM350	ea.		HOCKEY STICK, Youth's size. 38 40 inch length 566	99
BSM353	ea.		HOCKEY STICK, LUND'S "CHALLENGER 580	1 19
BSM354 N	ea.		HOCKEY STICK, LUND'S "AMATEUR" 53 inch handle, assorted lies. 598.	1 49
BSM355	ea.		HOCKEY STICK, LUND'S "COLLEGIATE" 1545	2 15
BSM364	ea.		HOCKEY STICK, LUND'S "SPECIAL" 1597	2 89

BSM350

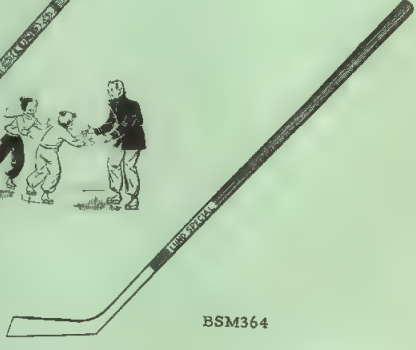
BSM353

A correctly proportioned, carefully made stick for the younger boy. Neutral. 46 to 48"



BSM354

BSM355



BSM364

A full length nicely patterned stick. 53 inch shaft. Assorted lies.

This stock appeals to the amateur player. Strong, well-balanced and carefully modeled. 53" shaft.

Chicago Rink Roller Skates

Toe Stops and Pompon Set FREE See Special Combination Offer

Enjoy healthful fun and exercise, thrilling speed, with Chicago Rink Roller Skate outfits . . . the most widely used rink skates in America. Famous 10-degree angle construction lets you race around sharp curves, do figure skating or waltz with the ease of a professional. Concentric ground maple rollers take long, hard use. Each wheel rolls quietly on full precision ball bearing units that cut friction to a minimum, insure greater speed. Rubber cushion shock absorbers, one-piece footplate. Fully lined shoes are top-grain Elk leather with leather sole and heel that let feet "breathe." Strong built-in arch supporting steel shank. Each pair comes with adjusting wrench. Men's, Ladies' and Children's Chicago Rink Roller Skate outfits in professional-type closed-toe models. From Pennsylvania.

*Special Combination Offer: A pair of pure white rubber toe stops and a set of large colorful wool pompons included with out extra charge with each Ladies' and Men's skate-and-case combination (not included with children's). Toe-stops are approved by all rinks . . . have fast brake action, will not mar or mark floors . . . triples the wear of skate shoes.

P ***SKATES and CASE COMBINATION.** Includes metal case, toe stops and pompons. Ladies' in white elk; sizes: 3-3½-4-4½-5-5½-6-6½-7-7½-8-8½-9-9½-10 (all in C width). Men's in black elk; sizes 3-3½-4-4½-5-5½-6-6½-7-7½-8-8½-9-9½-10-10½-11 11½-12-12½ 13 (D width) Girls' (white leather) and Boys' (black); sizes: 9-10-11-12-1 2-3.

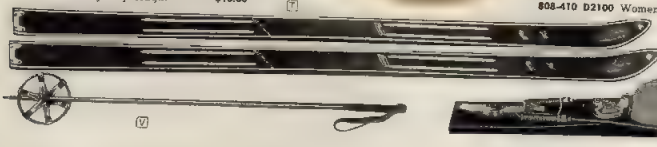
808-253 D1680 Ladies' Outfit. Specify size **$25.50**
808-261 D1285 Ladies' Skates only. Specify size..... 19.45
808-279 D1680 Men's Outfit. Specify size..... 25.50
808-287 D1285 Men's Skates only. Specify size..... 19.45
808-337 D1145 Girls' Skates. Specify size. 17.50
808-345 D1145 Boys' Skates Specify size 17.50

R **SKATE CARRYING CASE** . . . protects your skates; holds any size. Sturdy wood frame covered with red baked enamel steel; edges are bound with ivory steel. Plastic handle; Brass plated hardware.
808-295 8445 Skate Case. 15x11x6" deep **$4.75**

S **DELUXE CHICAGO RINK SKATES.** Plastic wheels; leather lined shoes. Ladies' sizes 4-4½-5-5½-6-6½-7-7½-8-8½-9-9½-10.
808-311 D1875 White elk. Specify size. From Penn. **$28.00**
Men's: 4-4½-5-5½-6-6½-7-7½-8-8½-9-9½-10-10½-11-11½ 12-12½-13.
808-329 D1875 Black elk. Specify size. From Penn..... . . .**$28.00**

LUND JUNIOR SKI SET Selected maple skis, walnut finish. Red foot plate. Youth's strap type ski bindings. 5 ft. or 5½ ft. lengths. Two 35" Tonkin shaft poles From Minn
808-428 D1195 Specify length **$18.00**

IMPORTED SKI BOOTS . . . Retanned cowhide Ankle hold-down overlap, foam lined inner tongue. Profile rubber sole. From Mass.
808-402 D2100 Men's sizes 6 to 12. . . .**$31.50**
808-410 D2100 Women's sizes 4 to 10 **31.50**



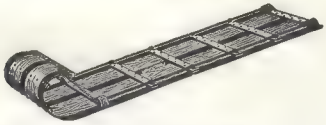
T **LUND FIS SKIS.** Multiple laminated hickory, fitted with interlocking steel edges. Moulded bend and camber. Safety bindings included. Ebonite bottom; metal heel protectors. Tantone with Red Ski lengths 6¼, 6¾, 7, 7¼ ft. From Minn.
808-451 D4250 Specify boot size and ski length.** Pair.....**$45.00**

LUND "TRAVELER" SKIS (not shown). Laminated hickory. Steel edges. Safety bindings incl. From Minn. Ski lengths 6, 6¼, 6¾, 7 ft.
808-469 D2995 Specify boot size and ski length.** Pair **$42.50**

V **ALUMINUM SKI POLES.** Strong, light. Leather strap, grip.
808-436 D500 Specify 42 or 48" length. From Minn... .....**$7.50**

W **SKI-FREE BINDINGS.** Safe, easily installed. Fit all boots.
808-444 D865 Unit and 2 Sets of Hitches. From Minn.....**$12.95**

**How to Measure Ski Length. Measure distance from palm of hand (raised over head) to floor. Order nearest length.



HEDLUND "TWO-COLOR" TOBOGGANS

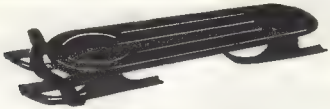
Made of selected hardwoods. Extra heavy red runners give much added service and are most attractive. The top surface is varnished and has heavy rope hand rails. The running surface is treated to help prevent moisture absorption, making it a faster sliding toboggan.

1U7850	4 Ft.	List $12.95	87776★ Ea.	1U7852	8 Ft.	List $29.25	217608★ Ea.
1U7851	6 Ft.	List 21.90	213158★ Ea.	1U7853	10 Ft.	List 36.80	321907★ Ea.

NEW EXCITING BOB SKI

Ski runner is light enough for easy balancing, yet enables the rider to lean with the turns. Rudder features a patented action that lets it ride up and over obstacles. Hardwood construction with metal bracing.

1U7837 . List $9.95 ..... 76203 Ea.



NEW - REVOLUTIONARY JET - SLED

Revolutionary in construction and style. Its low slung, sleek appearance appeals to young and old. All steel construction—durable—lasting. Ideal for winter sports enthusiasts—can be strapped on top of a car. Newest type steering mechanism—allowing a 75 degree turn, strong connecting king bolt with special bearings. New toboggan type grooved runners—1¼ inches wide—no sharp edges, rides the deepest snow with ease. Because of its strong construction the "Jet-Sled" will last from generation to generation. SPECIFICATIONS: 43¼" high, 48" overall length; 15½" front width tapered to 11½" (Body); 24 lbs. weight; Color, body, red; runners, black.

1U7855 ..... List $19.95 ..... 211978★ Ea.

DURABLE HEAVY TOBOGGAN PADS

Made of heavy, strong waterproof plastic fabric. The soft resilient filling is held in place by ventilated eyelets. Strong fastening tapes.

1U7862	Fits 4 Ft. Toboggan	List $4.25	32567★ Ea.
1U7864	Fits 6 Ft. Toboggan	List 7.65	54655★ Ea.
1U7866	Fits 8 Ft. Toboggan	List 11.10	76703★ Ea.
1U7868	Fits 10 Ft. Toboggan	List 14.50	788015★ Ea.

KIDDIE BOGGAN

An outstanding item, 3 ft. long. Manufactured of seasoned hardwood stock. Rigidly constructed with sturdy hand rails and heavy cross bars. Comes completely assembled. In natural wood finish with distinctive red trim.

1U7856 ... List $6.00 43602★ Ea.

THE NEW "JET SKI"

Natural finish laminated plywood. 19" long, 9" wide. New improved modern design of those old barrel stave skis

1U7999 .... List $2.95 .....21794★ Pr.

LUND SKI LAC

Provides a fine base surface for ski running surfaces. Application according to directions on the can will result in a hard, fast surface that will hold wax excellently. For best results in varying kinds of snow use LUND specialized ski waxes over Ski Lac.

1U7777 List $1.25 99002★ Doz.

LUND SPECIALIZED SKI WAXES

These waxes are scientifically compounded to provide the best running surfaces under any conditions. Results are most noticeable when used over Ski Lac base coat. The contrasting colors make them readily identifiable in the field.

1U7778 GREEN—For dry snow and cold weather skiing.

1U7779 RED—For medium and varying snow.

1U7780 SILVER — Hi-speed paraffin, for wet or corn snow.

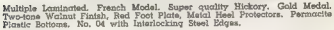
All Nos. ..... List 40c .... 32856★ Doz.

LUND SKIS AND BINDINGS

GOLD MEDAL MULTIPLE LAMINATED WITH SKI FREE SAFETY BINDING

Multiple Laminated. French Model. Super quality Hickory. Gold Medal. Two-tone Walnut Finish, Red Foot Plate, Metal Heel Protectors. Permacite Plastic Bottoms. No. 04 with Interlocking Steel Edges.

1U7982 6' 9" **1U7983** 7' **1U7984** 7' 3"
All Stock Nos. ..... **List $67.50** ..... 540905★ Pr.



TOPFLIGHT

4 piece Laminated. French Model Super Quality Hickory, Ebonite Plastic Bottom. Walnut finish, Red foot plate. Metal heel protectors. Interlocking steel edges.

1U7986 6' 6" **1U7987** 6' 9" **1U7988** 7'
All Stock Nos. ..... **List $35.00** ..... 321007★ Pr.

TRAVELER WITH BINDINGS ATTACHED

Laminated tips, walnut finish, white imitation top edges. Tempered steel edges, complete with 14 binding attached.

1U7990 6' 6" **1U7991** 6' 9" **1U7992** 7'
All Stock Nos. ..... **List $34.50** ..... 321107★ Pr.

PINE SKIS

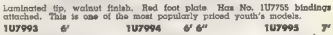
Made of selected quality pine with exclusive featured Laminated Lok-Tip which prevents the tip from lengthening out. Walnut finish, flat top. Mortised straps and buckles furnished.

1U7960 4' **List $4.50** ..... 32704★ Pr.
1U7961 5' **List 6.00** ..... 43602★ Pr.
1U7962 5' 6" **List 6.50** ..... 43908★ Pr.
1U7963 6' **List 7.00** ..... 54207★ Pr.

MAPLE FIS WITH BINDING ATTACHED

Laminated tip, walnut finish. Red foot plate Has No. 1U7755 bindings attached. This is one of the most popularly priced youth's models.

1U7993 6' **1U7994** 6' 6" **1U7995** 7'
All Stock Nos. ..... **List $22.00** ..... 213608★ Pr.



JUNIOR FIS MAPLE WITH BINDINGS ATTACHED

No. 0171. French Model. Walnut Finish, Red Foot Plate, with No. 1U7788 Youth's Bindings attached.

1U7996 5' **List $13.00** 87802★ Pr.
1U7997 5' 6" **List 14.00** 98401★ Pr.

SIDEWALK SKI SETS

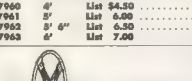
The ideal ski set for children from 3 to 10 years of age. Natural finish ash, aluminum toe plates. Leather toe straps, footmats Maple poles with heavy duty cord thongs. Length 40". Pk. ½ dz. sets.

1U7998 ..... **List $3.00** ..... 21804★ Pr.

"HEDLUND" FLASH YOUTH FLAT TOP ASH

Mortised with strap and buckle. A very popular priced model for the beginner. Made of good quality ash. Laminated bend with machine ridge. Dark lacquer top and bottom.

1U7914 5' **List $7.00** ..... 54205★ Pr.
1U7915 5' 6" **List 8.35** ..... 65574★ Pr.
1U7916 6' **List 9.85** ..... 65914★ Pr.



QUALITY SKY POLES

Royal stepdown steel shaft. Plastic grip and adjustable leather wrist strap

1U7768 48" **List $10.00** 76003★ Pr.
1U7769 51" **List 10.00** 76003★ Pr.

ALUMINUM SHAFT SKI POLES

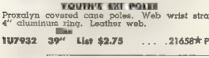
Lacquered and tapered aluminum shaft. Leather grip and strap. Aluminum snow ring. Red and Blue.

1U7766 48" **List $6.50** ..... 43906★ Pr.
1U7765 51" **List 6.50** ..... 43906★ Pr.

YOUTH'S SKI POLES

Proxalyn covered cane poles. Web wrist strap. 4" aluminum ring. Leather web.

1U7932 39" **List $2.75** ..... 21658★ Pr.



TRAILMASTER STRAP BINDINGS

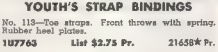
No. 112 TE—Regulation tightening lever. Metal heel plates.

1U7758 ..... **List $4.00** Pr. ..... 43406★ Pr.

YOUTH'S STRAP BINDINGS

No. 113—Toe straps. Front throws with spring. Rubber heel plates.

1U7763 **List $2.75 Pr.** 21658★ Pr.



TRAILMASTER

No. 14—Trailmaster irons with toe straps. Cables with heel springs. Forward front throws. Metal heel plates. One set cable low hitches.

1U7788 **List $6.00 Pr.** 43606★ Pr.

SKI FREE SAFETY BINDING

Toe Piece and the Boot Toe Protector. These bindings come with cables with double front springs and rubber heel guards. Adjustable ladder-type front throw. Two sets of single low hitches. Metal and rubber heel plates. Safety straps, with long cables. Shipping wt.: one pair, 4 lbs.

1U7759 ..... **List $11.50 Pr.** ..... 76903★ Pr.

TIG-ORE SPORTSMASTER CAR-TOP SKI CARRIER

- Heavy Gauge Steel
- All Rivet Construction

Designed with the sportsman in mind. Folds compactly for easy storage in the trunk. Grey hammertone finish over heavy gauge steel. Toggle bolts insure positive locking. No clamps to vibrate loose. Exclusive sponge rubber inserts prevent scratching and rattling of equipment. Universal design . . . fits most makes and models.

1U7934 ..... **List $17.00** ..... 21008 Ea.

ELECTRIFYING NEWS from MACO

Calling all buyers!
Calling all dealers! . . .
The big news at the 1957
Toy Fair is Maco's
power-packed profit line of
authentically styled toys
. . . Featuring for the first
time the exciting,
new electronic system . . .

MACO-TRONIC

See and hear last year's
proven best-seller . . .
the Maco Signal Corps
Walkie-Talkie . . . now
better than ever with
this amazing new
electronic feature.

See . . . hear . . .
convince yourself
of the "electrifying"
profits awaiting you
at
ROOM 1074
TOY FAIR
HOTEL NEW YORKER

MACO TOYS 276 NOSTRAND AVENUE BROOKLYN 5, N. Y.

New York Representative:
Nat Berk Enterprises,
200 Fifth Ave., Rm. 205,
New York, N. Y.

Midwest Representative:
G. M. Kalmanson Associates,
1484 Merchandise Mart, Chicago, Ill.
615 Park Ave. Bldg., Detroit, Michigan

Southern Representatives:
Boyce-Mortensen Co.,
306 Merchandise Mart, Dallas, Texas
Joe Medeiros Co.,
307 M & M Building, Memphis, Tenn.

Western Representative:
Irving Petok Company
310 East 4th Street,
Los Angeles 13, Calif.

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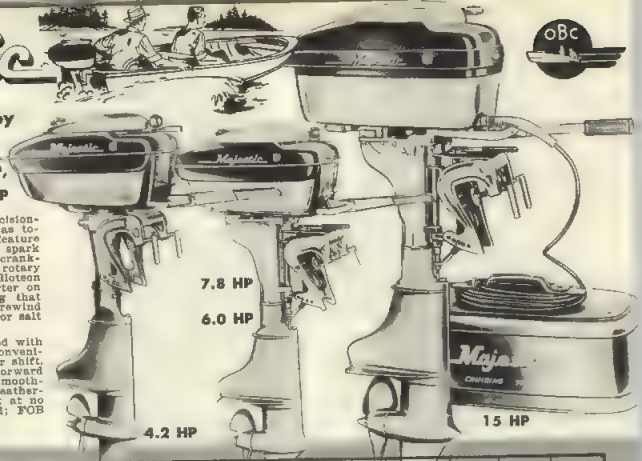
Majestic



Made and warranted by Champion Motors

4 Great Models — 15 HP, 7.8 HP, 6.0 HP, and 4.2 HP

Majestic Motors are power-bilt, precision-bilt for years of service. As modern as tomorrow they include every quality feature you want. Phelon waterproof hot spark magneto (except on 4 HP); balanced crankshaft and fly wheels; neoprene positive rotary impeller type cooling system; Tilloteon concentric bowl type carburetor (Carter on 15HP). Automatic co-skipper steering that holds set course, and automatic rewind starter. All motors are Alrok tested for salt water use.

All models (except 4HP) are equipped with "QSC" Quieter, Smoother and more Convenient forward, neutral and reverse gear shift. They may be instantly shifted from forward to neutral or reverse, with a silken smoothness, without clashing gears. The Feather-Lite 15 has a 6 gallon cruising tank at no extra cost. All models OBC certified; FOB Minn.

Catalog No.	OBC H. P	Bore & Stroke	Cu In. Piston Displacement	Propeller	Gas Tank	Speed MPH	Retail
9426Z69X25125	15	2½x2-1/32"	19.94	3 Blade 8x11	6 Gal. Sep. Tank	0-30	$335.00
Majestic Featherlite "15". Husky and compact, it only weighs 54 lbs. Deluxe alternate firing lite-twin has Twist Grip Throttle, silent dual internal rotary valves. Perfect for those who enjoy thrilling speeds or who need big power.							
9427Z62X17625	7.8	1⅞x1¾"	9.66	2 Blade 7½x9½	5 Qts.	0-20	$235.00
Majestic Deluxe Alternate Firing Twin. A wonderful motor for family fun. Includes all the features listed above, weighs only 47 lbs. Has forged steel connecting rods with Torrington needle bearings, Phelon waterproof spark, etc.							
9428Z61X16500	6.0	1⅞x1¾"	9.66	2 Blade 7½x9	5 Qts.	0-17	$220.00
Majestic Deluxe Alternate Firing Twin — in the world's most popular size. Weighs only 46 lbs., includes all the features of the 7.8 H. P. motor.							
9429Z57X13090	4.2	2 1/16x1¾"	5.84	2 Blade 7½x6	5 Qts	1-12	$174.50
Majestic Fisherman's Special. Without a gear shift but a wonderful light weight fishing motor for trolling. Most of the features described above: Bendix Scintella waterproof magneto, Automatic co-skipper; internal dual rotary 2 part valves, etc.							

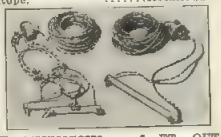
9424Z18X1550 HEAVY DUTY ALUMINUM OUTBOARD MOTOR CARRIER of high strength polished aluminum tubing. Has heavy duty oilite bearing wheels with 10" x 1.75 semi-pneumatic tires, tank rack and strap. Sturdy construction for rugged abuse. Capacity 25HP plus. FOB N.Y. **Retail: $22.95**

TOW ROPES, made of ¼", 3 strand manila, oil treated.

9436Z2W330 70 ft. Single Handle **Retail: $4.95**

9437Z2W305 85 ft. Double Handle **Retail: $5.95**

9438Z2W200 50 ft. Aquaplane Tow Rope. .....**Retail: $3.00**



FAMOUS WHITE BEAR WATER SKIS

for new thrills

for the entire family.

9430Z26X1996 6 FT. MARINE AQUAPLANE. 24" wide, ¾" thick. Includes manila control rope with round wooden handle. Finished in bright yellow marine enamel with red skidless surface. For 10 to 50 H.P. and the advanced skier **Retail: $29.95**

WHITE BEAR SKIS come equipped with new soft rubber fast kits, have permanently glued tip bend . . . so the tips will never straighten out. Up-to-the-minute design and flashing color styling make these the favorites of water skiers everywhere. Easy to handle in the water 'cause they're perfectly balanced — Other features are adjustable foot harness and a one year guarantee. F.O.B. Minn.

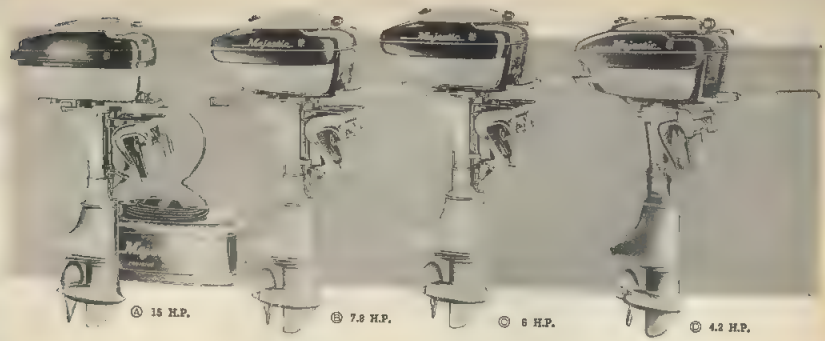
A **9431Z12X1567** 6 FT. SLALOM SKI, for new thrills on one ski. The slalom has a deep aluminum rudder for maximum control and special binding for other foot. **Retail: $23.50**

B **9432Z20X2330** 6 FT. OUTBOARDS, 7 inches wide, recommended for motors under 22 H.P. **Retail: $34.95**

C **9433Z14X2196** 5 FT. SKIS, 6 inches wide, best for beginners or people of 130 lbs or less. Good for experienced skiers up to 200 lbs. For outboards of 25-50 H.P. **Retail: $32.95**

D **9434Z16X2330** 5 FT. OUTBOARDS, 7 inches wide. Excellent for use with outboard motors of less than 25 H.P., for people less than 160 lbs. **Retail: $34.95**

E **9435Z17X2463** 5½ FT. VARNISHED SKIS, 6 inches wide. Wider, Shallower, longer bend, laminated tip. For 15-50 H.P. ....**Retail: $36.95**



Ⓐ 15 H.P. Ⓑ 7.8 H.P. Ⓒ 6 H.P. Ⓓ 4.2 H.P.

1957 MAJESTIC Outboard Motors

Ⓐ MAJESTIC FEATHERLIGHT 15 H.P.

A powerful 15 H.P., O.B.C. certified work horse with plenty of power for water skiing and other rugged routines. Alternate firing twin with synchronized spark and throttle twist grip, steering handle. Forward, neutral and reverse O.S.C. gear shift conveniently located at front of motor. Automatic rewind starter. Forged steel connecting rods with Torrington needle bearings [illegible] Shock proofed [illegible] Water [illegible] Balanced [illegible] crankshaft [illegible] Speeds to 30 M.P.H. [illegible] single [illegible] fuel [illegible] Aluminum [illegible] Rock treated to prevent salt water corrosion. Motor wt. 54 lbs.

9R1-26825—Ship. wt. 60 lbs. ..... RETAIL **$355.00**

Ⓑ MAJESTIC 7.8 H.P.

A smooth-operating, alternate firing twin with O.S.C. gear shift forward, neutral and reverse. [illegible] Motor wt. 47 lbs.

9R2-18675—Ship. wt. 55 lbs. ..... RETAIL **$249.00**

Ⓒ MAJESTIC 6.0 H.P.

A good, all-purpose, alternate firing twin. O.S.C. forward, neutral, reverse gear shift. Internal dual rotating 2-port valves. Forged steel connecting rods with Torrington needle bearings. Water-proof, high tension magneto. Quiet, underwater exhaust. Positive cooling impeller water pump. Tillotson concentric [illegible] Speeds to 27 M.P.H. [illegible] 5-qt. gas tank capacity. Motor wt. 46 lbs.

9R3-17475 Ship. wt. 54 lbs. ..... RETAIL **$233.00**

Ⓓ MAJESTIC 4.2 H.P.

Ideal for fishermen—perfect for trolling. Non shift. Approximate speed range from 1 to 12 M.P.H. Internal dual rotating 2-port valves. Forged steel connecting rods with Torrington needle bearings. Positive rotary impeller type water pump. Aluminum [illegible] 5-qt. gas tank [illegible] Motor wt. 42 lbs.

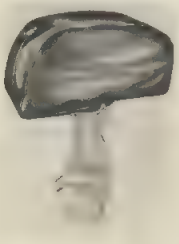
9R4-13425—Ship. wt. 50 lbs. ..... RETAIL **$179.50**

More Popular Every Year!

NEPTUNE "Mighty Mite"

Powerful performance, yet weighs only 18 lbs. A well designed motor that is excellent for use on those lakes where larger motors are forbidden. Perfect for use as an auxiliary or trolling motor. Easily operated by women and children. Well suited for [illegible] boats and [illegible] **Single cylinder 1.7 H.P. (O.B.C. certified).** 1-qt. gas tank capacity. Reliable automotive type [illegible] carburetor. Aluminum [illegible] Eight tension magneto. 13 to 1 gear ratio [illegible] 25 lbs.

9R5-6365 ..... RETAIL **$89.50**



LAFAYETTE ZIP-A-HOOD

Protects head of outboard motors from rain, dust, dirt, sun, while on the boat, or in [illegible] Individually packaged. Fits [illegible] to 35 H.P. Individually packaged in plastic film bag.

FOR MOTORS TO 8 H.P.
22R35-370 ..... RETAIL **$6.00**
FOR MOTORS TO 18 H.P.
22R36-430 ..... RETAIL **$7.00**
FOR MOTORS TO 35 H.P.
22R37-514 ..... RETAIL **$8.40**

2½ GALLON FUEL TANK

An ideal unit for the sportsman or motorist or pleasure boat owner or well [illegible] It's designed [illegible] **Constructed of sturdy steel, lacquered red body, yellow point.** Heavy wire bail, wood roll handle. Treated inside and out for fuel resistance. 2⅜" hex. filler cap with [illegible] oz. oil measure. Removable filler screen. Reversible leak-proof, double purpose flexible spout and seal. Ship. wt. 5 lbs.

79R6-210 ..... RETAIL **$3.00**

MAJESTIC Outboard Motors

Ⓐ 15 H. P. Ⓑ 7.8

Ⓐ MAJESTIC FEATHERLIGHT 15 H.P. TWIN

A powerful 15 H.P., O.B.C. certified work horse with plenty of power for water skiing and other rugged routines. Alternate firing twin with synchronized spark and throttle twist grip, steering handle. Forward, neutral and reverse O.B.C. gear shift conveniently located at front of motor. Automatic rewind starter. Forged steel connecting rods with Torrington needle bearings. 8x11", 3-blade propeller. Waterproof high tension magneto. Carter carburetor. Quiet, underwater exhaust. Balanced flywheel and crankshaft. Automatic co-skipper steering holds set course. Speed to 30 M.P.H. Complete with separate, pressureless, single line, 6-qt. fuel tank. Die cast aluminum parts are Alrok treated to prevent salt water corrosion. Motor wt. 54 lbs.

9R1-25125—Ship. wt. 60 lbs. .....RETAIL **$225.00**

Ⓑ MAJESTIC 7.8 H.P.—O.B.C. CERTIFIED—DELUXE TWIN

A smooth-operating, alternate firing twin with O.B.C. gear shift forward, neutral, and reverse. Automatic rewind starter. Dual internal rotary valves. Forged steel connecting rods with Torrington needle bearings. Plexiglas waterproof, hot-spark magneto. Balanced flywheel and crankshaft. Automatic co-skipper steering holds set course. Speed range 9 to 20 M.P.H. 7½x9½", 2-blade semi-weedless propeller. Quiet, underwater exhaust. 3-qt. gas tank capacity. Motor wt 47 lbs.

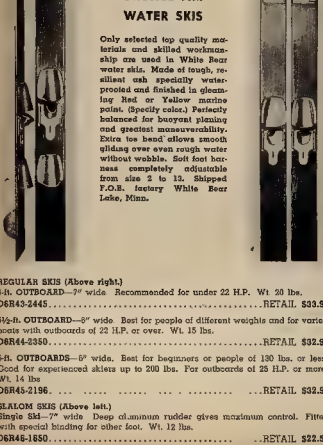
9R2-17830—Ship. wt. 55 lbs. .....RETAIL **$238.00**

NEPTUNE "MIGHTY MITE"

1.7 H.P. weighs only 18 pounds!

Powerful performance, yet weighs only 18 lbs. A well designed motor that is excellent for use on those lakes where larger motors are forbidden. Perfect for use as an auxiliary or trolling motor. Easily operated by women and children. Well adapted for sailboats and dinghys. **Single cylinder 1.7 H.P. (O.B.C. certified).** 1-qt. gas tank capacity. Reliable automotive type Tillotson carburetor. Aluminum semi-weedless propeller. High tension magneto. 13 to 20 gear ratio. Ship. wt 25 lbs.

9R5-5844.....RETAIL **$78.50**



WHITE BEAR *Selected Ash* WATER SKIS

Only selected top quality materials and skilled workmanship are used in White Bear water skis. Made of tough, resilient ash specially waterproofed and finished in gleaming Red or Yellow marine paint. (Specify color.) Perfectly balanced for buoyant planing and greatest maneuverability. Extra toe bend allows smooth gliding over even rough water without wobble. Soft foot harness completely adjustable from size 2 to 12. Shipped F.O.B. factory White Bear Lake, Minn.

REGULAR SKIS (Above right.)

6-ft. OUTBOARD—7" wide. Recommended for under 22 H.P. Wt 20 lbs.
D6R43-2445.....RETAIL **$33.95**

5½-ft. OUTBOARD—8" wide. Best for people of different weights and for varied boats with outboards of 22 H.P. or over. Wt. 15 lbs.
D6R44-2350.....RETAIL **$32.95**

6-ft. OUTBOARDS—6" wide. Best for beginners or people of 130 lbs. or less. Good for experienced skiers up to 200 lbs. For outboards of 25 H.P. or more. Wt. 14 lbs
D6R45-2196.....RETAIL **$32.95**

SLALOM SKIS (Above left.)

Single Ski—7" wide. Deep aluminum rudder gives maximum control. Fitted with special binding for other foot. Wt. 12 lbs.
D6R46-1650.....RETAIL **$22.50**

KIMBALL FIBERGLAS WATER SKIS

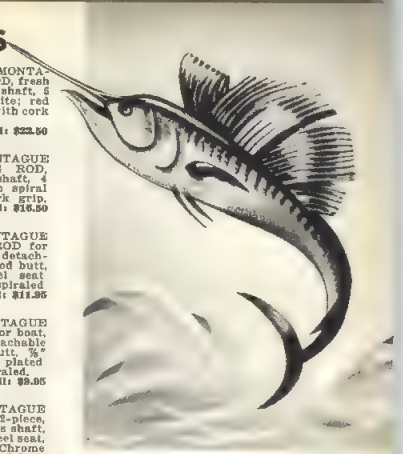
Molded completely of fiberglas, the tough, modern material used for bullet-proof vests and sports car bodies. Won't warp, crack or splinter. Glass-smooth for more speed and less drag on boat. Designed with performance-adding flotation core. First quality rubber binders feature automatic ratcheting lock and adjustable heel plate. Firmly fastened with unique screw inserts. Choice of 3 different models. Field standard, solid color standard or solid color Slalom. Brilliant molded-in colors always look new. F.O.B. Factory, Wisconsin.

Field Standard—Model 400. Dynamically balanced for perfect riding qualities. Specially designed keel. Complete with bindings. Choice of Red or Yellow plaid, Catalina swim suit patterns. 5½" wide and 5'6" long. Wt. 12 lbs.
D6R42-3330.....RETAIL, PAIR **$49.95**

Solid Color Standard. Model 500. An excellent all-purpose ski for beginner or advanced water skier. Dynamically balanced for perfect riding qualities. Specially designed keel. Deluxe bindings. 6½" wide, 5'6" long. Ship. wt. 12 lbs. Choice of Red, Yellow or Orange. Specify color
D6R41-2990.... RETAIL, PAIR **$45.00**

Slalom—Model 600. Finest ever made for one foot slalom riding. Fitted with added toe binding 6½" wide, 5'6" long. Choice of Red, Yellow or Orange solid color. Ship wt. 8 lbs. Specify color.
D6R40-1986....RETAIL, EACH **$29.95**

MONTAGUE RODS



A **5978M4W750** Model 3553 MONTAGUE "TIMBER-LAKE", Solid Glass Fresh Water Baitcasting Rod, 5' with 4 guides. Deluxe clear shaft, polished handle. Guides underwound gold with spiral overwrap. Cloth bag, tip tube
Retail: $12.50

B **5979M4W597** Model 3563 MONTAGUE "BEAVER LAKE", Solid Glass Fresh Water Baitcasting Rod, 5', with 4 guides. Deluxe clear shaft, polished aluminum handle. Guides underwound gold with maroon spiral overwrap. Cloth bag, tip tube. .....**Retail: $9.95**

C **5980M4W1197** Model 1023 MONTAGUE "RED WING", Holloglass Two-piece Fly Rod, 8', Light, with deluxe black shaft. Guides underwound white, red spiral overwrap. Shaped cork grip, aluminum reel seat. Cloth bag, fiber case. .....**Retail: $19.95**

D **5981M4W897** Model 1156, MONTAGUE "RAPIDAN", Holloglass Two-piece Fly Rod, 8½', Medium with deluxe black shaft. Gold spiral windings, shaped cork grip, aluminum reel seat. Cloth bag, fiber case. .....**Retail: $14.95**

E **5982M4W1497** Model 2330 MONTAGUE HOLLOGLASS SPINNING ROD 9' 2-piece. Deluxe black shaft, 5 chrome spinning guides. White underwind, red spiral overwrap. Fixed reel seat, ring cork grips. Cloth bag. .....**Retail: $24.95**

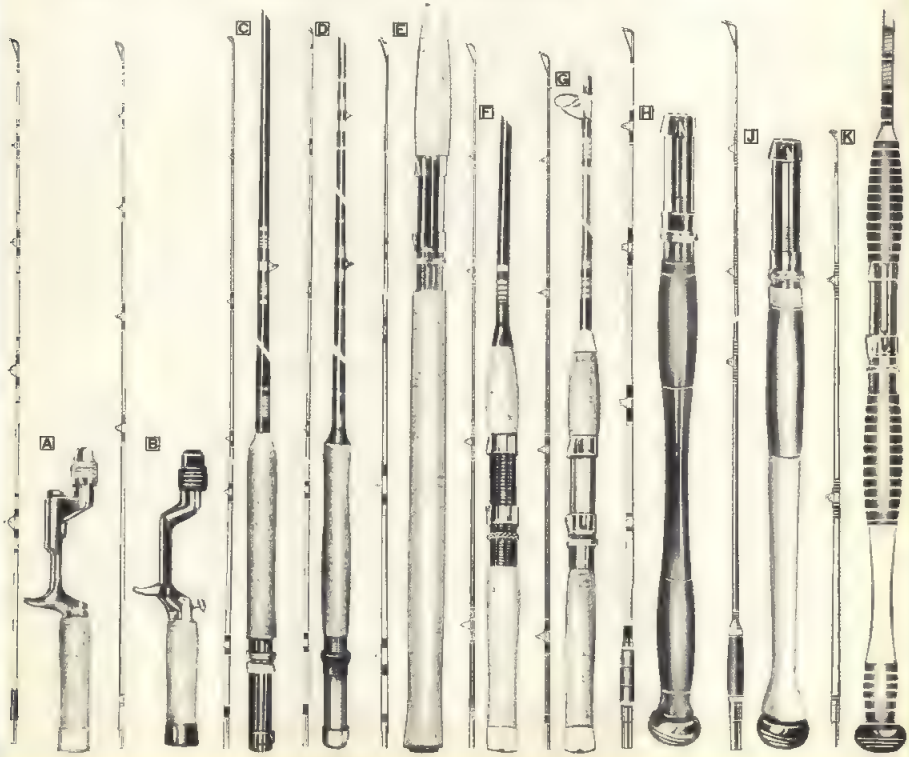
F **5983M4W1350** Model 2064 MONTAGUE "FISHKILL" SPINNING ROD, fresh water, 7' 2-piece, Deluxe black shaft, 5 carboloy guides. Underwind white; red spiral overwrap. Fixed reel seat with cork grips, canvas bag, fiber case.
Retail: $22.50

G **5984M4W890** Model 2194 MONTAGUE "KEITH'S BROOK" SPINNING ROD, fresh water, 7', 2-piece, Tan shaft, 4 guides, underwind white-maroon spiral overwrap. Sliding reel seat, cork grip, cloth bag. .....**Retail: $16.50**

H **5985M4W717** Model 8830 MONTAGUE "SOUTHPORT" SOLID GLASS ROD for boat, bay or trolling, 6', one piece detachable grip. White tip; 20" hardwood butt, flame finished. ⅞" Tarpon reel seat Wound black and goldenrod spiraled Cloth bag. .....**Retail: $11.95**

J **5986M4W597** Model 8560 MONTAGUE "TOPSAIL" SOLID GLASS ROD for boat, bay or trolling, 6' 9", one piece detachable grip. 20" hardwood clear tip butt, ⅞" Tarpon reel seat Guides chrome plated Wound maroon and goldenrod spiraled.
Retail: $9.95

K **5987M4W897** Model 8061 MONTAGUE HOLLOGLASS BOAT ROD, 6½', 2-piece, for bay or trolling. Tan Holloglass shaft, hardwood butt and grip. Chrome reel seat, double thick reinforced ferrule. Chrome guides wound maroon and gold. Cloth bag
Retail: $14.95



Majestic

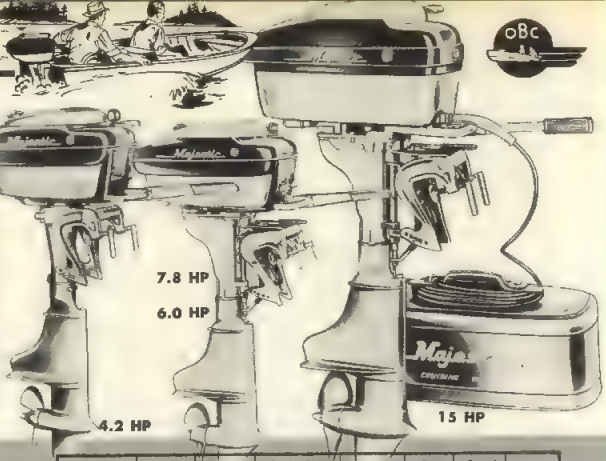
OBC

Made and warranted by Champion Motors

4 Great Models — 15 HP, 7.8 HP, 6.0 HP, and 4.2 HP

Majestic Motors are power-bilt, precision-bilt for years of service. As modern as tomorrow they include every quality feature you want. Phelon waterproof hot spark magneto (except on 4 HP); balanced crankshaft and fly wheels; neoprene positive rotary impeller type cooling system; Tillotson concentric bowl type carburetor (Carter on 15HP). Automatic co-skipper steering that holds set course, and automatic rewind starter. All motors are Alrok tested for salt water use.

All models (except 4HP) are equipped with "QS" Quieter, Smoother and more Convenient forward, neutral and reverse gear shift. They may be instantly shifted from forward to neutral or reverse, with a silken smoothness, without clashing gears. The Feather-Lite 15 has a 6 gallon cruising tank at no extra cost. All models OBC certified; FOB Minn.



Catalog No.	OBC H. P.	Bore & Stroke	Cu. In. Piston Displacement	Propeller	Gas Tank	Speed MPH	Retail
9426Z69X25125	15	2½x2-1/32"	19.94	3 Blade Ball	6 Ga Sep Tank	0-30	$335.00
Majestic Featherlite "15". Husky and compact. It only weighs 54 lbs. Deluxe alternate firing lite-twin has Twist Grip Throttle; silent dual internal rotary valves. Perfect for those who enjoy thrilling speeds or who need big power.							
9427Z62X17625	7.8	1¾x1¾"	9.66	2 Blade 7½x9½	5 Qts.	0-20	$235.00
Majestic Deluxe Alternate Firing Twin. A wonderful motor for family fun. Includes all the features listed above, weighs only 47 lbs. Has forged steel connecting rods with Torrington needle bearings, Phelon waterproof spark, etc.							
9428Z61X16500	6.0	1¾x1¾"	9.66	2 Blade 7½x9	5 Qts.	0-17	$220.00
Majestic Deluxe Alternate Firing Twin—in the world's most popular size. Weighs only 46 lbs., includes all the features of the 7.8 H. P. motor							
9429Z57X13090	4.2	2-1/4x1¾"	5.84	2 Blade 7½x6	6 Qts.	1-12	$174.50
Majestic Fisherman's Special. Without a gear shift but a wonderful light weight fishing motor for trolling. Most of the features described above: Bendix Scintilla waterproof magneto; Automatic co-skipper; internal dual rotary 2 part valves, etc.							

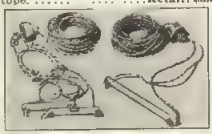
9424Z18X1550 HEAVY DUTY ALUMINUM OUT BOARD MOTOR CARRIER of high strength polished aluminum tubing. Has heavy duty oilite bearing wheels with 10" x 1.75 semi-pneumatic tires; tank rack and strap. Sturdy construction for rugged abuse. Capacity 25HP plus. FOB N.Y. ..Retail: $22.95

TOW ROPES, made of ¾", 3 strand manila, oil treated

9430Z2W330 70 ft. Single Handle **Retail: $4.95**

9437Z2W395 85 ft Double Handle **Retail: $5.95**

9438Z2W200 50 ft Aquaplane Tow Rope. ....**Retail: $3.00**



FAMOUS WHITE BEAR WATER SKIS

for new thrills

for the entire family.

9439Z20X1996 6 FT. MARINE AQUAPLANE. 24" wide, ¾" thick; includes manila control rope with round wooden handle. Finished in bright yellow marine enamel with red skidless surface. For 10 to 50 H.P. and the advanced skier **Retail: $29.95**

WHITE BEAR SKIS come equipped with new soft rubber fast kits; have permanently glued tip bend . . . so the tips will never straighten out. Up-to-the-minute design and flashing color styling make these the favorites of water skiers everywhere. Easy to handle in the water 'cause they're perfectly balanced — Other features are adjustable foot harness and a one year guarantee. F.O.B Minn.

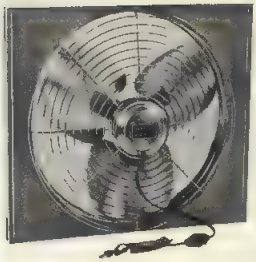
A **9431Z12X1567** 6 FT SLALOM SKI, for new thrills on one ski. The slalom has a deep aluminum rudder for maximum control and special binding for other foot. **Retail: $23.50**

B **9432Z20X2330** 6 FT. OUTBOARDS, 7 inches wide, recommended for motors under 22 H.P **Retail: $34.95**

C **9433Z14X2196** 5 FT SKIS, 6 inches wide, best for beginners or people of 130 lbs. or less. Good for experienced skiers up to 200 lbs. For outboards of 25-50 H P **Retail: $32.95**

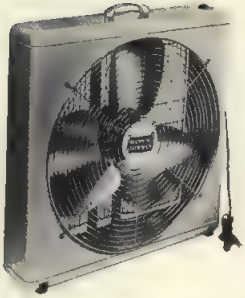
D **9434Z16X2330** 5 FT. OUTBOARDS, 7 inches wide. Excellent for use with outboard motors of less than 25 H.P., for people less than 160 lbs. .. .. **Retail: $34.95**

E **9435Z17X2463** 5½ FT. VARNISHED SKIS, 6 inches wide. Wider, Shallower, longer bend, laminated tip. For 15-55 H.P ...**Retail: $36.95**



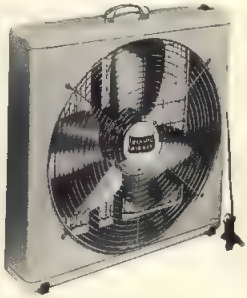
MANNING BOWMAN 20" WINDOW FAN. Cooling as a mountain breeze! Here's a fan that will bring any house to life with its powerful living-conditioned smooth flowing air in 2 speeds. Handsomely designed, sturdily built, with beautiful hammer finish to harmonize with any window setting. Office, shop, home and apartments all need one. 20" single unit, 245 watts, 110-120 volts, 50-60 cycle, AC only. 2 speeds. CFM 3520 high, 2620 low. Ship wt. 31 lbs.

E1388 A2350 3A2200 Retail **$35.95**



MANNING BOWMAN 3 SPEED BREEZE BOX. Electrically reversible 20" fan. A powerful portable fan. Set it on the floor, on a table or in a window. Flick the switch and your fan automatically reverses. 150 watts high, 125 medium, 95 low, 110-120 volts, 50-60 cycle, 6 pole motor. CFM high 3520, low 2800. Height 25", width 31", depth 6½". Ship. wt. 30 lbs.

E1767 A3125 Retail **$59.00**



MANNING BOWMAN 20" x 16" 3 SPEED BREEZE BOXES. Powerful, quiet! Hammered enamel. Carry anywhere, set on floor, table or in window. Reverse it for exhaust use. Expanders for little extra cost.

20" SPECIFICATIONS: 150 watts high, 125 med. 95 low, 110-120 volts, 50-60 cycle, 6 pole motor. H 25", W 31", depth 6½". Ship. wt. 29 lbs.

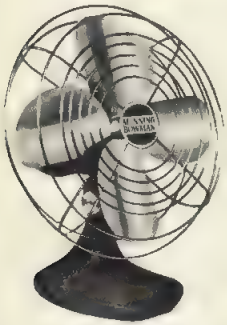
E1395 A2600 3A2475 Retail **$39.50**
E1394 A310 Expander Wt. 10 lbs. Retail **$ 5.00**

16" SPECIFICATIONS: 150 watts high, med. 120, low 110. H 21", W 18", Depth 6½". Wt. 27 lbs.

E1397 A2150 3A2030 Retail **$32.95**
E1396 A310 Expander Wt. 9 lbs. Retail **$ 5.00**

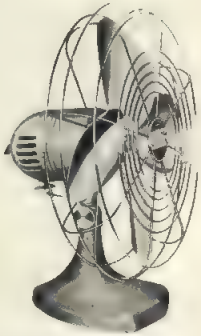
. in Warmest Weather

Manning-Bowman Fans



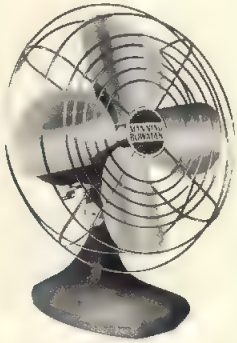
MANNING BOWMAN 8" STATIONARY TABLE MODEL. The finest 8" Stationary Fan in its price class. Single speed non-oscillating beauty tilts easily up or down in any desired position, firmly locks in that position with a big, easy-to-turn knurled knob. Chrome-plated safety guard, sturdy, grey-enamel finished base. 40 watts, 110-120 volts, 50-60 cycle AC only. Ship. wt. 32 lbs.

E1786 A450 6A420 Retail **$6.95**



MANNING BOWMAN 16" OSCILLATING 3 SPEED. A big, heavy-duty 16", 3 speed oscillating fan for use in stores, schools, churches, offices, factories and larger rooms in the home. Anywhere there is need for cool comfortable air. Oscillates or operates as a stationary fan. Sturdy construction, 108 watts, 110-120 volts, 50-60 cycles. Ship. wt. 24 lbs.

E465 A2581 3A2467 Retail **$42.25**



MANNING BOWMAN 10" OSCILLATING TABLE MODEL. This fan incorporates features of finest fans made . . . beautifully designed, perfectly constructed. Single speed, 10" oscillator or stationary fan by fingertip adjustment. 44 watts, 110-120 volts, 50-60 cycle AC only. Ship. wt. 8½ lbs.

E819 A950 3A875 Retail **$14.50**

MANNING BOWMAN 12" OSCILLATING 3 SPEED. A real value leader! Can be moved quickly and easily to any room of the house to provide refreshingly cool air . . . all night, if necessary! Safe, sure, dependable and versatile. 70 watts, 110-120 volts, 50-60 cycles. AC only. Ship. wt. 14½ lbs.

E469 A1550 3A1425 Retail **$23.25**

STA-UP
DOLL STANDS
IN FOUR SIZES
Colorful, heart-shaped plastic bases, with coil spring for dolly's feet
No. 710 For Dolls up to 8" High 3 on Card 25¢
No. 711 For Dolls Up to 12" High 2 Doz. to Display Box 10¢ each
No. 712 Jumbo Doll Stand For Dolls Up to 14" High 1 in Doz. to Display Box 15¢ each
No. 715 DeLuxe Doll Stand For Dolls Up to 24" High Individually Packed 25¢ each
WRITE FOR FREE CATALOG
KNICKERBOCKER
FACTORY NORTH HOLLYWOOD, CALIFORNIA
SHOWROOMS 1107 BROADWAY NEW YORK CITY

buy a toy." Piped music also helps.

In keeping with his aim to expose customers to as much merchandise as possible, and because Sol designed the store for semi-self-service, many gondolas are in evidence. Aisles are parallel with the length expanse of toy-displaying walls, so customers will tend to be attracted to every area. And, wherever possible the packaged toy is displayed so its most appealing side is in view. If the package isn't constructed so the shopper can see the toy or the box's contents, Sol puts out a sample without the package, and he makes sure there is plenty of stock packaged and handy nearby for customers to pick up and bring to the check-out counter just inside the store's entrance.

TRAFFIC LOT

By having display counters perpendicular to, instead of parallel with, the aisles, customers are forced to weave in and out more and thus be more exposed to displays.

Noticing that few people ever looked up high enough to admire playthings hung on the walls near ceiling height, little merchandise is displayed anywhere near that area.

No table or counter is above 30 inches high, and stacked toys like boxed games are lodged directly underneath the displayed sample so all that is necessary is to reach down and replace the purchase.

"That way I have over 200 feet of storage space," says Sol, "and it doesn't hurt to keep the stock on the low-down shelving, since people don't look down anyhow. Besides, you can't sell a boxed toy by simply showing the customer the end of the box." For this reason, most boxed toys receive full front showing.

Butterfield tries to anticipate the demand for certain kinds of playthings, and stock a sufficient number which he feels will be popular sellers. He's always in the market for unusual new toys or specialty items that tie in with something currently publicized, such as comic or character dolls, movie star cowboy outfits and mechanical figures.

"Some toys move slow," he said, "because they lack adult appeal and

"JUST LIKE DAD'S"
The Answer to Young America's Prayers
Battery Powered or Pedal
SEE THE SUNLINER 500 JR. AT ROOM 448
SHERATON-McALPIN HOTEL
The most attractive child's car and the BEST VALUE in the wheeled goods market
Write for details
Donalson Manufacturing Company
3130 Dodge Road Kansas City, Kansas

PROTECT YOUR FUTURE
BUY YOUR EXTRA SAVINGS BONDS NOW

AL THOYER
showing
FUN, Inc.
SELF SERVICE
MAGIC & JOKE RACKS
BOOTH 55
TRADE SHOW BLDG.
Opposite Hotel New Yorker
March 10-15
See me Also in Booth 4-5-6

Man-Size Santa for Man-Size Sales Action

ANIMATED FIGURE WITH EXCEPTIONAL APPEAL

It takes a glamour Santa like this one to capture traffic attention in retai competition. This Santa sways from side to side and his right arm waves with real friendliness. Full 66-inches tall with life-like beard, and dressed in rich red velveteen white plush trimmed with plastic boots and belt. Ideal for window or floor display; an excellent item for wholesale florists, department store suppliers, general jobbers, etc. No. 606; also other Santas in various sizes, animated or stationery.

BE SURE TO WRITE US FOR CATALOG
and price list of our entire line—over 100 animals for Easter, Mother's Day, Carnival, Fall, Christmas and Special Promotions.

Our animals are stuffed with cotton. We don't use cardboard or paper

THESE WILL BE SHOWN AT
The American Toy Fair March 6 to 15, 1957
Hotels McAlpin and New Yorker
Rooms 1254, 1255, 1260 in the New Yorker

DO NOT FAIL TO SEE US—It's Time Well Spent!

The manufacturing process of our animals was shown on Art Baker's T-V program "You Asked for It"

dee-bee Toy Creations 411 East 8th St., Kansas City 6, Missouri

"As Good As The Best And Better Than The Rest"

METROPOLITAN

Presents

"THE FINEST FUR TOYS IN AMERICA"

METROPOLITAN FUR TOY CO.

800 AVENUE OF THE AMERICAS
NEW YORK 1, N. Y.

JON GNAGY

"LEARN TO" ART SETS

The creative art-toy line ordered and reordered by leading department stores, mail order firms, hobby and toy jobbers. Promoted on the famous Jon Gnagy "Learn To Draw" TV show throughout the country. Plus the full Ladies Home Journal, newspapers and American Toy Promotion campaign in TY. In big, beautiful full-color boxes —these sets sell wherever they are displayed!

LEARN WITH JON GNAGY SETS

Learn To Draw	$2.95
Learn Oil Color Painting	4.95
Learn Water Color Painting	3.95
Learn Pastel Painting	3.50
Learn Sculpture	2.95
Learn Block Printing	3.95
Learn Ceramics	2.95
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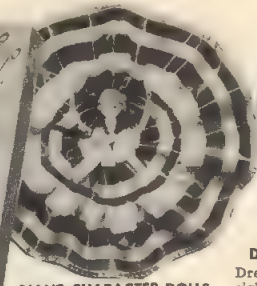
PAINT-BY-NUMBER SETS $1.00 & $2.95

Write for Complete Catalogue

Created by America's Largest Art Supply Center

ARTHUR BROWN & BRO., INC.
2 WEST 46th STREET, NEW YORK 36, NEW YORK

SWEETIE CHARACTER DOLLS
Assorted character dolls with moveable eyes. Many beautiful costumes. Packed in colorful window box for dust-free display.
dozen $6.00



GIANT CHARACTER DOLLS
Giant size character dolls with huge flared skirt. Dolls have real hair and moveable eyes. Packed in attractive display box.
each $2.50

DREAM GIRL BED DOLLS
Dressed in rayon satin dress, eight ruffles. Unbreakable head, arms and legs, mohair wig. (Case lots—24, each $2.50).
each $3.00

STAR BRIGHT DOLLS
Beautifully packaged 8" dolls with moveable eyes, mohair wig, dressed in satin dress. Packaged in multicolored window box.
each $.75

MARDI-GRAS CHARACTER DOLLS
Large size "Mardi Gras" character dolls, dressed in flared skirt and matching hat. Moveable arms, legs and eyes. Packed in special "Mardi Gras" window box.
each $1.25

BOXED CHARACTER DOLLS
A trio of beautifully dressed dolls, each in its colorful cellophane window box. Each all-plastic doll is 12" tall with moveable arms, legs, head and eyes.
No. 222 Ballerina ..... each $2.00
No. 711 Bride ..... each $2.00
No. 949 Cinderella ..... each $2.00

24" TALL BRIDE DOLL
Full 24 inches tall, this latex face doll is completely outfitted as a bride with bridal gown, veil and lace train. Individually boxed.
No. 2500 ..... ea. $4.00

36" DRESSED BEAR
Giant gentleman bear in tails and tux. 36" size. Black or white.
No. 638/30 ..... each $7.50

PANDA & TEDDY BEARS
We've got 'em in every size! Nos. 225, 1250, 499 in colors or black and white only if preferred. Others in assorted colors.
No. 305 (11" high)....each $.60
No. 12 (12" high)... each $1.00
No. 225 (28½" high) each $2.50
No. 1250 (33" high)....each $3.00
No. 499 (36" high)....each $6.00

HUMPTY DUMPTY
Brand new novelty doll! The Humpty Dumpty has a colorful Plaid Flannel body and a round plastic face. Complete with matching plaid flannel hat.
No. 50H (21" High) each $1.30
No. 200 H (31" High) each $3.00

18" STUFFED DUCK DOLL

Duck made of colorful tafettas. Beret with pom-pom top this item. Plastic face, satin bow.

No. 380 ..... each $5.50

18" MOUSE DOLL

Black and white plastic face. Slacks, hood and ears of black tafetta and felt. Plastic blouse with ric-rac.

No. 572 ..... each $5.50

DANGLING MONKEYS

Large plush dangling monkeys with plastic face. Large elastic cord attached to head. Assorted colors.

No. 618 each $1.35

CORDUROY DOLL

17 inch cotton stuffed doll with plastic face—Made of 6 contrasting colors of corduroy — Yarn hair, satin bow.

No. COR ..... each $5.50

MAJORETTE DOLL

15" cotton stuffed doll with plastic face. Printed contrasting colors of percale and contrasting plastic blouse.

No. 8M ..... each $5.50

"MR. MULLIGAN"

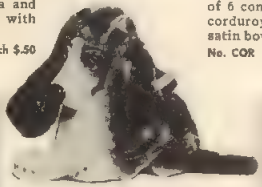
Mulligan the monkey—dressed doll with vinyl face, cigar and hat. 20" high.

No. 900 each $3.00

DUCKY BELLHOP

24 inch cotton stuffed duck with an unbreakable plastic face. Six gold buttons, gold braid trim, Bellhop cap.

No. DB ..... each $1.50



"GOOGGY" BASSET HOUND

Brown and white Bassett hound with vinyl face—flappy ears and that sad look. All plush.

No. C16—22" ..... each $3.00

No. C15—12" Small ..... each $1.35

COWBOY BEAR

Hugh, 36 inch tall plush bear—dressed in cowboy outfit with gun and holster.

No. 632/30 ea $7.50

SAILOR BEAR

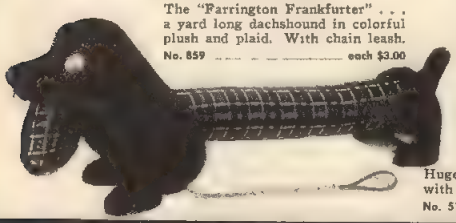
King size, 36 inch tall plush bear in sailor outfit. Complete with cap.

No. 631/30 ea. $7.50

YARD LONG DACHSHOUND

The "Farrington Frankfurter" . . . a yard long dachshound in colorful plush and plaid. With chain leash.

No. 859 ..... each $3.00



PLUSH HORSE

Ride this hobby horse to TV land. 20" x 20" in plush and colorful fabrics.

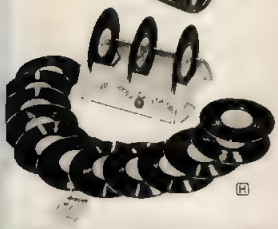
No. 6500/9 ..... each $3.00

LARGE SITTING LION

Huge, furry lion in lifelike tan plush, with long tail, button eyes.

No. 511 each $3.00

Music and Fun for the Younger Crowd



ACOUSTIC ELECTRIC PHONOGRAPHS . . . with exciting new volume control. Play any size 78 rpm records. Heavy-duty mechanism . . . can't be hurt by small hands. Constant-speed AC motor. Lifetime guarantee. (Kit for personalizing phonos in 24K gold included.)

(E) **PORTABLE PHONOGRAPH and STAND.** Sturdy luggage-type case with washable, bright Pyroxylin coated covering. Rests in wrought iron stand with record rack. Comes with 6 children's records, year's supply (10 packages) of needles. 14x12x27" overall.
895-003 C1395 Phono & Stand.....$19.95

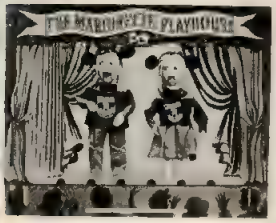
(F) **PORTABLE PHONOGRAPH** . . . same as above less stand and records. With needles.
895-011 B835 Phono, 12½x10¼x6"....$11.95

(G) **TABLE MODEL.** Closest thing to stereophonic sound . . . comes from 3 different directions! High impact molded case. Registered lifetime guarantee. With needles.
895-029 B625 Phono, 14x10x5½" $8.95

(H) **RECORD SETS** . . . each with "tekwood" rack and "long-life" needle. Contains 12 unbreakable vinylite "bonus play" records (24 sides); fit all 78 rpm and toy phonos.
895-078 B265 Kiddie favorites: Blue Tail Fly, Little White Duck, others.....$3.79
895-086 B265 Story Set: Cinderella, Robin Hood, Sleeping Beauty, others.....$3.79
895-094 B265 Mother Goose Set: Jack & Jill, Old MacDonald, others $3.79
895-102 B265 Christmas Set: Rudolph the Reindeer, Silent Night, others.....$3.79

(K) **3-SPEED ELECTRONIC PHONO & STAND.** 33, 45 & 78 rpm. Deluxe portable, in durable leatherette case . . . rests in wrought iron and brass stand. Electronic volume control. Hi-fidelity type speaker; permanent needle. Personalizing kit. 14x12x27".
895-045 C2450 Phono & Stand..... $34.95
895-052 B2095 Phono without stand... 29.95

(L) **"MICKEY MOUSE CLUB"** Portable Phonograph . . . fully automatic . . . play it anywhere! Safe, long-lasting battery-operated motor starts and stops automatically. Exclusive volume control; needle cup with sliding door. Batteries included. Sturdy case.
895-037 B695 Phono, 10½x10½x3½"..$9.95



MOUSEKETEER MARIONETTE SET. Right out of Disneyland, the beloved Mouseketeers are here on stage to amuse and entertain small fry with their hilarious antics. So easy to operate any child can make them perform. Boy and Girl marionettes on skates are each over 12" tall . . . have movable mouths. Stage measures 22" tall, 28" wide.
895-128 B630 Mouseketeer Set.....$8.95

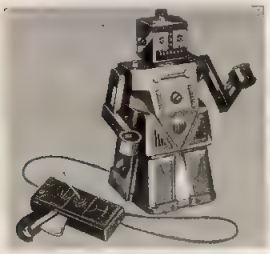
"ZANY" HAND PUPPETS . . . set of 4. Oodles of fun for grownups and kiddies alike! Set has favorite MGM cartoon characters Jerry the Mouse and Tom the Cat and two "great big beautiful doll" puppets with rooted hair. All have flexible vinylite heads with natural-tone painted features. Expressions change as you flex fingers . . . eyes move. Washable.
892-935 B210 Zany Puppet Set.....$3.00

"MICKEY MOUSE CLUB TV" SET . . . illuminated moving pictures and sound! Lets child see the story as it is being told. Record is synchronized with the animation so characters actually seem to talk. Includes 10 film strips, with 5 records, of Disney characters—Snow White, Pinocchio, etc. On-off switch; cord and plug. Size; 13¾x9¼x9¼.
896-464 B1050 "TV" Set. UL listed...$14.95

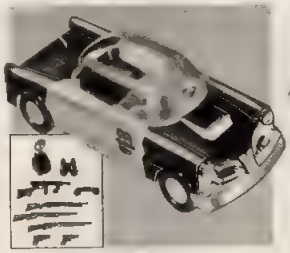
ROBIN HOOD on HORSEBACK. The dashing hero of the ever-popular legend charges into battle on his white prancer with his bow held high . . . or he can dismount and stand ready for action with sword in hand. Mounted on steed, stands 8¼x9" high. Molded of durable Tenite, hand painted in vivid colors. Has removable sword, bow, saddle, etc.
894-253 B280 Robin Hood.....$3.98

LONE RANGER and TONTO . . . Hi-Ho, Silver, away! The Lone Ranger and faithful Indian friend Tonto are mounted on Silver and Scout . . . ready to ride to many thrilling adventures. Made of hand painted, unbreakable acetate; each 9x4x8½" high (mounted). Saddles, riders, guns, reins are removable.
894-261 B280 Lone Ranger on Silver..$3.98
894-287 B280 Tonto on Scout..... 3.98

WYATT EARP on "TOMBSTONE" . . . bold, courageous and true was the Marshal of Wichita, Kansas. And here he is in life-like colors to thrill children over and over again. Mounted on "Tombstone" he stands 9x4x8½" high. Wyatt Earp, his hat, guns and saddle are removable. Made of durable, high grade unbreakable acetate, painted in full color.
894-295 B280 Wyatt Earp.....$3.98

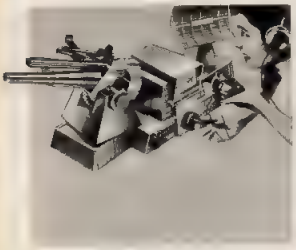


ROBERT the TALKING ROBOT . . . moves forward, backward and turns by means of winding crank and trigger device. Robert's hands can clutch objects. Unbreakable plastic record repeats: "I am Robert Robot, mechanical man. Drive me and steer me wherever you can". Moves on 4 wheels. Tough, hi-impact plastic in metallic finish.
896-506 B420 Robert, 14" tall.....$5.98



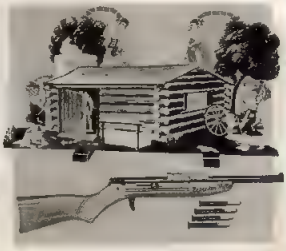
DRAGNET TALKING POLICE CAR. Trunk compartment has winding crank and phonograph record that repeats: "Calling car 99, calling car 99, come in please. Go to 147 Broadway. That is all." Removable searchlight dome works on battery and bulb. Car has all essentials from miniature pistols to 'phones. Made of tough hi-impact plastic.
891-176 B280 Size 14½x5½x6".....$3.98

MECHANICAL WATER SHOOTING FIRE BOAT . . . modeled after the fire department's heroic fire boat. 2 rotating fire guns pump out water in steady long-range streams, while siren screams. Life boat in rear can be lowered into water by working the davit. Windlass raises and lowers anchor. Of high impact plastic; metalized deck accessories.
896-514 B350 Fire Boat, 15" long.....$4.98



RADAR ROCKET CANNON . . . giant electronic cannon launches flying rocket plane. Moving airplane targets appear on TV screen. Radar warning antenna rotates automatically, picks up beep signals. Electronic communication center with regulation microphone, head set . . . permits aircraft spotter to talk with radar operator. Telegraph key for code.
894-147 B550 Radar Rocket Cannon....$7.95

SEA and AIR COMBAT ACTION SET . . . 11½x1½x1¾" submarine's spring action releases 2 torpedoes; floats in water or runs on land. 7¼x9" B-29 atom bomber has bomb bay with release to discharge 3 bombs. 13x2¼x2½" battleship "explodes" super structure of gun turrets, tower, smoke stack, platforms. Plastic, rubber and steel.
891-820 B210 Action Set.....$2.98



INDIAN RAID . . . shooting game that is both safe and exciting. Game is equipped with log cabin. 5 Indians decorated in 8 colors, bolt action repeater rifle, harmless rubber-tipped safety bullets. As one Indian is shot at and hit, he automatically disappears and another Indian appears in a different part of the cabin. 24" long, 12" high.
891-812 B280 Indian Raid... . .....$3.98

MARX STEEL TOYS

GIANT PAA CLIPPER

21" replica of DC6 as used by Pan American World Airways. Colorful decal on bright silver enamel. 27½" wing span. Tricycle landing gear. Rear duals turn free spinning propeller. Ind. Boxed Pk. 1 ea.

6T4678 List $3.98..... 32607★ Ea.

TRANSPORT PLANE

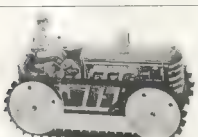
7½" long, wingspread 9½". Replica of twin motor transport plane, made of heavy gauge steel. Twin motors with free spinning propellers. Equipped with three easy rolling rubber wheels. Finished in bright baked enamel in combination colors with attractive decals on wings. Pk. 3 dz.

6T4677 .....List 49¢ ..... 54003 Dz.

CLIMBING SPARKLING TRACTOR WITH SCRAPER

10" long, 6" wide, 6½" high. Powered by strong, long running, clockspring motor, and equipped with brake. Made of steel, authentically lithographed, equipped with vinyl plastic adjustable bulldozer scraper. Three dimensional molded figure of driver in seat. Key attached. Boxed. Pk. ½ dz.

6T4681 List $2.98 ..... 324007 Dz.



CLIMBING SPARKLING TRACTOR

Measures 8½" long, 3½" wide, 5¼" high to top of driver. Lithographed steel construction. Equipped with sure-grip rubber treads and a hook at rear, and brake. Heavy duty, clockspring motor furnishes the power to climb steep grades. As the tractor moves along, harmless sparks are emitted through an exhaust pipe on hood. Boxed, Pk. 1 dz.

6T4683 .... List $1.98 216008★ Dz

SUPER POWER SPARKLING COMBAT TANK

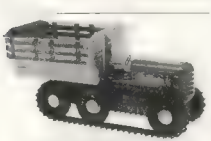
10½" long, 6" wide, 5½" high. All steel construction. Recoiling cannon, operates realistically as the tank moves along. Simultaneously, the 50-calibre machine gun, which is mounted atop the turret, emits harmless sparks and a rat-tat-tat machine gun noise. Powered by a long running, heavy duty clockspring motor, with key attached. Boxed. Pk. 6 ea

6T4682 ..... List $3.98 ... 32657 Ea.

MECHANICAL CLIMBING TANK

5¾" long, 3⅞" wide, 3" high overall. Tank has a lithographed steel housing containing long running clockspring motor. The top side is in full detail and made of plastic. Wide, sure-grip endless rubber traction treads. Equipped with a brake and has a key attached. Boxed. Pk. 1 dz.

6T4684 .... List 98¢ ..... .98001★ Dz.



6-WHEEL REVERSIBLE TRACTOR

14" long, 4¾" wide, 6½" high to top of driver. A powerful, six-wheel Tractor Truck, equipped with sure-grip rubber tractor treads and a long-running clockspring motor. Operates forward and in reverse. It is constructed of steel and has a large body. Appropriately finished in attractive colors, with a driver and key attached. An assortment of miniature form tools and link chain are supplied and are fastened to the body of the tractor, on a card. Boxed. Pk. 6 ea.

6T4688 . List $3.98 32657★ Ea.

PREMIER ATOMIC CANNON

16" long, 11" high and 5¾" wide. Shoots harmless pellets, barrel raises and lowers through working gears. Features authentic insignia and detailed rubber tires. Boxed. Pk. ½ dz.

6T4707 . ..... List $2.98 . 324007 Dz.

IRWIN POLY MILITARY TRANSPORT SET

Three 7" long khaki colored vehicles: Staff Car, Wrecker Truck, Pump Truck with an electric motorized "Remotoflex" battery control box and spiral drive cable to attach to each vehicle, all go forward and reverse. Boxed. Pk. 12 ea.

6T4709 ..... List $3.98 ..... . 32657 Ea.

POLY PLAYTIME TOYS

TANK TRANSPORT WITH ROCKET-FIRING TANK

Authentic. 20 inches over-all. Tractor, low bed trailer, tank and rockets. Removable tank captain. Swivel turret on tank. Cannon fires rockets. Olive drab, only. Boxed. Pk. 1 dz.

6T4695 ..... List $2.98 322807 Dz.

CARGO SHIP

21" long. It rolls and floats! Fully equipped. Two life boats, workable mast and boom for cargo, three wooden barrels and three wooden crates. Two deck hatches that open. Assorted colors. Boxed. Pk. ½ dz.

6T4694 List $2.98 ..... 322807 Dz.

PICK-UP TRUCK

Removable ladder. Hood lifts to show authentic motor. 10½" long. Assorted two-tone colors. Boxed. Pk. 1 dz.

6T4699 ..... List 98c..... .87602 Dz.

Sherman-Type

O.D. COMBAT TANK

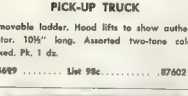
With firing rockets. Three rockets carried on rear deck. Swivel turret rotates. Firing cannon elevates. Tank is 8" long. Olive drab, only. Boxed. Pk. 1 dz.

6T4698 .. ..List 98c . .... 87602 Dz.

F-100 SUPER SABRE JET PLANE

With firing rockets. 14½" long, with 10⅝" wing span. Retractable landing gear wheels. Four rockets are carried under the wings. Rocket-firing mechanism in the nose. Assorted colors. Boxed. Pk. 1 dz.

6T4697 .... List 98c 87602 Dz.



ROY ROGERS FIX-IT CHUCK WAGON AND NELLYBELLE JEEP

Rugged plastic wagon with decorated wagon cover that can be removed. Miniature replicas of pots and pans included. Trailing behind the chuck wagon is Pat Brady riding his comical jeep, "Nellybelle." Size: Wagon: 19"x9¾"; Jeep: 7" x4". Boxed. Pk 6 ea.

6T4700 ....List $5.95 54005 Ea.

BIG POLY CARGO PLANE

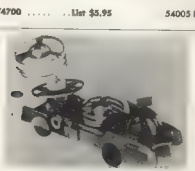
Unbreakable CARGO PLANE—It's twenty inches long! Twenty-two-inch wing span! Navy "Tradewinds" type; with 3 Armored Vehicles. Made of unbreakable polyethylene. IT ROLLS! IT FLOATS! It's equipped with Jeep with Machine Gun; Armored Car; and a Rocket Launcher with Rocket that works! Pk. ½ dz.

6T4692 List $2.98..... ..322807 Dz.

SKY SWEEPER TRUCK

High powered Nike rocket launcher with built-in sight and projector searchlight mounted on trailer pulled by truck cab. Beam of light projects six different images on wall. Projector has off-on switch, focusing dial and knob for changing targets. Launcher rotates 360° and elevates 90°. Truck has polyethylene wheels. Size: 24" long x 6½" wide x 8½" high. Boxed. Pk. 6 ea.

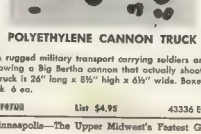
6T4704 ..... List $7.98 .... 65304 Ea.



SATELLITE LAUNCHER TRUCK

High impact plastic truck in bright colors with mechanical launching device and four polyethylene satellites that soar into the air and spin around in graceful arcs. Driver's cab rotates 360° by means of turning dial. Size: 17" long x 6¾" high x 6½" wide. Boxed. Pk. 6 ea.

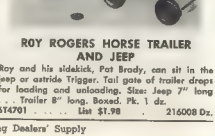
6T4703 .. .. . List $3.98 ..... 32657 Ea.



POLYETHYLENE CANNON TRUCK

A rugged military transport carrying soldiers and towing a Big Bertha cannon that actually shoots. Truck is 26" long x 8½" high x 6½" wide. Boxed Pk 6 ea.

6T4702 List $4.95 43336 Ea.

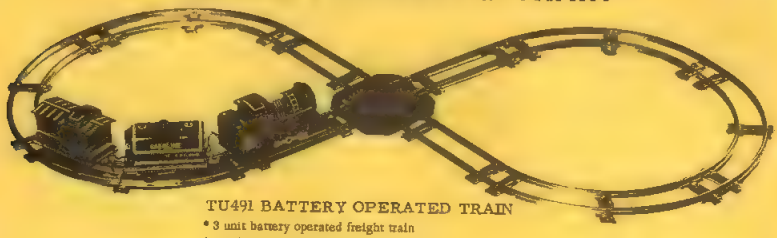


ROY ROGERS HORSE TRAILER AND JEEP

Roy and his sidekick, Pat Brady, can sit in the jeep or astride Trigger. Tail gate of trailer drops for loading and unloading. Size: Jeep 7" long . . . Trailer 8" long. Boxed. Pk. 1 dz.

6T4701 . . . . . List $1.98 . 216008 Dz.

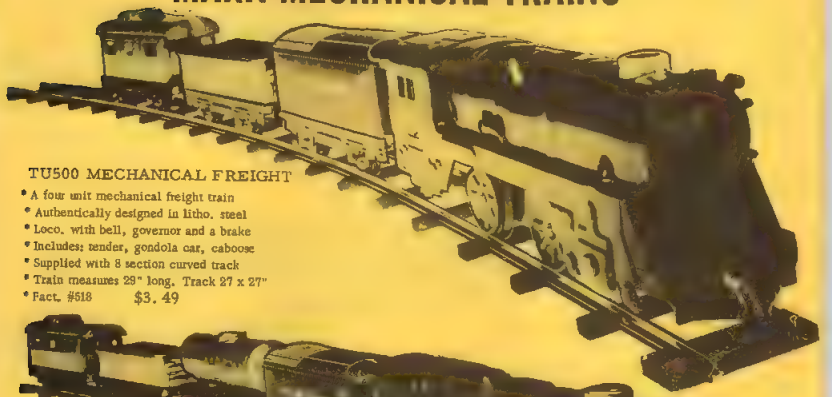
BATTERY OPERATED TRAIN



TU491 BATTERY OPERATED TRAIN

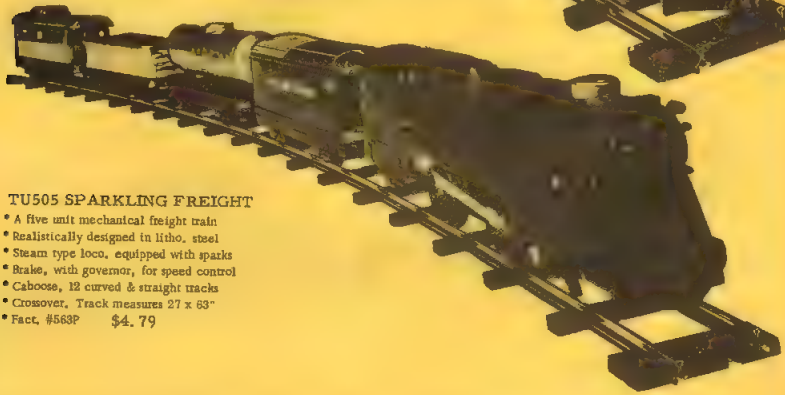
- 3 unit battery operated freight train
- Sturdily constructed of durable metal
- Piston action, reversible locomotive
- 4 straight track and 6 curved track
- Cross over piece, oil car & caboose
- Train measures 13 inches long
- Fact. #7569 $2.69

MARX MECHANICAL TRAINS



TU500 MECHANICAL FREIGHT

- A four unit mechanical freight train
- Authentically designed in litho. steel
- Loco. with bell, governor and a brake
- Includes: tender, gondola car, caboose
- Supplied with 8 section curved track
- Train measures 29" long. Track 27 x 27"
- Fact. #518 $3.49



TU505 SPARKLING FREIGHT

- A five unit mechanical freight train
- Realistically designed in litho. steel
- Steam type loco. equipped with sparks
- Brake, with governor, for speed control
- Caboose, 12 curved & straight tracks
- Crossover. Track measures 27 x 63"
- Fact. #563P $4.79

MARX ELECTRIC TRAINS

TU540 STEAM FREIGHT

- 5 unit electric freight train set
- With steam-type plastic locomotive
- Has headlight, bronze oilless bearings
- Piston rod action. Litho. steel cars
- Includes: tender, box car, transformer
- 8 curved, 2 straight track & connector
- Fact. #4022 $9.75

TU545 DIESEL FREIGHT

- 5 unit elec. twin diesel freight set
- Sturdily constructed and designed
- Includes: flat car with side racks
- Hopper car, caboose, transformer
- 8 curved, 2 straight track & connector
- Uncoupler sign. Track is 27 x 36 inches
- Fact. #28542 $14.49

TU552 SMOKING FREIGHT

- 5 unit smoker freight auto. uncoupler
- Sturdy built die-cast metal locomotive
- Includes: switcher tender, hopper car
- Caboose and flat car with side racks
- 8 curved, 1 straight track connector
- Uncoupler ramp and 50 watt transformer
- Fact. #52242 $17.49

TU557 DIESEL WORK TRAIN

- 6 unit electric work train with switch engine
- Engine has automatic couplers front and rear
- Die-cast under-carriage, plastic bodies
- Flat car, wrecker car, gondola, caboose
- Searchlight car with operating searchlight
- 50 watt transformer; track totals 129 1/2"
- Fact. #33962 $18.98

FIREPLACE CLOCK

Realistic flames dance and flicker in a beautiful open hearth fireplace complete with grate, andirons and logs. Beautiful walnut plastic case.

No. 272 ..... each $10.00

MERRY-GO-ROUND

Gay carousel colorfully revolves in front of mirror-like background. Plastic case in walnut or onyx finish. Self starting silent electric movement

No. 920 ..... each $9.50

ANNIVERSARY CLOCK

Imported 400 day Anniversary Clock, noiseless, runs for more than a year with one winding. Rotating ball pendulum. Mechanism encased under glass dome.

No. 975 ..... each $10.00

GRANDFATHER CLOCK

Miniature Grandfather clock with swinging pendulum. Case of beautiful walnut grained woods. Easy to read dial. Ideal for mantle or office use.

No. 385 ..... each $6.90

ELECTRIC KITCHEN CLOCK

Modern styling by United in a smart kitchen wall clock. Available in white or red. Self starting electric motor. Sweep second hand.

No. 46E ..... each $2.65

ELECTRIC MANTLE CLOCK

An assembly of hardwood components frame Time in a manner that reflects smart styling. Electric self starting motor. Sweep second hand. Matched hardwoods. Ideal for mantle or desk use.

No. 75 ..... each $3.30

KITCHEN CLOCK

"Pierre" by Sessions, an attractive kitchen clock in white plastic. Spun aluminum dial 5 inches in diameter with contrasting black hands and figures. Gleaming polished chrome bezel.

No. 487-W ..... each $3.65

BLUEBIRD CLOCK

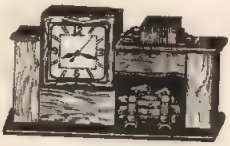
Attractive replica of Black Forest Cuckoo clock, in moulded wood. Pendulum swings back and forth . . . bluebird nods head. American made clock movement. Ind. packed.

No. 135 ..... each $2.50

WIND-UP ALARMS

Dependable, long life wind-up alarm clock with easy to read dial. Soft ticking mechanism, hand set alarm.

each $1.70



FIREPLACE CLOCK

Mantle clock built like miniature fireplace and mantle. Light in fireplace shows up logs. Electric, self starting motor. Walnut finish.

No. 420 ..... each $6.10

TRAVEL ALARM

Beautifully styled travel alarm clock with genuine leather case and contrasting gold metal edges. Imported single key movement, fully guaranteed. Travel size 3 inches square.

No. TRA ..... each $3.50

ORDER THE NEW **FREE GOODS** DEAL . . . IT SELLS ITSELF!

Here's a deal on a newsreel that's making real news. You'll see Jimmie Dodd, the star of the Mickey Mouse Club, demonstrate this toy on the Mickey Mouse Club TV Show from June through December. Over 12,000,000 children will be watching . . . they'll be asking about this toy. Be sure you have enough . . order it by the deal!

some real news about a newsreel deal!

THE MICKEY MOUSE CLUB NEWSREEL WITH SOUND

© Walt Disney Productions

NEWSREEL **FREE GOODS** DEAL

Stock #542 • Retail Value $30.00

Consists of: 6 each #533 Newsreel, 18 each assorted record film double features; *Plus—Free Goods: 6 each record films—retail value $3.00 and 1 large point-of-sale display.*

Standard Pack: 1 each, weight 8 lbs.

A COMPLETE LIBRARY OF RECORD-FILM DOUBLE FEATURES

Stock #541 • List $.50 (1 record and 2 ten-frame film slides packed in envelope) 24 assorted records and 48 cartoon film slides packed in an attractive point of sale display box. List $.50

Standard Pack. 6 dozen (3 displays per carton), Weight 6 lbs.

THE MICKEY MOUSE CLUB NEWSREEL WITH SOUND

Stock #533 • List $3 (batteries not included) A Mickey Mouse Club Theater "at home" with this battery operated "tuff-to-break" projector. Each toy comes with two ten frame film slides and a nonbreakable 78 RPM record and 9 x 12 screen. Focusing lens, metal tripod, push-button film advance, colorfully packaged. Size; Projector—9¼ x 5½ x 4

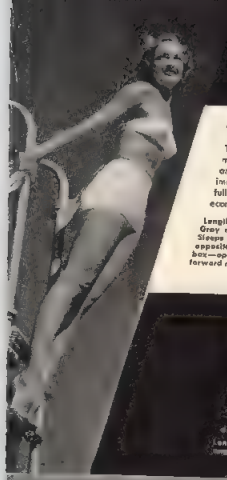
Standard Pack: 6/12 dozen; Weight: 5½ lbs

MATTEL, INC. TOYMAKERS

Mattel, Inc

5432 West 102nd St

Los Angeles 45, Californi



here come the beautiful new models from May Craft

THE MAY CRAFT 22' EXPRESS CRUISER

The Twenty Two reflects all the fine design and craftsmanship associated with May Craft. Fine joiner work and ingenious use of space typifies the care and imagination lavished on cabin and cockpit. The rugged full planing hull permits high speeds, with comfort and economy. Unbelievably low priced.

Length 22 —Beam 8 —Draft: 22 —Standard engine 60 H.P. Gray marine, other engine options with speeds to 34 MPH—Sleeps 3 dinette converts to double bunk with a single bunk opposite—enclosed head—fresh water system—sink—stove—ice box—opening windshields—forward hatch—ample storage and forward rope locker—Fuel capacity 23 gals

THE MAY CRAFT 22' SEMI-ENCLOSED SPORT CRUISER

A versatile performer, the Sport Cruiser [illegible] comfortable full planing hull that has proven so successful on the Sportster. [illegible] all around boat, the open cockpit makes it an ideal fishing boat, opening windshields and ventilating cabin windows make it a pleasant day cruiser, two berths and enclosed head make it a comfortable cruiser.

Length: 22' —Beam: 8' —Draft: 22'' —Standard engine: 100 H.P. Gray marine, other engine options with speeds to 48 MPH—Fuel capacity: 40 gals.

THE MAY CRAFT 23' EXPRESS CRUISER

The Twenty Three is not a new model but one that has established its reputation for comfort, speed and economy. Well liked for its many features such as decorator interior, full cabin head-room, enclosed head, full length clothes closet. Complete galley, fresh water system and spacious mahogany lined cockpit. Sliding side windows, plus full opening cabin windshield and forward hatch assures plenty of ventilation. Many other extras included.

Length 23 —Beam 8 —Draft. 22'' —Standard engine. 100 H.P. Gray marine, other engine options with speeds to 36 MPH—Fuel capacity 23 gals.—sleeps 2—fresh water system—sink—stove and ice box

THE MAY CRAFT 23' SPORTSTER

Last year's favorite with many new features makes the Sportster an outstanding example of May Craft design for leadership. This dependable, functional boat, combining the shortness of a run-about with the practability of an utility, is a boon to families who like, water ski or just like to cruise. New features include forward hatch, opening windshields, rope locker, enclosed head compartment, under forward deck, glove compartments, and built in glass racks.

Length: 23' —Beam: 8' —Draft: 22' —Standard engine: [illegible] H.P. Gray marine, other engine options with speeds to [illegible] MPH—Fuel capacity: [illegible] gals.—Sturdy [illegible] lined cockpit.

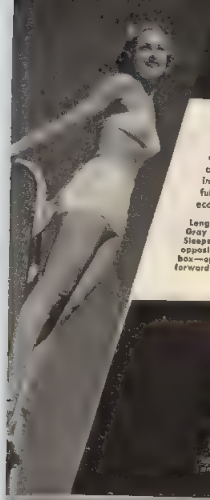
THE MAY CRAFT 25' EXPRESS CRUISER

Imagination, design, skill, craftsmanship and experience gained in building hundreds of May Crafts all combined to make this a dream boat. The Twenty Five sleeps 6 with comfort and offers spaciousness and appointments you'd only expect to find in much larger and costlier boats. Here's the luxury you want at a breath taking low price. Space does not permit a full description so hurry to your May Craft Dealer and be ready for a pleasant surprise. Hurry! Popular demand will make this model scarce.

May Craft

RIVER ROAD, MAYS LANDING, NEW JERSEY

here come the beautiful new models from May Craft



THE MAY CRAFT 22' EXPRESS CRUISER

The Twenty Two reflects all the fine design and craftsmanship associated with May Craft. Fine joiner work and ingenious use of space typifies the care and imagination lavished on cabin and cockpit. The rugged full planing hull permits high speeds, with comfort and economy. Unbelievably low priced

Length, 22'—Beam: 8'—Draft: 22"—Standard engine 60 H.P. Gray marine, other engine options with speeds to 34 MPH—Sleeps 3, dinette converts to double bunk with a single bunk opposite—enclosed head—fresh water system—sink—stove—ice box—opening windshields—forward hatch—ample storage and forward rope locker—Fuel capacity 23 gals

THE MAY CRAFT 22' [illegible] CRUISER

[illegible]

THE MAY CRAFT 23' EXPRESS CRUISER

The Twenty Three is not a new model but one that has established its reputation for comfort, speed and economy. Well liked for its many features such as decorator interior, full cabin head-room, enclosed head, full length clothes closet. Complete galley, fresh water system and spacious mahogany lined cockpit. Sliding side windows, plus full opening cabin windshield and forward hatch assures plenty of ventilation. Many other extras included.

Length: 23'—Beam: 8'—Draft: 22"—Standard engine: 100 H.P. Gray marine, other engine options with speeds to 26 MPH—Fuel capacity: 23 gals.—sleeps 2—fresh water system—sink—stove and ice box

THE MAY CRAFT 23' SPORTSTER

[illegible] year's favorite with many new features [illegible] of May Craft design for handling. The dependable [illegible] seaworthiness of a run-about with the practicality of an utility. It's been to Jamaica [illegible] water ski or just fish in style. New features include [illegible] dinette, rope locker, enclosed head [illegible] meets, and built in glass racks.

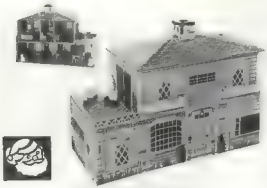
Length: 23'—Beam: 8'—Draft: 22" [illegible] options with speeds to 34 MPH—Fuel capacity [illegible] lined cockpit.

THE MAY CRAFT 25' EXPRESS CRUISER

Imagination, design, skill, craftsmanship and experience gained in building hundreds of May Crafts all combined to make this a dream boat. The Twenty Five sleeps 6 with comfort and offers spaciousness and appointments you'd only expect to find in much larger and costlier boats. Here's the luxury you want at a breath taking low price. Space does not permit a full description so hurry to your May Craft Dealer and be ready for a pleasant surprise. Hurry! Popular demand will make this model scarce.

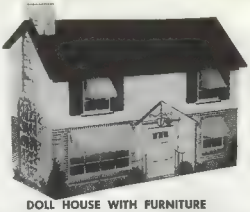
May Craft

RIVER ROAD, MAYS LANDING, NEW JERSEY



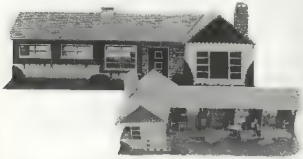
METAL DOLL HOUSE

A 6-room, 2-story Doll House including 25 pieces of large size plastic furniture. Length 23¼", width 9½", height 16½". Boxed. Pk. 6.
6T8001 . . . . . List $5.95 . . . . . 54005 Ea.



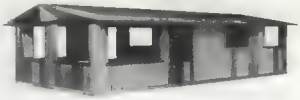
DOLL HOUSE WITH FURNITURE

Measures 19½" long, 13½" high, 9" deep. A beautiful 2-story, 5-room Colonial Doll House, completely furnished. Steel constructed. Each room is completely and tastefully furnished and the furniture is scaled to the room. Boxed. Pk. 6.
6T8002 . . . . . List $3.98 . . . . . 32667 Ea.



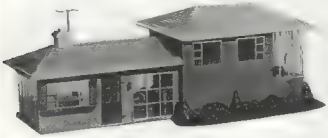
"L" SHAPED RANCH HOUSE WITH FURNITURE

House measures 32" long, 16½" wide and 13½" overall. Steel constructed. 44 pieces of plastic furniture and 4 vinyl figures. Boxed. Pk. 3 ea.
6T8004 . . . . . List $7.50 . . . . . 65004 Ea.



DOLLY HOME

An entirely new concept in the construction of miniature buildings . . . Made of Western Red Cedar. A true ranch style contemporary . . . All Dollyhomes are complete with kitchen and bathroom. 16½" wide, 26½" long and 8" high. Pk. 6.
6T8006 . . . . . List $7.95 . . . . . 65304 Ea.



LITTLE MISS HOMEMAKER SPLIT LEVEL DOLL HOUSE

All plastic, split level design, completely furnished. Pk. 6.
6T8008 . . . . . List $6.95 . . . . . 54605 Ea.

5-ROOM FURNITURE SET

Consists of 28 unbreakable plastic pieces of furniture, 5 complete rooms. Boxed. Pk. 1 dz.
6T8009 . . . . . List 98c . . . . . 98001 dz.

ASSORTED TOY FURNITURE

Authentically scaled. Each room furnishings vacuum sealed in clear plastic, dust and tamper proof. Assorted rooms. Pk. 1 dz. asstd.
6T8010 . . . . . List 98c 98001 Dz.

DOLLYHOME FURNITURE BUILDING KIT

Set consists of ⅜" scale living room, table and chairs, and bedroom furniture. Pk. 1 dz.
6T8011 . . . . . List $2.98 . . . . . 324006 Dz.

SINGLE BED

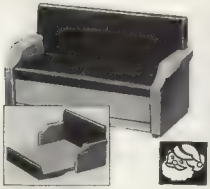
Polyethylene maple bed that can be snapped together and popped apart. Complete with mattress. 11¾"x5½"x4⅝". Boxed. Pk. 1 dz.
6T8012 . . . . . List 98c . . . . . 98001 Dz.

DROPLEAF TABLE AND CHAIRS

Realistic table furnished with droplefs, and two chairs. Maple color finish. Made of unbreakable polyethylene. Boxed. Pk. 1 dz.
6T8016 List 98c 98001 Dz.

VANITY AND BENCH

Length 6", height 8". Set includes Vanity Bench with turned legs and moulded top For 11" dolls. Finished in maple. Length of bench 4¼", width 2½". Boxed. Pk. 1 dz.
6T8025 List $2.39 . . . . . 320807 Dz.



SOFA BED

Back and seat finished with green flock. Arm rests and front clear natural finish. 4¾" high, 4⅜" deep, 9" long. Pk. 12.
6T8020 . . . . . List $3.98. . . . . 32557 Ea.

CRIB

Designed and molded of colorful polyethylene. Packaged in a poly bag with a display header. Pk. 2 dz.
6T8014 List 98c . . . . . 87702 Dz.

ARM CHAIR

Soft, green finish. Sides and arm rest are natural wood finish. 4½" wide, 3¾" deep, 4¾" high For 8" dolls Pk. 1 dz.
6T8017 . . . . . List $1.79. . . . . 213608 Dz.

5-PC. BEDROOM SUITE

All pieces are large enough for all dolls up to 11" in length. Blind dowel construction typical of best quality actual furniture, used throughout. Each set boxed. Pk. 3 ea.
6T8026 List $9.95 76663 Ea.

DRESSER

(For Up to 11" Dolls)

Two-drawer Dresser in typical bell foot chest design. Length 6¾", height 5", depth 3¾". Ample drawer room for clothing and accessories. Finished in maple. Boxed. Pk. 1 dz.
6T8021 List $2.59 320807 Dz

BUNK BEDS

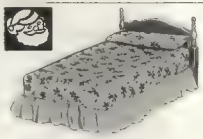
A double bunk with ladder molded of unbreakable polyethylene. Assorted colors. Pk. 1 dz.
6T8015 . . . . . List $1.49. . . . . 211708 Dz.

CLOTHES RACK

Plenty of room for several dresses, visible for play and enjoyment, yet protected from dust and dirt. For 11" dolls. Finished in maple, completely assembled. Boxed. Pk. 1 dz.
6T8023 . . . . . List $2.59 320807 Dz.

TABLE AND CHAIRS

Hardwood table, with removable extension leaf in place 8¾" long, 6" wide, 4¼" high. Two matching chairs. Boxed. ½ dz. to ▬▬
6T8019 List $2.98 322807 Dz.



HOLLYWOOD BED

Fitted with turned rear legs, shaped panel headboard, for 11" dolls, "box" spring, figured spread with pleated dust ruffle, and stuffed pillow to match. Length overall, 12⅜", width 7", height 5". Boxed. Pk. 1 dz.
6T8022 . . List $2.98 324007 Dz.

SMASH HITS FOR '57

GIANT KING SIZE TARGETS

SEE US AT THE FAIR

Room 633—New Yorker — Rooms 316-8—McAlpin
Room 755—200 Fifth Avenue Building

gardner & COMPANY
2222 SOUTH MICHIGAN AVE • CHICAGO 16 ILL

WALT DISNEY'S

DONALD DUCK
KEEPS 'EM ROLLING

Throw the ball in the stage door—the figures in the windows change, the bell rings and the ball returns to you. Brand new play action Giant Target 24" by 36". Sturdily constructed.

No. 781 6 per Ctn. Weight 52 lbs. List only $8.00

MICKEY MANTLE'S

FOUR BAGGER

Life-like figure of Mickey at the plate. Aim at the colorful ultron catcher. A good toss runs up the score automatically. Authentic big league scoring. Side pictures of Mickey Mantle, the Champ, in action.

No. 780 6 per Ctn. Weight 52 lbs. List: Only $8.00

MOOSICAL COW

The First Giant Target with Authentic Sound

Gigantic 24" x 36" target face featuring the familiar nursery rhyme theme of the "Cow Jumping Over the Moon". Wings featuring the laughing dog and fiddling cat. The cow moos when you hit the sun target. Authentic cowbell attached.

No. 760 6 per carton, weight 40 lbs. List only $6.00

Wilson

. . tops in the Majors

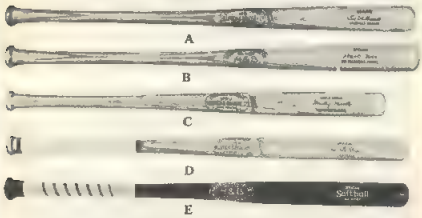
LEFTY GOMEZ MAJOR LEAGUE MODEL. Five finger glove features Grip - Tite pocket leather laced crotch, leather laced palm, Hold-Tite wrist adjustment, wool felt heel pad in new narrow contour style, leather finger tip lacing. Web is double laced. Ansonia glove leather, full lining, leather binding, laced wrist, grease set pocket, not oiled Right Hander's Model Ship. wt - 1½ lbs.
G1120 A1775 Retail $27.50

GEORGE KELL AUTOGRAPH MODEL . . . High quality at a price to fit any budget Large size glove, good quality tan cowhide, full leather lining, felt pad hand formed heel, leather laced crotch, leather binding, grease set pocket Hold-Tite adjustable wrist strap. Full oiled Grip-Tite pocket, leather finger tip lacing, adjustable palm lacing Wt. 1½ lbs.
G1378 A1035 Retail $15.45

Championship Equipment

LOUISVILLE SLUGGER BATS

. . . FAVORED WHEREVER BALL IS PLAYED



A. GENUINE AUTOGRAPHED BASEBALL BAT. Special models autographed by such greats as Joe DiMaggio, Mickey Mantle, Babe Ruth, Jackie Robinson, etc. Turned from choice white ash with top grade natural finish Order by length 33", 34", 35". Six different models of assorted lengths in carton of 1 dozen Ind ship wt. 2 lbs
G1674 A325 Retail $4.25

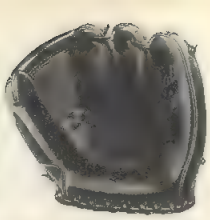
B. POWER DRIVE BASEBALL BAT. Turned from Northern White Ash timber. Patterned after original models of famous sluggers whose names they bear. Babe Ruth league, Pony league, etc bats 6 different models in assorted length in 1 dozen cartons Order by length, 32", 33", 34" Ind ship. wt. 2 lbs.
G1675 A215 Retail $2.00

C. LITTLE LEAGUE BASEBALL BAT. Natural white finish with autographs of Duke Snider, Jackie Robinson Mickey Mantle, Ted Kluszewski, Babe Ruth and Ted Williams Order by length 29", 30", 31", and 32", Ship wt. 1 lb., 7 oz
G1835 A190 Retail $3.45

D. OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. Natural white finish Assorted models Ash and Hickory. Powerized White Tape Grip. Order by length, 33", 34" Ship wt. 2 lbs.
G1676 A235 Retail $3.10

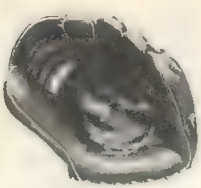
E. OFFICIAL SOFTBALL BAT. Ebony finish, Hickory Skip White Tape Grip Order by lengths, 33", 34" Ship. wt. 2 lbs
G1677 A140 Retail $1.70

HARVEY KUENN PROFFESSIONAL MODEL . . . Streamlined fingers two-piece double laced web and leather finger tip lacing. This 5 finger glove is large size, with greased Grip-Tite pocket. Full welted seams, leather laced crotch New style narrow wrist has Hold-Tite adjustable strap and palm has adjustable lacing. Not oiled Ship wt. 1½ lbs.
G1377 A1275 Retail $19.95



TED WILLIAMS "FIELD-MASTER" MODEL . . . Tops in the medium priced field is this new four finger Ball Hawk model. Welted seams, streamlined fingers, palm lacing, greased pocket, laced wrist, leather finger tip lacing Tan glove cowhide, full leather lining, flat leather binding, Grip-Tite pocket, new narrow contour type felt pad with hand formed heel Ship. wt. 1½ lbs
G736 A860 Retail $12.00

HANK SAUER MODEL . . . Fielder's glove, quality features at low price Five finger Ball Hawk quality tan cowhide, features roll style binding with full leather lining, narrow contour type felt pad with hand formed heel, full welted seams with streamlined fingers. Leather finger tip lacing, leather laced wrist, full oiled, greased Grip-Tite pocket. Ship wt. 1½ lbs
G733 A695 Retail $10.95



MICKEY MANTLE. Pro Master professional size model 5 fingers, oil-tanned cowhide streamlined construction. Fully welted seams, full cowhide lined, fingers inter-laced. Lace-locked palm, sure-trap anchored web Wrist laced, roll bound edges, inner greased palm Hand formed heel. Leather lacing throughout. Ship wt. 1½ lbs
[illegible] Retail $9.95

WILSON official baseballs, softballs

A. WILSON OFFICIAL BASEBALL. Official American Association ball Cushion cork center wound with finest wool yarn, covered with highest selection of white, alum-tanned horsehide Specially treated for water repellency and non-scuff characteristics Double-hand stitched with strong, red cotton thread. Ship. wt. 1 lb
G1670 A250 DA2700 Retail $3.25

B. OFFICIAL LITTLE LEAGUE Made with the same, skilled craftsmanship as Wilson's professional baseballs Cushion cork center, anchored and balanced wound for durability, sewed with red cotton thread Carries stamp of approval of Little League Baseball commissioner Boxed and sealed individually Ship wt 1 lb
G1671 A185 DA1600 Retail $2.35

C. WILSON REGULATION SOFTBALL. The Regulation softball has Wilson's Pre-Vulcanized inner covering, Private Estate kapok center and molded core. This durable high quality ball has a washable white leather cover with official inseam construction 12" size Ship. wt. 1 lb.
G1672 A195 DA2100 Retail $2.60

D. WILSON TRIUMPH SOFTBALL. Real economy without sacrifice of quality or long life. 12" softball has a rubber cover and a low compression wound center This ball is waterproof Ship wt. 1 lb
G1673 A150 DA1620 Retail $2.00

Mickey Mantle's

REMOTE CONTROL

AUTOMATIC MECHANICAL

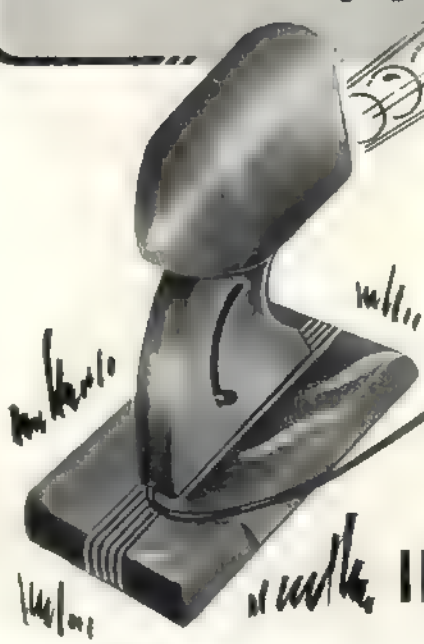
THE HIT OF THE SHOW!

IRWIN

"SWITCH · HITTER"

INDOOR & OUTDOOR

BATTING PRACTICE SET



DELUXE MODEL

COMPLETE WITH

BASEBALL BAT

AND SAFE UNBREAKABLE

POLYETHYLENE BALLS

SEE THIS—AND ALL THE OTHER IRWIN HITS!

IN THE PENTHOUSE SUITE 1463

200 FIFTH AVENUE, NEW YORK, N. Y.

IRWIN CORPORATION

NASHUA, N. H., FITCHBURG, MASS., LEOMINSTER, MASS.

OVER $1,500,000 PURCHASES

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by MAJOR CHAIN and LEADING VARIETY STORES

PAM

The WALKING DOLL and her GLAMOROUS OUTFITS

WE PRESENT

NOW THE ALL NEW PAM

FULLY JOINTED

with her new and beautiful wardrobe and accessories and her little and big sisters

PAMETTE

- 8" tall
- All vinyl
- Jointed hips and shoulders
- Washable
- $1.98
- and her 12 adorable outfits from 98¢

and

MISS PAM

- 10½" tall
- High heels
- All vinyl
- Rooted hair
- Jewelry
- $2.98
- and her 12 glamorous outfits from $1.98

ENTIRELY NEW!

DIFFERENT!

EXQUISITE!

PLUS...the new exciting doll with the HEART BEAT

AT THE
TOY FAIR
HOTEL McALPIN
ROOM 1069-1071

Fortune Toys inc.
134-20 JAMAICA AVE. JAMAICA, N. Y.
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Sorry we can't tell you more... can't see the market!

NATIONAL REPRESENTATIVE
AL COUSINS ASSOCIATES

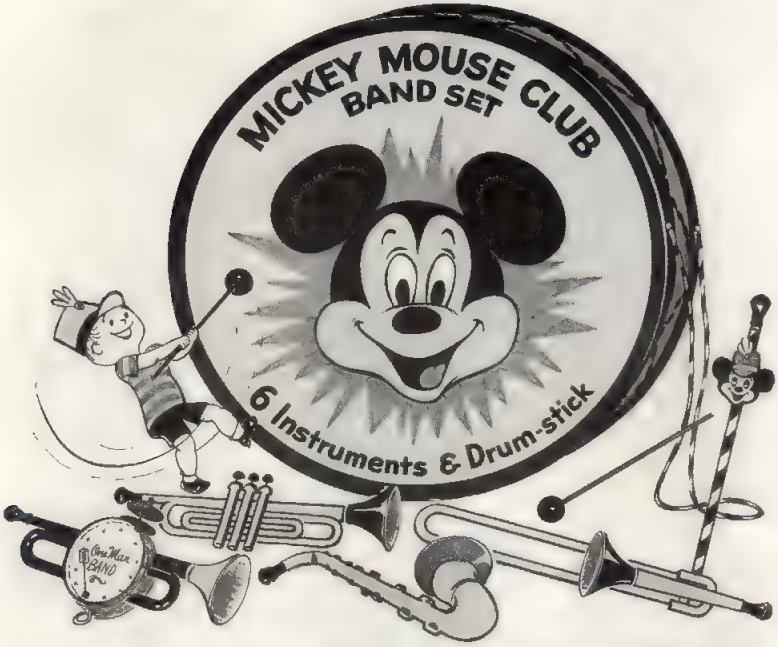
200 FIFTH AVENUE NEW YORK 10, N. Y.

Beat the drums! Sound the horns!

Hey Gang its

MICKEY MOUSE & SPECTOY

during TOY FAIR Time



Shown, Spectoys new, official Mickey Mouse Club band set. Features 6 toy instruments. Box is a toy drum with carrying cord attached. Retails $2.00.

SPECIAL FEATURE: Picture of DONALD DUCK on reverse side of drum. This and a host of new Mickey-Mouse Club toys and other Spectoy *originals* are yours to view during Toy Fair Time. March 6 to March 17.

Showing at **SPEC-TOYS**

Spectoyculars Inc., 35-35 35th St., L. I. C., N. Y. AS 8-4808

200 FIFTH AVE. ROOM 1118, N. Y. C.

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THE BIG NEWS COMES IN "TWO'S"
B-17 FLYING FORTRESS
Scan the skies . . . soon they'll be swarming with the new Aurora "Air Armada." A great array, and each an example of tremendous detail never before achieved in models so low-priced.
Neglect our Navy? . . . Never! The famous Forrestal is first of a fantastic array of big battle wagons on the way soon.
C'mon aboard . . . be prepared to man-the-cash-registers — Order Both Today!
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STOP
for catalogs, check the first page of the Henry Katz section.

always a good showing

AUTO-MAGIC PROJECTOR and THEATER

special announcement

Worcester Toy Co., the manufacturer of high quality plastic toys has added the popular Auto-Magic Projector and Theater to their fine line of plastic playthings by the purchase of the Stephens Products Co.

featuring Walt Disney's **"MICKEY MOUSE CLUB"**

Kids will have a barrel of fun running their own movie theatre with this realistic Mickey Mouse Club Projector and Theatre. Pictures can also be shown on walls, ceilings or any other flat surface.

INTERNATIONAL SALES REPRESENTATION
THE
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ORGANIZATION
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WORCESTER TOY CO. WORCESTER, MASS.

PLAYTIME PASTIMES FOR

(A) CHILD GUIDANCE LEARN 'N' PLAY KIT. Three individual smooth plastic pre-school toys in a sturdy, 3-color corrugated case. Includes: Add-A-Count Scale (teaches addition); Teach-A-Time Clock with movable hands and numbers; Turn-A-Gear with 9 unbreakable, turning gears.
21-31126-265 Shpg. wt. 3 lbs. .....Retail **3.98**

(B) MONKEY SEE-DO. Manually operated monkey cleverly strikes a musical key corresponding to the key you hit. His eyes turn left and right in the direction of struck note.
21-31506-132 Durable Plastic. Wt. 4 lbs. . . .Retail **1.98**

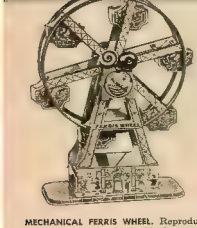
(C) DICKORY DOCK MUSICAL CLOCK. Turn the crank and play "Hickory Dickory Dock." As song ends, mouse runs up clock, hands whirl and bell rings. Sliding mouse down pendulum starts action again. 4-color metal clock, 15x6¾x4½ in.
21-31043-200 Shpg. wt. 2 lbs. . . . . .Retail **3.00**

(D) MUSIC BOX CAROUSEL. Prancing horses bob up and down as they revolve around candy-striped center pole. Lively tune plays as crank is turned. Includes. 4 cowboys and indians, circus pennant, awning-like top. Lithographed.
21-31019-200 Shpg. wt. 2 lbs. . . . . .Retail **3.00**

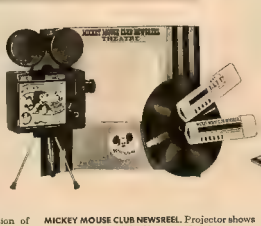
(E) JACK-IN-THE-MUSIC-BOX. When a child turns the crank, box plays a merry tune, then the top opens as clown pops up. All metal, gaily lithographed. 5¾x5¾x6¾ in.
21-31001-133 Shpg. wt. 2 lbs. . . . . .Retail **2.00**

(F) COWBOY GE-TAR. The ol' cowhand can turn the crank to get a gay tune from the music box . . . or strum the strings. Bright lithographed metal, assorted musical tunes.
21-31027-100 Size. 14x5x1½ in. Wt. 1 lb. . . Retail **1.50**

(G) CARNIVAL HURDY GURDY. The biggest music box in the world! All metal Hurdy Gurdy with organ grinder stick and shoulder strap. 4-color Mardi Gras theme. 10x7x27 in. high.
21-31035-200 Shpg. wt. 3 lbs. . . . . Retail **3.00**



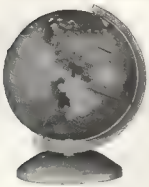
MECHANICAL FERRIS WHEEL. Reproduction of amusement park wheel. Wind-up motor. As bell rings, gondola type cars revolve within wheel. Small objects can be placed in cars 17 in. high. Wt. 4 lbs
21-31167-166 Retail **2.49**



MICKEY MOUSE CLUB NEWSREEL. Projector shows Mickey Mouse slide films on 12x9 in. screen. Vocal and musical description on 78 rpm record. Includes, two 10-frame slides. Needs 2 size "C" batteries. See page 477.
21-31050-200 Wt. 2 lbs. Retail **3.00**

GIANT AIRCRAFT CARRIER. This big, 36 in. carrier is of colorfully lithographed steel. And it's loaded with action-packed fun . . . jet-action planes, rotating radar screen, crank handle elevator, and signaling flags.
21-31142-332 Wt 6 lbs. . Retail **4.98**

EDUCATIONAL AND THRIFT TOYS



THE WORLDMASTER

8" diameter. Accurate, up-to-date map, in 7 permanent washable colors, carries the most place names ever on this size globe, all in big, clear type. Tapering semi meridian shows exact latitudes on one side, miles on the other side. Modern metallic finish base. Included with each globe is Randy Mack's delightful 2-color book of World Facts. Pk. 1 ea.

617404 List $3.95 . . . . . 32657 Ea.

THE NEW AMBASSADOR

An inexpensive, but accurately detailed globe excellent for children's room. Here's quick, easy reference for the student. The 10" map, printed in 7 permanent colors, is washable. Base is smartly styled in copper bronze. Pk. 1 ea.

617407 . . . . . List $6.95 54637 Ea.

WORLD GLOBE

Something new has been added to America's best-selling globe: new, modern wrought iron base. Large 12" model has more than 6,000 place names—perfect for students. Beautiful 10-color map. "World-O-Fun" book, included. Pk. 1.

617410 List $9.95 76503 Ea.

MICKEY MOUSE BANK

Mickey Mouse, wearing his snappy red drum major's outfit. This bank is 7½"x5", has a removable lock for access to coins, and is made of durable high-impact plastic. Four colors. Pk. 2 dz.

617412 . . . . . List 98c . . . . . 98001 Dz.

DONALD DUCK BANK

The well-fitted lock on this 9" tall hi-impact plastic bank assures protection for the growing treasure within. Attractively packaged in individual cellophane window display box. Pk. 2 dz.

617413 List 98c . . . . . 98001 Dz.

BARBER POLE BANK

Handsome in appearance . . . beautiful red, white and blue colors for pennies, nickels and dimes . . . Additional coin slot for larger coins . . . Watch the coins spin and roll 'round and 'round the barber pole . . . 12¼" high x 4¼" wide x 4¼" deep. Made of high-impact polystyrene. Pk. 2 dz.

617417 . . . . . List $1.98 . . . . . 213208 Dz.

UNCLE SAM'S THREE COIN REGISTER BANK

Steel construction. Automatically adds nickels, dimes, and quarters. Will take all coins and bills. Holds $50. Locks automatically at 25c and opens at every $10 Enamel finish asstd. colors. 6½x 4½x5". Boxed. Pk. 24 ea.

617425 . . . . . List $3.98 32667 Ea.

SAD SAM

Molded in durable "Royalcast". Half-dollar size coin slot in top. Metal pry-out cap in bottom for easy coin removal. The washable velvet-soft rayon flock finish feels like natural fur. Each approximately 9" by 7" by 6"; holds about $250 in assorted coins. Boxed. Pk. 1 dz.

617420 . . . . . List $1.98 . . . . . 216008 Dz.

BANK-O-MAT BUBBLE GUM BANK

A junior size vending machine that operates with penny, nickel or dime. Shatter-proof plastic globe. Pure quality rainbow colored bubble gum. 6½" high, 4½" in diameter. Boxed. Pk. 2 dz.

617427 . . . . . List $1.49 . . . . . 212008 Dz.

BANK-O-MAT REFILLS — 100 to bx. Pk. 6 dz.

617428 . . . . . List 29c . . . . . 54323 Dz.

"AMERICAN FLYER" TRAIN SETS—THE FINEST

NEW "CRUSADER" FREIGHT TRAIN. Rugged Atlantic locomotive and tender with Choo-Choo sounds and amazing Pul-Mor power. Plus 4 authentic freight cars, remote control uncoupler and 35-watt transformer. 12 curved, 2 straight tracks, track terminal. 10 lbs.
T5610-E1630-3E1565 ..... **$24.95**

NEW "MOUNTAINEER" FREIGHT TRAIN. Pacific locomotive and tender with smoke and choo-choo sounds. Plus 3 authentic freight cars and caboose with action brakeman. Remote control starting, stopping, reversing & uncoupling. 50-watt transformer with built-in circuit breaker. 12 curved, 2 straight tracks, terminal. Illustrated train book. 13 lbs.
T5620-E2285-3E2190 ..... **$34.95**

THE "EL CAPITAN" PASSENGER TRAIN. Santa Fe Diesel locomotive with Pul-Mor power and worm-drive motor. Includes coach, vista dome car, observation car, and authentic billboard with horn (not shown in photo). Remote control uncoupler. 50-watt transformer with built-in circuit breaker. 12 curved, 4 straight tracks with locks and terminal. Illustrated train book. 13 lbs.
T5640-E3105-3E2950 ..... **$47.50**

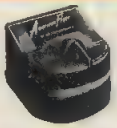
NEW "SILVER FLASH" FREIGHT TRAIN. Silver Flash Diesel locomotive with built-in electronic horn and diesel "roar". Includes coal car, gondola, reefer car, tank car, pipe car and caboose. Electronic diesel horn control, remote control uncoupler. 50-watt transformer with circuit breaker. 12 curved, 4 straight tracks with locks and terminal. Illustrated train book. 14 lbs.
T5645-E3265-3E3100 ..... **$49.95**

"SUNSHINE SPECIAL" DIESEL FREIGHT TRAIN. Equipped with two diesel locomotives. Includes tank car, coal car, gondola, reefer car, cement car and caboose with action brakeman. Electronic diesel horn control, remote control uncoupler. 12 curved, 4 straight tracks with locks and terminal. Illustrated train book. 17 lbs.
T5655-E3760-3E3560 ..... **$57.95**

BIG, NEW SANTA FE "CHIEF" FREIGHT. Equipped with two locomotives, one with 2 motors and one with diesel roar and electronic horn. Eight cars, including remote controlled coal dump car, 2 trailer piggy-back car, and automatic caboose with action brakeman. Diesel horn control, remote controlled uncoupler. 12 curved, 8 straight tracks with locks and terminal. Illustrated book. 24 lbs.
T5680-E5200-3E5000 ..... **$79.95**

TRAIN POWER CONTROLLER WITH CIRCUIT BREAKER. 175 watts, 115 volts, 60 cycles, AC. Full directional control, exclusive "Dead Man's Control". Built-in circuit breaker shuts off current if transformer is overloaded or short develops. Off-On switch. 8 lbs.
T168-E1535-3E1460 ..... **$23.95**

DUAL TRAIN POWER CONTROLLER. 175 watts, 115 volts double circuit breakers guard transformer against short circuit damage or overloading. Full directional control, on-off switch exclusive "Dead Man's Control". Can run two trains on separate track loops at different speeds. 12 lbs.
T198-E1960-3E1875 ..... **$29.95**



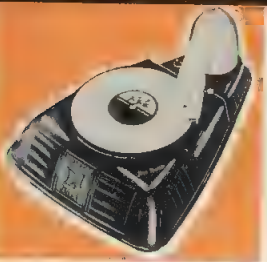
AMERICAN FLYER 100 WATT TRANSFORMER. 115 Volts, 60 cycle A.C. Automatic Thermostatic circuit breaker built in, protects transformer from burn outs. Has three binding posts for simplified wiring.
T4855-E665-4E625 ..... **$9.95**

PORTABLE 3-SPEED AMPLIFIED PHONOGRAPH. Sturdy carrying case. Heavy duty 3 speed electric motor and volume control knob. Retractable (moisture proof) crystal pickup, deluxe speaker. Permanent needle. Registered Guarantee. U/L approved. 12" x 9½" x 5". 9 lbs.
R101-E1695 ..... **$24.95**

PORTABLE ACOUSTIC ELECTRIC PHONOGRAPH. Featuring long-lasting carrying case in washable leatherette. Exclusive Vani-tone volume control. One piece acoustic arm—heavy duty electric motor. Registered Lifetime Guarantee. Includes package of needles. U/L approved. 8 lbs.
R600-E765-6E735 ..... **$12.95**

BATTERY-RUN ACOUSTIC PHONOGRAPH. Plays anywhere on flash. batt. (not incl.). Safe, long-lasting battery-operated motor starts and stops automatically. High impact case and one-piece acoustic arm in vivid colors. Features exclusive Vani-tone volume control. 10" x 8½" x 3".
R10B-E325-6E300 ..... **$4.95**

BATTERY OPERATED MICKEY MOUSE PORTABLE PHONOGRAPH, Official Mickey Mouse Club. Safe, long-lasting battery-operated motor automatically starts and stops. Sturdy carrying case in form of America's most famous cartoon character. Vani-tone volume control, needle cup. Includes batteries. 10½" x 10½" x 3½", 4 lbs.
R20B-E625-3E600 ..... **$9.95**

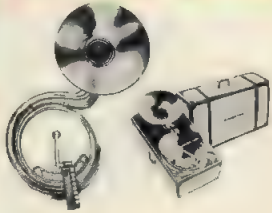


ELECTRIC TABLE MODEL ACOUSTIC PHONOGRAPH. High impact case, heavy duty constant speed electric motor. Registered Lifetime Guarantee. Includes package of needles. Vani-tone volume control. U/L approved. 14" x 10" x 5½" 5 lbs.
R700-E600-6E575 ..... **$9.49**

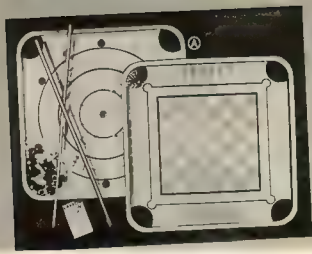
PROMOTION SPECIAL—Combination includes the electric Portable Acoustic Phonograph with exclusive Vani-tone volume control, a modern wrought iron phonograph stand with record rack, 6 children's records and 10 packs of needles. U/L approved. 14" x 12" x 27", including phonograph. 16 lbs.
R900-E1270-3E1250 ..... **$19.95**

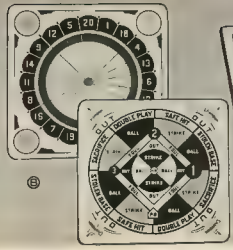
PIANO ACCORDION. One foot high, extends to nearly 2 feet. Full scale piano keyboard for right hand; bass notes and chords. 52 tuned reeds. Gold finish trim, includes luggage type case, adjustable shoulder strap, and music book. 4 lbs.
T405-E525-6E480 ..... **$8.00**

RECORD ALBUM ASSORTMENTS. Each storage album contains 12 different 7" records. Available in 6 various assortments, including nursery rhymes, top hits, Christmas songs, musical stories, etc. 2 lbs.
T712-E240-6E225 ..... **$3.79**



GOLDEN TUBA. Nearly 3 ft. high and over 3 ft. in circumference. Gold finish on break-resistant plastic. 8 tuned reeds, adjustable swivel mouthpiece. Includes case, music book and stand. 8 lbs.
T1561-E650 ..... **$10.00**





Exciting Indoor, Outdoor Games

(A) CARROM BOARD. Fun for the entire family. Plays 85 games, including many popular old favorites as well as some that are new and novel. Official 28½"-square board of sturdy wood construction with fine-quality finish; smoothly-rounded corners. 3-ply plywood center has diagrams printed in red and green. Carrom side of board has reversible net pockets and green felt cushions. Furnished with rule book and complete playing equipment, including 2 hardwood cues. Wt. 9 lbs.
9BB16108600. .....Retail **$9.00**

(B) DARTBOARD. Two exciting games of skill and action. One side features fast-paced "20-Point Game"; other side has big league "Baseball Game". Board of first-grade flat-grain gumwood for long use; printed in beautiful colors. Large 18"x18" size. Includes playing instructions and 3 of the newest, precision-made official Champion Jet darts. Wt. 4½ lbs.
9BB16058334 .....Retail **$4.95**

Champion Jet Darts. Box of 12.
98X16068125. .....Retail **$2.00**

(C) JET-FIRE GAME. All the thrills and excitement of a jet raid! Electronic game has a unique scoring setup. Equipped with battery-operated replay pocket plus jet shooting action lever for replays. Has separate loading and firing plungers, 6 steel balls, colorfully lithographed playing surface. Sturdy lacquered wood frame; glass cover. 13"x18½"x22". Wt. 2 lbs.
98X1352B267.....Retail **$3.98**

(D) SCORE-BALL. Realistic carnival game! Brings the color and gaiety of the midway right into your home! Provides hours of entertaining fun for every member of the family. Made of durable board to withstand lots of punishment. Finished in bright carnival red, yellow and blue. Complete with 3 gally-colored balls and automatic ball return. Ideal for playrooms, home bars, children's rooms.
98B16148464.....Retail **$6.95**

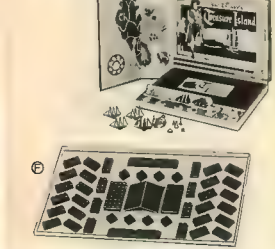
(E) WALT DISNEY'S "TREASURE ISLAND" GAME. Search for buried treasure . . . capture bold pirates. 2 to 4 can play this thrilling game, based on the favorite adventure classic. Contains large playing board, ship and crew markers, magnetic spinner and sandial, metal treasure chest, sailing orders, treasure location cards.
98X1549B197 Wt. 2 lbs.... Retail **$3.00**

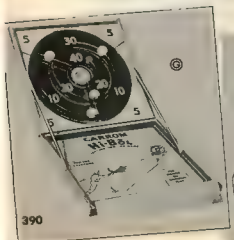
(F) INTERLOCKING PLASTIC BLOCKS. It's educational and entertaining fun to build houses, etc. with these colorful, lightweight blocks. Interlocking feature provides endless variety of construction uses. Set includes 40 large blocks, 8 regular blocks, plus roof and 2 bridges for added play value. Wt. 2 lbs.
98X1619B197.....Retail **$2.95**

(G) CARROM HI-SOL GAME. Play this exciting bowling game indoors or out. Sets up anywhere . . . living room, game room, lawn, beach, etc. Strong wood frame with wooden ramp that deflects balls into scoring ring. Includes 7 balls, rule sheet. Game folds compactly into neat carrying case, 21"x21"x2¾". Wt. 9 lbs.
9BB1611B667. ....Retail **$9.95**

(H) RIG-A-JIG. Build colorful action toys with this construction kit. 446 pieces of tough, washable plastic link together to make cars, trucks, trains that really run... ferris wheels, merry-go-rounds that turn . . . dolls, designs, furniture.
98X16268334 Wt. 2 lbs.... Retail **$5.00**
As above, but contains 236 pieces.
98X16278197 Wt. 1½ lbs. .Retail **$3.00**

(J) MOD-L-STIX. 278 unbreakable plastic stix enable youngsters to make hundreds of forms and figures. Just peg colorful stix together to build anything . . . from simple toys to intricate models. Set includes instructions, suggested designs.
98X16228334 Wt. 2 lbs.....Retail **$5.00**
As above, but has 150 stix.
98X16238197 Wt. 1½ lbs.. Retail **$3.00**





Vanity Fair Juvenile Phonographs

(A) 3-SPEED PORTABLE PHONOGRAPH. Auto-tone volume control, crystal pickup, heavy magnetic speaker. Heavy duty 3-speed electric motor. Sturdy carry case in 2-tone leatherette. Permanent needle, 90-day registered guarantee. 12¼x9½x5 in. Bright children's colors, with contrasting trim.
98B155B2000.....Retail **$30.00**

(B) BATTERY OPERATED PHONOGRAPH. Fully automatic . . . plays anywhere! Safe, long lasting battery operated motor starts, stops automatically. High impact case, 1-pc. acoustic arm. With batteries. 10x 8½x3 in. Vani-tone volume control.
98B1540B334.....Retail **$4.95**

(C) PORTABLE ACOUSTIC PHONOGRAPH. Rigid-lite carry case in washable leatherette. 1-pc. acoustic arm, heavy duty AC electric motor. Registered lifetime guarantee. UL approved. Size 12½x10¼x6 in. With needles. 2-tone colors; perfect youth's phono!
98B1536B870.....Retail **$12.95**

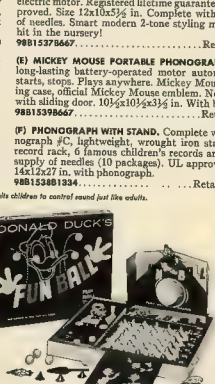
(D) TABLE MODEL PHONOGRAPH. High-impact case, 1-pc. acoustic arm. Heavy duty constant speed AC electric motor. Registered lifetime guarantee. UL approved. Size 12x10x5½ in. Complete with package of needles. Smart modern 2-tone styling makes it a hit in the nursery!
98B1537B667.....Retail **$9.95**

(E) MICKEY MOUSE PORTABLE PHONOGRAPH. Safe, long-lasting battery-operated motor automatically starts, stops. Plays anywhere. Mickey Mouse carrying case, official Mickey Mouse emblem. Needle cup with sliding door. 10½x10½x3½ in. With batteries.
98B1539B667.....Retail **$9.95**

(F) PHONOGRAPH WITH STAND. Complete with phonograph #C, lightweight, wrought iron stand with record rack, 6 famous children's records and year's supply of needles (10 packages). UL approved. Size 14x12x27 in. with phonograph.
98B1538B1334.....Retail **$19.95**

All have vani-tone volume control. Permits children to control sound just like adults.

YOU'LL NEVER GET RICH. Closely follows the action of the award winning Phil Silvers' television show! Players play against the "Sergeant Bilko"-operated "Bilko Enterprises" . . . creates hilariously funny action, amusement and amazement for everyone. Includes full color 19 in. square playing board, markers, dice, and deck of reward and penalty cards. In handsome 20x14 in. box.
98X1548B197.....Retail **$3.00**



DONALD DUCK'S FUN BALL GAME. A real skill game . . . in fact, six games in one! Fabulously funny, adorable Donald Duck has his own exciting game. You score six ways. Bounce the paddle or flip, roll, throw or bounce the balls or cones into the sparkling silver scoring areas. As fun packed, thrill packed for adults as it is for children. For rainy days, parties, evenings at home.
98X1547B197.....Retail **$3.00**

DELUXE COOTIE GAME. The favorite of boys, girls, moms and dads for years! Now bigger and better than ever before, with loads of fun packed into it! Cooties is an exciting game for all ages . . . fun at parties. Gaily colored red, blue green and black bodies, yellow mouths, blue legs and green feelers make the cooties as lively to look at as they are fun to play. Hilarious fun as each person races to assemble his "Cootie"!
98X1546B197.....Retail **$3.00**

seem expensive to the salesperson or to one customer may seem to be quite inexpensive to another customer. It is best to let the customer decide whether he feels the toy is expensive rather than planting the idea in the customer's mind that it is too much.

2. *Build Up Value* Sales of toys are not completed until value exceeds the price in the customer's mind Some toy salespeople hold that price should be kept from the customer until he has a clear picture of the value. This, they say, makes price seem small when it is quoted.

FROM PRICE TO VALUE

Other toy salespeople feel that it is best to quote the price first and then build up value. This gives the customer a measuring stick for the value and makes it easier for the customer to visualize the value he is getting

Perhaps a middle ground would be best for most toy salespeople. First, build up value in the customer's mind. Next, quote the price. Then, amplify the value to be sure it exceeds price in the mind of the customer

Regardless of when the price is quoted in the sale, there is one selling stratagem the successful toy salesperson uses to build up value . . . he prefaces the price with a value building adjective. For instance:

"This sturdy swing and glider is only. . . ."

"Your daughter will enjoy this set of toy dishes for only. . . ."

TAKE THE EDGE OFF

3. *Minimize the Price.* There are several ways a toy retailer and salesperson can minimize the price quotation. This helps put the emphasis on the value rather than on the price and eliminates the price stumbling block for the salesperson. Here are three specific ways to keep the consideration of price at a minimum:

—"Only" as a preface to price makes the price seem smaller to the customer. This should be used sparingly and sincerely by the toy salesperson to have the greatest effect. When used for the highest-priced toy in the store, it naturally tends to have an insincere ring to the customer.

DON'T STRETCH THE PHRASE

—When a salesperson says "Twenty-nine dollars and ninety-five cents," the price seems larger than when he says "twenty-nine, ninety-five" The customer will fill in the dollars and cents of the quoted price but the salesperson minimizes the price by leaving the words out of his price quotation

—Instead of quoting the price for a big-ticket toy like an electric train set at its full price, some salespeople in toy departments having an easy payment plan quote the down payment and monthly payment price. This puts the emphasis on the monthly payment price rather than the full price of the train. It helps to minimize the price and make it seem smaller than the value the customer is receiving.

Guarantee

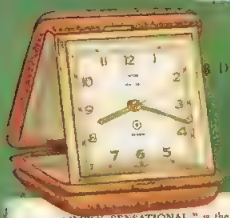
All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material because Clinton Clocks are made with unsurpassed care and craftsmanship

Accurate, Beautiful and Dependable

CLINTON

Travel and Desk Clocks

8 DAY CLOCKS



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9H86X779 ..... **$13.45**
Same as above, with 7 JEWEL movement.
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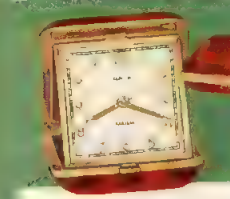
9H85X892 ... ... **$16.45**



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9H81X519 .. .. **$9.95**

YOUR TRAVEL AGENDA is well planned if it is timed with this flawless 40 HOUR travel ALARM. For pleasure or for business touring, we strongly recommend this highly-acclaimed winner Radium dial is indispensable where precision timing is vital Choose distinctively grained genuine leather case in tan, red or blue. Size 3½" x 3" x 1½"
9H80X426 **$7 95**

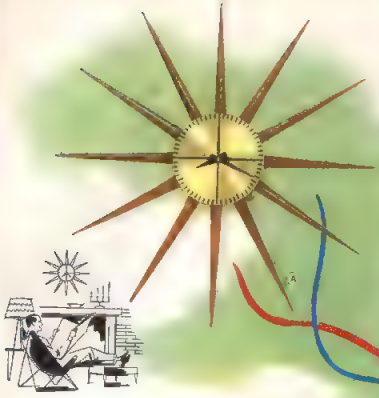
TRAVELING IS ENJOYABLE if you know where you're going and your timing is right Keep pace with your busy schedule and the fashion world by owning this 7 JEWEL, 40 HOUR travel ALARM clock that is perfect for any journey. Handsomely designed for beauty and lasting wear with radium-accented dial! Luxurious genuine leather case in tan, blue or red. Size 3¼" x 2¾" x 1"
9H83X613 **$11 45**

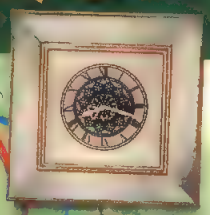
DESK CLOCKS

AN EXECUTIVE'S DESK or a lady's boudoir will be home to this elegant 40 HOUR ALARM Because your clock is an integral part of the life you lead we suggest this lustrous Gold-colored timepiece designed with a radium dial Perfects designed for multi purpose use. Size: 3¼" x 2½" x 1⅛
9H82X505 . . . **$9 95**

EVERY MINUTE SOMETHING WONDERFUL happens when you own this 40 HOUR ALARM clock Designed with fresh versatility for any desk shelf or table in any room! BLACK DIAL is radium-accented to yield magical effect with maroon-and-Gold colored metallic case Size: 3" x 2¾" x 1¾"
9H79X328. . . . . . **$5.50**

FOR TRAVEL, DESK OR BOUDOIR, here is an amazingly versatile 40 HOUR, 7 JEWEL ALARM clock! With the cover it is ideal for travel Remove the cover, and you have an elegant desk clock Radium dial, too! Distinctive genuine leather case is yours in tan, red or green Size: 3⅛" x 3" x 1⅜"
9H84X662 **$13 45**





Accurate, Beautiful and Dependable

CLINTON

Wall Clocks

A ▶ ADVENTURE IN BRASS AND WOOD! Here is the self-starting ELECTRIC wall clock of tomorrow! Brass center is surrounded by brown wood spokes This clock, with its unusual futuristic dial, will be a conversation piece! Size: 22" diameter (110 volt A.C. U.L. Approved)
9H71X1911 . . . . . **$35.00**

B ▶ SUNBURST OF BEAUTY is the design of our new precision ELECTRIC wall clock. This self-starting timepiece in luxurious Golden tints radiates elegance and beauty Precision sweep second hand adds to importance of this flawless clock. Size: 22" diam. (110 volt A.C. U.L. Approved)
9H72X1147 . . . . . **$24.95**

C ▶ THIS DISTINCTIVELY DIFFERENT wall clock is the key to a distinctively different room! Golden-tinted antique mirror and wood are combined in this 7 JEWEL, 8 DAY jeweled lever clock. Pulldown winding mechanism allows clock to be wound on wall. Size. 18" x 18"
9H77X2592 . . . . . **$49.95**
As above, with self-starting ELECTRIC movement, sweep hand. (110v A.C.)
9H78X1955 . . . . . **$35.00**

D ▶ A FLAIR FOR THE DRAMATIC resulted in this highly original self-starting ELECTRIC wall clock Designed in a lustrous metal with golden hues and magical touches of black. Color of your wall appears between the spokes. Size. 15" square. (110 volt A.C U.L. Approved)
9H73X2107 . . . . . **$37.50**

E ▶ DEVOTED CHEFS AND SMART HOMEMAKERS will find this skillet ELECTRIC clock delightful Perfectly designed for placement on your kitchen wall, in your breakfast nook or in the den. Copper burnished finish assures lasting beauty Self-starting clock has sweep second hand which is indispensable! Size: 8" x 14½". (110 volt A.C. U L. Approved)
9H74X568 . . . . . **$10.50**

F ▶ YOU'LL LOOK AT THIS WALL CLOCK TWICE as often when it's in your home! First, for the correct time, secondly, to marvel at its rich beauty. Beautiful wood timepiece features an 8 DAY, 7 JEWEL front wind movement, gilt hands and hour-indicators. Size 9" diameter
9H75X1563 . . . . . **$29.95**

G ▶ THE TOAST OF FASHION is our new ELECTRIC wall timepiece styled in a subdued brass color. Wonderful design of this self-starting clock has set the pace because of its versatility for use in any room—anywhere! Size 14" diameter (110 volt A.C U L. Approved)
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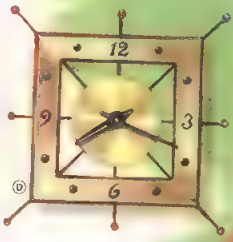
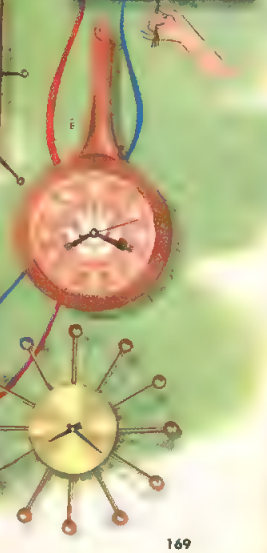
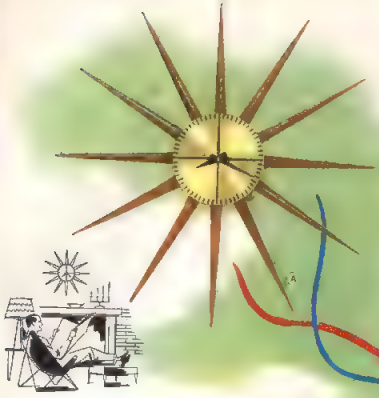
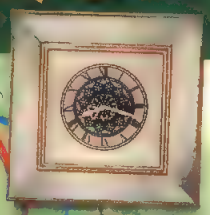
Printed in U.S.A









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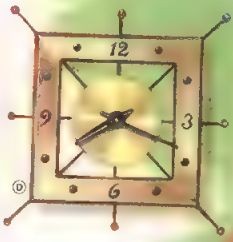

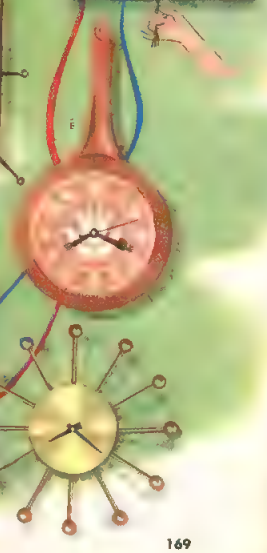

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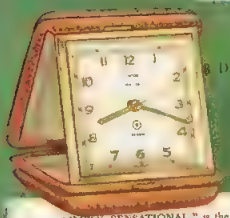

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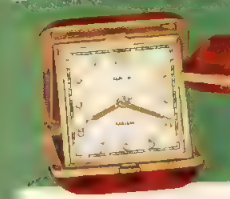

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TIME and LITE ENSEMBLES by ..... Howell

HOWELL LAMP ®

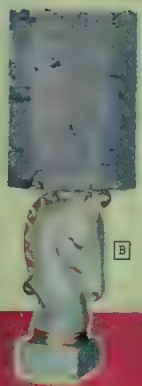
ONLY THE FINEST 24 KT. GOLD DECORATIONS—HAND APPLIED AND FIRED AT HIGH TEMPERATURES IN MODERN ELECTRIC KILNS—ARE USED TO ADORN THESE BEAUTIFUL HOWELL LAMPS AND MATCHING SELF-STARTING, ELECTRIC CLOCKS. EACH SET IS CAREFULLY PACKED AT THE FACTORY, TOGETHER WITH MATCHED, HAND-LACED, FIBERGLASS SHADES, IN ONE SELF-CONTAINED MAILABLE CARTON.

A Moderne

Colors: Pink or turquoise. Lamps 17" high. Clock 9" x 10". Wt. 9 lbs. Mailable. (Specify color).
3F100D1797 Retail $29.95

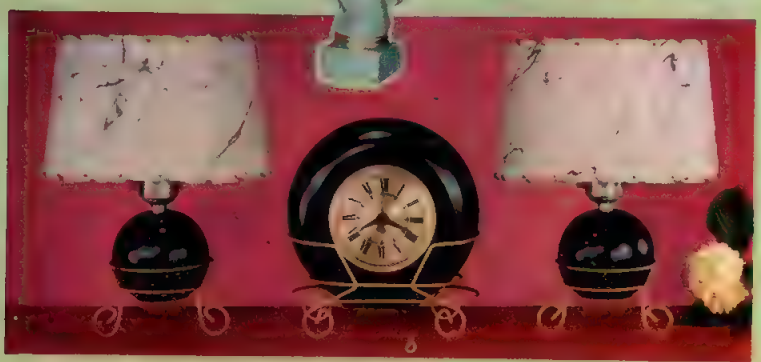
B Embassy

Colors: Turquoise or white. Lamps 17" high. Clock 9" x 6". Wt. 10 pounds. Mailable (Specify color).
3F99D1797
Retail $29.95



C Saturne

Colors: Black or turquoise. Lamps 11" high. Clock 8" x 7". Wt. 7 lbs. Mailable. (Specify color).
3F96D1797 Retail $29.95



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Gifts by Spaulding

smart serving aids for the fastidious hostess

Molded... Colorful... Durable

perfect for formal or casual use . . .

TID BIT TRAY

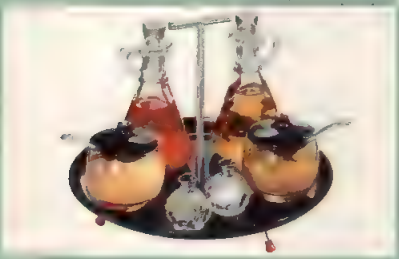
An outstanding table centerpiece for all serving occasions . . . bright brass plated metal holder. Plates are 6", 8" and 10" wide. In brilliant new turquoise!

5436M2W297 ..... Retail $4.95

"TALLY HO"

The Party Server . . . 30" high with removable serving pieces resting securely on a sturdy bonderized wrought iron frame. The large 13½" serving platter has divided compartments for your convenience. Use as a T.V. snack stand — and many other uses.

5439M8W777 ..... Retail $13.95



REVOLVING CRUET SET

The colorful stand with stainless handle, holds glass oil and vinegar cruets, salt and pepper shakers with chrome tops, mustard and radish jars, with spoons, covers match stand. In ebony — 10" in diameter.

5437M4W417 ..... Retail $6.95

TRAY MAID

A novel and attractive serving piece with large 15" partitioned platter and 2 serving bowls, easily removed for easy serving. Yellow platter and ebony bowls.

5442M4W597 ..... Retail $9.95

7-PC. SALAD ENSEMBLE

At home in any decor — beautifully designed — 11" bowl. Four individual bowls and matching serving fork and spoon. In honey yellow.

5441M3W597 Retail $9.95

9-PC. BEVERAGE SERVER

Complete, convenient and ideal for serving all kinds of drinks . . . hot or cold! Eight colorful tumblers, in a sturdy handsomely designed carrier with decorative handles.

5444M3W537 ..... Retail $8.95

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smart serving aids
for the fastidious hostess

Molded . . . Colorful . . . Durable

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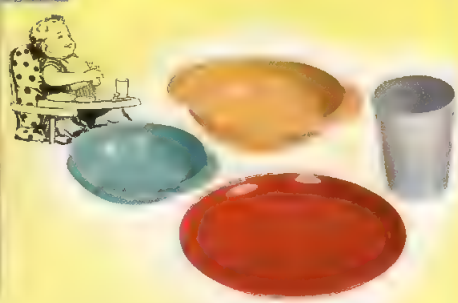
SHRIMP BOAT
The center of attraction at cocktail parties, this easy way of serving shrimps on ice. Bowl is the ideal ice container. Chrome framework with pick holders and twin sauce dishes for dunking . . . 11" across. In ebony
5440M3W357 . . . . . **Retail $5.95**

SNACK BUFFET
Cocktail snacks served gaily and colorful . . . Four removable bowls fitted in a metal carrier . . 26" overall.
5438M3W357 . . . . . **Retail $5.95**

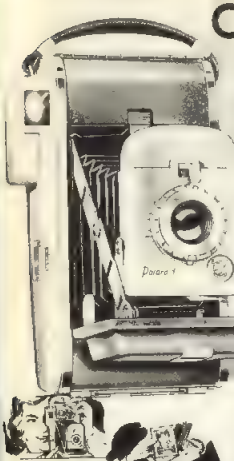
LAZY SUSAN
Will delight the discriminating hostess — 11" center bowl and six smaller bowls for trimmings, with jumbo servers. Rotates gracefully on a bonderized wrought iron stand . . . red center bowl and black individual bowls
5445M6W837 . . . . . **Retail $14.95**

REFRESHER TRAY
This modern gracious server with six gay 12 oz. tumblers and a very useful serving bowl nests snugly in a tarnish resistant brass plated metal form. Comes with turquoise tumblers and yellow bowl or red tumblers and black bowl.
5443M4W597 . . . . . **Retail $9.95**



TINY DINE — FOR BABY! *LET THEM DROP IT!*
Unbreakable Child's dinner set – Has soup or cereal bowl, dessert dish, dinner plate and child's tumbler. Gay . . . colorful . . hygienic practical
5446M2W237 . . . . . **Retail $3.95**

Polaroid *Land* Cameras



Snap . . .

There's Your Print!

Complete Equipment for Amazing 60 Second Photography

POLAROID FILM has 8 exposures to the roll, sold in packages of 8 rolls. Available in all purpose Orthochromatic type; Panchromatic type for greater range and latitude, and Professional Pan for high speed and picture-taking under adverse lighting conditions.

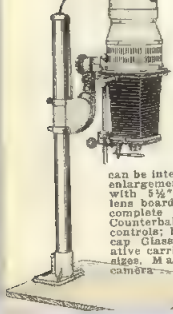
MODEL 80 HIGHLANDER
Designed for the snapshot photographer, the Highlander is light and compact, fits in a pocket or purse. It takes pictures indoors or outdoors, rain or shine, dim or bright light. Makes wallet-sized pictures (2¾ x 3⅛ inches). Has sharp, coated lens and precision shutter with one dial to set both shutter and lens automatically to the right combination. Has built-in synchronization for flash

MODEL 95 SPEEDLINER
All around, all purpose camera for family, business and industrial use. The Speedliner has a specially selected coated lens, precision shutter with built-in synchronization for both regular and electronic flash and a combination optical and wire viewfinder. One dial to set, has four shutter speeds and five lens openings for good pictures in any light. Provides beautiful postcard size prints. 3¼ x 4¼".

MODEL 700
Newest Polaroid has all the features of the Speedliner, plus improvement, such as a precision rangefinder with a focusing scale of 10 indicated distances, ranging from 3½ feet to infinity. Includes a universal flash guide for all Polaroid films; lifetime sealed self-lubricating rollers, heavy duty shutter that withstands tests far more rigid than required by normal quality control standards. 10-Year guarantee.

MODEL 110 PATHFINDER
Deluxe, precision-built camera, equipped with a specially selected, coated Wollensak 127mm f4.5 Raptar lens and a superb wide-range shutter, Wollensak Rapax II . . . the choice of top photographers. Shutter has 9 speeds, from 1 to 1/400 second, synchronized for regular and electronic flash. Built-in rangefinder, coupled to focusing track. Truly a magnificent photographic instrument.

	Catalog No.	Retail	Catalog No.	Retail	Catalog No.	Retail	Catalog No.	Retail
CAMERA	6275M3W5600	$69.95	6285M5W7190	$89.75	6299M5W10000	$125.00	6300M7W19960	$240.50
CASE (shoulder type)	6276M2W790	9.95	6286M3W1196	14.95				
CASE (deluxe fitted)	6277M5W1596	19.95	6287M5W2380	29.75	6301M5W1996	24.95	6302M6W2680	33.50
EXPOSURE METER	6278MW1116	13.95	6288MW1140	14.25	6288MW1140	14.25	6288MW1140	14.25
FLASH GUN	6279M2W1036	12.95	6289M2W1116	13.95	6287M2W1176	15.95	6298M2W1116	13.95
BOUNCE FLASH BRACKET	6280MW236	2.95	6290MW140	1.75	6290MW140	1.75	6290MW140	1.75
FILTER KIT (3 snap-on)	6281MW476	5.95	6281MW476	5.95	6281MW476	5.95	6295MW476	10.95
LENS KIT (3 close-ups)	6282MW716	8.95	6282MW716	8.95	6282MW716	8.95	6296MW1196	14.95
FILM, orthochromatic, 8 rolls	6283M2W819	7.74	6291M2W840	10.50	6291M2W840	10.50	6291M2W840	10.50
FILM, Panchromatic, ASA 200, 8 rolls	6284M2W735	9.18	6292M2W950	11.88	6292M2W950	11.88	6292M2W950	11.88
FILM, Panchromatic, ASA 400, 8 rolls			6293M2W1051	13.14	6293M2W1051	13.14	6293M2W1051	13.14
FILM, Professional Pan 8 rolls			6294M2W1416	17.70	6294M2W1416	17.70	6294M2W1416	17.70

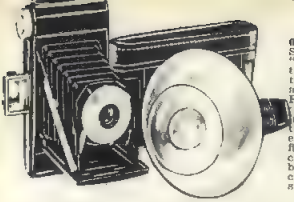


6271M24X13800 DEJUR "VP" VERSATILE PROFESSIONAL ENLARGER with double condenser system that gives maximum contrast and brilliance. Accommodates all negatives to 4x5. Long and short focus lens can be interchanged, 5½ times enlargement on baseboard with 5½" f4.5 lens. Tilting lens board and head provides complete distortion control. Counterbalanced head, dual controls; ball bearing column cap. Classless and glass negative carriers for all negative sizes. May be used as a camera .....**Retail: $172.50**

6147M17X2896 FOR ENLARGING AND DEVELOPING OUTFIT, contains everything needed to make professional quality big pictures at home. Enlarger takes all popular film sizes, enlarges up to 6 times on the baseboard, folds quickly . . . tucks away anywhere. Includes developing tank, liquid chemicals, 3 Print trays, enlarging easel and paper, tray thermometer, bulb, etc. .....**Retail: $29.95**

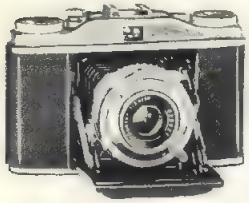
6272M6W1056 ANSCO COMPLETE DARKROOM KIT. Everything needed to develop film an make prints at home. The outfit contains Professional type printer, Ansco developing tank, trays, graduate, safe-lights, thermometer stirring rod, chemicals, printing paper and instruction booklet. A great gift for the younger or beginning camera enthusiast .....**Retail: $14.95**

Ansco



6182M3W3333 ANSCO SPEEDEX SPECIAL "R" Model JN405 Features include: Agfa Apotar f4.5 anastigmat lens and 1/300 sec. M-X Prontor shutter synchronized for all flash lamps and strobe. Self-timer, double exposure eliminator, depth-of-field calculator and accessory clip. Takes 12 black and white or 8 color pictures 2¼" square on 120 film
Retail: $47.50

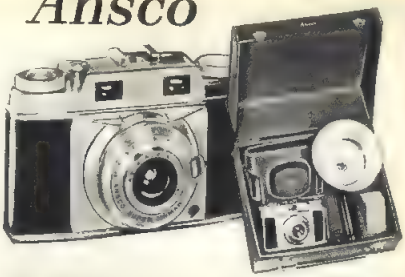
6180M2W346 LEATHER CASE for above. .....**Retail: $4.95**
6181M2W561 UNIVERSAL FLASH for above. ....**Retail: $7.95**



6179M3W1338 ANSCO VIKING READYSET, Model JN400, easy to operate folding camera with Agfa Isonar f11 lens and synchronized shutter with "B" setting for time exposures. Has "Bright" and "Haze" aperture settings, simple two position focusing control, eye-level viewfinder. Automatic focusing reset when camera is closed. Takes 8, 2¼ x 3¼" pictures on 120 film. ..**Retail: $12.95**

6183M3W2029 Model JN404 Same as above, but with f4.5 Agfa lens in a 1/200 sec Vario X-synchronized shutter.
Retail: $29.50

6184M2W490 Carrying Case for either camera, with built-in filter compartments . . .. **Retail: $6.95**
6181M2W561 UNIVERSAL FLASH for either camera
Retail: $7.95



6187M6W4901 ANSCO MEMAR 35mm OUTFIT, Model JN419, in a fine luggage tan traveler case. Includes the famous Memar camera, Universal Flash Unit, top grain leather camera case and a roll of 35mm Anscochrome film. The Memar features a fast f3.5 coated Agfa Apotar lens in a flash synchronized shutter with speeds up to 1/300 sec. Also offers a twin sprocket, rapidfilm advance with thumb lever, self-timer, double exposure eliminator film type reminder. ..... **Retail: $56.25**

6188M3W3021 ANSCO MEMAR CAMERA alone, Model JN418
Retail: $39.50

6185M3W5314 ANSCO 35mm SUPER MEMAR CAMERA, Model JN418 deluxe version of the Memar with coupled rangefinder. Has helical focusing from 42 inches to infinity; shutter synchronized with speeds from 1 to 1/300 sec. plus "B." All settings visible from top of camera. ..... **Retail: $69.50**

6186M2W491 LEATHER CASE for either camera.. **Retail: $6.95**
6181M2W561 UNIVERSAL FLASH for either camera.
Retail: $7.95

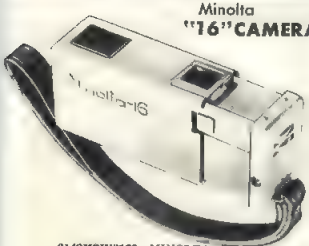
6192M4W1150 TOP GRAIN LEATHER GADGET BAG, with zip-around zipper top with lock and key. 2 individual filter pad has 2 lock-down outside pockets, adjustable shoulder straps with rubber pad. Felt lined with inside leather divider, tripod straps. 11¼ x 9 x 4¼". . **Retail: $15.95**

6193M3W800 GUILD-VISTAR Semi Automatic 35mm Hand Viewer with push button focusing. Has a semi automatic slide changer, shows a brilliant 2" x 2¾" panoramic picture. Need no be held close to eyes because of high magnification. Provides easy group viewing **Retail: $9.95**

star-D

6194M6W1397 STAR - D 'CONQUEST' ELEVATING TRIPOD — with synchro-lock lifting mechanism that will never drop your camera. Nylon gears never need oiling. Lightweight and compact, the 3 sections fold to 23 inches, extend to full 72 inches! Features the famous swing-tilt head with dual controls; one piece crank handle with star spinner requires no folding or unfolding.
Retail: $10.95

6195M5W1075 STAR-D 3-SECTION TRIPOD with standard double extension that hinges from 26 to 58 inches. Features split-tite leg locks that make it the strongest tripod of all, swing-tilt head, and dual controls for universal action in one plane.
Retail: $15.40



6143M2W3160 MINOLTA "16" small as a pack of cigarettes — easy to operate as a box camera! Fits in purse or pocket yet takes 20 pictures on the film magazine. Features an adjustable shutter with speeds from 1/25th to 1/200th sec.; lens openings from f3.5 to f11. Film is advanced by pressing the main camera body — this one operation also winds the shutter, moves the lens into position, prevents double exposure. Shutter synchronized for flash. Complete with leather case, yellow filter and closeup lens. . . . . **Retail: $39.50**

6144M6W8000 MINOLTA 'AUTO-CORD, TWIN LENS REFLEX CAMERA. Fully automatic with lever activated bellows focusing for one hand operation, automatic film transport, automatic shutter wind, provision for double exposure! Here's the camera professionals demand — at a low cost within the means of amateurs. Features by the score: 7mm f3.5 coated lens; 4 elements, f12 viewing lens; prontor-type shutter—speeds from 1-1/400th, self-timer, built in flash and strobe synchronizer, reflex finder; film counter. Takes 2¼ x 2¼" pictures 12 to standard 120 film
Retail: $99.50

6145M6W9900 MINOLTA "AUTO-CORD L" TWIN LENS REFLEX CAMERA with all the features of the Autocord described above **plus** a built-in, high-precision exposure meter with super-simple F/Stop and shutter speed coordination scale
Retail: $124.50

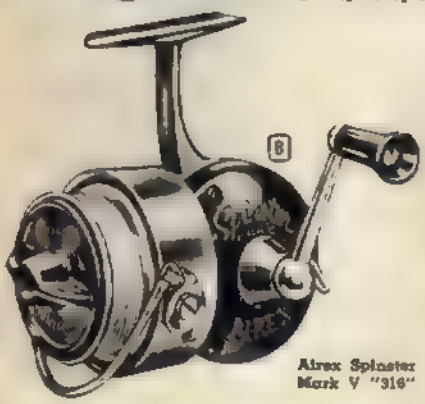
6146M3W876 LEATHER CASE for either of above cameras. Drop front neck strap. . ..... **Retail: $10.95**

CLOSEUP LENSES FILTERS are available. Write for information and price.

Mitchell "300" Spinning Reel

Shakespeare "1800" Wondereel

South Bend "1800" Spinning Reel



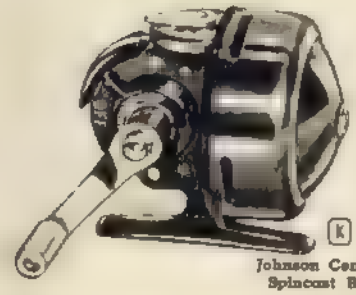
Airex Spinster Mark V "316"

Airex Mastereel Astra "314"

Zebco "44" Spinning Reel

Shakespeare "1775" Wondercast

Zebco "33" Spincast Reel



Johnson Century Spincast Reel

Top Quality Spinning Reels . . . By Noted Manufacturers

A MITCHELL "300" SPINNING REEL

Open-face model with full-ball pickup. Anti-reverse control. Smooth drag—wide span of setting. 3.7 to 1 gear ratio. Aluminum with black anodized finish. With two spools—small has capacity of 125 yds. 6-lb. line large has capacity of 350 yds. 8-lb. line Act. wt. 11 oz.

45-3241 A 1785—Right-hand (2 spools) **$28.95**
45-3258 A 1785—Left-hand (2 spools).. **$29.95**
45-4264 A 240—Extra spool—Small..... **$4.00**
45-4272 A 240—Extra spool—Large..... **$4.00**

B AIREX SPINSTER MARK V "316" REEL

Right-hand spinning reel with stainless steel full-ball pickup. Anti-reverse control. Nylon expansion drum brake. 3.44 to 1 ratio. Bronze bearings. Durable duraloy housing. Removable handle Capacity: 200 yds 6-lb line. Pre-wound with 100 yds. 8-lb. monofilament

45-4140 A 957—Reel Act. wt. 9.6 oz. **$15.95**
45-1310 A 90—Extra spool (empty).. . .**$1.50**

C SHAKESPEARE "1775" WONDERCAST

Closed-face right-hand spincast reel Push-button action releases pickup arm for cast, stops line No backlash. Micrometer-like safety drag. 4-to-1 gear ratio. Anodized aluminum alloy black finish Pre-wound with 125 yds 6-lb line

45-1682 A 1187—Reel. Act. wt. 9 oz. . . .**$19.95**
45-1709 A 90—Extra spool (empty)..... .**$1.50**
45-1724 A 150—Spool (125 yds. 6-lb.)... **$2.50**
45-1757 A 150—Spool (100 yds 8-lb.)....**$2.50**

South Bend Spincast Reel. Similar to above, but with handsome Aqua-Therm green finish. Pre-wound with 120 yds. 6-lb. line

45-4942 A 1197—Reel. Act. wt. 9 oz. **$19.95**

D SHAKESPEARE "1800" WONDEREEL

Deluxe model closed-face right-hand spinning reel Non-reversing control button. Level-wind mechanism, adjustable drag. Zinc alloy gears—ratio 4 to 1 Phosphor-bronze bearings. Anodized aluminum—green finish. Interchangeable spool pre-wound with 200 yds. 6-lb. monofilament line

45-4405 A 1650—Reel. Act. wt. 12.6 oz. **$27.50**
45-4413 A 198—Extra spool (pre-wound). **$3.30**

E AIREX MASTEREEL ASTRA "314"

For fresh and light salt water spinning. Internally activated full ball pickup—anti-reverse control Nylon expansion brake — balanced cam mechanism. Brass pinion gear—ratio 3.44 to 1. Anti corrosive finish — removable handle Capacity 220 yds. 8-lb. test line. Correctly pre-wound with 100 yds line Actual wt. 10 oz

45-4124 A 1350—Right-hand reel..... **$22.50**
45-1658 A 1350—Left hand reel..... **$22.50**
45-4132 A 90—Extra spool (empty)..... **$1.50**

G ZEBCO "33" SPINCAST REEL

Closed-face right-hand reel designed to fit straight or offset-handle rods. No backlash—thumb brake provides maximum control. Automatic—no bail to open or close. Convenient line control button. Naval bronze gears—ratio 3 to 1. Anodized aluminum—black finish. Interchangeable spool pre-wound with 150 yds 6-lb line

45-3472 A 1170—Reel Act. wt 6.5 oz. .**$19.50**

Zebco Spools. Empty or monofilament pre-wound

45-3498 A 45—Extra spool (empty).....**75¢**
45-4769 A 120—Spool (150 yds 6-lb.)....**$2.00**
45-4777 A 120—Spool (100 yds. 8-lb.)....**$2.00**
45-4785 A 120—Spool (85 yds. 10-lb.)....**$2.00**

H SOUTH BEND "1800" SPINNING REEL

Gives full control of line. Accurate drag—oversize clutch with micrometer adjustment. Positive pick up. Click control for non-reversing crank Precision gears—4-to-1 ratio. Knurled ring on cone to adjust drag. Anodized aluminum construction. maroon finish. Spool pre-wound with 6-lb test monofilament. Act wt 11 oz.

45-4579 A 1137—Right-hand reel.....**$18.95**
45-4587 A 1137—Left-hand reel.....**$18.95**
45-4595 A 185—Right-hand spool (6-lb.) **$2.75**
45-1773 A 185—Left-hand spool (6-lb.)....**$2.75**

J ZEBCO "44" SPINNING REEL

Closed-face right-hand spinning reel. Balanced for straight-handle spin rod. Feather-touch line control Push button anti-reverse, line Star Drag won't backlash. 4-to-1 gear ratio. Fast retrieve 27 in. per turn. Aluminum with black enamel finish chrome trim. Spool pre-wound with 150 yds. 6-lb monofilament line

45-1138 A 1170—Reel Act. wt 8 oz. **$19.50**
45-3498 A 45—Extra spool (empty).....**75¢**
45-4769 A 120—Spool (pre-wound 6-lb.).. **$2.00**
45-4777 A 120—Spool (pre-wound 8-lb.) [illegible]
45-4785 A 120—Spool (pre-wound 10-lb.). **$2.00**

K JOHNSON CENTURY SPINCAST REEL

Closed-face spincast reel designed for right or left-hand use. Fits all rods Selecto-Dial drag adjustment. Tungsten carbide pickup pin. Click control—dual anti-reverse Fast retrieve 18½ in per turn. Aluminum with black and green anodized finish. Interchangeable spool prewound with 6-lb. monofilament line

45-4371 A 1077—Reel. Act. wt. 8 oz. **$17.95**
45-4389 A 60—Extra spool (empty).. **$1.00**

For more spinning and spincasting reels see Catalog 571—pages 1-5.

FOR YACHTSMEN WHO ARE PROUD OF THEIR SHIPS

CRUISING YACHTS

CALYPSO
41' x 35' x 12'6' x 4'3" (6'8" b.d.)
31,350 lbs. Sail area 673 sq. ft.
Sleeps 7, steel hull, 100 h.p. engine

RACING-CRUISING YACHTS

ZEELAND
26'9" x 28'4" x 10' x 5'4"
18,000 lbs. CCA rating about 24.5
Sail area 550 sq. ft.
Sleeps 6, steel hull 25 h.p. engine

LARGE or small

EASTWARD HO!
23'5 x 20' x 8'8" x 3'10"
Sail area 350 sq. ft.
Sleeps 4, encl head galley 6'1" headroom

DUTCH TREAT
25' x 21' x 7'6" x 4'4"
Sail area 245 sq. ft.
Sleeps 2, head, galley,
5 h.p. engine

MOBACO COMBINES THE UNMATCHED SKILL OF EUROPEAN CRAFTSMEN WITH THE MODERATE COST OF IMPORTED BOATS.

Large yachts or small, for racing or cruising, class racers or day sailers — for substantial or modest budgets — Mobaco has the ideal ship for every yachtsman.

See the entire fleet in comfort at our new Stamford showroom — the largest enclosed permanent boat show in New England.

VISIT US AT THE BOAT SHOW, NEW YORK COLISEUM, JAN. 18-27, BOOTH B-36

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Also three outstanding day sailers . . .
BLUE JAY • INDIAN SCOUT • FLYING DUTCHMAN

Local representatives for Cruse-Along and Colonial Cruisers, and Scott-Atwater. Complete facilities for fitting out, storage and repair at our shipyard

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Graduate to the Quality of FINN-CRAFT

Flaring, rakish bow . . . graceful, flowing sheer . . . full, dry freeboard . . . all make Finn-Craft's Estlander line the most distinctive, beautiful and coveted craft on the market today. Greater family comfort, added seaworthiness, surprising speeds, lasting durability are also characteristics of Finn-Craft. Above all Finn-Craft — handcrafted by master builders with generations of experience — are clinker-built of select Northern Pine or African Mahogany and seams are glued and copper riveted. See the Estlanders and you'll know what we mean when we say "Graduate to the Quality of Finn-Craft."

22' SURFMASTER Inboard Sport Fisherman with Cabin.
22' DAGGER Inboard Family Utility, spacious
18' Outboard Family Utility, sleeps 2, good fisherman.
15½' Outboard Bay Utility, biggest little boat afloat!

See Finn-Craft at the following Shows
New York Nat'l Boat Show — Finn-Craft Exhibit
Ft. Lauderdale Boat Show — The Lauderdale Marina, Inc.
Jersey Coast Boat Show — Squan Outboard Center Exhibit
Chesapeake Bay Boat Show — Niolands Exhibit
Miami Int Boat Show — The Lauderdale Marina, Inc. Exhibit
L. I Boat Show (Jamaica) Hummel Marine Supply Co Exhibit

Write for Brochure and See Us at the Shows

★ Finn-Craft, Inc. ★

55 West 42nd St. New York 36, N. Y.

STANDARD STEEL PIERS

Several new units in waterfront equipment are featured by Standard Steel Products Mfg. Co., 2836 South 96th St., Milwaukee, Wisconsin, manufacturers of steel piers and other steel waterfront equipment and accessories in 1957

In addition to redesigned models of their Standard Steel Piers, the company has a new floating steel raft or dock, a new hydraulic marina boat lift for larger outboard boats, and a complete line of modern accessories, diving platforms, boat lifts, dry docks, ladders, steps, benches and boat mooring arms.

The new Standard Steel Floating Dock or Raft is designed for use where extra deep shorelines, fluctuating water levels, sharp drop-offs or muddy lake or river bottoms make leg-supported piers impractical. Designed for one-man installation, it consists of a nonskid platform mounted on two sets of twin steel pontoons especially designed to provide load-carrying capacity in excess of 3000 pounds. The basic unit begins at 6' wide by 16' long and any additional length and width can be achieved by adding regular 6' by 8' floating sections

The new Standard Steel Floating Dock can be used as an anchored free-floating raft, or it can be part of an extended dock, shore-anchored by means of a special hinged approach section which allows free up-and-down movement. As in the case of all "Standard" steel piers, the Floating Dock provides for easy attachment of "Standard" accessories—ladders, steps, benches, mooring arms, diving platforms, life guard towers, and others

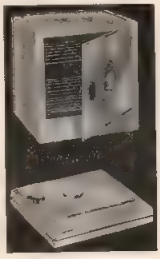
The new heavy duty Marina Boat Lift has been designed to take care of 15' outboard motorboats—up to 800 pounds The entire unit includes two marina walkways of steel, in non-skid pattern, with telescopic adjustable leg supports, boat cradle of double tubular steel reinforced construction, and a specially designed hydraulic hoist which lifts boat and cradle with a few easy lever strokes.

STICKELL CONVERTERS

Stickell Marine Products Company, Baltimore, Md announces that their complete line of shore power converters is now available through authorized Raytheon marine dealers. These converters change 115-volt AC power available at dockside to two entirely independent boat power circuits: one operates lights, the other fully charges batteries.

All 25 models in the line feature automatic circuit breakers to guard against shorts or overloads; shockproof construction; noise-free operation; rugged design for long, trouble-free service. The converters are free of electrolysis problems.

Left Malsco Products, Box 66, Utopia Station, Flushing 66, N. Y., introduces this new seam reefing and caulking tool for cleaning out old filler and running new cotton into seams. Design prevents the tool from cutting too deep. An adjustable guide controls the depth of seam to be cut out.



Right: Hill Marine Specialties, 7422 Belden, Phila. 11, Pa., makes this folding marine oven in stainless steel to fit marine or camp stoves. Heat indicator is provided on the door.

Right for today's higher-compression farm engines . . .

Adds years *to the life of your tractor engine!*

Today's high-compression gasoline and diesel farm engines require *special* protection . . . an oil that will keep down power-robbing deposits . . . protect precision parts against mechanical and corrosive wear, day in and day out.

New Mobiloil Special is the answer. It protects with such amazing effectiveness that it can actually *add years to the life of your farm engines.* This year-'round oil helps engines stay cleaner, smoother-operating, so you get more work from every gallon of fuel you buy.

For longer trouble-free tractor life . . . try New Mobiloil Special.

Multi-service, too—use it in your car, truck and every engine-powered unit on the farm.

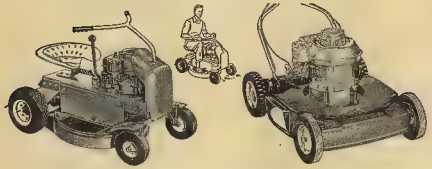
Mobilgas Mobil

Mobiloil *Special*

SOCONY MOBIL OIL COMPANY INC., 150 East 42nd St New York 17 N Y and Affiliates MAGNOLIA PETROLEUM CO Dallas GENERAL PETROLEUM CORP Los Angeles

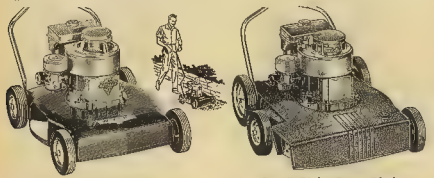
Don't Buy Any Power Mower Until You've Seen WIZARD For '57

Whatever type of mower you prefer you'll find it at Western Auto



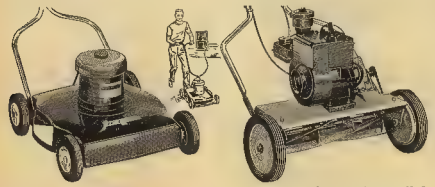
Wizard 24" Riding Mower with 3½ h.p. 4-cycle engine, recoil starter, throttle, ignition shutoff, forward speeds and reverse, pneumatic tires, optional attachments **$269.95**

Wizard 21" Self Propelled rotary has mighty 2½ h.p. 4-cycle engine, recoil starter, hand throttle, chain drive, 4 adjustable cutting heights. Leaf mulcher included. Only.....**$135.95**



Wizard 18" Side Trim has 2 h.p. 4-cycle engine, recoil starter, three adjustable cutting heights, leaf mulcher included **$75.50**
21-inch model, 2½ h.p.....**$89.95**

Wizard 18" Right Front Discharge has 2 h.p. 4-cycle engine, recoil starter, four adjustable cutting heights. Leaf mulcher incl. .**$79.95**
21-inch model, 2½ h.p.....**$94.95**



Wizard Electric has 18" swivel-tip blade, ⅓ h.p. Westinghouse motor, 3-position starter and overload protector, adjustable cutting heights. Weighs only 37 pounds.....**$46.50**

Wizard 18" Reel Type self propelled with 1¾ h.p. 4-cycle engine, chain drive, throttle and clutch controls on handle..... .....**$87.95**
21-inch model, 1¾ h.p.....**$114.95**

Western Auto STORES AND ASSOCIATE STORES

the family store

(F77)

NOTE: In some areas of the U.S., Hawaii, Alaska, and Mexico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions.

old. Will sell all together to same party, as will not separate them."

* * * *

Charts and graphs usually confuse me, too, especially those that presume to project the facts of the past into prophecies for the future. W. C. Krueger of Rutgers sends me one that, he says, illustrates the folly of being too literal with statistical forecasts. This chart has a line showing how the number of farm workers has declined steadily since 1940, and even faster these last 15 years. One has only to carry the line on down to prove that by 1972 no one at all will be left to work the farms. No one can convince me of that. I'm sure there will always be farms, and where there are farms there is work, and some one is going to have to do it. I learned that quite young.

* * * *

Can a young man get ahead in these farming times? The Junior Chambers of Commerce each year select "Outstanding Young Farmers" from each state. The average net worth for 46 of the 1957 nominees, when they began farming, less than 10 years ago, was $4,653. Fourteen of them had from nothing to less than $1,000. The average net worth of the 46 now is $64,243. So it appears that some can get ahead, and do.

* * * *

Every month word comes from some group that it has need of bright young folks, especially those with farm backgrounds. We hear often about the rising demand for scientists and engineers. I know of sales organizations that seek farm-trained youth. Here comes a booklet describing the advantages in pharmacy and its branches. Ten years from now, some one says, half the pharmacists may be women. One of our editors confesses that he once aspired to the partiality of a lady pharmacist, but unsuccessfully; thinks he must have been a drug on her market. Anyway, girls, if you don't want to farm you can take pharmacy. (Old pun, but our best for today.)

* * * *

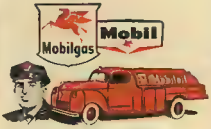
In the final paragraph of "The Farmer and His Customers" Ladd Haystead writes: "And say 'good-bye' to a free man, independent on his own acres, beholden to no one but his God, assured of a living if he only worked hard enough. It was a wonderful dream. It *did* happen. It *is* passing. Now it belongs to history and the poets." The book is a realistic and sensible discussion of how and why consumers misunderstand farmers. But that last paragraph is a sort of startler.

Wheeler McMillen

Right for all farm engines . . . all farm operations . . .

Resists harmful thinning in hot weather

Long, continuous field work in hot weather raises engine temperature to a maximum. Low viscosity-index oils thin out excessively under these conditions . . . lose their protective qualities . . . let rapid wear occur. **Mobiloil** has a high viscosity index—keeps its body despite hour after hour of high-temperature operation. As a result you prolong the life of your farm engines . . . increase efficiency and economy. **Your Mobil farm dealer** will deliver Mobiloil right to your farm. Call on him.



Mobiloil—*world's largest-selling motor oil!*

SOCONY MOBIL OIL COMPANY, INC., 150 East 42nd St., New York 17, N. Y. and Affiliates MAGNOLIA PETROLEUM CO. Dallas GENERAL PETROLEUM CORP., Los Angeles

Right for today's higher-compression farm engines . . .

More than pays for itself

in fewer repairs!

New Mobiloil Special benefits engines —gasoline and diesel both—in so many ways *it more than pays for itself!* This amazing *all-season* oil reduces frictional and corrosive wear to practically zero . . . keeps down harmful deposits. It can add years to engine life . . . saving you money on repairs and oil. And it saves on fuel . . . helps assure more work from every gallon.

Multi-service, too—use it in your car, truck, tractor, every engine-powered unit on the farm. For economy's sake . . . try New Mobiloil Special!

Mobiloil *Special*

SOCONY MOBIL OIL COMPANY, INC., 150 East 42nd St., New York 17, N. Y., and Affiliates MAGNOLIA PETROLEUM CO., Dallas; GENERAL PETROLEUM CORP., Los Angeles

THE INCOMPARABLE

YARDBIRD

as seen in LIFE

LET'S GIVE THE KIDS A

Railroad!

9700Z25X1064 YARDVILLE RAIL ROAD STATION, sturdily made of wood, bolted construction, 55" high, 48" wide. ..... **Retail: $15.95**

9690Z89X15000 SUPER YARDBIRD ELECTRIC STREAMLINER ... a mighty locomotive powered with a real engine! Easily pulls two cars loaded with freight or passengers — and has plenty of speed for thrills and excitement, but a governor holds it down to a safe pace. Built of reinforced steel and fiberglas bodies on heavy gauge steel frames with engine and driving mechanism entirely enclosed. 45" long, 20" wide, 19" high. Electric model is powered by a 6 volt auto battery (not included). Comes complete with safe battery recharger, horn and headlight **Retail: $225.00**

9691Z89X15000 SUPER YARDBIRD GASOLINE MODEL, powered by a 2 h.p., 4 cycle engine with recoil starter. Other features as above **Retail: $225.00**

9692Z79X2664 DOEPKE YARDBIRD, the chain driven car that streaks along on its own miniature railroad track. Propelled by cranks. It makes exciting fun out of building sturdy arm and shoulder muscles. Designed for children from 3 years up, the all-metal handcar responds to a touch from the littlest railroader in the crew, yet it's rugged enough for Dad to ride. The Yardbird fits any level 12 ft. square space, indoors or out. The Handcar is 28" long, 11¾" wide, has 8 cast iron wheels mounted on two trucks. Includes new improved heavy duty axle. Glitte bearings. Complete with 40 ft. of track that make a 32' diameter circle. F.O.B. Ohio **Retail: $39.95**

FLATCAR

9693Z22X1064 TRAILER-FLATCAR. Couple on a couple of flatcars and make up a train 28" long x 12¾" wide. For either Yardbird.... **Retail: $15.95**

9694Z27X1330 HANDCAR. An extra one for twice as much fun. Same dimensions as the Yardbird **Retail: $22.95**

EXTRA TRACK

9695Z32X1264 8 SECTIONS OF TRACK may be assembled as either straight or curved sections, each 5 ft. long — make 12 ft. diameter circle or 40 ft. straight section. **Retail: $18.95**

9696Z28X797 4 SECTIONS OF TRACK, as above **Retail: $11.95**

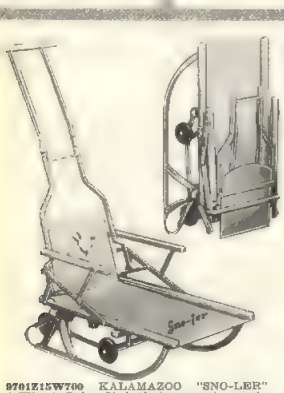
SWITCHES

9697Z28X1097 RIGHT HAND SWITCH for spur tracks, branch lines, etc. 30" total assembled length .... **Retail: $14.95**

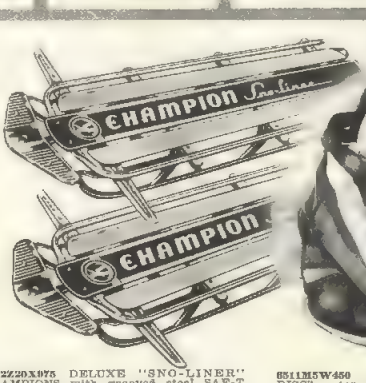
9698Z28X1097 LEFT HAND SWITCH as above **Retail: $14.95**

CROSSING

9699Z10X864 CROSSING, for the center of a figure 8 or crossovers or other track layouts. Fits in any section of curved or straight track **Retail: $9.95**



9701Z15W700 KALAMAZOO "SNO-LER" 4-Wheel Baby Sled that converts easily by toe lever to a stroller to roll over bare spots. Folds simply for storage or to take with you when visiting. Snow or no, baby rides comfortably and in style. Safety strap, adjustable handle, decorated back. **Retail: $9.95**

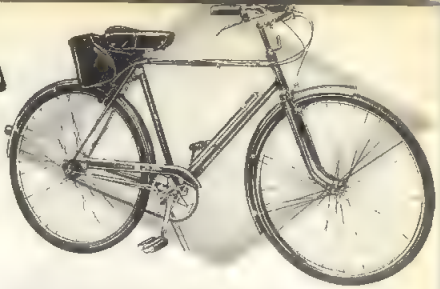


9702Z20X975 DELUXE "SNO-LINER" CHAMPIONS with grooved steel SAF-T runners for faster and farther coasting. Beautifully finished with flashy new deck designs, chrome fronts 34" long with 6 "floating knees". Light weight assures slick speeding ..... **Retail: $13.95**

9703Z15X950 As above, 48" long, 4 knees. **Retail: $11.95**

8511M5W450 KALAMAZOO'S "FLYING DISC" — tons of winter fun for kids and grown-ups, too. Made of safe, colorful indestructible Fiberglas — a junior spaceman's answer to the flying saucers it kids and slivers downhill for a new kind of sport in snow. 25" in diameter, 4" deep it comes with straps for "holding on". **Retail: $6.95**

America's leading bicycles



9706Z40X3200 "CO-ED", a fabulous new idea in Junior bicycles with a frame designed so that the tank can be repositioned to create a girl's style bicycle or a boy's style bicycle. It's two bicycles in one. Features coaster brake, luggage carrier, plated truss rods, chainguard, plated handlebar, deluxe trainer. Equipped with middleweight bicycle balloon tires. 20" size. ..... **Retail: $49.95**

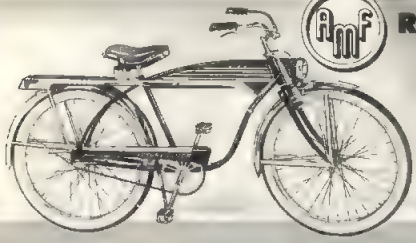
9707Z38X2200 16" Size Similar to above, with semi-pneumatic puncture proof tires ..... **Retail: $29.95**

9708Z50X4100 MAN'S ENGLISH STYLE LIGHTWEIGHT SPORTS BICYCLE Full 26" size with famous Sturmey-Archer Gear Complete with chrome plated pump, large touring bag, prop-stand, reflector, dual hand brake, fine saddle English standard size fittings, dimensions and construction throughout; parts interchangeable with British Standard (Made in France). Flamboyant Red with Gold Trim ..... **Retail: $59.95**

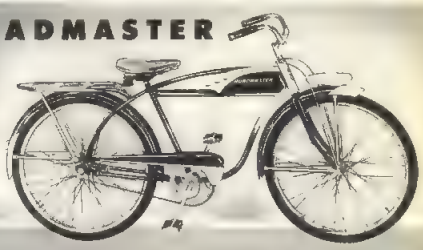
9709Z50X4100 LADY'S MODEL, in Flamboyant Blue **Retail: $59.95**

9710Z40X3750 26" MAN'S bike, similar to above less prop-stand, pump and touring bag ..... **Retail: $54.95**

9711Z40X3750 26" LADY'S bike as above **Retail: $54.95**



AMF ROADMASTER



9721Z68X6000 ROADMASTER "LUXURY LINER" SUPER DE-LUXE 26" model with balloon white sidewall tires, chrome fenders and tank, deluxe luggage carrier, deluxe saddle with crash rail, chrome rims, truss rods, coaster brake, coil spring fork, headlight, electric horn, rear stop light Boy's model in chrome, black and red ..... **Retail: $79.95**

9722Z68X6000 Girl's model in Chrome and blue..... **Retail: $79.95**

9723Z53X5000 Similar to above, boy's 24" model, less coil spring fork and other deluxe features ..... **Retail: $69.95**

9724Z53X5000 Girl's 24" model, similar to above.... **Retail: $69.95**

9715Z60X4200 ROADMASTER "JET PILOT", deluxe 26" tank model with 1.75" middleweight tires, electric horn in tank, coaster brake, headlight, luggage carrier chrome rims, truss rods, sprocket and tank; kick stand, Boys model in flamboyant red with white trim ..... **Retail: $59.95**

9716Z60X4200 Girls model in flamboyant blue, **Retail: $59.95**

9717Z51X4100 Same as above, boy's model, 24" size. **Retail: $57.95**

9718Z51X4100 Same as above, girl's model, 24" size **Retail: $57.95**

9719Z43X3950 Same as above, boy's model, 20" size. **Retail: $54.50**

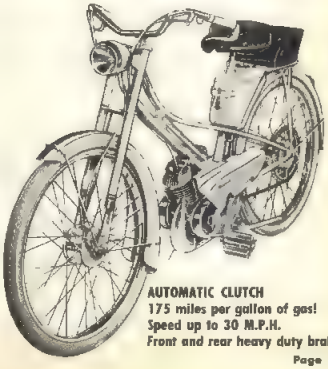
9720Z43X3950 Same as above, girl's model, 20" size. **Retail: $54.50**

Here's the motor bike you've been waiting for!

THE AMAZING AND SENSATIONAL **Mobylette** WITH AUTOMATIC CLUTCH

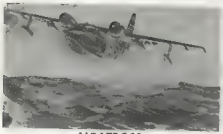
the simplicity of cycling plus the ease of motoring

9712Z38X13750 (Tax included) NEW MOBYLETTE "MOBYMATIC DELUXE" Built by Motobecane, the world's largest manufacturers of lightweight motor bikes Completely factory built and engineered, it assembles easily with just the pedals handlebar and seat to install yourself. More features than ever offered before; ignition and lighting by flywheel magneto; special carburetor with intake silencer and handlebar choke all controls concentrated in one twist grip Has automatic clutch telescopic front fork — internal expanding front and rear brakes, electric bell White balloon tires 2 00 x 50 Airplane type air-cooled two stroke engine Has streamlined tank, special exhaust pipe Clutch allows change of speed with no change of gears Includes tool bag, luggage carrier, comfortable saddle, headlamp Beautifully finished, built for a lifetime of free and easy use and fun F O.B. N Y ..... **Retail: $178.00**



AUTOMATIC CLUTCH
175 miles per gallon of gas!
Speed up to 30 M.P.H.
Front and rear heavy duty brakes

Monogram Models



ALBATROSS

U. S. Air Force Air Rescue Service amphibian Albatross. This model has 16¼" wing span, full operating retracting landing gear, 5 scale-sculptured figures of 3 airman crew and 2 survivors plus an inflated life raft, for a realistic miniature air rescue grouping. Pk. 2 dz.

617086 . . . . . List $1.49 . . . . . 210808 Dz.

PBY-5 CATALINA "DUMBO"

The Monogram Catalina is the amphibian version with three-wheel landing gear and two torpedoes slung beneath the wings as used for submarine patrol work. Torpedoes, pilot and gunners included. 12" wingspan. Pk. 3 dz.

617087 . . . . . List 98c 87202 Dz.

B-66 TWIN JET BOMBER

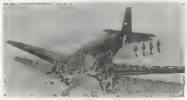
Twin 20mm cannon mounted in the tail. The Monogram B-66 features operating bomb doors controlled by trigger atop the fuselage which drops scale model bomb, movable tail stinger cannon, pilot, bombardier and navigator. Molded in silvery aluminum plastic. Wing-span 10½". Pk. 3 dz

617088 List 98c . . . . 87202 Dz.

TWA SUPER-G CONSTELLATION

Exact scale model of the giant "Connie," with 11½" wing span. Kit includes radar equipment, auxiliary wing tanks, six-tire tricycle landing gear, landing ramps, hostess figurines and authentic TWA decals. Pk. 3 dz.

617099 . . . . . List 98c 87202 Dz.



C-47 SKYTRAIN

Fabulous workhorse of the Army Air Force in World War II. All parts precision molded in olive drab colored plastic. Movable cargo door and sculptured figures of paratroopers in full jumping equipment. Pk. 3 dz.

617098 List 98c 87202 Dz.

FORD TRI-MOTOR

Famous Tin Goose airplane flown over the South Pole. Scaled official prints and molded in gleaming plastic. Completely detailed down to the corrugated metal "skin." Also contains crew dressed in parkas, dog sled and team. Pk. 3 dz.

617097 . . . . . List 98c . . . . 87202 Dz.

U. S. ARMY AMPHIBIOUS WEASEL

The Weasel can go where no other army vehicle can. Caterpillar tracks serve as propellers in the water. The realistic Monogram model in olive drab plastic with black polyethylene caterpillar tracks. Pk. 3 dz.

617165 List 98c . . . . . 87202 Dz.

MILITARY JEEP WITH GUN

U. S. Army Jeep with an M3, 37mm gun and carriage. Molded in olive drab plastic. 7 wheels with black rubber-like tires. Windshield and gun movable. 3 scale-sculptured military figures. Pk. 3 dz.

617166 . . . . . List 98c . . . . . 87208 Dz.

EAGER BEAVER TRUCK

The Eager Beaver U. S. Army and Air Force 2½ ton, 6x6 cargo truck in a new ⅜" authentic scale model. Black rubber-like tires, windshield, cargo racks, operating tail gate and doors. 7⅛" long Pk. 2 dz.

617167 List $1.49 . . . . 210808 Dz.

WANDER-LUST SLOOP

Over 16" high. Full cabin, dinghy, life rafts, complete sails, rigging and sculptured figures. Pk. 2 dz.

617176 List $1.49 210801 Dz.

HALF TRACK

Realistic new model of U. S. Army Half Track. Authentic 6⅞" model of fully armored vehicle with twin .50 calibre machine guns. Olive drab plastic with black rubber-like tires and 2 flexible tracks Pk 2 dz.

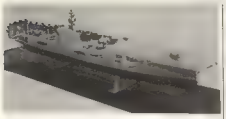
617168 List $1.49 210808 Dz.

SEA BREEZE RACING YACHT

All plastic model of the "Star" class yacht. Full set of sails, rigging lines, and sculptured figures. Pk. 3 dz.

617175 List 89c 76487 Dz.

HOBBY MODEL KITS



U.S.S. FORRESTAL

World's largest aircraft carrier in a kit containing 144 super detailed pieces, cradle, decals, and loads of planes. Pk. 1 dz.

617191 .. ... List $2.49 . . . . 218008 Dz.

SPIRIT OF ST. LOUIS

11½" wing-span, 7¼" long, ¼" scale. This famous historical plane made the first non-stop flight across the Atlantic Ocean. Beautifully detailed, pilot and pilot seat, clear plastic windows, accurate radial engine, decals, plus easy-to-follow plans. Pk. 2 dz.

617082 . . . . List 98c . . . . . 87202 Dz.

STUKA JU-87B

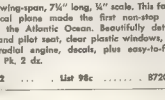
11½" wing-span, 8⅞" long, ¼" scale. A beautiful model to build. Details plus have gone into the building of this famous World War II model. Complete with pilot and gunner, machine gun, seats, floating ailerons, bombs, etc. Pk. 2 dz.

617083 . . . . . List 98c 87202 Dz.

WORLD WAR II FIGHTER ASST.

Assortment of Thunderbolt, Spitfire, Mustang and Messerschmitt. Packed in polyethylene bags mounted on card. Pk. 1 dz. N.B.

617081 . . . . . List 29c . . . . . 32167 Dz.



THE WINNIE MAE

Famous the world over as the plane in which Wiley Post flew around the world. Plastic kit has movable control surfaces, complete set of decals, and is molded in white plastic. Pk. 2 dz.

617084 . . . . List 98c . . . . . 87202 Dz.

NAVY PATROL BLIMP K-68

Kit of 28 finely detailed parts includes clear plastic gondola windows. Comes with 6-piece scale model of authentic mooring mast (3½" high) and six sculptured figures representing the Blimp's mooring crew. Replica of towing tractor included. Size: 11" long. Pk. 2 dz.

617273 . . . . . List 98c . . . . . 87202 Dz.

NAVAL 24 POUNDER

This precision-made plastic model is scaled from official photos. Brass-plated parts, rope, metal chain and instructions. 56 pieces. Pk. 2 dz.

617184. . . List 98c . . . . . 87202 Dz.

CIVIL WAR FIELD PIECE

Easy-to-build all-plastic model kit with 84 pieces. All metallized parts, rope and metal chain plus instruction sheet Pk. 2 dz.

617185 List 98c 87202 Dz.

GATLING GUN

Early American Machine Gun kit with 44 brass-plated pieces, rope, metal chain and easy-to-follow instructions. Pk. 2 dz.

617186 . . . . . List 98c . . 87202 Dz.

CURTISS CONDOR

Accurately scaled 1" to 7' this authentic kit of 40 pieces comes with pontoons. Comes with handsome display pedestal and clear plastic windows. Wingspan: 12". Length: 7⅞". Pk. 2 dz.

617274 List 98c . . . . . 87202 Dz.

DORNIER DOX

Precisely designed in 1" to 13' scale complete with 63 parts and attractive base. Kit includes clear plastic windows. Wingspan: 12". Length: 10 " Pk. 2 dz.

617271 . . . . . List 98c . . . . . 87202 Dz.

STINSON TRI-MOTOR

43-piece kit copied in 1" to 5½' scale. Model contains replicas of 10 passengers and two pilots. Wingspan: 12". Length: 8½". Pk. 2 dz.

617272 . . . . List 98c . . . . . 87202 Dz.

Party Time for Little Girls

"Moss Rose" China Tea Set

(A) How proud and happy your little hostess will be to get this big, beautifully designed set—enough pieces to entertain her friends or dolls at a real party! Real imported china in a dainty rose pattern that matches mother's dinnerware set shown on Page 623 of Wards General Catalog.

Dinner plates are 4½ in. diam., other pieces in scale. 6 each plates, cups, saucers plus teapot with lid, sugar bowl with lid, creamer, salt and pepper shakers, covered vegetable dish, meat platter and cake plate.

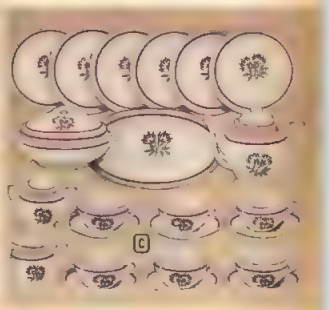
Lovely "Moss Rose" is imported from Japan. Packed in attractive Gift Box, all ready for your little girl's Christmas. Ship. wt. 6 lbs.

48 W 4772—Service for 6. . . . . 29-Pc. Set 2.89

Imported China Tea Set

(B) Charming new genuine china set with a canning figure motif modeled after the famous Bavarian figurines everyone loves. Pieces are larger—plates 5 in. diameter, other pieces in scale. 4 each: plates, cups, saucers; teapot and sugar bowl with lids, creamer. Imported from Japan. Gift box. Ship. wt. 4 lbs.

48 T 4658—Service for 4..17-Pc. Set 2.29



"Pink Flower" China Set

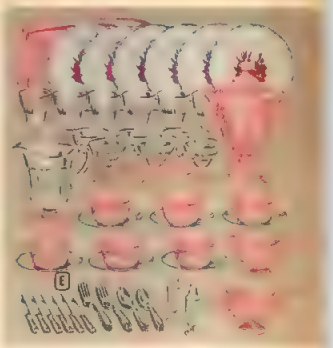
(C) Genuine imported china (from Japan) in a lovely new "grown-up" pattern to delight little girls. 3¾-in. plates, other pieces in scale—cups, saucers; teapot, sugar bowl with lids, creamer, serving platter, covered vegetable dish. Gift box.

48 T 4770—Service for 6
Ship. wt. 4 lbs. .....28-Pc. Set 1.89
48 T 4771—Service for 4
Ship. wt. 3 lbs. . . . . 20-Pc. Set 1.49

"Princess"—Unbreakable!

(D) A pretty set that won't break when it's dropped by little tots. All polyethylene plastic. Plates 5½-in. diam., other pieces in scale. Cups, saucers, plates, knives, forks, spoons; teapot with lid, sugar, creamer, salt, pepper, candy dish, holder with paper napkins. Gift box.

48 T 4674—Service for 6
Ship. wt. 1 lb. 12 oz. . . .50-Pc. Set 2.29
48 T 4743—Service for 4
Ship. wt. 1 lb. 6 oz.....36-Pc. Set 1.85



"Gladiola" Tea Set

(E) A big, big set of gaily colored, lightweight dishes! Plates are smooth metal, brightly lithographed with gladiola design, 4¾-in. diam., other pieces in scale. Colorful plastic cups, saucers, teapot with lid, sugar bowl, creamer, salt, pepper, clear plastic goblets, sherbets, pitcher; silver-plated plastic knives, forks, spoons. Paper napkins. Gift box.

48 T 4651—Service for 6. With tray.
Ship. wt. 1 lb. 12 oz. . . . . 62-Pc. Set 2.69
48 T 4654—Service for 4. No tray.
Ship. wt. 1 lb. 8 oz.....43-Pc. Set 1.95

Happy Day Outing Kit

(F) Fun for youngsters to take on backyard outings, beach picnics, hikes. Metal carrying case holds 4 each: plastic cups, saucers, plates, tumblers, knives, forks, spoons. Cake knife, butter knife, paper napkins. Plates 6¼-in. diameter, other pieces in scale. Attractive colors of red, yellow, pink and turquoise. Case 16x8x3 in. has metal handle, snap locks. 31-Pc. Set.

48 T 4613—Wt. 3 lbs. 8 oz. 2.98

Toy Coca-Cola Dispenser

(G) This realistic "coke" dispenser becomes a busy toy in the hands of tiny fountain clerks. Looks like the big one down at the drug store and it really works. Just insert a standard 8-oz. bottle of Coca-Cola in the leakproof attachment inside; then pull the lever to fill one of the 4 midget plastic glasses (2⅛ in. high). Durable red plastic dispenser about 10 in. long, 9 in. high.

48 T 4724—Wt. 2 lbs. 12 oz. . . . 2.79

Table and Chair Sets on Pages 222 and 223

The Most Beautiful Boat Afloat . . .

She's swift and sleek
spacious and spectacular . .
graced with classic Stephens styling in every clean, low line!

Not in many years has any West Coast cruiser
matched her in size or luxury.

Here, on a grand scale,
is the same famed craftsmanship
that distinguishes a Stephens of any size
as the outstanding yacht in the fleet.

Stock 32', 36', 42' and 47' — Sedan or Flying Bridge

Designers and Builders of Custom Yachts and Sailing Craft to 150 feet

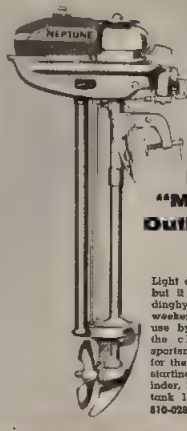
Stephens Bros., Inc. STOCKTON, CALIFORNIA

Stephens CRUISERS

The New Measure of Real Pleasure
WHEELER
PROMENADE YACHT
53'
★ The true measure of real seagoing pleasure is the versatility of a Yacht—The "Walk-Around" Promenade Deck Wheeler Yachts are the epitome of gracious living with sea ability fishability and durability. With a Wheeler, you are assured of outstanding ocean going comfort and economical performance—Whether it's a 38 foot day fisherman or an 85 foot luxury yacht. We invite you to investigate the Wheeler Yachts and see at first hand, the combination of achievements which assure you "Pride of Ownership".
—Catalogue Available—
Sedans, Express Cruisers, Sportfisherman, Yachts
38'- 42'- 45'- 48'- 53'- 56'- 61'- 65'- 70'- 75'- 85'
Florida Office
15 Bahia Mar
Fort Lauderdale
43' HARDTOP
EXPRESS CRUISER
WHEELER YACHT COMPANY
Foot of Patterson Ave. (Queens Point) New York City 72, N. Y. • TYRONE 3-3800

*Fully equipped! Custom fitted seat cushions, chrome trimmed wrap around windshield, complete steering assembly, hardware, all other equipment shown in illustration except motor.

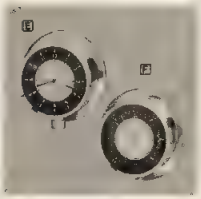
BOWMAN "HAVANA". Strong Goodyear Aircraft one-piece fiberglass hull. Front seat drive, molded-in flotation and spray rails. 16 ft. long. 64" beam, 26½" amid. Wt. 370 lbs. Prices include freight east of Denver
809-087 D59681 Havana ...$795.00
809-066 D74919 Fully equipped* Bowman Havana $999.50



NEPTUNE "Mighty Mite" Outboard Motor

Light as a baby (only 17 lbs.) . . . but it has enough power to pull dinghy, canoe or sailboat! Ideal for weekend or "flying" fishermen, for use by women and children. It's the choice of economy-minded sportsmen who want a lot of motor for their money. Dependable, quick starting, easy to operate. Single cylinder, 2 port, hi-speed. 1.7 HP. Gas tank 1-qt. cap. 33½x8½x15" high.
810-028 C5963 Mighty Mite ..$79.50

for Water Sports and Boating Enthusiasts

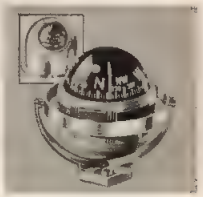


(E) **Marine Clock.** Chrome-plated die-cast case White details on black dial. 8-day, 7-jewel movement. Scaled for 12 and 24 hr. readings.
810-036 B1500 4" diam. $25.00*

(F) **Marine Barometer** Same construction as clock. Calibrated in inches and millibars. 4" diameter.
810-044 B600 Barometer . $10.00

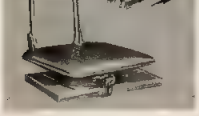
Outboard Speedometer. Arguide's contralog movement translates speeds through changing water pressures, dial calibrations easily read from top speeds down to "0". Clamps onto transom. Pitot tube adjustment range 8½" Fits transom 12-22" high; to 1¾" thick; max extension 25". Diam. 4". Portable.
810-051 B900 0-45 MPH $15.00

Aqua Speedometer. Precision instrument with safety-spring transom clip that releases molded nylon impact tube when struck by floating or underwater objects 3-color, easy-to-read dial calibrated from 5 to 45 mph 2½" chromed brass case mounts with 3 screws. Complete with 12 ft. of Koroseal tubing.
809-905 B815 Speedometer .. $12.20



Airguide Marine Compass. Black dial. 5 degree calibration. Alnico V magnet airplane type compensators. Plastic; aluminum gimbal.
809-889 B450 Compass . . . $7.50

Chromed Illuminated Binnacle. 2 power magnifier. Mounts vertical or horizontal. Size: 4¾x4¼".
809-897 B630 Binnacle $10.50



Port-A-Fold Seats . with posture curved, upholstered back rest and seat Heavily padded 12½x14½" seat covered in strong water-proof Green vinyl plastic Positive clamping with vice type clamps . no tilt . . . no wobble. Clamps fold in. Seat folds flat.
809-236 D690 Swivel Seat . $11.25
809-244 D480 Non-swivel . 7.75

Life Preserver Cushion. Allows maximum comfort and buoyancy. Colorful sailboat motif on smart blue leatherette contrasted with red drill-cloth gusset, white welt edges. Plump-filled with new Java Kapok sealed in Vinyl inserts. Long loop handles. U.S. Coast Guard approved. Size: 15x15x2".
809-319 B375 Cushion . $5.95

Outboard Motor Carrier For motors to 16HP Folds flat for storage Perfectly balanced for easy guiding 8x1.75 wide tread tires. Gas can rack. Wt. 17 lbs.
809-251 D1065 From Minn. .$15.95

For motors 25 HP and heavier. 10x1.75 dual wheels. Gas can rack.
809-269 D1995 Wt. 31 lbs... $29.95

Auto-Top Carrier. Sturdily constructed for safe, secure carrying of boats, skis, etc. Eliminates suction cups Cushioned pressure pads; plates adjust to fit all width cars. Quik Lok attachment replaces gutter straps. 57 inch l-pc. body; rugged but lightweight. No moving parts. 84" lashing straps.
809-574 C665 Carrier . $10.95

*RETAIL PRICES marked * do not include 10% Federal Excise Tax*

EVERSHARP

Eversharp 22" ROTARY

HEAVY ALUMINUM HOUSING

• • •

2 H.P. BRIGGS & STRATTON ENGINE

• • •

4 CYCLE . . . VERTICAL SHAFT

Side discharge reversible double duty blade, recoil starter, twin-type carburetor, sealing [illegible] protected engine crankshaft, cutting height adjustable from [illegible] to [illegible]. Lubricator on handle, [illegible] construction. Four swivel wheels, semi-pneumatic tires. FREE! LEAF MULCHER INCLUDED. Ship wt. [illegible] lbs. F.O.B. Missouri factory. No C.O.D. orders accepted.

276013X7735
Each **$105.50**

EXTRA WIDE

MODEL 286

Eversharp 19" ROTARY

HEAVY ALUMINUM HOUSING

• • •

1¾ H.P. CLINTON ENGINE 4 CYCLE

• • •

LEAF MULCHER INCLUDED FREE

Plenty of power. Cutting height is adjustable from ¾" to 2½". Has a reversible blade and discharge, safety clutch that protects engine crankshaft, and semi-pneumatic tires. Handle is two-piece steel housing is heavy aluminum. Ship wt. 51 lbs. F.O.B. Missouri factory. No C.O.D. orders accepted.

276014X6011
Each **$95.50**

4 CYCLE

MODEL 285

Eversharp DELUXE HAND MOWER

16" CUTTING WIDTH

MODEL 30

Smooth quiet running hand mower cuts grass at any height from ¾" to 1½". Has 6 Blades 16" Crucible Tool Steel blades with [illegible] mounted on self-aligning ball bearings and brightly plated steel hub. 10" wheels have heavy duty semi-pneumatic tires. Tubular steel handle, long wearing rubber roller extra strong lightweight aluminum frame. Ship wt. 14 lbs. F.O.B. Missouri factory. No C.O.D. orders accepted.

276005X1717 F.O.B.
$26.75

GRASS QUEEN

18" ROTARY

With Side Discharge
4 CYCLE—1¾ H.P.
CLINTON ENGINE
MODEL 2100

ALL STEEL UNBREAKABLE HOUSING

This smooth running, sure cutting rotary mower has features found on mowers selling for much, much more. Safety type clutch, precision ground tool steel blade sharpened on both sides, and fully adjustable cutting height from ¾" to 2½". Semi pneumatic tires. Two-piece tubular steel handle. Handsome two-tone automotive colors. A baker's dozen. FREE! LEAF MULCHER INCLUDED. Ship wt. 62 lbs. F.O.B. Missouri factory. No C.O.D. orders accepted.

276011X76010
Each **$82.50**

MODEL 2100

HEDGEMASTER

- **Double Action Blades**
- **10½" • Can be locked in Either of Two Positions**

Adjustable hand balanced at choice of [illegible] or left hand operation. Universal type motor. Adjustable [illegible] 21 [illegible] 9" insulated handle. Light weight approximately [illegible] lbs. Ship wt. approx. [illegible] lbs. F.O.B. Wise Factory. No C.O.D. orders accepted.

244001X2900
Each **$42.50**

DIRECT DRIVE CHAIN SAW

HEAVY DUTY 3 H.P. POWER PRODUCTS ENGINE

- **Large Capacity Fuel Tank—4 Pt. Cap**
- **Perfectly Balanced Handle**
- **Cobra Flame and Spark-Proof Muffler Directs Exhaust Away From Operator**
- **Toggle Switch**
- **Diaphragm Carburetor**
- **Weatherproof, Sheckproof Spark Plug Cover**
- **Convenient Located Pressure Oiler**
- **Removable Felling Spike**
- **Combination Trigger Throttle Control**
- **Concealed Type Chain Tightener**
- **Tillotson Diaphragm Carburetor**
- **Automatic Centrifugal Clutch**
- **Hard-Chromed Teeth Oregon Chipper Chain—Lightweight**
- **Welded-Tip Hardened Guide Bar**
- **Easy-To-Operate At Any Angle**

Rigid construction standards and outstanding design give you the greatest value and versatility in direct drive Chain Saws. The high speed cutting blade powered by a heavy duty 3 HP engine can zip through the biggest cutting job. Here is truly the best buy in Direct Drive Chain Saws for the Woods, Farm, Ranch, Construction, Tree Surgeons, etc. anywhere the need exists for speed and efficiency in cutting performance.

ALL POSITION, AVIATION DIAPHRAGM TYPE CARBURETOR

534008X14015	17" Cut	Ship Wt. 24 lbs.	$189.95
534009X14050	19" Cut	Ship Wt. 25 lbs.	198.95
534010X15425	22" Cut	Ship Wt. 28 lbs.	209.95

AS ABOVE, WITH TWO POSITION, FLOAT TYPE CARBURETOR

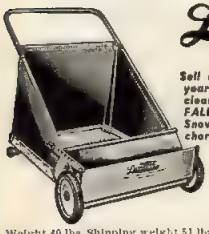
534005X12500	16" Cut	Ship Wt. 24 lbs.	$169.95
534006X13230	18" Cut	Ship Wt. 26 lbs.	179.95
534007X14015	22" Cut	Ship Wt. 28 lbs.	189.95

F.O.B. ILLINOIS FACTORY **NO C.O.D. ORDERS ACCEPTED**

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.—347

IMPLEMENTS FOR A WELL-KEPT LAWN

Lambert



LAWN SWEEPER

Sell LAMBERT LAWNSWEEPERS the year around—for SPRING lawn cleaning, SUMMER grass clippings, FALL leaf collecting—a WINTER Snow Cart! Does that hand raking chore in 1/10th the time.

- Full Enclosed Cut Steel Gears
- Semi-Pneumatic Tires
- Sturdy Pressed Steel Frame
- Baked Enamel Finish
- Individual Brushes—Sturdy Fiber
- Simple Fingertip Adjustment
- Double Strength Steel Handle
- Large Capacity—Heavy Canvas Hamper

Weight 40 lbs Shipping weight 51 lbs Shipped completely assembled.
498001X2450 21" model Each **$34.95**

As above For large lawns, 30" model. Weight 50 lbs. Shipping weight 62 lbs Shipped completely assembled.
498002X3150 30" model Each $44.95

Lambert SWEEP-O-MATIC

Same specifications as the above Standard models, but with the following wonderful extra features

- **A Garden Cart!**
- **Detachable Hamper can be Used Independently as All-Purpose Utility Cart**
- **Single Lever Control**
- **Positions Brush Height and Front Shield Angle at Same Time—Go from Driveway to Lawnsweeping with a Flip of the Finger**
- **Transparent Windshield Completely Encloses Hamper for Sweeping on Breezy Days**

498003X2570 21" Ship. wt. 50 lbs Each **$50.95**
498004X2590 30" Ship wt. 60 lbs Each $59.95

Lambert POWER LAWNSWEEPER

1.6 H.P., 4 CYCLE ENGINE WITH RECOIL STARTER

- **Chain Driven to the Brush Shaft**
- **Power Supplied to Both Wheels Through Machine Cut Steel Gears**
- **All Steel Hamper**

Fingertip clutch and throttle controls are conveniently mounted on the lawnsweeper handle. Brush and angle of cover shield are controlled at same time by lever controls at side of sweeper chassis. The bottom and back panels of the all-steel hamper are hinged for easy dumping. Hamper is supported by double steel caster assemblies. Hamper capacity—8 bushels. Ship wt. 138 lbs

498005X12342 Each **$174.95**

F.O.B. OHIO FACTORY . . . NO C.O.D. ORDERS ACCEPTED

"HANDYMAN"

IT'S A BARROW, ROLLER, HANDTRUCK and CART!

- **Moves Over 500 lbs. Easily**
- **Sturdy Tubular Steel**
- **Perma-Weld Construction**
- **Quick—Easy to Assemble**
- **Versatile—Flexible**

16½" wide, 32" long, 18" high (excluding handle) Capacity 2½ cu ft level. Roller length 12" Roller diameter 6". F.O.B. Indiana Factory. No C.O.D. orders accepted. Can be sent via Parcel Post Ship wt approx 36 lbs
712901X1973 Each **$14.95**

MOW-CYCLE 24

Single Cylinder, 4 Cycle, Air Cooled Clinton 3 H.P Engine WITH RECOIL STARTER

DUAL REAR WHEEL PROVIDES DOUBLE TRACTION EXTRA STABILITY

REVERSE GEAR for BACKING UP

ONE PIECE HOUSING LIFTS EASILY FOR SERVICING

SHIELD EXHAUST DIRECTS FUMES TO GROUND

TWO 12½" ROTARY SUCTION TYPE BLADES of HEAVY STEEL—WIDTH OF CUT 24"

CONVENIENT FOOT PEDAL DRIVE CLUTCH MOWS FASTER and SMOOTHER, MUCH FINER

Blade clutch never needs adjusting. Both forward and reverse controlled by shifting lever. Lubricated for life. Heavy rigid 1" steel tubing frame. Heavy cast iron bar and steering column. Cushion molded hand grips. Adjustable steering rods. Ventilated bucket-type steel seat. 3" front wheels. 2½" solid rubber tires; 12" rear wheels, with 3" puncture proof tires. Speed throttle wide open is 4½ m.p.h. Rotors same. Length 45", width 26". Heavy gauge housing. Ship wt 237 lbs

281006X21713 Each **$289.50**

F.O.B. OHIO FCTY. NO C.O.D. ORDERS ACCEPTED

ATTACHMENTS

FERTILIZER SPREADER: Sowing rate adjustable from seat. 50 lb capacity. 16" rubber tired wheels. Ship. wt. 80 lbs. **$22.50**
281004X1083 Each

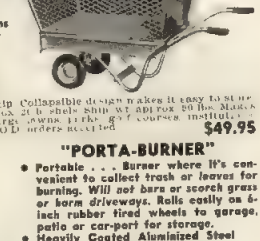
HEAVY STEEL ROLLER: Weight drum with water or sand. Weight 14 lbs. steel. 24" wide Ship wt 37 lbs. **$25.95**
281003X1940 Each

LEAF MULCHER: Steel construction. Fits under platform. Keeps leaves in spreader. Knife blades mill they have been pulverized into fine mulch. Ship wt 2 lbs **$3.50**
281007X296 Each

ROTARY LAWN SPIKER: Tines 2" long aerate a path 25" wide. All steel construction. Ship wt 70 lbs **$33.50**
281005X2511 Each

ABOVE PRICES SUBJECT TO 2% CASH DISCOUNT

PORTABLE LEAF and TRASH BURNER



WHEELS ANYWHERE FOR "ON-THE-SPOT" BURNING

- **Will Not Scorch Lawns**
- **Solid Heat Deflector Protects Operator**
- **Heavy Gauge Steel Removable Ash Pan with Rust Resistant, Burn-Proof Coating**

Collapsible design makes it easy to store. Has 2 wheels—cannot tip. Capacity approx 2½ bushels. Ship wt approx 50 lbs. Makes it easier to rake for large lawns in the golf courses, institutions, etc. F.O.B. Ind. Fcty. No C.O.D. orders accepted
712902X2036 Each **$49.95**

"PORTA-BURNER"

- **Portable . . . Burner where it's convenient to collect trash or leaves for burning. *Will not burn or scorch grass or burn driveways.* Rolls easily on 6-inch rubber tired wheels to garage, patio or car-port for storage.**
- **Heavily Coated Aluminized Steel Resists Heat and Corrosion**
- **Keeps Finish Clean**

Size Overall 42" high, 17½" in diameter. Capacity 2½ bushels. Portable Base Section 7½ deep, 17½ in diameter. Wheels 6" diameter, rubber tired with ball bearings. Handle. Has spring clip retainer for upright position. Metal stop holds handle securely in carrying position. 2-Sect. ore. Portable base (ash receptacle). Burner section has removable hood with screened ventilating. Shipping wt. approx. 32 lbs. Can be sent parcel post.
712903X1240 Each **$18.95**

F.O.B. Indiana. No C.O.D. Orders Accepted

MURRAY BICYCLES

A whole [illegible] of lightweights, middleweight models and the Collector-tired Super Deluxe.

MERCHANDISE THAT MOVES—

MURRAY

wheel goods for tots to teenagers

Easy-to-ride Murray wheel goods do more than move along sidewalks rapidly. They move fast from dealer to consumer, too. That's because Murray offers both quality and quantity . . . topnotch products for tots to teenagers in every size and price range. Quality makes people want Murray wheel goods; the right sizes and prices get them to buy Murray wheel goods. That's why, year after year, more children ride on Murray wheels than any other kind.

MURRAY VELOCIPEDES

New Zephyr models with Twin-Z frames. Others in all sizes and price ranges.

MURRAY WAGONS

In a class by themselves. Very rugged . . . ball bearing wheels.

THE MURRAY OHIO MFG. CO. • Nashville 4, Tennessee

1 Free-wheeling 3-wheeler with spotlight and roomy compartment. Also comes in Fire Patrol and Good Humor Truck models.

2 Flashy pace-setter of complete line of two wheelers with trainer wheels. All have double tube cross bar, 1.75" tires, ball bearings.

3 Super deluxe model of a thrilling line of lightweights. Other 1.75" tire models and the balloon-tired Fleet Line also available.

5 ways to Increase Sales

MURRAY

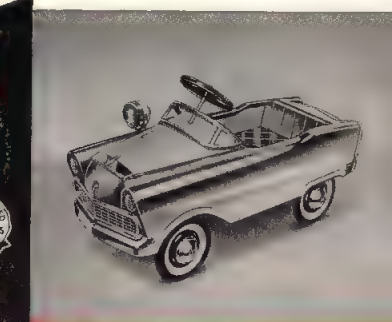
Here are five Murray Ohio wheel goods that can boost your sales. But there are many others—more bicycles, more velocipedes, more park cycles and autos, tractors, wagons and baby walkers. Murray has something for everyone from six months to 16 years old. And there are prices for every pocketbook. Again this year, more children will ride on Murray wheels than any other kind. Display Murray and get your share of the market.

SYMBOL OF QUALITY

COMMENDED BY PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

4 New super deluxe velocipede with the exclusive Twin-Z frame. Other models . . . all sizes and price ranges.



5 Sporty gold car with automobile-type spotlight and roomy trunk. Three other models in this style . . . many more autos of different design.

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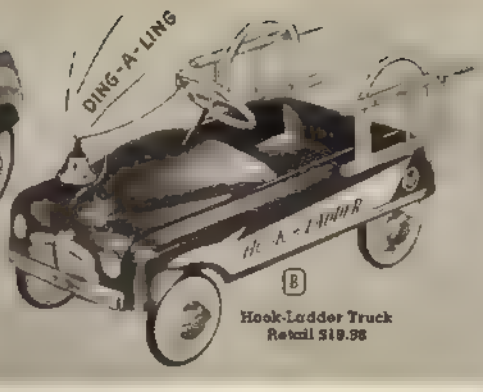
Champ Auto



Hook-Ladder Truck
Retail $19.98

Fire Chief Auto
Retail $14.98

Air Force Jeep
Retail $21.98

Lancer Auto
Retail $25.98

Deluxe Taxicab
Retail $18.95

Automobiles and Accessories

A MURRAY CHAMP AUTOMOBILE

- **Streamlined "sports car styling" for junior**
- **All steel—handsome two-tone blue finish**

Smooth riding—and so safe! Ball-bearing pedal drive mechanism. Auto body steel construction. Rubber block pedals. Comfortable seat pad. 8-in double-disc wheels, ⅝-in. rubber tires. Enamel finish. 36 in. long, 17 in. wide. Not mailable

80-3643 W 1050—Shpg. wt. 28 lbs. **$15.98**

B HOOK AND LADDER FIRE TRUCK

- **Bright red enamel finish with yellow ladders**
- **Ball bearing pedal drive mechanism**

Fire bell rings as you steer! Pedals adjust to 3 positions. Comfortable seat pad. 7½-in. wheels ⅝-in. rubber tires. Auto steel—red body, white trim. Silver-color grill. Removable wood ladders. 39 in long, 18 in. wide Not mailable

80-0011 W 1395—Wt. 32 lbs. ....Retail **$19.98**

C FIRE CHIEF AUTOMOBILE

- **Rubber foot pedals—adjust to 3 positions**
- **Bright "fire engine red" body, white trim**

Smooth riding, easy steering Ball-bearing pedal drive mechanism. Fire bell, comfortable seat pad, 7½-in. wheels, ⅝-in. solid rubber tires. Auto steel construction—red enamel, white and silver-color trim 35 in. long, 18 in. wide. Not mailable

80-0003 W 1050—Wt 29 lbs. ....Retail **$14.98**

D HAMILTON AIR FORCE JEEP

- **Real jeep style—authentic Air Force marking**
- **Equipped with steel linked chain drive**

Replica of official Air Force jeep—children love its real look! Two seat levels for added leg room or additional passenger. Easy pedalling steel linked bicycle-type chain drive. Large 8-in wheels, 1¼-in. semi-pneumatic rubber tires. Easy steering. Auto steel construction—blue enamel finish 41 in. long, 15 in. wide. Not mailable

80-0029 W 1465—Wt 35 lbs.....Retail **$21.98**

E MURRAY LANCER AUTO

- **Smart new styling with two-tone blue finish**
- **Rear trunk door hinged—opens like real car**

Ball-bearing pull straps, rear axle hangers. 8-in. ball bearing double-disc wheels, 1-in. rubber tires. Block rubber pedals Plaid seat pad. Hinged rear trunk door Heavy-gauge steel—enamel finish 38 in long, 17 in. wide

80-1530 W 1750—Wt. 39 lbs. ....Retail **$25.98**

G NEW DELUXE TAXICAB

- **Looks like a real taxi—even has a meter**
- **Pedal drive—pedals adjust to 3 positions**

Has easy-to-operate ball bearing pedal drive mechanism 7½-in. wheels—with ⅝-in. solid rubber tires. Features Taxi sign, meter box flag spare wheel on rear, and comfortable seat pad. Yellow enamel. 35 in long, 18 in. wide

80-1852 W 1263—Wt. 29 lbs. ....Retail **$18.95**

H to K ACCESSORIES FOR CHILD DRIVERS

- **Make toy autos more realistic, more fun**
- **Scaled-down models of authentic equipment**

All these toys are built to last—quality construction to take hard use from the junior set.

[H] Texaco "Firechief" Pump. Children love to play gas station attendant with this real-looking pump. As handle is turned, gas level cylinder goes up and down to simulate gas flow and bell rings to clock off the gallons. Constructed of heavy liberboard—finished in bright red with green and white trim About 3 ft. high

80-0037 A 465—Shpg. wt. 5 lbs. ..Retail **$6.98**

[I] Electric Stop Light. Tomorrow's drivers can learn safety today. Selector switch electrically chooses 2 red or 2 green lights—operates on 2 standard flashlight batteries (not included). Sturdy frame of wood construction—red and black finish 8 x 8 x 34 in. high

80-0045 A 599—Shpg wt. 4½ lbs Retail **$8.98**

[K] Traffic Safety Game. Educational, fun to play! Includes red-green traffic light, stop sign, slow sign, curve sign plus complete instructions. Metal signs 20 in high, wood bases.

80-0086 A 133—Set. Shpg. wt. 3 lbs.....**$2.00**

L to M CYCLIST'S HORSE AND SADDLE

- **Turns bicycle-tricycle into Cowboy's horse**
- **Made of durable vinyl—won't crack, peel**

Adds a Western flavor—attaches quickly and easily to cycles—all hardware is included

[L] Gene Autry Saddle. Fits over seat of any bicycle or tricycle. Embossed Western patterns like hand-tooling Brown vinyl. 14 in. long.

80-2603 A 200—Shpg wt. 2½ lbs. Retail **$3.00**

[M] Bronco Horse. Attaches to handlebar Realistic detailing. Brown 12 x 9 in. high.

80-3080 A 200—Shpg. wt. 2½ lbs Retail **$3.00**

Attaches easily—
Gives Western realism

MURRAY OHIO WHEEL GOODS ON "QUEEN FOR A DAY" SHOW

Jack Bailey, star of radio and television's popular "Queen for a Day" show, poses with one of the "queens" and a Murray Police Cycle. Wheel goods in the extensive Murray Ohio line were among the gifts awarded on the program recently.

POLLACK POSTER PRINT HAS EASTER AND SPRING DISPLAYS

Led off by a vividly colored Easter Bunny five feet high and 3' 4" wide, a new 1957 line of Easter and Spring promotional displays has been prepared by Pollack Poster Print, Inc., 875 Main Street, Buffalo 3, N. Y., and is now ready for prompt delivery.

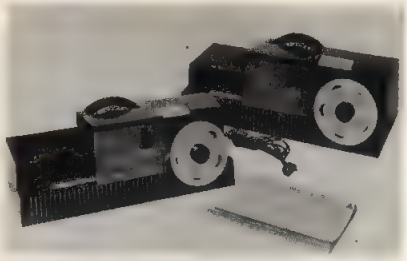
The Giant Bunny is printed on heavy paper in five colors—Easter pink, sky blue, royal purple, brilliant yellow, and touches of deep red. The display is designed for windows, window backdrops or interior walls.

Easter egg displays in single colors matching the multicolored bunny can be ordered individually or with the bunny display as a complete kit of eight different readings. The latter promote the sale of candy, gifts, baskets, flowers, toys, egg dyes, greeting cards and gift wraps. The "eggs" are effective when used either with the Giant Bunny or as departmental markers. Each measures 29" by 19" in size.

Two shades of Erin green spotlight a lively design on Pollack's new St. Patrick's Day streamer. Contrasting white and shell pink round out the color combination for this promotion, which features the reading, "St Patrick's Day Special." The streamer measures 38" by 14½" in size.

With "Spring Shower of Values" as its theme, Pollack's new general spring promotion is designed for storewide use, with matching 42" by 21" streamers, 19" by 25" by 16¼" pennants and 12" by 19" all-purpose toppers available. All these displays may be ordered with an alternate reading of "April Shower of Values." Each carries out a gay springtime "umbrella" theme in red, aqua and rich brown.

Tele-Typer Communication Set New Item from Bell Products



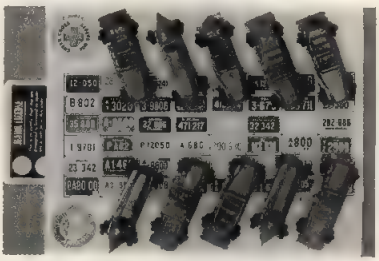
A striking new concept in communication devices is Bell Products' here-illustrated electronic Tele-Typer set. This toy enables children to communicate by means of printed messages from one location to another—house to house, room to room, and so forth.

The Tele-Typer Stations, 12" by 6" by 5", operated on ordinary house current through a low-voltage transformer, actually send and receive telegrams. Transmittal and printing are accomplished by remote control. One youngster can send a message to the other station, which will record it even if the second "operator" isn't on hand. When he returns, he sees the message and sends off his reply.

Another brand new Bell item is Dancing Dan, a new kind of action toy equipped with a "mystery mike." When the child sings, whistles or hums into the mike, Dan tap-dances in completely perfect time with the tune.

A third new item, Armored Combat, is a safe-to-play-with action game consisting of two 10-shooter tanks; 10 toy soldiers in different action poses; 10 wooden pellets in poly bags and a scorepad. In playing the game, the youngsters try to shoot down the forces of "the enemy." A target on the bottom of the box offers additional play opportunities.

Plastic Autos and Mechanical Sparkler in Hale-Nass Line



The #239 double-flint Mechanical Sparkler and a bagged assortment of plastic toy autos have been introduced by The Hale-Nass Corporation, who will be exhibiting during the Toy Fair in Room 1056 at the Hotel Sheraton-McAlpin and at the firm's permanent 200 Fifth Avenue showroom, Room 1139.

Well-constructed for long play-life, the new 5¼"-long sparkler issues multicolored sparks. It is operated on a plunger that turns a 3"-round red and green plastic-windowed disk. The item can be had in poly bag packaging.

The 10 rubber wheeled plastic cars in assorted colors are bag-packed, three different automobile styles per package. On the four-color card mountings are illustrations of the license plates of every state in the country and a junior driver's license.

I like the store with Nancy Ann Dolls

DEBBIE
10" walking doll

MUFFIE
8" walking doll

SUE SUE
vinyl baby doll

STORYBOOK DOLLS
collector's items

see Nancy Ann Dolls . . . Room 614 and 615 . . . Hotel New Yorker

"the ♥ *of your business"* NANCY ANN DOLLS
1262 post street san francisco

TROQUE

ANOTHER EXCITING SCRABBLE ® PRODUCT

Tested In Play! Handsomely Made and Packaged!

Fast new adult game for 2, 3, or 4 players.

Unique design and absorbing principle of play.

Finely finished wood playing pieces and interlocking plastic chips — both in four colors.

Transparent plastic contour pack for easy handling and effective display.

$3.50 RETAIL

(Slightly higher west of Rockies)

Manufactured and distributed by

The Production and Marketing Co., Inc.

Newtown, Connecticut

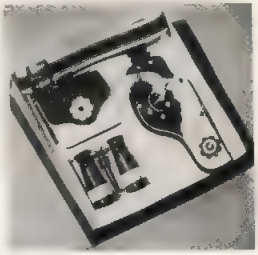
NEW TOYS ON PARADE

#18 RADIO FLYER, latest model of nationally famous coaster wagon. Broad, rolled-under flange body is larger than previous models. Has high-style design, speed and durability. Radio Steel & Manufacturing, 8515 West Grand ave., Chicago 35, Ill.

APPLE VALLEY JACK is made of terry and filled with rubber. Wears brown felt hat and red and green tie. Toy is tan, 22" tall. Other animals in line range in size from 8 to 17" and ret. from $1.95 to $3.95. MariLu Creations, P.O. Box 1056, Apple Valley, Calif.

DISNEYLAND SCHOOLBAG of vinyl coated Texon; mustang grained. Nameplate, raised lunch pocket with embossed design, extra-wide gusset, 2-rivet bottom reinforcement. $2.00 ret. National Leather Mfg. Co., Inc., 201 Front street, Brooklyn 1, N. Y.

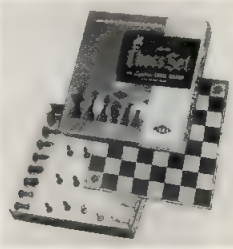
BUCCANEERS KIT includes hats, pirate pistol, telescope, compass, sword and eye patch in colorful box. Equipment featured in CBS TV show, "The Buccaneers." Retails complete for $4.00. Newark Felt Novelty Company, Beacon st., Newark 3, N. J.



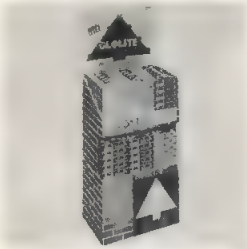
EXPLORER'S SET contains standard size binoculars, complete with compass, all leather pouch and carrying case. Also includes repeater gun and holster. Has adjustable leather belt $3.98 retail. Keyston Bros., 755 Mission st., San Francisco, Calif.

MUFFIE, 8" walking doll is all-vinyl and unbreakable. Rooted Saran hair can be washed, curled or combed. Eyes open and close. Muffie walks, sits, moves her arms and head. Made by Nancy Storybook Dolls, 1262 Post street, San Francisco, Calif.

TOP LITE HELMET made of high impact plastic with battery-operated headlight. Completely adjustable headband allows fit to any size. Protection for bike rider, skater, ballplayer. $1.98 ret. Bassons Ind., 430 Nepperhan, Yonkers, N. Y.



#801 TOURNAMENT CHESS SET, regular $2 value to retail $1. Unbreakable plastic chessmen (Staunton design), king 2⅝" high. Hardwood playing board. In sturdy 4-color set-up box. E. S. Lowe Co., Inc., 27 West 20th street, New York 11, N. Y.



#753 SILENT SALESMAN MERCHANDISER for three popular Christmas light sets: 14-#207 7-light multiple; retail $2.75. 5-#907 7-light multiple outdoor; $3.75. 5-#188 8-light series: $1.50 Glolite, 1472 Merchandise Mart, Chicago.

NEW HAVEN

THE RIGHT TIME SINCE 1817

DISTINCTIVE ELECTRIC WALL CLOCKS

PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

PEACOCK — Here is casual elegance in wrought iron. Black case and dial are strikingly accented by gold numerals. Silent, self-starting. 15" diameter

9H32X530-3X509 Black — List $7.95
9H33X530-3X509 Pink — List $7.95
9H34X530-3X509 Turquoise — List $7.95

EBONY — An unusual black ebony wall clock with polished brass spheres and hands. Red sweep second hand. A modern approach in design. 9½ dia.

9H35X463-3X637 Black ..... List $9.95

SPIDER — Decorator clock with its own web of enchantment. Brass case and numerals are richly enhanced by the black dial. 15" diameter

9H36X463-3X445 Brass ..... List $6.95

BALLAD — A uniquely designed wall clock with translucent sweep second hand. Beaded plastic surfaces at each end of the hand pass over a contrasting gold band creating light and motion. 9½" wide

9H37X530-3X509 White — List $7.95
9H38X530-3X509 Pink — List $7.95
9H39X530-3X509 Yellow — List $7.95
9H41X530-3X509 Gray — List $7.95

THEME — A new note of quality in a clock designed for the kitchen, yet adaptable to many other rooms. The set knob at the bottom simplifies setting without removing the clock. 9½" wide

9H42X463-3X445 White ..... List $6.95
9H43X463-3X445 Red ..... List $6.95
9H44X463-3X445 Yellow ..... List $6.95
9H45X463-3X445 Blue ..... List $6.95

CORONA — Translucent, beaded, plastic disc revolves as circular openings reveal a contrasting background. Provides an effect of moving sunlight and shadows attractively different. 9½ wide

9H46X597-3X573 White ..... List $8.95
9H47X597-3X573 Pink ..... List $8.95
9H48X597-3X573 Yellow ..... List $8.95
9H49X597-3X573 Gray ..... List $8.95

NEW HAVEN ELECTRIC ALARM CLOCKS

OXFORD — A three dimensional crystal lends depth and interest to this modern desk or mantle clock. Accurate, silent, self starting. Alarm setting visible on dial. 5½" wide

9H57X530-3X509 Ivory .... List $7.95
9H58X530-3X509 Green List $7.95

WHIRL — A brilliant new concept in an alarm clock. The sweep second hand, which is part of the center design revolves to give a growing, unfolding rosette effect. 4½" wide

9H51X397-3X381 Ivory . List $5.95
9H52X397-3X381 Green List $5.95
9H53X397-3X381 Maroon . List $5.95
9H54X463-3X445 Ivory
Luminous ..... List $6.95
9H55X463-3X445 Green
Luminous ..... List $6.95
9H56X463-3X445 Maroon
Luminous ..... List $6.95

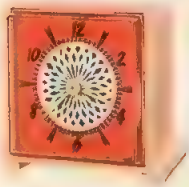
MARLOW — A beautiful, hand rubbed mahogany alarm clock. Dial framed in simulated ivory. 5" wide

9H50X530-3X509 Mahogany
List $7.95

VIKING — An accurate, dependable alarm clock. Plastic case, three dimensional crystal. 4½" wide

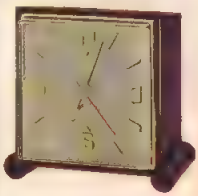
9H59X463-3X445 Ivory
Luminous ..... List $6.95
9H60X463-3X445 Maroon
Luminous ..... List $6.95

OXFORD



WHIRL

MARLOW



VIKING

HALO

IDEAL

SPRING WOUND ALARM CLOCKS

POCKET TRAVEL WATCH — A compact pocket watch with an attached ring that folds down and makes an easel. Unique and versatile for home and travel. Fits snugly in pocket or purse. Luminous, numbered minute dial gives instant comparison with plane, train or bus time tables

9H61X330-3X316 List $4.95

MINITIMER

HALO — A dependable, quiet 1 Day alarm clock One knob winds both time and alarm. 3" dia.

9H62X284-3X255 Ivory ..... List $3.98
9H63X332-3X319 Ivory Luminous ..... List $4.98

IDEAL — New 8 Day spring wound alarm clock provides accurate time from the first minute to the last. Metal case finished in high lustre enamel. 3" dia

9H64X469-3X381 Black ..... List $6.50
9H65X507-3X445 Black Luminous ..... List $6.95

MINITIMER — A newly designed interval timer that can be set to ring at any setting from 1 to 60 minutes. Ideal for kitchen and hobbyists. 3" diameter

9H66X265-3X255 White ..... List $3.98
9H67X265-3X255 Turquoise ..... List $3.98
9H69X265-3X255 Red ..... List $3.98

PRICES DO NOT INCLUDE FEDERAL EXCISE TAX

Get out a few bales on your farm, break 'em open—let us show you today how *Flow Action* works

Why wait 'til cutting time?

See the new HAYLINER 68 in action today!

When your hay is ready for cutting, it's pretty late to start shopping for a new baler. This very day, your New Holland dealer can show you what makes the remarkable HAYLINER 68 tick. What makes it different from every other baler on the market. What makes it the greatest baling advance in seventeen years.

We call the BIG change *Flow-Action*. This is an entirely new baling principle developed by New Holland and found *only* on the HAYLINER 68. It actually measures the flow of hay into the bale chamber!

With the back panel removed, you can watch what happens when the "68" goes to work. Hay has no sharp corners to turn. No auger. No wadboard. Just a smooth, gentle flowing action from pickup to chamber.

There's never been another baler like it! Before you tie a bale, you owe it to yourself to see the HAYLINER 68. Call your dealer today!

WHAT IS FLOW-ACTION?

It's new! It's different! It's an exclusive on the HAYLINER 68. The surgeless, smooth-running tine bar with light but strong aluminum tines saves precious leaves. Spring-loaded tine bar prevents clogging, knows just how much hay to place in chamber for uniform slices. New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pennsylvania.

Only New Holland offers *two* quality baler twines certified for length, strength, uniformity: New Long 10—10,000 ft., 230-lb. tensile strength; New Holland's 8,000-ft. twine with 325-lb. strength

NEW HOLLAND *HAYLINER 68*

THE NEW REMINGTON Quiet-riter

THE ONLY PORTABLE WITH AMAZING MIRACLE TAB!

Now in handsome colors—Mist Green, Desert Sage, White Sand and French Gray—the perfect portable for home or school... the modern portable typewriter that gives you more in performance, more in style and beauty than ever before! New Carrying Case is designed to mix or match with finest luggage! Only the Remington Quiet-riter gives you all these features. Exclusive Miracle Tab that sets and clears tabulator stops right from the keyboard • Patented Simplified Ribbon Changer • Larger Size Cylinder • 44 key, 88 character Keyboard as found on the latest and finest office typewriters • High-Speed Escapement and Accelerated Type Bar Action • Super-Strength Frame Construction PLUS 17 other features for faster, better, easier typing! The Remington Quiet-riter comes complete with Carrying Case and Touch Typing Instruction Book.

REMINGTON QUIET-RITER *(Above)*

Portable with MIRACLE TAB KEY
Choice of PICA or ELITE type
771N10121 . . . Est. Retail $129.00
SPECIFY COLOR DESIRED

REMINGTON LETTER-RITER *(Right)*

Same Portable less MIRACLE TAB; 42 Keys
Specify PICA or ELITE type
766N8121 . . . Est. Retail $106.20
GREY ONLY

(Note—Prices Include Federal Excise Tax)

Prompt Shipment from Bennett Bros, — Chicago and New York

Remington Portable Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

Has every feature of the Quiet-riter except Miracle Tab; has 4 key keyboard . . . a fine standard portable at an economical pric

A NEW PORTABLE WITH EVERY NEEDED TYPING FEATURE

No family, particularly one with students, should be without a portable typewriter . . . for tests show that students who use a portable get up to 38% higher grades! Now, at the low, low price of the new Remington Travel-riter, a portable typewriter is within the reach of every family . . . and this new portable has every feature needed to serve the entire family! Check the list of features of the Remington Travel-riter shown at right.

NEW REMINGTON PORTABLE TRAVEL-RITER

Choice of PICA or ELITE type Special keyboard for use of College Youth, Traveler, Author, Student Typist for Manuscript typing.

767N6759 . . . Est. Retail $84.96

(Note: Prices Include Federal Excise Tax)

Designed for the whole family
Has all essential operating features
Types arithmetic signs: ÷, —, +, ×
Types degree mark ° and exclamation point (!)
Full 42-key keyboard
Types business symbols $, %, ( ), &
Sturdy carrying case included

Remington Portable Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

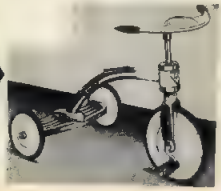
NEW YORK—BENNETT BROS., INC.—CHICAGO

ROSS "CO-ED" 20" BICYCLE. The most modern idea in bikes! The "co-ed" frame is designed so that the tank can be re-positioned to create either boy's or girl's style bicycle. Really 2 bicycles in 1. 20" size (For boy's or girl's) has multi-spoke wheels, direct drive rear wheel, 1.75" puncture-proof semi-pneumatic tires. Tank, truss rods, luggage carrier, chain guard and removable trainer wheels. Features COASTER BRAKE, tangent bicycle spokes, plated handlebars. 40 lbs. Black, with red and white trim.
T228-E2700 ..... **$42.95**

26" ENGLISH STYLE BIKES—FULLY EQUIPPED. Imported lightweight, fully equipped. Features Sturney-Archer 3-speed gear, coaster brake built into 3-speed rear hub, plus double safety of a front handbrake. 2-piece handlebar and stem, chainguard, reflector, mattress saddle, chromium plated rims. Cut out lug frame construction. Kit consists of tire pump, tool bag prop stand.

BOY'S MODEL::
T3126B-E3900 ..... **$59.95**

GIRL'S MODEL:
T3127G-E3900 ..... **$59.95**



PEDAL BIKE. Safety type frame of 1¼" heavy steel tubing, with heavy gauge steel. Safe design handle bar with rubber grips. Heavy welded disc wheels, extruded rubber tires, 5" rear, 8½" front. Extra large, adjustable bucket seat. Red & white baked enamel finish. 8 lbs.
T3021-E400 ..... **$6.95**

ECONOMY VELOCIPEDES. Completely new—3 coats of paint. Heavy steel, adjustable chromium plated handlebar with green plastic grips and knuckle guards. Double block pedals, multi-spoke wheels, ball-bearing front wheel. 1¾" semi-pneumatic tires. White padded vinyl saddle on chrome springs. Metallic green and white finish.

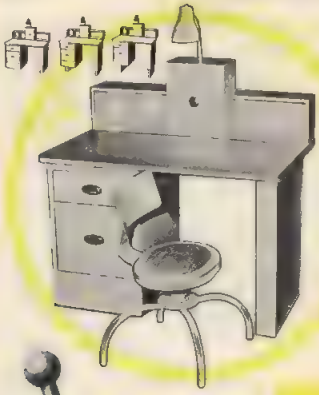
16" SIZE: 26 lbs.
T866-E1400 ..... **$23.95**

12" SIZE: 22 lbs.
T865-E1300 ..... **$21.95**

"TRAVELER" DELUXE TRACTOR. Chain drive, ball bearings, and 1¼" tractor treads. 360 degree front wheel swivel, double disc steel wheels. Full size frame with adjustable bucket seat. 26" high. 30 lbs.
T606-E1220 ..... **$19.95**

NEW SUPER DELUXE MOTOR BIKE. Trainer wheels and windshield. New ball bearing design, chain drive. Saddle seat and handle bar adjustable. Red with chrome trim. Wire luggage rack. 32" high. 29 lbs.
T650-E1775 ..... **$27.95**

KID-E-CYCLE. Designed for fun and safety. Always in demand. Well constructed of hard wood with free steering front wheel. Red and white. 6 lbs.
T10K-E265-6E250 ..... **$3.98**



STUDY DESK AND POSTURE CHAIR ENSEMBLE. The desk that actually grows with the child! Heavy gauge steel construction. "Grows" from 25" to 30" high. Top measures 22 x 38. Two sliding drawers interchangeable either side. Swivel Chair is all metal construction, expanding from 15" to 18¼" with foam rubber cushion, flexible posture back. All-metal activities shelves fastens to desk top. 38' long with 12" high safe. Complete with storage compartments and combination lock, steel safe featuring two sliding cash drawers and shelf. Goose-neck type lamp with reflector and 8-ft. cord. Colors available: 2-tone shades of pink, green, gray, maple, or blue. Really sturdy! Via Express or truck from Ohio. Complete ensemble: 115 lbs. (ship. wt.).
T70C-E4500 ..... **$69.95**
DESK ONLY: (100 lbs.—ship. wt.).
T43D-E3800 ..... **$57.95**
POSTURE CHAIR ONLY: (15 lbs. ship. wt.)
T13C-E865 ..... **$13.95**

SUPER SIZE CHILD'S SAFE. For girl or boy. Exact replica of Hercules-Mellink office safe. Electrically welded heavy gauge steel construction, 12½ x 9⅝ x 8. Two number combination lock, 2 sliding cash drawers, interior shelf. Available in green or pink. Includes book on history of safes. 10 lbs.
T10S-E600-6E575 ..... **9.95**

LOCO CHIME RIDER. A beautiful colorful toy that will make your little one a full fledged engineer. 7¾" x 14" x 19½" long. 8 lbs.
T553-E225-6E210 ..... **$3.49**

HIGH-JUMPER POGO STICK. Constructed of heavy gauge steel tubing, 48" long. Sponge rubber safety ball and sturdy rubber covered foot rests. Oil-tempered steel spring holds up to 240 lbs. Rust-proof red enamel. 6 lbs.
T280-E375-6E350 ..... **$5.95**

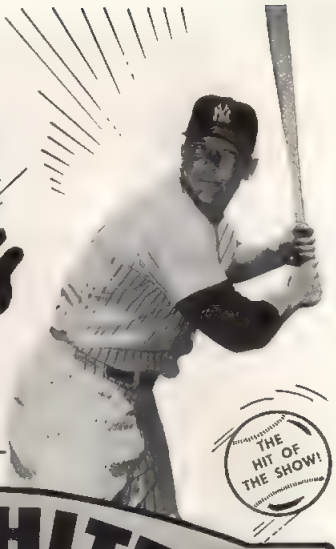
SEAWEED THE MAMMOTH TURTLE PULL-TOY. Pull him and he paddles his legs to and fro while gay, musical tones fill the air. Gaily colored high impact plastic. 4 lbs. 19 x 7½ x 14.
T256T-E190-6E175 ..... **$2.98**

WINCHESTER TRAINER SKATES. Non-ball bearing rubber wheels mounted directly on axle. Use indoors or out—wheels will not mark or stain cement or wooden floors, and they reduce speed. Non-slipping buckles on ankle straps, laced vinyl toe straps. Designed to fit small shoes, extends from 6⅜" to 7⅝". Chime tone bells. 2 lbs.
T1090-E150-6E140 ..... **$2.98**

WINCHESTER DELUXE SKATES. Universal (boys and girls) skates. Has double row ball bearings, full girder frame construction. Nickel plated finish with red dust caps and red ankle pads. 5 lbs. per pair.
T2831-E275 ..... **$4.49 Pair**

PALOMINO SPRING HORSE. A real deluxe item. Big, beautiful horse. Fitted on aluminum frame and sturdy springs. 21" wide, 29" high, 35" long. Horse gaily colored. 12 lbs.
T560-E635-6E600 ..... **$9.95**

Mickey Mantle's



REMOTE CONTROL

AUTOMATIC MECHANICAL

IRWIN

"SWITCH · HITTER"

INDOOR & OUTDOOR

BATTING PRACTICE SET

DELUXE MODEL
COMPLETE WITH
BASEBALL BAT
AND SAFE UNBREAKABLE
POLYETHYLENE BALLS

SEE THIS—AND ALL THE OTHER IRWIN HITS!
IN THE PENTHOUSE SUITE 1463
200 FIFTH AVENUE, NEW YORK, N. Y.

IRWIN CORPORATION

NASHUA, N. H., FITCHBURG, MASS., LEOMINSTER, MASS.

35mm CAMERAS

Nikon . . Kodak . . Graphic . . Minox

NIKON

(E) NIKON S-2 35mm Camera with Famous Nikkor Lens

Widely called "the 35mm camera that has everything" . . . a praise you'll echo at first handling. The lens alone is a work of art . . . a super-fast Nikkor 1/2, hard-coated and color corrected. Photography becomes excitingly versatile with its twelve-speed shutter from one second to 1/1000 plus time and bulb includes convenience of 1/15 second) . . accepts all flash types with positive synchronization to 1/1000 second. Through the combined range viewfinder, you can sight and focus and see your picture life-size. Stroke of thumb advances film, cocks shutter . . never a double exposure, unintentionally. Rewinds at high speed . . 36 exposure roll in 20 seconds. Write for details about accessories and Nikkor lenses.

218-503 A23950	Nikon S-2 35mm Camera with Nikkor 1/2 Lens	$299.50
218-586 A27500	Nikon S-2 35mm Camera with Nikkor 1/1.4 Lens	343.00
218-537 A845	Nikon S-2 Camera Case	10.50
218-594 A1498	Nikon Collapsible Reflector Flash Gun	18.75

KODAK

(F) KODAK Pony 35mm Outfit

Go the inexpensive way to priceless color slides and black-and-white prints . . take along the Pony. This new Kodak miniature brings unbelievable ease to 35mm picture-taking . . . and it begins the very minute you load a roll of 20 or 36 exposure film. Just drop in the film cartridge . . never the time-consuming bother of threading film yourself. Simplified exposure selector, with average exposure settings marked clearly in red, has snapshot ease to please the beginner. Between its detail conscious f 3.5 lens and flash shutter with speeds to 1/300 second, you've got a handful of precision for every photo opportunity. The Pony camera, styled in brown plastic, comes gift-boxed with flash gun and field case.

218-834 A3995 Kodak Pony 35mm Outfit . . . $49.45

KODAK

(G) KODAK Signet 35mm Outfit

Sturdy, reliable, consistent . . . this famous 35mm model has all the traits it takes to be outstanding. The Kodak Ektar f/3.5 Lumenized lens, Kodak's finest, presents you with critically sharp color slides or black-and-white negatives worthy of enlarged prints. With average camera settings marked in red, the beginner quickly conquers his inexperience. Exposure guide, easily visible on back of camera, gives correct lens-and-shutter settings. Shutter has four speeds synchronized for all M type flashbulbs. Lens-coupled rangefinder shows bright, contrasting images . . . combines with viewfinder for rapid focusing and framing. Double-exposure prevention. Body of camera is die-cast aluminum. Complete with flash and case.

218-842 A7345 Kodak Signet 35mm Outfit . . . $91.45

KODAK

(H) KODAK Retina IIIc 35mm Camera

Here's how to preserve your fondest memories forever on film . . . and enjoy every minute of it! A child's sudden change of expression, or action in the sports arena . . . nothing can escape the Kodak Retina IIIc. Its "eye" is a Retina Xenon C 50mm f/2 lens, ground to the peak of precision. Built-in photoelectric exposure meter and handy "light value" scale make exposure settings almost automatic for any light conditions. Between-the-lens synchro shutter, with built-in self-timer, covers ten speeds from one to 1/500 second. Extra brilliance of its superimposed-type rangefinder, combined with viewfinder, allows squintless focusing in poor light. One lever, one touch . . film is advanced, shutter set, exposure counted.

218-776 A15195	Kodak Retina IIIc 35mm Camera	$190.00
218-784 A1095	Case for Kodak Retina IIIc	12.50
218-115 A635	Flash Unit for Kodak Retina IIIc	7.95

GRAPHIC

(K) GRAPHIC 35mm Camera Outfit

If you have one eye on simplicity and the other on features, this is the outfit for you (even your budget can't say no)! The camera's lens-coupled rangefinder shows split images . . . but an exclusive Graphic operation lets you push-button your way to sharp focus. Coated and color-corrected Graflar f/2.8 lens . . . focusing range 3 ft. to infinity. Prontor SVS shutter offers a choice of eight speeds from one second to 1/300 time and bulb. Fully synchronized for type X and M bulbs. M 2 at speeds to 1/50. Visi-Ready Footage indicates the area of sharp focus behind and in front of the subject. Automatic device prevents double exposure unless you want a "trick" shot. Complete with cowhide everready case and flash unit.

217-950 A7895 Graphic 35mm Camera Outfit . . . $99.50

MINOX

(L) MINOX . . . World's Smallest Precision Camera

Picture yourself the owner of the fabulous Minox, a camera that weighs 2½ ounces, is three inches long and one inch wide. Carried like a cigarette lighter, yet packs more precision than many "big" cameras. Shutter speeds from ½ to 1/1000 second. Its f 3.5 lens is so discriminating in detail that you can order enlarged prints from the 8 x 10mm negatives. Focuses from 8 inches to infinity (well suited for photos of documents). Pre-threaded cartridge with up to 50 exposures loads easily. Internal flash synchronization, built in orange and green filters, automatic parallax adjustment and much more. Leather case, chromed safety chain.

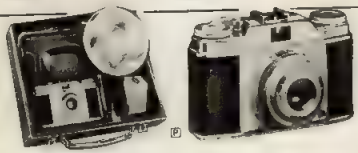
218-008 A11950	Minox Camera with Case and Chain	$139.50
218-016 A195	Two magazines of black-and-white film	2.50
218-024 A315	Two magazines of Color film	4.00
218-032 A2250	Minox Exposure Meter and Case	27.95

35mm CAMERAS

Ansco, Bolsey, Dejur, Realist

(N) ANSCO SUPER MEMAR 1/2 Camera
Precision instrument for the photographer who settles for nothing less than perfection. Look to its lens for magnificent reproduction . . . a six element f/2 Solagon anastigmat, coated and precision-ground for distortion-free pictures. Coincidence-type rangefinder is coupled with viewfinder for simple, single-window operation . . . lets you concentrate on subject. Rapid film transport does three jobs at once . . . advances film, sets shutter and counts exposures (up to 36 on a 35mm roll). New deckle computer L.V.S. shutter, fully synchronized, has speeds up to 1/500 second. You can't take double exposures. Depth-of-field scale indicates area of sharp focus

218-099 A9135	Ansco Super Memar 1/2 Camera	$119.50
218-107 A775	Carrying Case for Super Memar 1/2	9.75
218-115 A635	Flash Unit for Ansco Super Memar	7.95

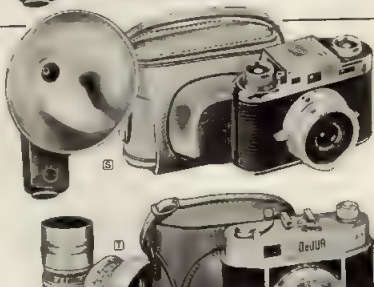


(P) ANSCO MEMAR 35mm Outfit
Now you can start your own collection of brilliant 35mm transparencies and black-and-white prints . . . at small expense. This top quality Ansco wears a low price tag . . . and an Agfa Apotar f 3.5 coated, color-corrected lens for sharp definition. Take the Memar to the scene of fast action . . . its Pronto shutter with speeds up to 1/200 second permits an exact record. Touch your thumb to the film advance lever . . . this motion winds film, cocks shutter and counts exposure. With its double exposure prevention, you can't ruin precious shots. Plus . . . self timer and handy film type reminder. A camera you'll be proud to carry . . . black grained covering highlights its lifetime metal construction. Camera comes complete with its own leather case, flash unit and a roll of film . . . all in simulated leather traveler case

218-180 A4359	Ansco Memar 35mm Outfit	$36.25

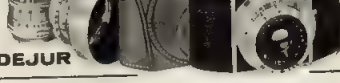
(B) BOLSEY 35mm "Treasure Chest"
Bolsey Explorer Camera, leather everyady case and flashgun . . . everything you need to become an enthusiastic and successful 35mm fan! In every color slide or black-and white print, you'll see that the camera's Steinheil-Cassar f/2.8 lens pays strict attention to details from corner-to-corner. Renowned Gauthier shutter gives you the choice of speeds to 1/250 second . . . widest range you'll need in normal use. You can put the eye-level viewfinder into quick action when a picture opportunity suddenly presents itself. Rapid-wind lever transports film, counts exposures, cocks shutter . . . simultaneously. Here, too, is built-in synchronization for X-delay flash bulbs . . . ideal for family gatherings inside your home, for backyard parties after dark. All metal body withstands years of heavy duty.

218-412 A3576	Bolsey 35mm "Treasure Chest"	$47.95



(S) BOLSEY JUBILEE 35mm Outfit
You've got a firm hold on expert 35mm photography when you put yourself behind the Bolsey Jubilee. Its fast Bolsey-Steinheil f/2.8 lens responds with sharpshooting accuracy. At your command is a lever-coupled "see saw" action rangefinder that focuses as close as two feet. New Set-O-Matic eliminates the need to know f/stops . . . just turn exposure ring to suit light conditions. Use rangefinder and shoot. Easy as A-B-C! Same system works as well with flash, internally synchronized at all speeds. For dramatic effects you can "bounce" light without removing gun from camera. Gauthier shutter resists dust, is automatically cocked by release on body top . . . you can hear its setting click into position. All scales visible from top. Outfit includes camera, everyady carrying case and flash

218-420 A3962	Bolsey Jubilee 35mm Outfit	$79.50



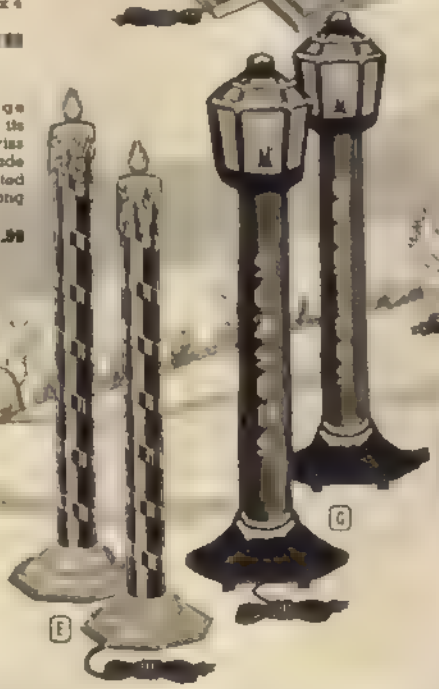
(T) DeJUR 35mm Camera Outfit
Why not stop wishing for a 35mm camera and start shooting with this delightful DeJUR? A true miniature . . . measures only 4¼" in width, weighs just 18 ounces. Light may be unfavorable . . . but you can have faith in its coated, color-corrected f/2.8 lens. Focuses down to 3½ feet. With shutter speeds to 1/200 second, you can snap subjects on the move . . . with confidence. Enclosed viewfinder telescopes the exact composition of your picture. Flick of the thumb advances film . . . never lose double exposure of once-in-a lifetime shots. Accessory clip accommodates flash, allows you to interchange telephoto or wide angle lens. This set outfits you with camera, everyady case and flash . . . photo fun ahead.

218-347 A7936	DeJUR 35mm Camera Outfit	$99.50
218-354 A3765	DeJUR 35mm Camera and Case	49.45

(V) NEW f/2.8 REALIST 35mm (Model B) Outfit
The logical choice . . . when your 35mm requirements call for one picture after another in fast order. Trigger action is so fast you can take 10 shots in 10 seconds . . . grand for telling a story in a sequence of "stills." In addition to speed, there's a wealth of precision . . . like its Cassar f/2.8 lens and Pronto MXV shutter. Exclusive lens mount focusing and combination view-and-rangefinder save all-important seconds in getting prized pictures. You can capture sports events on dull days with shutter speeds to 1/300 second. Fully synchronized with flash when artificial light required. Depth-of-field scale shows area of sharp focus at a glance. Combined film advance and automatic shutter cocking. Outfit includes Realist Model B camera, everyady case and flash attachment

217-727 A6750	New f/2.8 Realist 35mm (Model B) Outfit	$84.50

Holiday Decorations



(A) ILLUMINATED OUTDOOR SLEIGH AND REINDEER
An attractive display that's sure to add a touch of cheer to your home during the holiday season. Santa's all ready for Christmas with his sleigh full of toys and gaily prancing reindeer. Made of sturdy vinylite plastic—brightly colored. Completely weatherproof—won't fade from sun or rain. Illuminated—each piece has metal reflector around bulb to shine light upward on figures. Comes complete with cord, bulbs, and instructions for assembly. 12 ft. long—22½ in. high
89-1903 W 567—Set. Shipping weight 3½ lbs. .Retail **$9.50**

(B) MUSICAL NATIVITY SET
Beautiful nativity set with a Swiss music box that plays a soft Christmas melody. Authentically detailed figures molded of plastic—hand-decorated with baked-on colors. 20-piece set includes Mary, Joseph, Christ Child, 3 Kings, shepherd, hovering angel, standing angel, camel boy, ox, donkey, 2 sheep, 4 lambs, and glittering Star of Bethlehem. Stable is 13 x 4 x 11 in. high. Completely illuminated.
89-1789 A 599—Set. Wt. 1½ lbs.....[illegible]

(C) GLOLITE MUSICAL CHURCH
Traditionally designed miniature village church—with an authentic golden bell in its stately belfry. Molded in durable plastic. Swiss music box provides soft music. Durably made for lasting holiday use. Completely illuminated with interior light. Comes complete with long cord, plug, and bulb. 10 in. high
89-1786 A 332—Shpg. wt. 1½ lbs....**$4.98**

(D) GOODMAN GLOWING SNOWMAN
A gay little snowman that glows from head to toe with hidden interior light. Made of heavy vinyl plastic. It's completely weatherproof and safe for outdoor use. Uses regular household light bulb. Includes cord and plug. 30 in. high
89-1200 W 399—Shpg. wt. 4 lbs...Retail **$5.98**

Same as above, but measures 20 in. high
89-2034 A 199—Shpg. wt. 2 lbs...Retail **$3.98**

(E) USALITE KING-SIZE CANDLES
Beautiful king-size candles are perfect near a large tree or at front door. Octagonal white bases of high-impact styrene. Rich spiral red candles have golden trim—realistic wax-like drip. Each illuminated by large 25-watt F-15 orange flame-shaped G-E lamp. With lead cord, extension plug. Sold in pairs. Each 45 in. high, 11 in. base
89-2358 W 733—Pair. Shpg. wt. 8 lbs..**$10.98**

(F) NOMA OUTDOOR LAMP POSTS
For old-fashioned Christmas charm and gaiety—a lovely way to decorate lawn or porch. Completely weatherproof red vinylite plastic lamp posts. Simulated snow-capped tops. "Season's Greetings" lettered on posts. Illuminated by five C-7½ candelabra-base lights in each post. Comes with cords, add-on plugs. Set of two lamp posts—each 50 in. high. Entire lamp post glows
89-1895 W 1333—Set. Shpg. wt. 12 lbs..**$20.00**

(G) USALITE GIANT-SIZE CANDLES
Extra-large for outstanding beauty. Red candles with red ribbon and green holly decoration at base. Realistic white candle drip. Stands or hangs. In colorful heavy-gauge vinyl—weatherproof. 3 G-E lamps in each candle, lead cord, add-on plug. 18¼ in. wide at base, 6¾ in. deep. 48½ in. high. Sold in pairs. Entire candles glow
89-2364 W 1200—Pair. Wt. 8 lbs..Retail **$18.50**

(H) NOMA CAROLERS AND LAMP POST
Bright and gay—in the holiday spirit! Simulated snow-capped lantern post recaptures old-fashioned Christmas charm. Three joyful carolers stand beneath to add their cheer. Completely illuminated—they brighten the area all around them. Well made of sturdy vinylite plastic—it'll last for years. Completely weatherproof—the brilliant colors won't fade from sun, rain, or snow. With heavy ground stake to hold unit upright on lawn or terrace. Illuminated by one 40 watt bulb and two C-7½ lamps. 4-ft. cord and add-on plug included. Durably made for holiday use season after season. 50 in. high
89-2091 W 866—Shpg. wt. 6 lbs..Retail **$13.00**

Noel Carolers. Three carolers as above, but without the lamp post. Illuminated by one 40 watt bulb, one C-7½ lamp. Comes complete with cord, add-on plug. Measures 32 in. high
89-2109 W 567—Shpg. wt. 6 lbs...Retail **$8.50**

All units on page operate on standard current 110-120 volts, AC-DC.

ASSORTMENT OF 100 THREE-CENT CARDS—A BEVY OF GOOD CHEER

Here's a bright, gay boxful of good wishes at a price to cheer your holiday pocketbook! Vividly colored cards in ten different designs—Christmas ornaments, poinsettias, bells, snow scenes, Santas and other favorites. There's a card to please everyone on your list—and some to set aside for those "last minute" greetings too. Cards are lithographed in clear cheerful colors with the look of quality. Each carries a warm friendly message—a greeting that will linger long after the Christmas season. Each verse is printed in distinctive script. French fold cards are 4 x 5 in. 100 white V-flap envelopes included. Partitioned cabinet-style box. Truly a delightful way to extend Yuletide greetings to all your friends and acquaintances—at a very small cost.

90-1199 A 150—Box of 100 cards. Shpg. wt. 2 lbs. . Retail **$3.00**

100 FIVE-CENT CARDS—A BIG GREETING AT A SMALL PRICE

One hundred really outstanding cards—the kind your friends will remember. Traditional motifs—as colorful as an old-fashioned Christmas tree—bring a bit of holiday gaiety to all receivers. Cards depict favorite Yuletide scenes. The glowing hearth fire, snowy landscapes, ringing bells and other familiar Christmas scenes decorate these inexpensive cards. Some with die-cut designs. Twelve different kinds of cards brimming with color and good wishes—an appropriate greeting for everyone. Cards are lithographed in bright holiday colors—reproduced on fine paper. Friendly Christmas and New Year wishes printed in distinctive script. French fold cards are 4½ x 5½ in. With 100 white V-flap envelopes. Packed in a partitioned cabinet-style box.

90-1736 A 250—Box of 100 cards. Shpg. wt. 2 lbs. . . Retail **$5.00**

BOX OF 36 CHRISTMAS FAVORITES—SLIM SHAPES

Colorful cards laden with Christmas spirit picture favorite holiday scenes—Christmas trees, snow scenes, angels. 18 different designs suitable for family and friends! Popular slim shapes are so "stylish." Cards are lithographed in bright colors, sincere greetings printed in neat lettering. Each measures 2¾ x 6½ in. tall. With 36 white V-flap envelopes.

90-1058 A 6S65/70—Box of 36 cards. Shpg. wt. 1 lb. . Retail **$1.25**

Season's . . .

BOX OF 50 "SPARKLING" GREETINGS—SLIM STYLE

Slim cards sparkle with applied "glitter" on covers. Colors highlighted with silver, gold, and green glitter. Here are greetings everyone will want to display! Ten traditional designs lithographed in bright colors on shiny Kromekote paper. Seasonal greetings printed in graceful script or neat lettering. French fold cards are 3½ x 6½ in. 50 white V-flap envelopes.

90-1314 A 250—Box of 50 cards. Shpg. wt. 2 lbs. . . . Retail **$5.00**

20 COLORFUL KODACHROME REPRODUCTIONS

A very different, a very pretty way to say "Merry Christmas." Actual Kodacrome photographs reproduced on Kromekote cardboard and sprayed in plastic for extra brilliance. Many different pictures. Appropriate verse printed inside folder 3⅞ x 4⅞ in. White V-flap envelopes.

90-1074 A 6S50/55—Box of 20 cards. Wt. ½ lb. . **$1.00**

BOX OF 21 RELIGIOUS CHRISTMAS GREETINGS

Bible Text Cards. Christmas scenes in bright colors—golden accents. Bible verse inside, greeting in script. French-fold 3½ x 5¾ in. White V-flap envelopes.

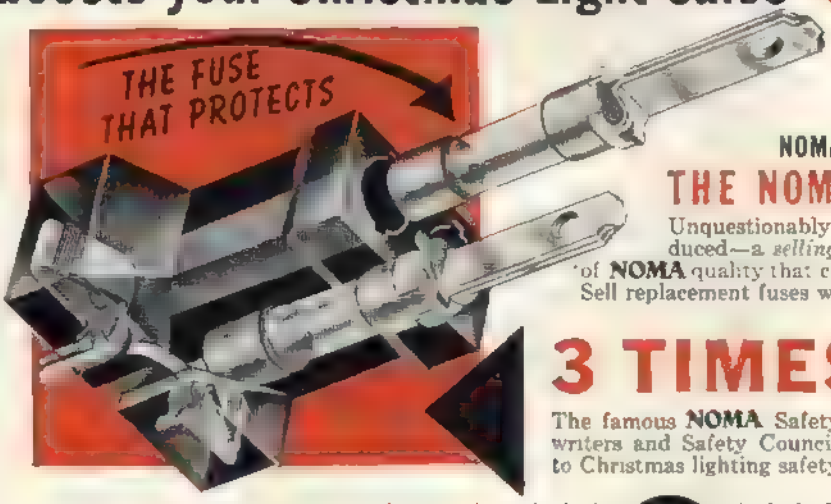
90-1322 A 6S50/55—Box of 21 cards. Wt. 1 lb. . Retail **$1.00**

Catholic Cards. Church approval, with Church Calendar.

90-1340 A 6S50/55—Box of 21 cards. Wt. 1 lb. . Retail **$1.00**

NOMA and only NOMA

boosts your Christmas Light sales 4 dramatic ways!



1

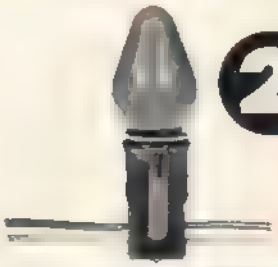
NOMA and only NOMA gives you

THE NOMA SAFETY FUSE PLUG

Unquestionably the biggest safety feature ever introduced—a *selling* feature second to none. It's a mark of **NOMA** quality that customers instantly recognize and BUY. Sell replacement fuses with every set for *extra* profits!

3 TIMES AS SAFE

The famous **NOMA** Safety Fuse Plug—Hailed by Fire Underwriters and Safety Councils as the greatest single contribution to Christmas lighting safety.



2

NOMA and only NOMA offers

THE NOMA SAFETY SOCKET

Another sensational **NOMA** innovation. **NOMA**'s the world's safest line and the BIGGEST, too. Tree sets plus outstanding lighting novelties for window, roof, and lawn. You can please *more customers* with **NOMA**'s *complete* Christmas line!

3

NOMA and only NOMA backs you up with

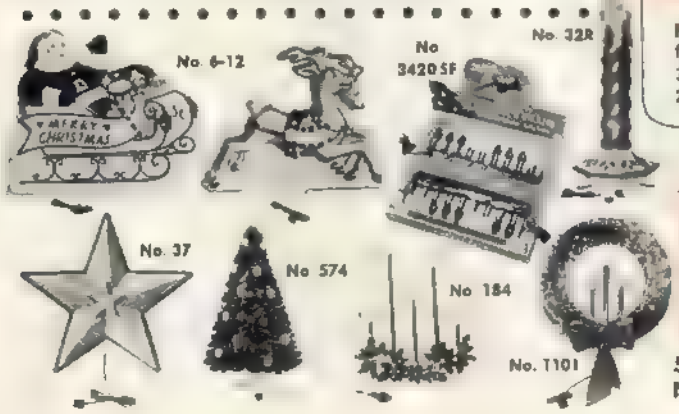
SMASH ADVERTISING SPREADS IN NATIONAL MAGAZINES

No other lights are so widely, so dramatically advertised. Just one more reason why customers know **NOMA** and demand them—by 25 to 1—over any other brand.

4

NEW, FAST SELLING NOMA ITEMS!

Be sure to see the great new **NOMA** line for 1957—featuring *New* items, new merchandising ideas. You can depend on **NOMA** to be first with new items that *sell*. Year after year, the successful new items and features have been introduced by **NOMA**!



See You at the Toy Fair!

Permanent ground floor exhibit Room 118, 200 Fifth Avenue at 23rd Street, N. Y. C.

NOMA LITES INC.

55 West 13th Street,
New York 11, N. Y.

Cruis Along EXPRESS 27

For pride and performance!

The big thrill comes when you see the sweeping lines of this stunning cruiser . . . but wait until it performs for you. Handling like a dream . . . taking the big waves smoothly, thanks to the design of its Super Hy-Plane Hull*. You couldn't ask for a roomier cockpit and you'll find apartment comfort in the cabin that sleeps four.

The dinette turns into a double bed, the settee becomes upper and lower berths. All this . . . plus full sized lavatory, complete galley and five hanging lockers gives big yacht facilities to the smartest, sleekest boat afloat. Write for free catalogue: M. M. DAVIS & SON, INC., Solomons 5, Md. Boat builders for over 80 years.

*Super Hy-Plane Level Ride Hull combines best features of round bottom hull and fast planing V-bottom type.

of the revived series, nor of the race of 1924 which followed it, but Herb and his friends who had inaugurated it then placed it in the hands of the club which had been organized in protest against racing—and the club and the race have nourished each other, as well as the entire sport of yachting, ever since.

There was in the race of 1924 a Canadian-built schooner named *Northern Light*, which under the pseudonym of *Southseaman* became famous as the heroine of the English writer Weston Martyr's first book. *Northern Light* only distinguished herself by finishing and placing last in this event, but when Martyr returned to England he foregathered with the late George Martin, owner of the Breton-built ex-pilot cutter *Jolie Brise*, and others, and organized the Ocean Racing Club—now the Royal Ocean Racing Club. Its inaugural event of 1925 was the Fastnet, a 600-odd-mile race Down Channel from the Isle of Wight across the approaches to the Irish Sea to the Fastnet Rock and back to Plymouth. In recognition of his interest and sympathy Herb Stone was made a charter member of the club and was for a time the only member who had not satisfied the initial requirement of racing around the Fastnet Rock. The rule was broadened in 1928 to admit to membership yachtsmen who had sailed in other R.O.R.C. races. (But in America the Cruising Club membership committee still looks askance at applicants for membership who have merely raced to Bermuda.)

The year 1926 was memorable in ocean racing, for in that year *Jolie Brise* participated in the Bermuda Race and then sailed back home to take part in the Fastnet. The international phase of the sport was further emphasized by participation in the Fastnet of the American schooner *Primrose IV* which had previously been sailed to England. Neither *Primrose IV* nor *Jolie Brise* won, but their performance helped establish the pleasant habit of cruising across the Atlantic in order to race on the other side. Going a step farther—or faster—the American staysail schooner *Nina* won the trans-Atlantic race to Spain of 1928 and repeated her startling performance in the Fastnet later in the season. In 1931 when six of eight American yachts which had raced from Newport to Plymouth fought their way around the Rock victory again went to an American.

This yacht, the famous yawl *Dorade*, set a pattern for cruiser racers which, in rig if not in hull form, has been followed for a quarter of a century. Her record was remarkable. Besides the accomplishments already cited she won the Fastnet Race of 1933 and the Honolulu Race of 1936. With such a prototype it is not surprising that *Stormy Weather*, her successor from the board of Sparkman & Stephens, won the trans-Atlantic race of 1935 from Newport to Bergen, Norway, and then dropped down to Cowes to win that year's Fastnet with only two hours of her 16 hours of time allowance expended. Curiously enough, neither *Dorade* nor *Stormy Weather* has won the Bermuda Race, although each has won in her class.

In 1936 when *Dorade* was about to win the Honolulu Race and *Stormy* almost won the Bermuda Race I looked around from the deck of the comfortable schooner in which I was sailing to Bermuda and saw what I thought were six *Stormy Weathers*. They were yawls from this side of the Atlantic or the other and their startling resemblance one to another showed how the comparatively close-winded rig had superseded the schooner rig. Yet in that race Phil Rhodes established his first major achievement as a designer of ocean racing yachts, the cutter *Kirawan* of his design winning from *Stormy*.

Ten years later another single-stacker, the sloop *Gesture*, won the Bermuda Race, but with these two exceptions the yawl rig has been supreme since 1932. That year John Alden's *Malabar X* did the trick and was immediately followed in the placing order by three other schooners of his design. Last year, of the 86 yachts which finished the latest race of the series, there were four schooners opposed to 28 single-stackers and 47 yawls. Of 18 ketches, none of which has ever won the event, there were seven finishers.

AMERICAN STYLING Smart sleek, modern in every respect . . . the American V.I.P. is a 16-foot walk-thru deck runabout with that "sixty per" look. From the tips of the spray cutting clipper bow to her rakish stern fins, here is an entirely new concept in luxury and performance afloat. Here is the look of luxury and custom quality at a low stock model price. Seats 5 on colorful two tone Naugahyde upholstery.

UNBELIEVABLE ECONOMY From the very beginning American costs you less. Less to buy, less to own, less to run. Retail prices start at $1595.00 complete with the 35 H.P. engine. Windshield, steering rig, lights, accessories, etc. included. And the new Fageol 4-cylinder vertically mounted engine offers high torque inboard performance at lowest operating cost. Save up to 50% on fuel . . . increases your cruising range.

DAZZLING PERFORMANCE The American V.I.P. offers the ride of your life. This new concept of inboard power and outboard maneuverability provides many unique advantages. Unbelievable turnability with the engine mounted in the bottom of the hull which acts as a gyroscopic stabilizer to provide a safer, smoother ride at all speeds. See one, ride in one . . . and you'll own one . . . the all-new custom quality American V.I.P.

Fabulous Fageol *VERTICAL INBOARD POWER in 35 or 45 H.P.

Advanced design features, plus 9:1 compression gives the Fageol V.I.P. engine the highest power to weight ratio ever! Efficient, dependable, economical. A 4-cylinder in line engine powers the outboard propeller unit which completely eliminates need for rudder.

provides real power steering!

NORTH AMERICAN MARINE
Dept. Y-1
Division of Luther Corporation
Warsaw, Indiana, U.S.A.

See the V.I.P. at Booth #915 Chicago National Boat Show, Feb. 8 to 17, 1957

IT'S BEAM THAT MAKES THE BOAT GO

(*Continued from page* 147)

jam. The darned things bang around in the trunk. Some rare trunks leak from the launching day onward. And they are not essential to the performance.

I should like to needle the architects to investigate means for improvement in what aviation engineers call the lift-drag characteristics of the hull form, which Heaven knows needs improvement, so that we can look forward to improvement in performance of the beamy forms even beyond their present ultimate. We won't get it by acquiescing to the present style pattern. We can get improvement if we realize that the beam is the reason for the built-in go-fast of these newly recognized forms and that there is great room for improvement below the waterline.

The rating rule of the Cruising Club of America seems to have been caught a bit short by these beamy boats at the small end of the size pattern. This fact is wholly beside the argument herewith presented insofar as these beamy boats have demonstrated speed on a boat-for-boat basis, to the chagrin of some of the larger boats and their people.

I strongly hope that those of you who have not as yet sailed in one of these 'fat little boats' will have the opportunity of doing so. I have been amazed to sense an apparent difference in behavior of the type off shore. The beamy ones are far more delicate as to sail trim than the normal ones. In a left-over sea they have to be helped over seas by changing the attitude of the hull to the sea as the sea passes beneath. They will jump-roll in a seaway, sensing the beam-approaching sea far earlier than their normal-beamed sisters. They are great fun to sail.

In spite of all the above, let not the owners of the 'other' boats despair. Let them merely enter upon a regular sail replacement program; let them race their boats instead of letting their boats race them; let them instruct all hands to keep on their toes day and night, and when the beer can passes, let them take fewer and fewer left hand turns, and when they have done all these things they too will collect their due and just share of pots, kettles, and plaques.

FIFTY YEARS OF OCEAN RACING

(*Continued from page* 131)

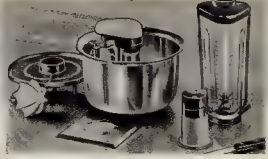
racers have received by voice radio barometric information which gives them the position of the permanent North Pacific High as well as other isobars and so have been able to lay courses that should keep them away from calms. The difference of opinion between Trade Wind and Great Circle routes may still persist, but the elapsed times of the contestants have been substantially reduced by the provision of this essential information. Until the permanent Azorean High takes up its abode in Bermuda it is doubtful, however, if daily weather broadcasts will improve the chances of Bermuda racers.

I had never before seen—and am sure I never shall again see—such an assemblage of yachts as gathered off Sarahs Ledge at New London when Herb Stone's efforts, with the cooperation of the Royal Bermuda Yacht Club, were crowned with success and the Bermuda Race of 1923 began. It wasn't so much the size of the fleet—22, which number was more than quadrupled in 1956—as its composition. Of these cruising yachts 17 were schooners and three were yawls, the others being a ketch and a cutter. For those were the days when the schooner rig was the finest expression of speed commensurate with comfort and safety. All in the fleet were gaff-rigged with the exception of the yawl *Memory*, a converted New York "Forty," and the drifting start displayed a sprinkling of deflated ballooners which in retrospect, at least, seemed as ill-fitting as the working sails. John Alden's *Malabar IV* won that race and gave a lift to the fisherman type of schooner which carried it into the early Thirties.

The Cruising Club of America was not a party to that first Bermuda Race

It's a Food Mixer . . .

It's a Food Blender . . .



It's a Knife Sharpener . . .

It's a Juicer . . .

NuTone

SOLVES THE APPLIANCE INCONVENIENCE . . . ONE BUILT-IN POWER UNIT RUNS EVERYTHING!

A brand new space saving idea in kitchen appliances. **One built-in power unit does everything—operates large mixer, food blender juicer or knife sharpener!** Compact power unit installs out of sight leaving counter top smooth and clear. Easily installed over drawer, canner filler, "deed" corner area or above door cabinet. Nothing shows but polished stainless steel counter parts with appliance plug-in and recessed switch control. Powerful 1/5 HP motor has 6 speeds to insure maximum power under wide range of speeds required for various attachments. 3½-qt. **anodized aluminum mixing bowl is motor-driven in opposite direction as beater to accelerate mixing action. 6 speeds** do every mixing job. **6-speed blender has safety sealed blade unit and unbreakable plastic container. Knife sharpener features flexible sharpening discs—no solid stone to destroy knife temper.** Completely safe—blade edge enclosure during sharpening. **Juicer head**—available as accessory—consists of reamer and perforated strainer for use with mixing bowl. Power unit measures only 4¼x10x6½" deep. **Built-in power unit—complete with mixer, blender and sharpener.** Easy in stallation data included. Ship. wt. 15 lbs.

16E276-10X4691/4692 ..... RETAIL **$74.95**

16E277-249—Juicer head attachment ..... RETAIL **$3.95**

NuTone

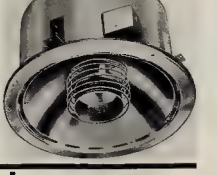
ELECTRIC CEILING HEATERS

HEAT-A-LITE (Left). A ceiling heater . . . air circulator . . . plus a light. Provides uniform distribution of fan forced heat throughout the bathroom—plus a light. Complete with wall switch assembly and ruby light to indicate operation of heater. All Chrome finish. **Heats up to 450 cu. ft. with 1473 watts element.** Housing: 13½" diam., 7½" deep. 12" lamps to be flush with plaster. Grille: 15¼" diam., 4⅛" overall extension from ceiling. Light bulb—not over 100 watts, 60 cycle, AC, 115-120 volts. 5-year guarantee. Ship wt 25 lbs.

18E165-6X3744/3984 .....RETAIL **$38.95**

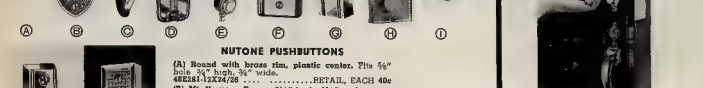
As above: With 1880 watts element.

18E166-6X4056/4316 .....RETAIL **$64.95**

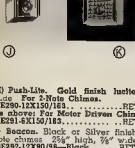


RADIANT CEILING HEATER (Right). Housing contains complete unit. Has exclusive cooling system baffle plate and fan—circulates air through housing—prevents overheating. **Healthy element a lifelong ceramic core with 1000 watt heating coil.** Bright, mirror finish Chrome. **Housing:** 13½" diam., 7½" deep. **Grille:** 15¼" overall diam., 2" overall extension from ceiling. UL approved. Factory guarantee for 1 year. Ship. wt. 12 lbs.

18E164-6X1568/1687 .....RETAIL **$24.95**



(A) (B) (C) (D) (E) (F) (G) (H) (I)



(J) (K)

NUTONE PUSHBUTTONS

(A) Round with brass rim, plastic center. Fits ⅝" hole ¾" high, ¾" wide.
4BE281-1X24/28 .....RETAIL, EACH **40c**

(B) Mt. Vernon. Brass. 3¼" high, 1⅛" wide.
4BE285-1X26/30 .....RETAIL, EACH **$1.50**

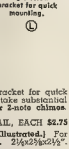
(C) Modern. Black or Chrome. 3" high, ⅞" wide.
4BE285-1X27/31—Black.....RETAIL, EACH **$1.25**
4BE284-1X27/31—Chrome.....RETAIL, EACH **$1.25**

(D) Jewel. Solid Brass. 3" high, 1⅝" wide.
4BE285-1X27/31 .....RETAIL, EACH **$1.25**

(E) Concord. Solid forged Brass. 5¾" high, 2" wide
4BE286-1X177/182.....RETAIL, EACH **$2.95**

(F) Economy. Solid Brass or Chrome. 2½" high, 1⅜" wide.
4BE287-1X27/31—Chrome.....RETAIL, EACH **$1.25**
4BE288-1X27/31—Brass.....RETAIL, EACH **$1.25**

(G) Aristocrat. Brass. 2⅛" high ¾" wide.
4BE289-1X50/65 .....RETAIL, EACH **$1.00**



Simple screw bracket for quick mounting.

(L)

(H) Push-Lite. Gold finish lucite. 3" high, 1½" wide. **For 2-Note Chimes.**
4BE290-1X150/153.....RETAIL, EACH **$2.50**
As above: **For Motor Driven Chimes.**
4BE291-6X150/153.....RETAIL, EACH **$2.50**

(I) Beacon. Black or Silver finish styrene. For 2-note chimes. 2⅝" high, ⅞" wide.
4BE292-12X30/95—Black .....RETAIL **$1.50**
4BE293-12X30/96—Silver.....RETAIL, EACH **$1.50**

(J) Pacesetter. Brass. 2¼" high, ⅝" wide.
4BE294-12X30/35 .....RETAIL, EACH **50c**

(K) 10 Volt, 5 Watt Transformer. 2½x1⅞x2⅛". Weight, each 10 oz.
4BE295-4X132/45.....RETAIL, EACH **$2.20**

(L) Screw Bracket. Single screw bracket for quick mounting. Mounts any place. Can take substantial surge loads. **16 volts, 10 watts, for 2-note chimes.** 2½x2⅝x2". Wt. each 10 oz.
4BE296-4X165/179.....RETAIL, EACH **$2.75**

24 V, 20 Watt Transformer. (Not Illustrated.) For 3-note chimes, mounts any place. 2⅛x2⅞x2½". Wt. each 1 lb. 10 oz.
4BE297-3X204/221.....RETAIL, EACH **$3.40**

8-16-24 V, 20 Watt Transformer. (Not Illustrated.) All purpose, low-voltage transformer with thermal cutout. Guaranteed burnout. 2½x2⅞x2½". Wt. each 1 lb. 10 oz.
4BE298-12X220/237.....RETAIL, EACH **$3.70**

"DOOR KNOCKER" CHIMES NON-ELECTRIC —2 NOTES

Solid Brass personalized nameplate adds grace and charm to the outside of the door . . . a cheerful 2-note chime greeting inside. Just lift handle to sound chime. Smartly styled metal chime cover inside. 2⅝x5¼". Wt. 1 lb., 10 oz.

4SE276-8X477/517 — Oyster White.....RETAIL **$7.95**

4SE277-6X477/517 — Limed Oak.....RETAIL **$7.95**

4SE278-6X477/517 — Walnut.....RETAIL **$7.95**

Conlon Washing Machines & Ironers

Cleaner Clothes with Conlon Washing Machines

★ **Big 10 lb. capacity double tub**

★ **Easy-to-clean tub**

★ **Handy timer—tells when wash is done**

★ **Deluxe model in exciting colors**

CONLON DELUXE WASHER

Semi-automatic. **Actually out-performs washers in the $200 plus price class.** Big 10-lb. capacity handles more wash per load. **Automatic electrical cut-off timer** watches the wash and saves electricity. Safe deluxe Lovell automatic wringer. Features: **quick draining pump** which empties tub in 2 minutes, rustproof, tangle-proof cast aluminum agitator, fully skirted modern design with heavy white Baked enamel finish, chrome trimmed. General Electric or Westinghouse motor. Ship. wt. 159 lbs. F.O.B., Illinois.

D25E398-10495.....RETAIL **$174.95**

Deluxe model in Color. The newest trend in home decorating . . . in Sunrise Yellow or Lagoon Green (specify). Breaks up monotony of usual all-white appliance section increases sales volume.

D25E399-10625.....RETAIL **$179.95**

STANDARD

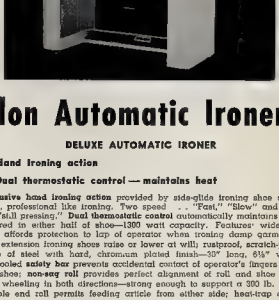
DELUXE Easy-to-keep-clean enameled top

CONLON STANDARD WASHER

Long performance at a low price . . . designed for the budget shopper who demands quality. **Big 10-lb. capacity** tub saves washing time, and electricity (larger than usual at this price). Safe and efficient, heavy-duty Lovell wringer with full balloon rolls. **Handy bell timer** tells when wash is done. Features: Rustproof, tangle-proof cast aluminum agitator; fully skirted design with all white porcelain tub—easy to keep clean; ½ h.p. General Electric motor. Ship. wt. 146 lbs.

D25E450-8845—F.O.B. Ill......RETAIL **$149.95**

BUDGET PRICED AUTOMATIC IRONER



DELUXE AUTOMATIC IRONER

Conlon Automatic Ironers

- **Two speed — Fast . . . slow for extra heat**
- **Two independent thermostats**

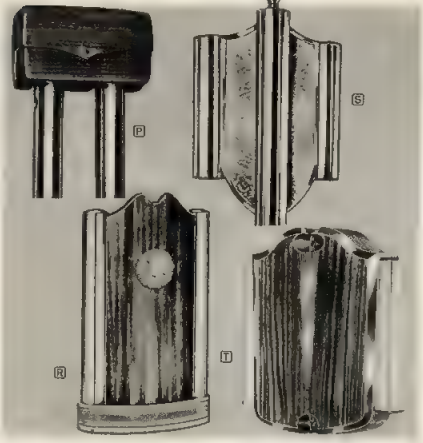
Automatic ironer styled for effortless ease . . . priced for fast sales and engineered for customer satisfaction. **Two convenient speeds** provide "fast" for ordinary ironing, "slow" for extra heat, and complete stop for "still pressing." Just a flick of the finger changes speeds. **Two independent thermostats** regulate proper heat for any fabric. Maintain heat on either side of ironing shoe—110 watt capacity. Features: **Non-sag roll** with cantilever construction which will support a 300 lb. man assures life-long perfect alignment and free wheeling (full 28" long, 6" dia., full padded and covered); fully adjustable ironing pressure; insulated "quick heat" ironing shoe unit of highly polished hard chromium finish forged steel—scratch-proof, rust-proof, easy-to-keep-clean; heat focus dome gives even heat over the complete shoe, **safety-bar-release** trips ironing shoe without electric power . . . provides steaming feature. Lifetime lubricating system requires no greasing or oiling. Conlon precision built gear reduction system. Oversize motor, 110V, 60 cycle, AC. Famous ollless bearings. Durable baked-on enamel finish—gleaming White. Portable—sets on easy rolling wheels. Built for wear and convenience. 34¾x31½x16½". Ship. wt. 166 lbs.

D25E267-11795.....RETAIL **$169.95**

- **Hand ironing action**
- **Dual thermostatic control — maintains heat**

Exclusive hand ironing action provided by side-glide ironing shoe gives neat, professional like ironing. Two speed . . "Fast," "Slow" and stop for "still pressing." **Dual thermostatic control** automatically maintains heat desired in either half of shoe—1300 watt capacity. Features: wide lap tray affords protection to lap of operator when ironing damp garments, two extension ironing shoes raise or lower at will; rustproof, scratch-proof shoe of steel with hard, chromium plated finish—30" long, 6¼" wide; air-cooled **safety bar** prevents accidental contact of operator's fingers with hot shoe; **non-sag roll** provides perfect alignment of roll and shoe with free wheeling in both directions—strong enough to support a 300 lb. man; double end roll permits feeding article from either side; heat-trap dome focuses heat directly on shoe; toe-touch control instantly controls shoe and roller. Streamlined cabinet forms handy table top when closed—cover absolutely "twist-proof." Sturdy, quality construction, for long performance. Jewel pilot light, Heavy-duty ½ hp motor, rubber cushioned. Ind. motor and heat switches. 115V, 60 cycle, AC. UL listed. Ship. wt. 203 lbs.

D25E388-17495—F.O.B. Ill......RETAIL **$279.95**



Melodious Nu-Tone Chimes

N NU-TONE "CONTINENTAL" . . . French Provincial design. 3 brass tubes; 2 notes front door, 1 note rear; 1 metal cover. 41¾" long. Uses 16v transformer; see S .
842-625 C1102 Limed Oak $16.95
842-443 C1102 Walnut finish 16.95

P NU-TONE "DELUXE" . . . handsome short tube style. 2 notes for front door, 1 for rear. Walnut cover, brass finish tubes. 8x2¾x 11¾". Uses 16v transformer; see S .
842-641 B553 UL listed. $8.50

R NU-TONE "SYMPHONIC" . . . sounds an 8-note Westminster chime, 2 for rear door Has volume control Transformer incl.
842-617 B2206 Walnut finish $34.50
842-435 B2208 Limed Oak 34.50

S NU-TONE "MT. VERNON" . . . early Colonial reproduced in shining hammered brass. Sounds 2 notes for front door, 1 for rear. Uses 16v transformer. 7x3x12½" high.
842-633 B748 UL listed $11.50
842-674 B179 16v Transformer 2.75

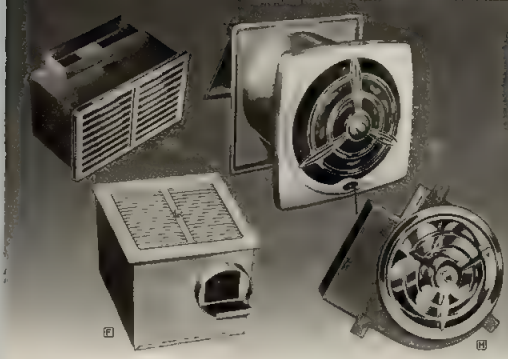
T NU-TONE "JEWEL" DOOR CHIMES . . . Limed oak finish. satin brass tubes. 2 notes front door, 1 rear Size 7x9x3". Uses 16v transformer above.
842-450 B777 Door Chimes.....$11 95

V NU-TONE "MAJESTIC" . . . graceful ivory and gold plastic cover, brass tubes. Westminster chimes—8 or 4 notes for front door, 2 for rear, 1 for 3rd door Transformer incl.
842-468 C2697 9⅜x49¼x5½" .. . $44.95

NAXONETTE PERSONAL WASHER . . . gently agitates the most delicate fabrics (nylons, too) 'til they're sparkling clean. Light (13 lbs.), portable . . . so handy for in-between washes. Does up to 10 diapers, 4-6 slips. Roomy. Jonquil Yellow porcelain enamel tub, white dome, heavy rubber-rim seal. 13" diam., 14" high. AC only. Fully guaranteed.
845-693 C1670 Personal Washer.....$24.95

HANDYHOT PORTABLE WASHER . . . ideal for small spaces! Only 14½" high—fits in corner or on pantry shelf. Has agitator action, automatic timer . . . washes up to three pounds of dry clothes (personal things, baby clothes). Seven-gallon aluminum tub also serves as clothes sterilizer. 110-120v. AC.
845-701 C2835 Handyhot Washer $42.50
845-719 C664 Hand Wringer 9.95

NAXON PORTABLE WASHER . . . stores under sink, in closet. Only 20x27" high, yet it washes up to 6½ pounds of dry clothes—from overalls to lace curtains! Tri-level agitator saves soap, water. Has automatic drain pump; porcelain tub. 110v. From Ill.
845-727 D4990 Washer (37 lbs.).....$74.95
845-735 D1325 Electric Wringer 18.95
845-743 D685 Hand Wringer..... 9.95



Exhaust Fans Whisk Away Heat and Odors

E NU-TONE TWIN BLOWER CEILING FAN

Install this fan in ceiling or in cabinet above your stove . . . and watch kitchen smoke and grease vanish. You'll cook in cool, odorless comfort! Grille pulls down away from ceiling . . . may be taken apart by housewife without tools for quick, easy cleaning. Moves 400 cu. ft. air per minute. Housing 8x8x14". Grille measures 9⅝x15¾". AC. With instructions.

842-724 C2352 Ceiling Fan **$35.75**

F NU-TONE BATHROOM WALL FAN

Designed especially for bathrooms . . . ends steam and odor problems forever. Has high static pull required for proper bathroom ventilation. Waterproof motor shrugs off constant moisture. Fits all types of bathrooms— "inside plan" or "outside wall." Easy "snap in" installation. Adjustable mounting bracket. 4" standard duct. Housing 7⅞x6¾x8". Grille 7⅝x3¼". AC

840-678 C1633 With instructions **$24.95**

G NU-TONE "BIG ROOM" WALL FANS

Powerful enough to move air from medium-size and larger rooms. Housing is 3¼" deep, fits all 2x4 construction. Instructions inc., AC.

Pull-Chain Operated. Chrome grille.

842-682 C1758 8" fan: 600 CFM..... **$26.70**
842-690 C2277 10" fan: 1100 CFM..... **34.50**

Wall Switch Operated Available with chrome or copper grille. Specify: Chrome or Copper

840-652 C1758 8" fan: 600 CFM **$26.70**
840-660 C2277 10" fan: 1100 CFM ... **34.50**

H NU-TONE 8" and 10" WALL FANS

Install one of these fans in ceiling or inside wall and say goodbye to streaked, dirty rooms . . . and to cooking odors too! Housing is 3¼" deep, fits all 2x4 construction. 8" fan is ideal for small rooms use 10" size for larger rooms. Specify Chrome or Copper grille. AC

842-708 C1748 8" fan 700 CFM **$26.50**
842-716 C2324 10" fan 900 CFM **34.95**

NU-TONE KITCHEN RANGE EXHAUST HOOD

Baking heat, steam vapor and cooking odors leave your home for good, once you've installed this handsome Nu-Tone range hood and one of the Nu-Tone exhaust fans described at left. Curved hood extends to front of burners . . . traps all the heat and odors. Measures 8½" deep at top, 18" at bottom, 7" high; comes in your choice of 3 widths. Splash plate (included) is 22" high. Has built-in switches to control fan and concealed non-glare light. Use with fans G or H at left. Order fan G for outside wall installation or fan H for inside wall installation. Hood and splash plate in stainless steel or copper . . . in 30", 36" or 42" widths.

840-694 C4533 30" Stainless steel **$68.00**
840-702 C3466 30" Copper anodized **52.00**
840-710 C5133 36" Stainless steel **77.00**
840-728 C3800 36" Copper anodized .. **57.00**
840-736 C5134 42" Stainless steel **86.00**
840-744 C4067 42" Copper anodized **61.00**

Bowl revolves automatically

Blender chops, grates, liquefies

ONE UNIT
- **Mixes**
- **Blends**
- **Sharpens**
- **Juices**

Juicer uses same bowl

Sharpener won't wear out knives

NU-TONE IN-BUILT . . . Recessed All-Purpose Food Center

Now! A combination blender, mixer and sharpener on a power unit that fits right into your kitchen counter! Think of it! The three most widely used kitchen appliances conveniently built into your kitchen. And you pay for, for less than you would for all three appliances purchased separately.

Large mixer puts bowl on top where it's easier to use. Double beating action. Large 3½ qt. anodized aluminum bowl. One easy-to-clean beater.

Food blender snaps into place. 6 speeds! Not just one or two. Container is unbreakable, clear sturdy plastic. Rust-proof stainless steel blades. Removable "funnel insert" for adding foods while blades are moving.

Knife sharpener. Revolutionary design! Hone your blades with flexible discs. No hard stone to wear out blade and rails steel temper. Works 10 times faster than ordinary sharpeners.

All three appliances operate from one powerful 300-watt motor. Power unit housing fits through neat 10x4½" cut-out in counter-top. Motor housing is 10" long, 4¼" wide, 6¾" high. And the entire housing is beneath the counter when installed. All you see are stainless steel counter plate, recessed Selecto-matic Power Drive and recessed speed dial. Nothing pokes up above the level of the counter-top. Nothing gets in your way when the appliances are not in use! Motor has 5 speeds. 16,000 rpm idle on high. Low speed drive approximately 800 rpm idle.

Housing has wiring connections, air discharge parts, removable plate for easy access. The 3-appliance Mixer-Blender-Sharpener combination comes complete with power unit and complete instructions for easy installation.

840-306 C4992 Mixer-Blender-Sharpener . **$74.95**
840-280 B263 Automatic Fruit Juicer..... **3.95**
840-314 B120 Installation Cord Kit **1.80**

NEW DUNCAN YO-YO

RETURN TOP®

COUNTER DISPLAY

NEW "PRE-PACK"

SELF MERCHANDISER

NEW YORKER

TOY FAIR

- SET-UP FOR IMMEDIATE DISPLAY
- CONTAINS IDEAL ASSORTMENT
- SIX-ITEM COUNTER SPACE SAVER
- THIS NEW DISPLAY SELLS ITSELF

—— SEE US AT THE TOY FAIR ——

HOTEL NEW YORKER . . . ROOM 1118

there's more than meets the eye . . .

Lido

means

* EXTRA SALES for you!
* EXTRA PROFITS for you!
* EXTRA VALUES for you!

#1374 Junior Nursery Layette Set

The basket is made of vacuum formed plastic, metal handled, and has a color decorated cover. Consists of 4 nursing bottles, scrub brush, bottle brush, measuring spoon, measuring cup, funnel, bottle holder & Rinse Bye soap powder. All pieces made of UNBREAKABLE Mirror Plastic

Retail price $1.98 per set

Be sure to check our newest best sellers too. Write for complete illustrated catalog, describing the entire fast moving—profitable Lido line.

Lido

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TOYS and NOVELTIES

it looks like mother's . . .
it works like mother's . . .

STOP IN AT ROOM 1126, HOTEL NEW YORKER

the junior

VAC-AID®

The perfect gift for the little homemaker

Mother's little helper can really have fun with Wagner's new Junior Vac-Aid. It is a toy, that works and will teach these little homemakers good housekeeping habits. Little girls love them, and their mothers do too!

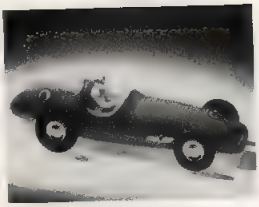
E. R. WAGNER MANUFACTURING CO.

4611 N. 32nd St. Milwaukee 9, Wis.

NEW TOYS ON PARADE

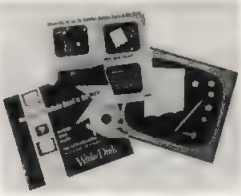
#497 POULTRY TRUCK is 10" long. No-mar wheels. Red chassis, cream cab. Realistic wood-colored crates with hinged lids, hold 3 ea. chicks, ducks, assorted brown and white polystyrene. Hubley Mfg. Company, North Plum street, Lancaster, Pa.

FAST STEPPIN' BUCKAROO stick horse has head of vinyl plastic, washable rayon yarn mane and sturdy bridle. Colorfully decorated, red and yellow. ⅞" stick is 42" long. $1 ret. Grand Rapids Toy Furn., 1401 Madison st., S. E., Grand Rapids, Mich.



PAGCO JET, new toy racing car has precision type clock spring motor. Free-wheeling at 15 mph for 3-4 times greater travel than non-free-wheeling cars. $2.95 ret. Realistic detail. Pagliuso Engineering, 113 W. Harvard, Glendale 4, Calif.

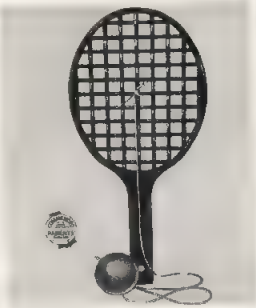
MICKEY MOUSE CLUB TV CHAIR engineered to be orthopedically correct, encourages good posture. Stands 7" off ground. Aluminum alloy and washable duck; folds easily. Retails $5.95. Himalayan Pak Co., San Jose, Calif



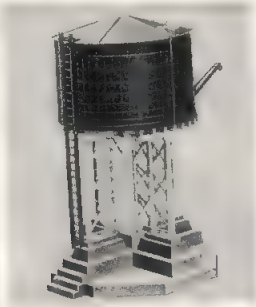
WINKY DINK BULLETIN BOARD has special surface to hold everything from paper to telephone directories. No magnets, pins or paste needed. Press to attach, lift to remove. Colorforms, 16 Highwood ave., Englewood, N. J

#2600 ALL-MECHANICAL MISSILE LAUNCHER swivels full circle on truck base; self-locking handwheel for raising or lowering; press button to fire missile. 20-gauge or heavier steel. $9.95. Ny-Lint, 1823 16th ave., Rockford, Ill.

DANCING DAN, new action toy with "Mystery Mike." Child sings into microphone and Dan tap dances to the perfect rhythm of the tune. Dancing speed controlled by speed of song, hum, tap, etc. Bell Prods., 4251 Forest Park blvd., St. Louis 8, Mo.



PADDLE BALL SET consists of high-impact plastic paddle and 1¼" enameled sponge return ball. Polyethylene packaged with colorful topper. Retails at 25c. The Barr Rubber Products Company, 1552 First st., Sandusky, Ohio.



#1615 WATER TANK, one of the many new numbers in the 1957 Plasticville, U. S. A. line of miniature houses, buildings and railroad accessories. Accurately detailed. 6" high. Retails $1.00. Bachmann Bros., 1400-38 Erie ave., Philadelphia 24, Pa.

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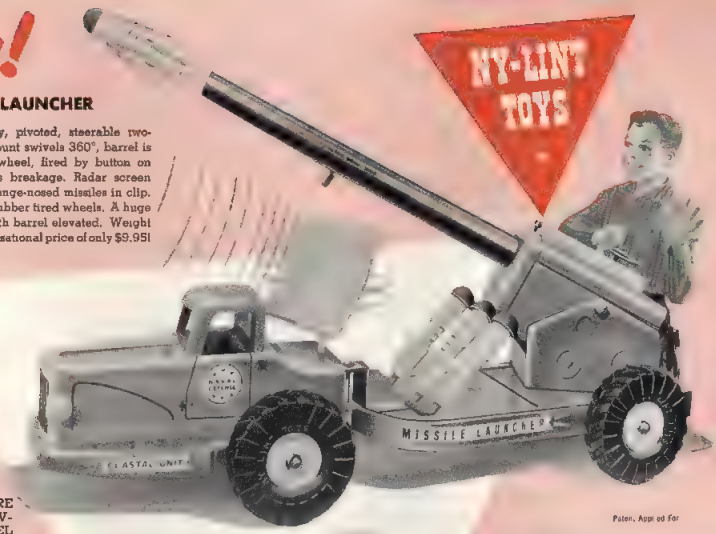
ALL-MECHANICAL! Heavy, pivoted, steerable two-part mobile unit. Launcher mount swivels 360°, barrel is raised and lowered by handwheel, fired by button on housing. Slip clutch prevents breakage. Radar screen rotates. Three HARMLESS, sponge-nosed missiles in clip. Range up to 60 feet! Big 3¾" rubber tired wheels. A huge toy, 31½" long, 18¾" high with barrel elevated. Weight per dozen, 102 lbs. To sell at sensational price of only $9.95!

NY-LINT TOYS



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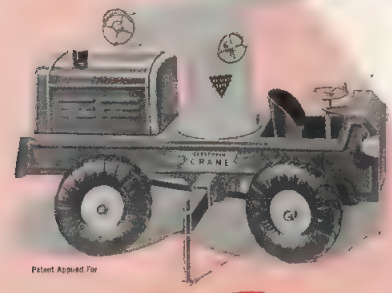

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NY-LINT TOYS

1823
16th Ave.
Rockford,
Illinois

Improved

No. 2400 ELECTRONIC CANNON

One of the great hits of the 1956 season, now even greater with improvements including a rotatable Radar Screen. Elevates and fires by *ELECTRONIC* pushbuttons. HARMLESS, sponge-nosed missiles zero in with amazing accuracy up to 60 feet! Unsurpassed in worth at $12.95!

Announcing ~ Come and visit us during the Toy Fair... See the Answer Doll in action!

OUR NEW SHOWROOM
200 FIFTH AVE. SUITE 962

Animated Mechanical Demonstrator Available

MANUFACTURERS OF: THE ANSWER DOLLS, THE BABY WALKERS, ALL VINYL BABY DOLLS MINIATURE DOLLS, FASHIONS AND WARDROBES.

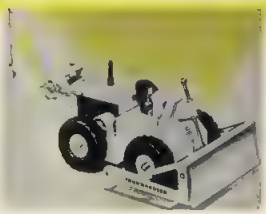
BLOCK DOLL CORP.

Showroom: 200 Fifth Avenue • Suite 962

Factory: 29 Jumel Place, N. Y. 32, N. Y.

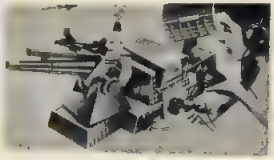
NY-LINT MICHIGAN SHOVEL. True scale model of Clark Shovel. Bucket takes full "bite" then trips automatically when raised to the boom. Sturdy boom raises and lowers, entire housing pivots on extra-braced chassis. Front wheels steerable. 20-gauge steel, baked-on finish. 31½" x 7½" x 20¼". 12 lbs.
T2200-E655 ..... **$10.45**

NY-LINT ELECTRONIC CANNON. Electronic firing button sends HARMLESS plastic, sponge-nosed missile instantly on its way. Heavy steel construction with reliable motor. Electronic pushbutton swivels gun mount, raises and lowers barrel. Operates off of 2 size D flashlight batteries, (not incl.) 2 missiles in clip. 22½" x 6½" x 16⅜". 12 lbs.
T2400-E850 ..... **$12.95**

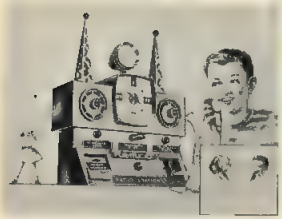


NY-LINT TOURNADOZER. True scale model of Letourneau-Westinghouse machine. Double action toy with big adjustable blade on one end, sturdy hoist on the other. Positive lock holds blade wherever positioned. Winch has lever pawl to hold the load. 20 gauge steel, baked enamel finish. 20" x 8" x 9". 8½ lbs.
T2100-E525 ..... **$8.45**

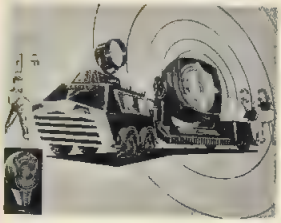
TRANSISTOR RADIO KIT. It actually works! This transistor set makes radio tubes obsolete. Newest electronic wonder includes beautiful pre-assembled plastic cabinet, sensitive station tuner, regulation head phone, battery, diode detector and transistor amplifier. All other parts included. 3½ lbs.
T107-E450-6E425 ..... **$6.95**



RADAR ROCKET CANNON. Giant electronic cannon launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically, picks up beep signals. Complete electronic communication center with regulation microphone and head set, telegraph key. 3 lbs.
T107-E475-6E500 ..... **$7.95**



ELECTRONIC RADIO STATION. Sends and receives up to ½ mile. Includes 2 microphones, telegraph key, powerful searchlight, radio signal detector, log book, batteries and all accessories. Sturdy high impact plastic construction. 2 lbs.
T101-E450-6E425 ..... **$6.95**



MOBILE LOUDSPEAKER and signal system. Big 2 ft. trailer type, 6 wheel mobile unit. Electronic switches operate amplified signal system and revolving searchlight. Powerful microphone transmits voice. Includes 4 batteries and wire. 4 lbs.
T104-E650-6E615 ..... **$9.95**

TELECOM INTERPHONE SYSTEM in asstd. beautiful colors. 2 regulation size professional phones with bases. 5 time booster circuit produces unbelievable voice reception. Comes complete with batteries and wire, ready to operate. 8 lbs.
T900P-E450-6E425 ..... **$6.95**

STEERAWAY ELECTRIC CONVERTIBLE. Operates on 2 std. size batteries (not included) under it's own power. Car overcomes all obstacles by going backwards, sideways, and forward steering itself. 16½" long. 3 lbs.
T1423-E425-6E400 ..... **$6.95**

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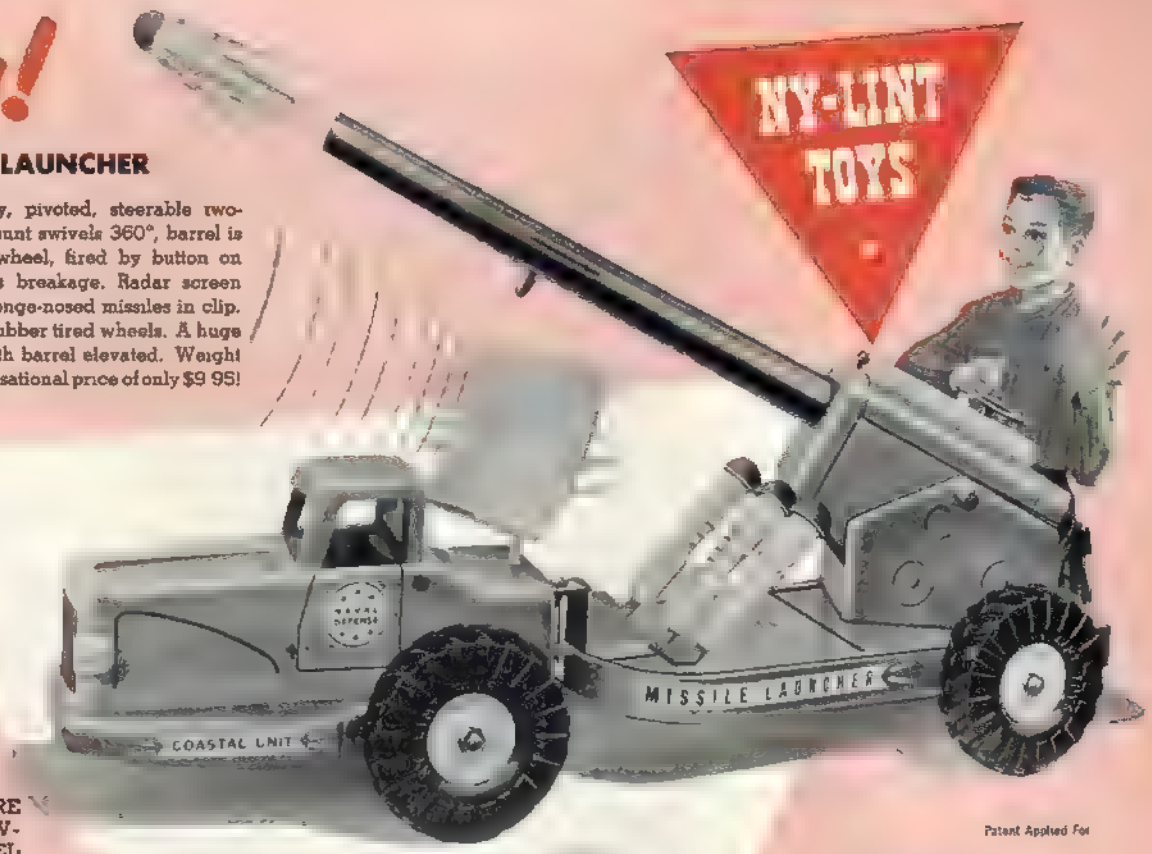

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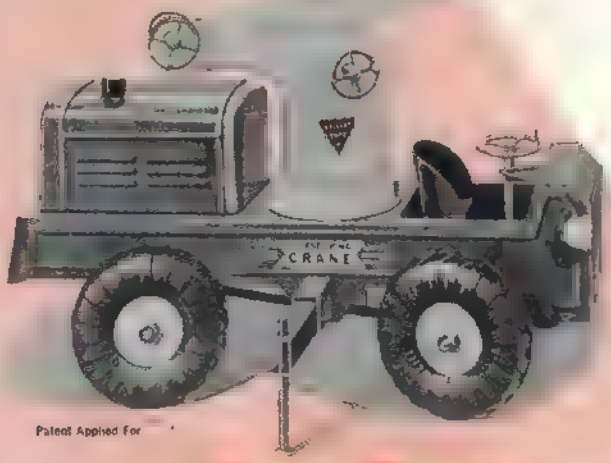

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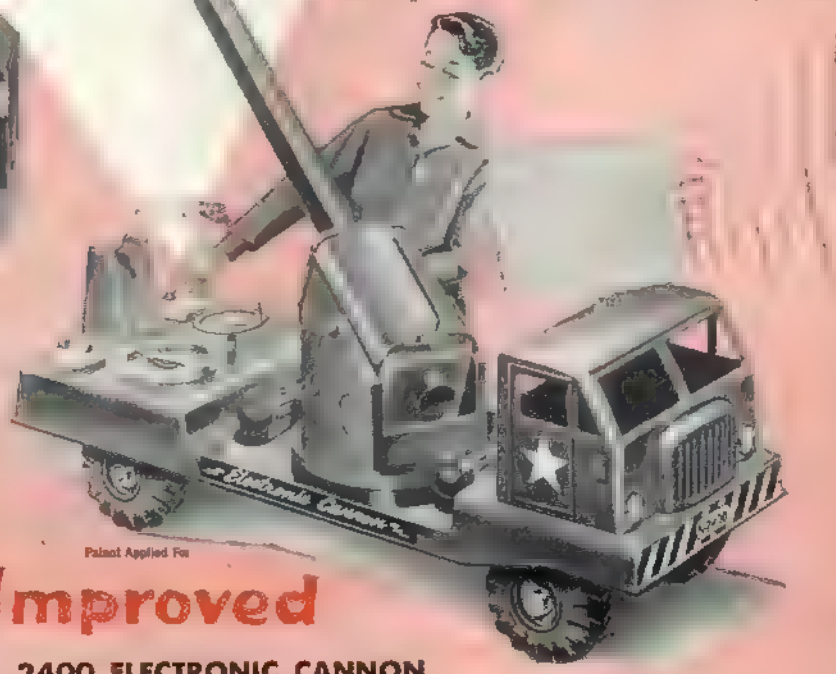

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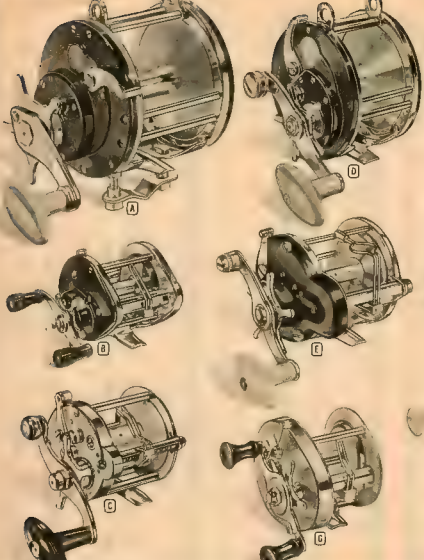
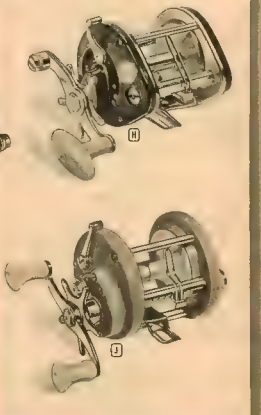
Famous Big Game and Trolling Reels

Finest sport with Quality Reels





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Synchromesh gears—self-lubricating Oilite bearings. Cup-type star drag. Reinforced bakelite side plates. Sturdy handle. Gear ratio 2 to 1. Line capacities listed below based on 27-lb. test.

Big game reels with harness links and bar-type reel clamp—long barrelled hex nuts. Wts. 3½ lbs.

45247A1770—400-yd. cap. 4/0 size.... **$29.50**
45248A2370—600-yd cap. 6/0 size.... **$39.50**

Reels as above, with rod brace. Wts. 5, 10, 11 lbs.

45249A2370—300 yd. cap. 9/0 size.... **$45.50**
45250A4590—1000-yd cap. 10/0 size.... **$75.00**
45251A5100—1200-yd. cap. 12/0 size.... **$85.00**

As above, but with two rod braces. Wts. 12, 14 lbs.

45252A6000—1400-yd. cap. 14/0 size.. **$100.00**
45253A7500—1600-yd. cap. 16/0 size.. **$125.00**

B OCEAN CITY "840" TOPSAIL GENERAL

Fits fresh and salt water rods. Metal reinforced sideplates, chrome finish, synchromesh gears, self-lubricating bearings. Handle reverses for casting or trolling. Gear ratio 3.83 to 1. Capacity: 100 yds. 27-lb. line. Actual wt 12½ oz.

45284A587—Shpg. wt. 1 lb.....Retail **$8.95**

"825" Topsail. As above, but anti-backlash control. Capacity: 200 yds. Actual weight 17 oz.

45255A777—Shpg. wt. 1½ lbs...Retail **$12.95**

C PFLUEGER LEVEL-WIND ROCKET REEL

Especially designed for monofilament line. Smooth star drag. Brass gears, bronze bearings with jeweled oil cups. Balanced torpedo handle. Extra double crank included. Capacity: 250 yds. of 15-lb. test. Actual wt. 14½ oz.

45332A957 -Shpg. wt. 1 lb.. . . Retail **$15.95**

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Farcaster "985" Reel. Level-wind surf reel with star drag. "Lightning" spool, adjustable anti-backlash control, metal reinforced sideplates, synchromesh gears, free spool lever. Torpedo-shaped handle. Gear ratio 3 to 1. Capacity: 200 yds. 27 lb test line. Actual weight 16½ oz.

45239A1197—Shpg wt. 1½ lbs...Retail **$19.95**

Farcaster "985R" Reel. Same as above, but with the new "stainless" drag. Actual weight 16½ oz.

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45313A1080—Shpg. wt. 1 lb....Retail **$18.00**

Model "1844." As above, but 200-yd. capacity. 18 lb. test. Actual weight 13.7 oz.

45149A1020—Shpg. wt. 1 lb....Retail **$17.00**

Model "1848." Heavy-duty service reel. As above, but 150-yd. capacity. Actual weight 13.5 oz.

45150A900—Shpg. wt. 1 lb. .....Retail **$15.00**

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45109A857—Shpg. wt 2 lbs....Retail **$15.95**

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45207A957 -Shpg. wt. 2 lbs....Retail **$15.95**

Model "922." Topsail Reel. Like model "923" but 200-yd. capacity. Actual weight 18½ oz.

45110A837—Shpg. wt. 2 lbs....Retail **$13.95**

Model "922FH." Like model "922" above, but with the new "stainless" drag. Actual weight 18½ oz.

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Model "2020D." Especially designed for monofilament line. Spool and plate of Gluskyd. Heavy-duty chromed level-wind. Chromed brass pillars, steel bearings, phosphor-bronze bushings, and brass gears. Adjustable star drag prevents line or rod breakage. Balanced double crank. Capacity. 200 yds 10-lb monofilament, or 200 yds 24-lb. Wexford Squidding. Act wt 13 8 oz

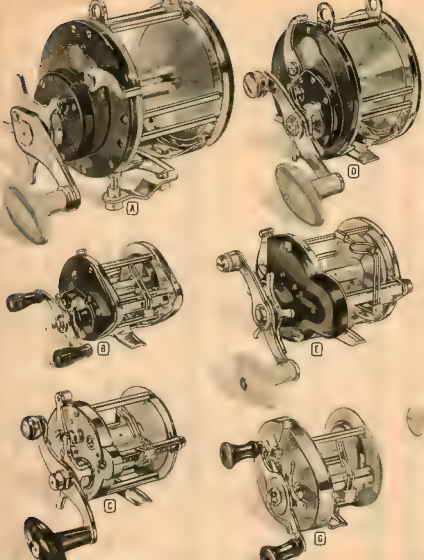
45318A1070—Shpg. wt. 1 lb.....Retail **$17.00**

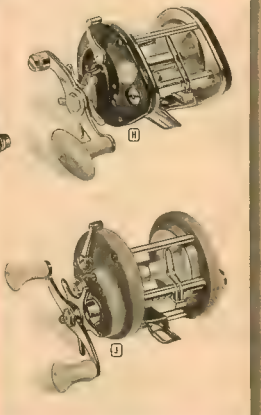
Model "2020." Similar to above, but with torpedo handle. Holds 450 yds. of 10-lb. monofilament, or 250 yds of 24 lb. Wexford Squidding line. Actual weight 14 6 oz.

45493A1080—Shpg. wt. 1 lb . . . Retail **$18.00**

Famous Big Game and Trolling Reels

Finest sport with Quality Reels





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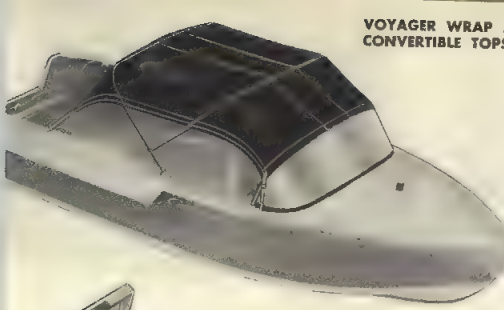
Model "2020D." Especially designed for monofilament line. Spool and plate of Gluskyd. Heavy-duty chromed level-wind. Chromed brass pillars, steel bearings, phosphor-bronze bushings, and brass gears. Adjustable star drag prevents line or rod breakage. Balanced double crank. Capacity. 200 yds 10-lb monofilament, or 200 yds 24-lb. Wexford Squidding. Act wt 13 8 oz

45318A1070—Shpg. wt. 1 lb.....Retail **$17.00**

Model "2020." Similar to above, but with torpedo handle. Holds 450 yds. of 10-lb. monofilament, or 250 yds of 24 lb. Wexford Squidding line. Actual weight 14 6 oz.

45493A1080—Shpg. wt. 1 lb . . . Retail **$18.00**

VOYAGER WRAP AROUND WINDSHIELDS with VOYAGER CONVERTIBLE TOPS.



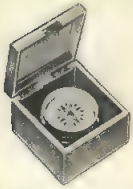
9497Z20X2097 VOYAGER TOP AND FRAME, an accessory that adds smartness as well as protection. Ruggedly built of 10 oz. awning duck. Frame is polished, jointed solid aluminum rod with a front bar for fastening to windshield that does away with snap fasteners. Straps at front corners take strain off windshield when top is up. Specify color: Khaki, Pearl Grey, Royal Blue. 4'9" long, specify width: 52-56" wide, 56-60" wide, 60-64" wide. ..... **Retail: $44.95**

9498Z24X3330 As above. 6'9" long; specify width and color. ..... **Retail: $55.95**

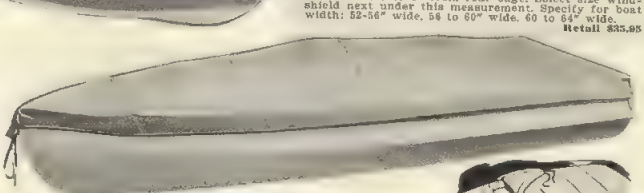
9499Z10W1265 SIDE CURTAINS for 4'9" tops. **Retail: $18.95**

9500Z10W1507 SIDE CURTAINS for 6'9" tops **Retail: $23.95**

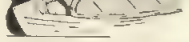
9497Z25X2397 THE VOYAGER WINDSHIELD is made from a heavy plexiglass, heat molded to shape, with wrap around sides that give excellent protection for stormy weather. Aluminum hardware and fittings, chrome plated edging and rubber deck channel are included. Windshields are 15" high. Measure width of deck about 6 to 8" from rear edge. Select size windshield next under this measurement. Specify for boat width: 52-56" wide, 56 to 60" wide, 60 to 64" wide. **Retail: $35.95**



6431M3W500 MARINE COMPASS in wooden case—the ideal navigational aid to the small craft captain and a worthwhile auxiliary compass for large boats. Compact brass-constructed instrument has a jewel mounted floating 2" card; mounted in a gimbal so it will level freely. Complete in hardwood box with hinged cover, moisture proofed for accuracy. **Retail: $7.50**



SEMI-FITTED BOAT COVERS, of high grade 10 oz. khaki duck treated for outdoor use. Sewed with double stitched seams and fitted with a strong draw rope in the hem all around the edge which holds the cover on the boat when drawn up under the crash beading. Fasteners are not required. Easily folded for stowing in the boat when not in use. New covers should measure 12 to 18" wider and longer than the boat to allow for shrinkage and extending over the sides.



Catalog No.	Size	For Beams	Retail
9501Z7W1330	6'6" x 12'	52-68"	$19.95
9502Z8W1397	6'6" x 13'	52-68"	20.95
9503Z9W1397	6'6" x 14'	52-68"	20.95
9504Z10W1530	6'6" x 15'	50-68"	22.95
9505Z11W1507	6'8" x 16'	48-70"	23.95
9506Z12W1730	6'6" x 17'	48-70"	25.95

ALL "OLD TOWN" BOATS AVAILABLE. WRITE FOR FULL INFORMATION.

9507Z100X16960 "OLD TOWN" 56 lb. MODEL CANOE. In the 16 foot length it is a canoe of exceptional capacity not burdensome in portaging and capable of carrying one man and much equipment or two men with considerable equipment. An ideal general purpose canoe for hunters and sportsmen. Extra light construction ribs are 4" thick spaced 1½" apart, planking 3/8" thick, carrying thwart and 2 seats 15" long, 44½" wide, 11" deep and weighs approx. 18 lbs. Hardwood and spruce trimmed in dark green. Fastenings throughout of brass, copper and galvanized iron. **Retail: $212.00**

"Old Town" SUPERIOR QUALITY BOATS

9508Z370X51600 "OLD TOWN" SAILING DINGHY, completely equipped for sailing. Has easily removable center board fitting will show inside. Equipped with outlocks so is usable as row boat. Stern is specially braced for outboard motor. Complete with centerboard, rudder and tiller, mast, lug and step 26 ft. area, dingh. seats, side seats 24 inch mahogany deck, white oak, cotton top, bumper around gunwales, centerboard and rudder not interior with strong. Will as a have fitting points for riding area 11½" long 32" wide 26" depth. **Retail: $645.00**

9509Z380X54400 As above with 31 ft. sail .. **Retail: $680.00**

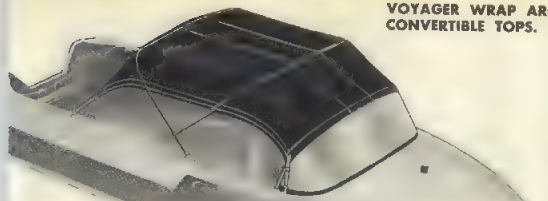
9510Z11W3040 COVER for Dinghy **Retail: $38.00**

9511Z340X71600 "OLD TOWN" WHITE CAP SAILBOAT. A boat to delight the heart of the sailor. A joy to watch her, to feel and sail more of a joy to handle the helm. Hull has lines for speed and ample beam for stability. Sail area is 100 sq. ft. sized for speed and easy handling. Complete with Marconi type sail mast 30 area head to mast and boom, sail sides. Jib has about 22" area. Total area about 90. Mast height is 17½, boat has 7/8" deck, solidly built full length side decking all covered with canvas fitted in blue color. Planking is 3/8" white pine laid in lapstrake construction, securely fastened to frame with brass fittings. 11½' long, 64" wide, 24 depth at stern width 41" .. **Retail $885.00**

9512Z11W2720 COVER for Sail Boat **Retail: $34.00**

9513Z20X4000 CUSHIONS for all seats. **Retail: $50.00**

VOYAGER WRAP AROUND WINDSHIELDS with VOYAGER CONVERTIBLE TOPS.



9497Z20X2997 VOYAGER TOP AND FRAME, an accessory that adds smartness as well as protection. Ruggedly built of 10 oz. awning duck. Frame is polished, jointed solid aluminum rod with a front bar for fastening to windshield that does away with snap fasteners. Straps at front corners take strain off windshield when top is up. Specify color: Khaki, Pearl Grey, Royal Blue. 49" long; specify width 52-56" wide, 56-60" wide, 60-64" wide. . . . . **Retail: $44.95**

9498Z34X3330 As above. 6'9" long, specify width and color. . . . . **Retail: $55.95**

9499Z10W1265 SIDE CURTAINS for 4'9" tops **Retail: $18.95**

9500Z10W1597 SIDE CURTAINS for 6'9" tops **Retail: $23.95**

9498Z25X2397 THE VOYAGER WINDSHIELD is made from a heavy plexiglass, heat molded to shape, with wrap around sides that give excellent protection for stormy weather. Aluminum hardware and fittings, chrome plated edging and rubber deck channel are included. Windshields are 16" high. Measure width of deck about 6 to 8" from rear edge. Select size windshield next under this measurement. Specify for boat width: 52-56" wide, 56 to 60" wide, 60 to 64" wide **Retail $35.95**

6431M3W500 MARINE COMPASS in wooden case—the ideal navigational aid to the small craft captain—and a worthwhile auxiliary compass for large boats. Compact brass constructed instrument has a jewel mounted floating 2" card, mounted in a gimbal so it will level freely. Complete in hardwood box with hinged cover, moisture-proofed for accuracy . . . . . **Retail: $7.50**

SEMI-FITTED BOAT COVERS, of high grade 10 oz. Khaki duck treated for outdoor use. Sewed with double stitched seams and fitted with a strong draw rope in the hem all around the edge which holds the cover on the boat when drawn up under the crash beading. Fasteners are not required. Easily folded for stowing in the boat when not in use. New covers should measure 12 to 18" wider and longer than the boat to allow for shrinkage and extending over the sides

Catalog No.	Size	For Beams	Retail
9501Z7W1330	6'6" x 12'	52-68"	$19.95
9502Z8W1397	6'6" x 13'	52-68"	20.95
9503Z9W1397	6'6" x 14'	52-68"	20.95
9504Z10W1530	6'6" x 15'	50-68"	22.95
9505Z11W1597	6'6" x 16'	48-70"	23.95
9506Z12W1730	6'6" x 17'	48-70"	25.95

ALL "OLD TOWN" BOATS AVAILABLE. WRITE FOR FULL INFORMATION.

9507Z100X16960 "OLD TOWN" 50 lb. MODEL CANOE. In the 16 foot length it is a canoe of exceptional capacity not burdensome in portaging and capable of carrying one man and much equipment or two men with reasonable equipment. An ideal general purpose canoe for hunters and sportsmen. Extra light ribs are ¾" thick spaced 1½" apart, planking ⅜" thick, carrying thwart and 2 seats. 15' long, 34½" wide, 11" depth, and weighs approx. 78 lbs. Hardwood and spruce, trimmed in dark green. Fastenings through out of brass, copper and galvanized iron **Retail: $212.00**

"Old Town" SUPERIOR QUALITY BOATS

9508Z370X54600 "OLD TOWN" SAILING DINGHY, completely equipped for sailing. Sails are fast in strong and fair furling will show inside. Equipped with oars, as may be usable as a row boat, strongly braced for outboard motor. Complete with rudder and tiller, mast ring and step, oil finish. Sail Width 44, Height 54, 24 inch mahogany deck, white oak, cotton rope bumper around gunwale. Centerboard well does not interfere with sailing. Sails have reefing points for reducing area 11½" long 32" wide, 20" deep **Retail: $645.00**

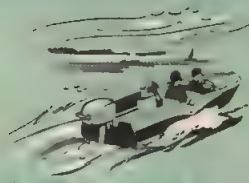
9509Z380X54400 As above with 2 fin sail . **Retail: $680.00**

9510Z41W3040 COVER for Dinghy **Retail: $38.00**

9511Z540X71600 "OLD TOWN" WHITECAP SAILBOAT.—a boat to delight the heart of a sailor! A joy to watch, to perform and still more of a joy to handle the helm. Graceful lines for speed and ample beam for stability. Sail area is generously sized for speed and easy handling. Complete with Mast and cape sail at 68 area held to mast and boom with slides. Jib has about 22 area, total area at 90°. Mast height is 17½, boat has 32" deck solidly built full length, side decking all covered with canvas finished in blue to or Florence, 5½" white pine, land in lapstrake construction, so nicely fastened in place with brass fittings. 13½' long 64" wide 24" depth, 4" stern width 44 **Retail $805.00**

9512Z41W2720 COVER for sail boat **Retail: $34.00**

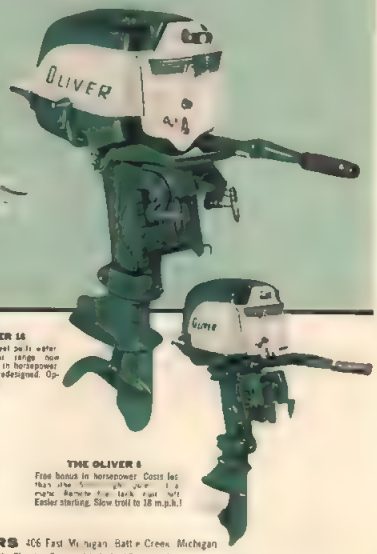
9513Z20X4000 CUSHIONS for all seats **Retail: $50.00**



Make every week-end a vacation

BUY AN OLIVER

You and your family want to have fun! And that is why Oliver Outboard Motors deserve your attention now. Every week-end this summer . . . an average of 52 days . . . plus two or more weeks of vacation will bring you and your family hundreds of hours of trouble-free fun and healthy relaxing adventure on favorite waterways. Fishing, water skiing, cruising, swimming, skin-diving, exploring and picnicking are just a few of many ways to make every week-end another wonderful family vacation with OLIVER OUTBOARD MOTORS. Oliver dealers are listed in the Yellow Pages . . . offer big trade-in allowances!



THE OLIVER 35

Easily removable and portable power head! Electric starter generator, battery standard! Automotive poppet valves. More power at prop! Deluxe styling and accessories.

THE OLIVER 16

[illegible] available. Bonus boost in horsepower. Economy. Thoroughly redesigned. Optional electric starting.

Send now for FREE full color catalog

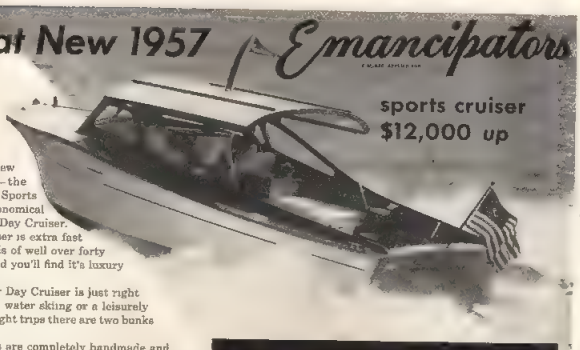
THE OLIVER 6

Free bonus in horsepower. Costs less than [illegible] Easier starting. Slow troll to 18 m.p.h.!

OLIVER OUTBOARD MOTORS 406 East Michigan, Battle Creek, Michigan

Division of the Oliver Corporation. Manufacturer of the Finest in Farm and Industrial Equipment

2 Great New 1957 Emancipators

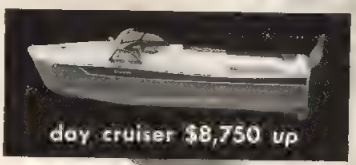


Now there are two new 1957 Emancipators—the longer, faster 29-foot Sports Cruiser and the economical 26-foot *Sea Islander* Day Cruiser.

The Sports Cruiser is extra fast and can obtain speeds of well over forty miles. Compare it and you'll find it's luxury at its finest.

The *Sea Islander* Day Cruiser is just right for fast trips, fishing, water skiing or a leisurely cruise, and for overnight trips there are two bunks and a toilet

All Emancipators are completely handmade and fitted with the finest accessories thoughout. Remember—if it's an Emancipator—it can't be beat for speed, versatility, and dependability Write for complete details.



Olsen Montgomery Yacht Corp.

St. Simons Island 2, Ga.

Dealer Inquiries Invited

COMPACT MARINE RADIO TELEPHONE

A new marine radio telephone designed particularly for two-way communications for pleasure craft and work boats, that features ease of operation for transmission and reception on eight crystal-controlled channels, has been announced by Munston Manufacturing & Service, Inc., Beech Street, Islip, New York.

Transmitter and receiver are mounted in an attractive cabinet that is only 16¼" wide, 10½" deep and 8⅝" high. Power for the transceiver is supplied from an external unit that may be operated from 12, 32 or 110 volt d-c power supply.

The transmitter input of 135 watts to the final power amplifier assures an average of 80 watts or more in the average yacht antenna, ample power for effective transmission to other craft or shore stations up to several hundred miles distant. An antenna peaking meter provides visual indication of power output and transmitter performance.

The Munston MRT-135 radio telephone permits separate operation of the receiver by means of a standby switch, so that battery power may be conserved during the reception of broadcast programs. The receiver includes a tuned radio frequency amplifier design to provide maximum sensitivity for weak signals and the rejection of image effects during evening.

SPEEDLINERS IN 26 MODELS

Speedliner announces a full line of 26 models for 1957. The following are family runabout models—M-114, M-112, M-314, M-414, M-1114, M-116, M-216, and M-316. A new bottom design for 1957 gives a smooth ride, better performance and excellent turning. Motors from 5 through 60 hp can be used. Models M-214, M-414 and M-216 are combination runabout and fishing hulls with walk-thru front seats and spacious interiors. The M-114 Trophy, M-314 Caballero and M-316 Tropicana are available modified for inboard engines. General Marine will have two Fiberglass models for 1957. These will be similar in appearance to the M-314 and M-414.

The following Boat Kits are available for 1957—the KB-9 Deluxe, the KB-12 Skiff, the KB-12 Standard and the KB-12 Deluxe, KB-14 Standard and KB-14 Deluxe. The 18' Class KB-17 Deluxe Outboard or Inboard Cruiser Kit is among the most popular. Length of bunks 92", cabin headroom 50". Prime features of the KB-17 are its light weight (under 600 pounds painted), sturdy construction, trim lines and performance.

Proof of superiority in Stock Outboard Racing and Inboard Runabout Racing is well demonstrated by the 47 national racing championships and records captured by Speedliners during the last eight years.

Speedliner Water Skis have been improved for 1957. A different construction method gives the skis greater strength.

Fiberglass cloth and Speedliner resin are also available.

General Marine Co. manufacture their own plywood. Speedliner products are manufactured by General Marine Company, 6th & Oak Streets, St. Joseph, Missouri.

Speedliner's model M-414 Contessa, a family runabout, is one of 26 models announced by General Marine Company for 1957, featuring smooth riding and high performance.

Oneida Community Silver Plate

by Oneida Ltd., Silversmiths

Superb silver plated ware for long, long daily enjoyment in your choice of the simple elegance of *New Era* or the classic beauty of *Bridal Wreath*. Substantially plated and reinforced at points of greatest wear with an extra overlay of pure silver. Offered in the all-purpose, new Place knife and fork size. Knives have hollow handles, forged, mirror stainless blades with serrated cutting edges that remain sharp.

Service for 4—16 Pc. Set

4 teaspoons, 4 oval soup spoons, 4 knives, 4 forks. Shipping weight 4 lbs.

30-64680-1197 New Era Retail **19.95**
30-64698-1197 Bridal Wreath Retail **19.95**

Service for 8—52 Pc. Set

16 teaspoons, 8 oval soup spoons, 8 knives, 8 forks, 8 salad forks, 2 serving spoons, 1 butter knife, 1 sugar spoon. Chest. 9 lbs.

30-64714-3585 New Era Retail **59.75**
30-64862-3585 Bridal Wreath Retail **59.75**

Service for 12—76 Pc. Set

24 teaspoons, 12 oval soup spoons, 12 salad forks, 12 knives, 12 forks, 2 serving spoons, 1 butter knife, 1 sugar spoon. In Dower drawer chest. Shpg. wt. 12 lbs.

30-64722-4785 New Era.....Retail **79.75**
30-64870-4785 Bridal Wreath Retail **79.75**

New Era Open Stock Sets

Description	Stock No.	Retail
8 Tea spoons	30-64730-240	4.00
8 Oval soup spoons	30-64748-480	8.00
8 Iced tea spoons	30-64755-480	8.00
8 Dinner forks	30-64763-480	8.00
8 Salad forks	30-64771-480	8.00
8 Cocktail forks	30-64789-480	8.00
8 Dinner knives	30-64797-1080	18.00

New Era Open Stock Individual Pieces

Butter knife	30-64805-75	1.25
Sugar spoon	30-64813-75	1.25
Cold meat fork	30-64821-135	2.25
Gravy ladle	30-64839-135	2.25
Table spoon	30-64847-60	1.00

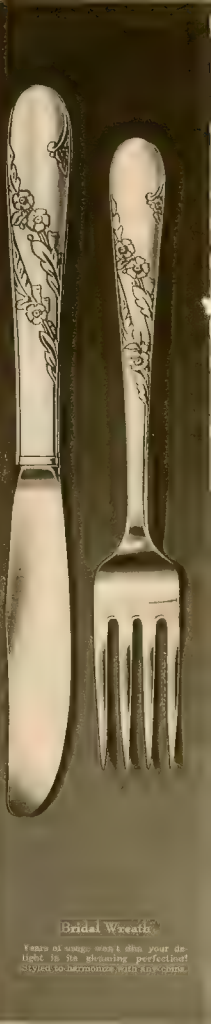
Bridal Wreath Open Stock Sets

Description	Stock No.	Retail
8 Teaspoons	30-64888-240	4.00
8 Oval soup spoons	30-64896-480	8.00
8 Iced tea spoons	30-64904-480	8.00
8 Dinner forks	30-64912-480	8.00
8 Salad forks	30-64920-480	8.00
8 Cocktail forks	30-64938-480	8.00
8 Dinner knives	30-64946-1080	18.00

Bridal Wreath Open Stock Indiv. Pcs.

Butter knife	30-64953-75	1.25
Sugar spoon	30-64961-75	1.25
Cold meat fork	30-64979-135	2.25
Gravy ladle	30-64987-135	2.25
Table spoon	30-64995-60	1.00

52 and 76-pc. sets above are furnished in a modern chest lined in soft duvetyn for tarnish-resistant, always bright-as-new storage.



New Era

Designed to lend the distinction of modern classical beauty to every table. Crafted for prideful service.

Bridal Wreath

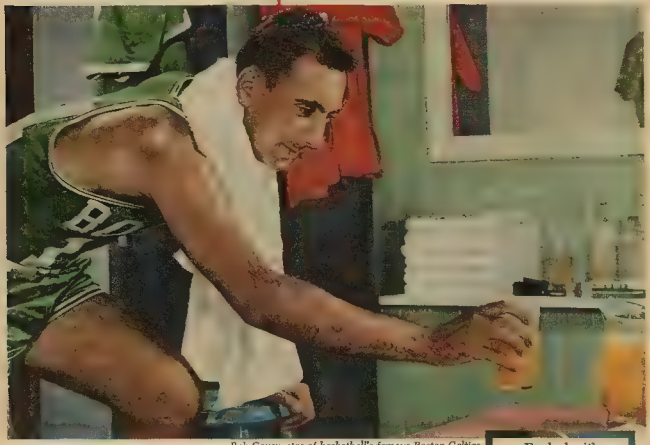
Years of usage won't dim your delight in its gleaming perfection! Styled to harmonize with any china.

Question:

Why does Bob Cousy crave Orange Juice after a tough game?

Answer:

His Body Wisdom tells him he needs extra Vitamin C and quick energy!



Bob Cousy, star of basketball's famous Boston Celtics

Are you one who needs a second glass of Orange Juice today?

You needn't be a star athlete to use up Vitamin C and energy faster. All active, busy people do . . . homemakers, men on the job, youngsters on the go. For them, a glass of orange juice with breakfast just isn't enough. They need a *second* glass during the day for a refreshing energy pickup and to replace the Vitamin C the body can't store.

Orange Juice Canned in Florida is such a convenient low-cost way to have plenty on hand. It's full strength; it's full of Florida flavor—and so rich in vital Vitamin C.

Packed with Florida Sunshine!

Ready-to-serve. Full-strength. 46-oz. can fills 8 big glasses.

BUSY HOUSEWIVES need a second glass of orange juice.

INFANTS require extra orange juice for essential Vitamin C.

STUDENTS must replenish burned-up energy and Vitamin C.

ORANGE JUICE *Canned in Florida*

©Florida Citrus Commission, Lakeland, Florida, 1957

NATIONALLY KNOWN GOODYEAR Foam Rubber Pillow

100% natural Latex Foam pillows—Airfoam made by Goodyear. These pillows provide the relaxing comfort of floating on a billowy cloud of tiny air cells. Cradles the head just right—in any position. **Cells are interconnecting so that fresh air circulates with every movement. No airing needed. Mothproof and mildewproof.** Bath pillow and covering are easily washable. No shedding, nothing to break down and become lumpy. Keep their shape all through the years *never need fluffing. Ideal for pop-up comfort.* **Covered with highest quality zipper ticking. Cello Packed.** Ship. wt. 6 lbs.

400M27-525 ..... RETAIL **$7.95**

Charming covers for blankets, quilts, or comforters. (At left). Pilsea Crepe cover with ruffle. Has convenient zipper closing, reinforced seams. Easy to launder—needs no ironing. Dainty flowers on choice of White or Yellow background. Packaged in useful plastic bag (plastic bags shown above center). **Size: 72x84".**

401M40-595 Full Size ..... RETAIL **$7.95**

(At right) 80 Square Percale cover of finest quality. Guaranteed fast colors. Neatly bound with bias tape. Has zipper closing—reinforced seams. **Choice of colors:** Pink, Blue, Yellow, Green, or Lavender. In plastic bag. **Available in Full or Twin size. Specify color.**

401M35-435—Twin Size ..... RETAIL **$5.80**

401M36-435—Full Size ..... RETAIL **$5.80**

DAYTON KOOLFOAM PILLOW

Finest foam latex pillow—unmatched in appearance, smoothness, and softness. **100% pure foam latex!** Contains millions of tiny air cells that assure the utmost comfort—deep, refreshing sleep. **Dust-proof, moth-proof, and mildew-proof. Cool and sanitary.** Ideal for allergy sufferers. Conforms to every changing position of the head and shoulders. Always keeps its shape. Bath pillow and cover are washable. **Zipped, Sanforized percale cover.** Ship. wt. 6 lbs.

400M30-895—**DeLuxe** ..... RETAIL **$11.95**

400M32-595—**Dayton Premium** ..... RETAIL **$7.95**

ORRLASKAN DELUXE BLANKET

A most luxurious blanket made of 100% pure wool. All White blanket with three beautiful colored stripes of Red, Yellow and Dark Blue. This de-luxe blanket weighs only 4 pounds, providing maximum warmth with a minimum of weight. Neatly whipped ends. **Size: 72x90".** Attractively gift boxed. Ship. wt. 8 lbs.

42M167-1375 ..... RETAIL **$18.25**

SHIRRED DUST RUFFLES

Top quality 80-square, fast color percale. Made to pair up with plain or elaborate coverlets or quilts for an attractive decorator style ensemble. Full flounced dust ruffles shirred on white muslin that fits over the springs. **Stays in place at night when coverlet is removed.** Sanforized for lasting fit. Full and twin sizes. **Colors:** White, Green, Rose, Yellow, or Brown.

401M49F-395—Full Size ..... RETAIL **$5.25**

401M49T-395—Twin Size ..... RETAIL **$5.25**

ALL DOWN BED PILLOWS

Long-wearing pillows with Blue and White striped 8-ounce A.C.A. ticking. Filled with all new, pure White Duck Down. Corded edge. **Size: 18x26".**

400M31-1525 ..... RETAIL, PAIR **$18.00**

FOAM RUBBER MATTRESS PAD

Slumber mattress pad of the famous Dayton Koolfoam rubber. 100% pure deluxe foam latex for extra sleeping luxury—extra protection. Sanitary, washable, and non-allergic. ½" thick. Fabric backed for long wear. Tear proof. **Available in full or twin size.**

401M34-725—Full Size ..... RETAIL **$9.95**

401M33-565—Twin Size ..... RETAIL **$7.95**

Silver Clippers

COMMEMORATING BARBOUR'S SILVER ANNIVERSARY

THE PACESETTERS FOR '57

Bar none, these beautiful quality-craft are the most advanced in Barbour's history. The new Silver Clipper series, with its long list of standard equipment including all chrome lights and chocks, cleats and bumper guard, a self-draining cockpit and motor well, cushions and Plexiglas wraparound windshield; plus such available optional features as matching color and cushions, canopy top, opening windshield, add up to a boat that's styled to stand out . . . and built to stand up.

16' SILVER CLIPPER

Measure by any standards you wish, you'll find this 16'3" model (right) with its 6'3" beam brim full of all-around performance and beauty and soundly engineered for strength and safety. Standard and optional equipment are the same as for the 19' Silver Clipper above. There's a full measure of fun and comfort built in every Barbour boat.

19' SILVER CLIPPER

There's comfort to spare in the 10'2" by 8 ft. cockpit of the 19' Silver Clipper, above. The Clippers are lap-strake constructed with mahogany planking and oak keels, chines and battens. Single or double transom or inboard 60 to 215 hp. No wonder boatmen look to Barbour.

15' Walk-Thru VACATIONER

A multi-purposed boat with an interior that's both smart and sensible. Walk-thru seats end annoying 'seat-hopping.' Has removable solid floorboards, extra-wide mahogany seats, approved salt-water hardware, plus a host of other features.

14' Center Deck UTILITY

The accent is on economy without sacrifice of quality. Easy handling and dry running even at top speeds. Comfortably seats five to six persons with ample stowage space for gear.

See your Barbour dealer . . . or write to:

BARBOUR BOATS, INC.
NEW BERN, NORTH CAROLINA

BARBOUR BOATS ARE STYLED, BUILT, AND PRICED TO PLEASE YOU

how big we've grown

It all started with Joanie Walker . . . new idea, wonderful outfits, fine quality and dependable service has created consumer acceptance throughout the country, demanding more and more Joanie dolls. As always, P.M.A. is setting the pace with fast selling, profit making numbers at prices everyone can afford!

A 20" all Vinyl high heeled Glamour Doll Rooted hair, turning waist Retail $8.00 to $10.00

"Miss Joan" A 12" high heeled, walking, bending knee doll. Vinyl head, rooted hair, lace panty bra, fashioned stockings Retail $3.00

"Little Miss Joan" A 9" high heeled, fully dressed walking doll Saran wig, bending knees.

"Joanie Walker" Deluxe Joanie with Vinyl head and rooted hair, four extra outfits No. 1870 Retail $5.00

"Joanie Walker" Trunk Doll with Vinyl head and additional dress on hanger. No. 1855 Retail $3.00

"Joanie Walker" Available in dozens of glamorous outfits. Retail $2.00.

Be sure to see the complete line at the

TOY FAIR, HOTEL NEW YORKER, ROOMS 1222-23

or at our showroom

P.M.A. DOLLS, INC.

200 FIFTH AVENUE, ROOM 451
NEW YORK, N. Y.

Pull-enty of S.A.*

. . . that's "Little Miss Joan"

There's a new trend and, as usual, P.M.A. Dolls is on top with the newest, cutest, hottest little sales number ever . . . "Little Miss Joan"—a high heeled, fully dressed, perfectly proportioned 9" walking doll with Saran hair and knees that bend. She'll walk, sit, kneel and SELL.

Actual Size

* We mean Sales Appeal, of course!

And speaking about S.A. . . . we've something novel, something glamorous in the way of outfits for "Miss Joan" and "Joanie" too. P.M.A. is playing Sugar Daddy to these captivating gals and is providing them with REAL MINK STOLES and COATS. Nothing but the best for these two deserving lovelies . . . and at a price everyone can afford!

Put Room 451—200 Fifth Avenue at the top of your shopping list. You'll be glad you did.

P. M. A. DOLLS, INC.

200 FIFTH AVENUE • ROOM 451 • NEW YORK, N. Y.

RIDE WITH REMPEL®

See all these "Little Folk from Sunnyslope"
. . . and more.

Straight down the line, from low-priced quota-makers to higher-priced record breakers, Rempel has toys to make this your very best year. The ever-popular "Little Folk From Sunnyslope" are all on hand; the fabulous Rempel "Life-Like" Pony is straining at the gate (he was just getting started in '56!), and our multitude of new toys are all register-ringers for your Rempel-boosted toy boom.

THE SALES-BUSTING
REMPEL "LIFE-LIKE" PONY

Along with new but related "Ride 'em Toys"

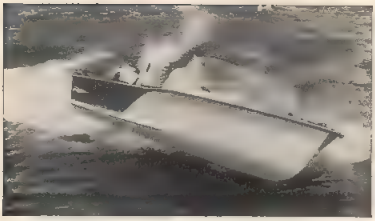
WILL BE CORRALLED IN
SUITE 831
HOTEL NEW YORKER
MARCH 6-15

Last year's runaway, the Rempel "Life-Like" Pony, is back again and raring to smash more sales records. A thoroughbred cast from soft, natural latex (steel reinforced), the Pony and his family of all-new but related "ride-em" toys will finish your sales stretch neck and shoulders ahead for 1957.

GET "BACK IN THE SADDLE AGAIN"
with the URETHANE COATED
Rempel Line

REMPEL *Manufacturing, inc.*
AKRON, OHIO
TORONTO, CANADA

Want comfort like this...



at speeds like this?

Even at racing speeds, you'll enjoy amazing comfort in your 1957 PM FLYING CLIPPER

When you open the throttle on a 1957 PM Flying Clipper, you'll wonder what happened to the customary pounding at the bow.

Here's exactly what happened. PM's unique "Flex Ride Action" allows full play to the natural resilience of the birch plywood hull, strengthened by a sturdy keelson and two full-length sister-keels. And with "Side Suspension Seating," there are no seats or bulkheads to impair resilience. Shocks are absorbed to a degree that will amaze you!

All this spells greater safety, too. And the new 1957 PM Flying Clippers, in their tasteful color combinations, still offer welcome freedom from maintenance worries. There's never a need for caulking or puttying. Ask your PM dealer to show you sportsmen, sport fishers, runabouts and cruisers...in four popular lengths and in standard, deluxe and custom finishes. You'll find Flying Clippers "the greatest value in the small boat field."

Dealers: PM Flying Clippers are top performers in sales, too! Write for name and address of your distributor.

PM BOATS

See us at the NEW YORK BOAT SHOW
Booth A4 - - January 19-27
and at the CHICAGO BOAT SHOW
Booths 536 & 553 - - February 8-17

NEW! THE "OCEAN SOVEREIGN 20"

Largest and most luxurious of the PM line, this new beauty is available in cruiser and sport fisher models. Equipped for dual or single outboard motors or dual or single Fageol VIP inboard engines.

PRECISION MARINE COMPANY

Morgan Street—west of Lincoln, Phoenixville, Pa.

we invite you

. . to see our new showroom,
new packaging, new sorcery
in vinyl dolls for 1957.

Featuring highly styled high
heel dolls from 12" to 26".
Tearing dolls from 12" to 26".

The Paula Mae Dolls

at the TOY SHOW DISPLAY
HOTEL McALPIN, Rooms 723-5
S. Paganello • L. Burggraf

at the PERMANENT DISPLAY
1107 BROADWAY, Room 406
Joseph Paganello • Hugo Guth • Salvatore Cirillo

P & M DOLL COMPANY INC.

152 WOOSTER STREET NEW YORK 12, N. Y.

In '57 shop 1107

BLAKE and CONROY

toys

1107 BROADWAY
NEW YORK 10, N. Y.

IS POOR DOLL DISPLAY COSTING YOU SALES?

Do you want to solve your doll display space problems? Blake & Conroy's new revolving doll display tree will solve your problem!

Available in two sizes:

No. 200 for 8" to 12" dolls displays 16 dolls.

No. 220 for 12" to 26" dolls (as shown) displays 12 dolls.

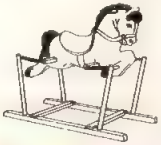
Write for further information

Be sure to see these major lines during the Toy Fair, displayed in our exciting showrooms, Rooms 407-8.

WHEEL GOODS by THE GARTON TOY CO.

JUVENILE PRODUCTS by THE DELPHOS BENDING CO.

IDEAL DOLL STANDS by BLAKE and CONROY



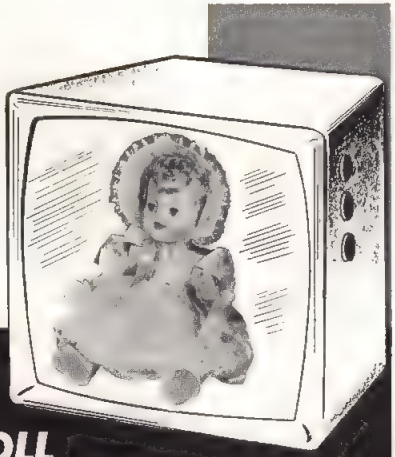
SPRING HORSES by THE DELPHOS BENDING CO.

CROQUET SETS by THE GARTON TOY CO.

In '57 shop 1107

A TV FIRST...

TO SELL DOLLS FOR YOU!



THE GREATEST TELEVISION DOLL PROMOTION EVER PRESENTED!

The entire Paula Mae line of Fine Dolls Featuring the Baby Tears Doll Goes on TV from Coast-to-Coast . . . a $1,000,000 advertising promotion by us, for you, will bring volume doll sales to your store.

It starts July . . . on such shows as "Junior Frolics" from New York—"Little Rascals" from Chicago—"Engineer Bill's Cartoon Express" from Los Angeles . . . reaching a 10,000,000 market of potential consumer doll buyers.

Your store, too, can cash in on this tremendous TV Advertising Campaign NOW!

BABY TEARS RETAILS FROM $2.98 UP

We Pay for TV Sponsorship . . .

IT COSTS YOU NOTHING!

Write, Wire or Phone Us NOW!

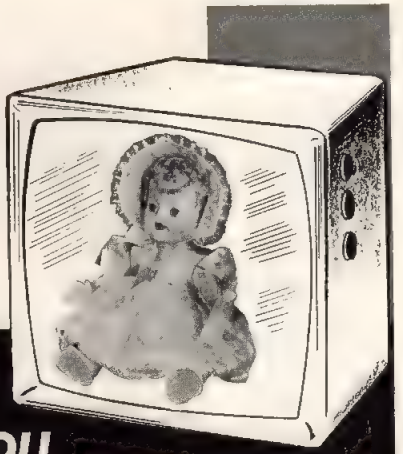
P & M DOLL COMPANY, INC.

152 Wooster St.—SP. 7-8876 • New York, N. Y.

Showroom: 1107 Broadway—CH. 3-8414 • New York 10, N. Y.

A TV FIRST...

TO SELL DOLLS FOR YOU!



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P & M DOLL COMPANY, INC.

152 Wooster St.—SP. 7-8876 • New York, N. Y.

Showroom: 1107 Broadway—CH. 3-8414 • New York 10, N. Y.

Outing Pals

L Large Portable Coolers. Keep foods freezer fresh, drinks ice cold wher ever you go . . . on picnics and vacation, camping, fishing or hunting trips. New "Spintex" insulation all around guarantees low K-factor; holds cold longer. Refrigerator type lid latch opens at a touch, locks automatically. Seamless gasket makes perfect fit when lid is closed, keeps cold in. All inside corners rounded to make cleaning easy; no odor traps. Soldered leak-proof seams. Rust and corrosion resistant galvanized steel inner liner. Adjustable tray provides wet and dry compartments. Drain plug can't get lost. Green hammerloid steel finish resists scratches.

804-328 C1464 75 lb. food capacity (13x22x16"), 33 lbs **$21.95**
804-336 C997 50 lb. food capacity (10½x18x13½"), 20 lbs **14.95**

M Party Model Portable Cooler . a smaller, lighter outdoor "refrigerator" for foods and drinks. Fully insulated with new "Spintex", keeps food cold longer. Self-locking refrigerator type lid opens at a touch. Rounded corners inside are easy to clean, odor free. Non pinch carrying handles. Rust and corrosion-resistant galvanized steel inner liner and adjustable tray. Green hammerloid steel finish. Recessed drain plug

804-724 C730 35 lb. food capacity (9x16½x12½"), 15 lbs **$10.95**

Fold it up . . . it's a suitcase. Open it . . . your picnic table is ready . . . and so steady!

Folding Picnic Table . . . Set of 4 Folding Camp Stools to Match. The most ingenious table ever built! Closed: it looks and carries like a suitcase has room inside for pots, pans, packages . . . for the stools and detachable steel legs too. Packs everything compactly, fits easily into the car trunk . . . takes up little space on your trip to the picnic ground, camp site or beach. And when you get there . simply open it up. Your table's ready . . . and so steady! 28" square, 28½" high . . . seats four with room left over; fine for eating or for games. Couldn't be handier on vacation jaunts, on fishing, hunting, camping trips. Keeps food off the ground, away from dirt, litter, insects. Handy at home . . . it's a utility table for sewing, hobbies, homework, games. Green baked enamel finish. Rugged handle and trunk-type latches. Detachable legs are rubber tipped. All steel.

804-443 C863 Table. Folds to 28x14x6". Wt. 20 lbs **$32.95**
804-450 C999 Folding Camp Stools with canvas seats. Match table above. Each 17" high, 21x13½x1" when folded. Set of 4 stools **39.00**

Add to the fun of your next camping trip . . . take along a chance to strike it rich!

Prospect for Uranium

with a PRI Geiger Counter or Scintillator

Don't pass up your chance for fabulous fortune. These sensitive instruments may help you make a Uranium discovery worth hundreds of thousands of dollars!

N Professional Model Geiger Counter First model with Per Cent Meter makes it possible for you to determine value of ore right on the spot! Four sensitivity ranges .04, .2, 2.0, 20 milliroentgens per hour full scale. Accurate—maximum error 10%. Two time constants fast for rapid readings; slow for averaging are. Meter, flasher, earphones indicate radio activity. Directional probe. Life in excess of 100 million counts. Dynac-Mu circuit. Tropicalized, waterproof. Aluminum case, 3½x4⅝x7⅞". Coiled probe cable. Includes batteries, earphones, strap, case calibrated radio active sample, and instructions

805-143 D10750 Ship wt. 8 lbs. Shipped from California. **$149.50**

P Scintillator . . . 100 times more sensitive to gamma rays than any geiger counter. Provides advantages of "gun-type" probe . . . attaches to battery box or you can point it like a pistol. Per Cent Meter estimates value of ore right in field. Two controls: range switch and time constant switch. Five sensitivity ranges .025, .05, .25, 2.5, 5 milliroentgens per hour. Provides counting rates of 115,000 counts per minute in 1 milliroentgen field. Photo-multiplier tube magnetically shielded. Waterproof, tropicalized probe. Photo tube and crystal shock mounted 1x1" crystal. Includes carrying case, radio-active sample, assay container

802-280 D23290 Ship wt. 14 lbs. Shipped from California . **$399.50**

R Special Scintillator . . . 60 times more sensitive than any geiger counter! Easy to use—only 2 controls. Detects uranium down to hundreds of feet, gamma rays as low as .01 M.E.V. Operates in a moving vehicle. RCA 6199 photo tube and large 1½" sodium iodide crystal. Waterproof steel case, 4½x7½x7"; 5½ lbs. Use 4 flashlight cells, two 45v "B" one 22½v bearing aid battery. Includes radium sample, strap, batteries, tubes.

805-135 D21950 Ship. wt. 11 lbs. Shipped from California **$299.50**

S Scooper Pocket-Size Geiger Counter Fits in your hip pocket! As sensitive as many larger instruments . . . produces loud clicking noise in earphones when near radio-active material . . . the closer you get, the louder it clicks. Powered by single bearing aid type 22½ volt battery and a flashlight battery. Batteries can be replaced without tools, cost only $1.45. Set includes headset, batteries, radio-active sample, instructions.

802-306 D2145 Ship. wt. 2 lbs. Shipped from California . . **$29.95**

...And away you go!

Ever see such a stock-built beauty as this Johnson 35'?

Just study that graceful hull line, then picture how you'd like her on shed to meet your needs. Sports fishermen as pictured or a sleek, cruising sedan with enclosed bridge and accommodations fit for a king.

Remember, the Johnson 35' offers a choice of super structure and cabin arrangements that are usually yours only with custom building. Remember, too, this truly sound, seaworthy and proven beauty features a double planked mahogany exterior bottom, single batten seam topsides and a teak planked cockpit deck. Choice of power is yours, too—model shown has twin Chrysler Crowns of 125 H.P. each and speeds right along at 25 M.P.H. *PLUS!* Here's *custom-type* building at stock built prices. Better write for complete details today.

KERMATH

SEA PUP and SEA TWIN Engines

All parts in stock for immediate shipment. Overhauling, factory rebuilding with latest improvements. Water pumps for Kermath engines.

M & H MARINE ENGINES

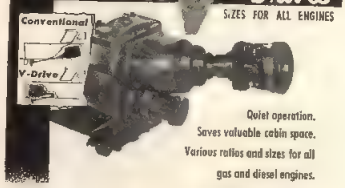
Also exclusive manufacturers of Kermath Sea Pup and Sea Twin

Dock Road, Beach Haven, N. J.

Telephones Hyacinth 2-9561 and Hyacinth 2-4461

Walter V-Drives

SIZES FOR ALL ENGINES

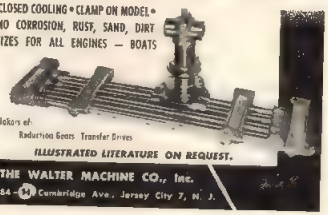


Quiet operation.
Saves valuable cabin space.
Various ratios and sizes for all gas and diesel engines.

Walter Clean-Flo Keel Coolers

PROTECT THE LIFE OF YOUR ENGINES

CLOSED COOLING • CLAMP ON MODEL •
NO CORROSION, RUST, SAND, DIRT
SIZES FOR ALL ENGINES — BOATS



Makers of:
Reduction Gears Transfer Drives

ILLUSTRATED LITERATURE ON REQUEST.

THE WALTER MACHINE CO., Inc.
84–30 Cambridge Ave., Jersey City 7, N. J.

See the WIND SPEED On a Dial!

Tells at a glance *indoors* how hard the wind is blowing *outdoors!* Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick. Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully guaranteed, complete with 50 feet of wire.

Only $49.95 Postpaid

(Air Mail Shipments in U. S., $2 extra)

Send Check or Money Order to

Cape Cod **WIND INDICATORS**

Harwichport 2d Cape Cod, Mass.

Write for folder on the new Cape Cod Wind Direction Indicators

THE MODERN SCANDINAVIAN GROUP BY PAOLI

"for any modern Living Room"

12110Z40X3900 MODERN CURVED ARMCHAIR. Smart in appearance, durable construction, true Scandinavian design. Heavy coil springs. Walnut only. Fabric color choice same as settee. 21" W x 20" D x 30" H .....**Retail $59.50**

12120Z40X5900 Same as above in 4½" comfortable foam rubber. Zippered cushion and back **Retail $89.50**

12115Z100X7300 MODERN SETTEE. "Slatted" back. Carbon steel springs. Finest quality sisal filling. Grooved arm rest. 52½" W x 32" D x 32" H. Specify fabric color choice: Light brown, Dark brown; Dark green; Persimmon; Red; Gold. Walnut finish only. **Retail $109.50**

12116Z100X10000 Same as above with 4½" foam rubber zippered cushion and back. **Retail $149.50**

12117Z42X3300 MODERN CHAIR. Extended legs to keep back of chair away from wall. Resilient carbon steel springs. Heavy sisal filling 21" W x 19" D x 28" H. Boucle fabric. Color choice same as settee. Walnut finish only. .....**Retail $49.50**

12118Z42X5200 Same as above with 4½" deep foam rubber zippered cushion and back for luxurious comfort .....**Retail $79.50**

Paoli craftsmanship and distinctive Scandinavian design is merged to produce a group of chairs that will add elegance and style to any modern living room. Built for lasting service with seasoned, selected hardwoods. Double doweled joints, reinforced corner braces. Each piece is carefully finished with high grade materials, individually hand rubbed for high finishes. Please specify finish. F. O. B. Indiana.

12125Z28X1700 BUDGET MODERN CHAIR. High quality at low cost. Sturdily constructed. Hardwood used throughout. Available in coil only. Specify color choice, tweed fabric only. Brown, Green, Red, Charcoal, Gold, Walnut or wheat finish. 22½" W x 20½" D x 30" H. .**Retail: $25.50**

A Paoli Chair

12121Z45X4000 HIGH BACK MODERN CHAIR. Especially constructed head rest for real comfort. Curved styling in arm rest. Available in coil only. 24½" W x 20" D x 36" H. Walnut finish only Color choice same as settee.....**Retail $69.50**

12122Z18X1900 MODERN OTTOMAN. Matching foot rest for any Scandinavian piece Heavy duty coils. 22" W x 18" D x 18" H. Walnut only Color choice same as settee.

Retail $29.50

12123Z18X2600 Same as above in 4½" foam rubber **Retail $39.50**

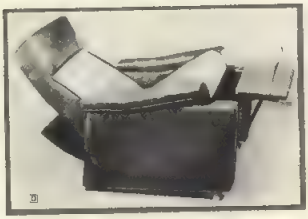
12124Z35X3200 MODERN WALL SAVER. The perfect extra chair. In heavy duty coils only. Specify color choice: Neutral, Brown, Green, Turquoise, Red. 24" W x 18" D x 32½" H. Finished in walnut or ebony... .**Retail $44.50**

Rest assured on a STRATOLOUNGER. They automatically adjust to your most comfortable position . . . and cradle the body in a position scientifically correct for maximum relaxation. The hidden footrest appears and raises your legs — automatically! All seats are Foam-Rubber with coverings of decorator selected fabrics . . . in genuine Boltaflex or Naugahyde and textured materials specially selected for weight and wearing qualities.
F. O. B. Pennsylvania.

B

A

C



D

THE FAMOUS

Stratolounger

FOR RELAXED LIVING

E

A **12100Z110X8250** STRATOLOUNGER in combination metallic tweed and matching genuine vinyl Boltaflex covering 38" h., 35" d., 33" w. Specify color choice: Red; Charcoal and Beige; Sage and Chartreuse; Turquoise **Retail $119.95**

12110Z110X9250 As above, covered throughout in Naugahyde. Specify color choice: Ivory, Red, Brown; Kelly Green. **Retail $139.95**

B **12111Z90X10500** KING-SIZE STRATOLOUNGER in combination metallic tweed and Boltaflex vinyl plastic covering. 31" w., 33" d., 39" h Specify color choice: Toast and Brown; Chartreuse, Pink; Turquoise **Retail $149.50**

C **12122Z120X9500** KING-SIZE STRATOLOUNGER with Magic Ottoman. In combination fabric and Boltaflex. 41½" h., 35" d., 34" wide. Overall reclining depth 74" Specify color choice: Red; Charcoal and Brown, Lemon and Chartreuse. . . . . **Retail $134.50**

D **12114Z100X0000** STRATORESTER in combination fabric and Boltaflex. 39" h., 34" d., 32" w Specify color choice: Toast and Brown; Charcoal and Gray, Sage and Chartreuse. . . **Retail $90.95**

E **12113Z100X0000** STRATOLOUNGER "SPECIAL" in fabric and Boltaflex combination. 39" h., 35" d., 33" w. Overall reclining depth 69". Specify color choice Red; Charcoal and Gray, Toast and Brown, Sage and Chartreuse **Retail $109.95**

"PREST-WHEEL" CASUAL GROUP

Custom quality construction . . . designed for today's casual living. In good taste to go with every decor. F. O. B. Massachusetts.

12040Z41X2865 3 PIECE GROUP. Upholstered love seat, chair and ottoman. Light weight, sturdy, all metal construction. Deluxe black finish metal parts, decorative brass trim Plastic upholstering piped in contrasting welt. Comfortably padded, no-sag spring construction Available in Coral or Turquoise **Retail $44.95**

12037Z26X1075 Settee — 28" h., 42" w Seat 40½" x 18" . . . . . **Retail $24.95**

12038Z18X995 Chair — 28" h., 21" w. Seat 19" x 18" . . . . . **Retail $14.95**

12039Z9X475 Ottoman — 15" h., seat size 17½" x 15" **Retail $6.95**

TB79 ASS'T THICK COLOR

- Giant size assorted coloring books
- Keep the children happily occupied
- Provide a wide choice of subjects
- Colorful varnished board covers
- Page measures 8 1/8 x 11 inches
- More than 292 pages including covers
- Fact. #5500 49¢

STORY BOOKS

- Story books measure 8 3/8 x 11 inches
- 132 pages with varnished board covers

TB130 MOTHER GOOSE

- Fact. 4864 25¢

TB131 BEST STORIES

- Fact. #4865 25¢

TB150 STRETCHER ANIMALS

- 18 pages of colored animal pictures
- Designed to please younger children
- Book stretches out flat to 70 x 10 1/8"
- Each page measures 7 7/8 x 10 1/8"
- Edges of book are specially "shaped"
- Familiar animals are briefly described
- Fact. #7956 95¢

TB223 DARLING DOLLS

- "The paper doll with the Wavy Hair"
- Each box contains one die-cut doll
- Six pages front-and-back costumes
- The Front-and-Back costumes "Stay-on"
- Box features window to display doll
- Each box is 5 5/8 x 12 7/8 inches
- Fact. #55 Ass't. 59¢

TB225 DARLING DOLLS

- Darling paper dolls with wavy hair
- One "Redhead" and one "Blond" per box
- Two costume sheets, 32 3/8" x 12 5/8"
- Sheets are folded to fit into the box
- Box features a window to display doll
- The box measures 11 1/8 x 13 1/4 inch
- Fact. #6079 95¢

TB230 MAGIC MARY

- Magnet embedded in cardboard doll
- Holds dresses on without tabs or glue
- Attractive doll measures 10" tall
- Has 16 stylish, colorful dresses
- Metal stand for doll is also included
- Lithographed box is 10 1/2 x 10 1/2"
- Fact. #4010 95¢

TB250 TRACE & COLOR

- Box contains four 16 page books
- Books measures 10 3/4 x 8 1/2 inches
- Fact. # 4096 39¢

TB255 PUSHOUT & PASTE

- Box contains three 12 page books
- Books measure 11 x 8 3/8 inches
- Fact. #4110 39¢

TB260 RUB-A-PENCIL

- Surprise pictures will appear
- Three, 8 page, 11x8" books per box
- Fact. #4114 39¢

TB265 WET-A-BRUSH

- A wet brush brings out the color
- Three 16 page 11x8 books per box
- Fact. #4109 39¢

TB273 SEWING CARDS

- Assorted subjects, boxed sewing cards
- Punched cards, ready for outline sewing
- A safe way for the young to "sew"
- 14 attractive cards in full color
- 14 tipped lacings in assorted colors
- Colorful box measures 15 x 9 inches
- Fact. #6000 95¢

KADETS OF AMERICA

YOU SAW THEM AT THE FAIR

KADET TRAINER RIFLE

SIZES AND MODELS FOR EVERY BOY

QUALITY CONSTRUCTION • WOOD AND STEEL • PROMPT DELIVERY

WRITE FOR CATALOG AND PRICES

PARRIS MFG. CO. • SAVANNAH, TENNESSEE

KADETS OF AMERICA

IS A POOR DOLL DISPLAY COSTING YOU SALES?

Solve your problem with a new revolving doll display tree.

No. 220 (illus.) for 12" to 26" dolls Displays 12 dolls

No. 200 (not shown) for 8" to 12" dolls Displays 16 dolls

Write now for full information on these and other types of doll stands & displays for Peg Board, Showcases, etc

BLAKE and CONROY TOYS

1107 Broadway, New York 10

"IT'S A NATURAL" reg

America's finest and Fastest selling line

BABY DOLLS, RUBBER SKIN DOLLS, PLASTIC, VINYLITE and COMPOSITION DOLLS

FULL LINE OF SARAN WASHABLE WIGS

Est. 1915

NATURAL DOLL CO., INC.

134 SPRING STREET, NEW YORK 12, N. Y.

SHOWROOM: 200 Fifth Ave., Room 319, Sam Drelich & Son, Representative

Lido PLASTIC toys

YEAR 'ROUND FAST SELLING AND PROFITABLE

Walt Disney Toys, Dart Gun & Pop Gun Sets
Swivel Western Sets, etc.

N. Y. OFFICE: 200 5th AVE., ROOM 206

Write for new colorful catalog

Plant: 321 Rider Ave., N. Y. 51 • LUdlow 5-9400

40TH ANNIVERSARY
1917-1957

HALSAM

HALSAM PRODUCTS CO.

THE EMBOSSING CO. * ELGO PLASTICS, INC.
3810 TOUHY AVE., CHICAGO 45, ILL.

ROOMS 550 & 440 200 FIFTH AVE., N Y C.

BUYERS READ THESE ADS WHERE'S YOURS?

Valley

The QUALITY Line!

FOLDING POOL TABLES

LIFE

15th YEAR OF QUALITY PRODUCTS

BUMPER POOL TABLES

for Complete Information, Contact

VALLEY MANUFACTURING CO.

333 Morton Ave., Bay City, Mich. TW 5-8587

"SMALL FRY" HOLSTER SET. For tots up to 4 yrs. Styled in a combination of gray ponyskin and black alligator leathers. Holsters have jeweled decorations and leg ties. 2 single shot pistols. 1 lb.
T5005-E130-6E120 ..... **$1.98**

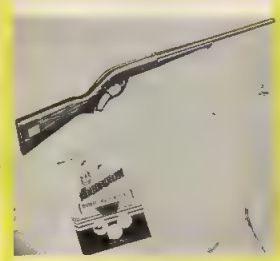
BUFFALO BILL DOUBLE HOLSTER SET. Tan and black leathers with orange leather fringe on richly decorated pockets. Adjustable belt has fancy embossed Western prong buckle. 2 Buffalo Bill repeating pistols. 2 lbs.
T6604-E200-6E185 ..... **$2.98**

PONCHO DOUBLE HOLSTER SET. 5-piece adjustable low-slung belt, felt backing, fringe on pockets and elaborate decorations. Leg ties. Belt has western buckle keeper and tip. 2 Western repeating guns. 3 lbs.
T7606-E310-6E285 ..... **$4.98**

"MESA" DOUBLE HOLSTER SET. Genuine Leather set features large fringed pocket ornamented with big jewelled oval concha. Horsehead conchas and embossed prong buckle belt. Two Western repeating pistols. 2½ lbs.
T2906-E250-6E235 ..... **$3.98**

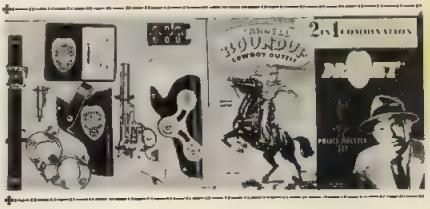
SMOKY JOE SHERIFF'S OFFICE SET. Unique Double Holster Western outfit. Rich topgrain tan holster set carrying 2 Western pistols, handcuffs, Sheriff's badge, and jail keys. Display box can be made up into a Sheriff's office. 2 lbs.
T3396-E600-6E575 ..... **$9.95**

PARRIS RIFLE & ROTATING TARGET SET. 33" cork rifle, O.D. adjustable sling, lever action. Includes manual of arms and supply of corks. Feature: Folding Floor roto-target. Excellent for marksmanship training. 6 lbs.
T12P-E600-6E575 ..... **$9.95**



A. PARRIS "KADET" 40" TRAINERIFLE with detachable Rubber bayonet. Heavy duty bolt action. Metal butt plate, stacking swivel, O.D. adjustable sling. Includes 28 p. Kadet Handbook. 4 lbs.
T23M-E265-6E240 ..... **$3.98**

B. PARRIS TRAINERIFLE with telescope sight. 32" cork rifle with lever action, rubber bayonet and O.D. adjustable sling. Includes Manual of Arms and supply of corks. 2 lbs.
T2AB-E150-6E135 ..... **$2.50**



OFFICIAL "DRAGNET" AND WESTERN HOLSTER SET. Black genuine leather Dragnet holster, embossed badge, handcuffs bullets, etc. Includes Western holster with 2-in-1 interchangeable Western or Police pistol. Genuine leather belt. 2 lbs.
T22D-E265-6E240 ..... **$3.98**

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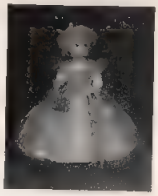
1107 Broadway, New York 10 TOYS



"IT'S A NATURAL" reg.

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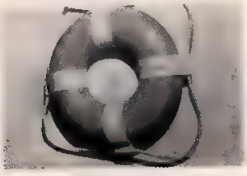


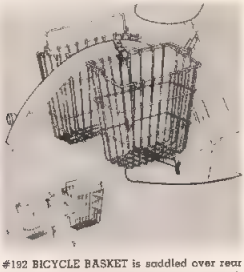
CHILD'S LIFE RING made of nonabsorbent foamed plastics. Smooth finish resists sun, salt, gas and oil. Mildew-, rot-, fungus-proof. 14" size supports 2 adults or 4 kids indefinitely $6.95 ret. Plasti-Kraft, 175 Peters st., S.W., Atlanta, Ga

#760 SNAP-LOCK BEADS, big and squeezable. Polyethylene. Easily push together. Come in egg, ball and cylinder shapes Eight safe colors. 30" strung together. Window carton. Retails at $1.59. Fisher-Price, East Aurora, Erie County, N. Y.

N-28 SUPER DELUXE 26" bike has full balloon white sidewall tires. Triple action dual-spring fork, luggage carrier, dual rear crash rails, headlight, coaster brake, extensive chrome. Murray Ohio Mfg Co., 1115 E. 152nd st., Cleveland, Ohio.

#200 BUMPER POOL TABLE has rigid frame with Novoply playing surface that is automatically level. South American hardwood; stain-resistant finish. 2-36" cues, 10 balls. $49.50 Valley Mfg. Co., 333 Morton ave., Bay City, Mich.

STEP UP STOOL, all wood construction in red, white, yellow and blue. Features a non-tip step. Attractively imprinted with rhyme indicating its use as TV seat, step up stool, etc. A $3 retailer. Quality Metal & Wood, 2141 W. 21st st., Chicago 8, Ill.



#192 BICYCLE BASKET is saddled over rear fender of bike, clips securely. Baskets each 12" x 6" x 12" for ample storage. Heavy gauge steel wire, chrome-like finish. $4.49 retail. Dennis Mitchell Ind., Frankford, Philadelphia, Pa.

PAMETTE is made of flesh colored vinyl. 5 piece body. 8" tall. Moulded hair and sleeping eyes. Complete with diaper and baby bottle. Fortune Toys, Inc., 134-20 Jamaica ave., Jamaica, N. Y.

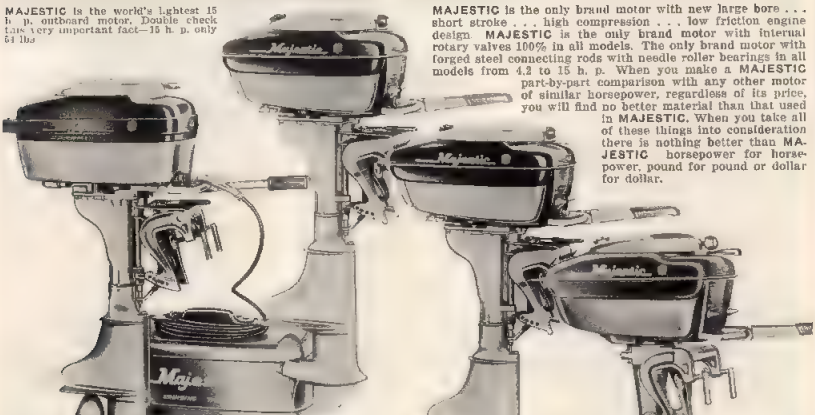
MIRRO POGO STICK made of aluminum tubing; enclosed steel spring bounces youngsters up to 90 lbs. Non-slip foot supports, bike-type red rubber hand grips. $6.95 Mirro Mfg. Co., Manitowoc, Wis.

TINKER BEADS· two sets of wood beads in variety of shapes, color and sizes packaged in laminated plastic bag with saddle label. For rack or counter sale at 59c. Toy Tinkers, 807 Greenwood, Evanston, Ill

MAJESTIC OUTBOARD MOTORS DIV. OF CHAMPION MOTOR CO.

MAJESTIC is the world's lightest 15 h. p. outboard motor. Double check the very important fact—15 h. p. only 54 lbs.

MAJESTIC is the only brand motor with new large bore . . . short stroke . . . high compression . . . low friction engine design. MAJESTIC is the only brand motor with internal rotary valves 100% in all models. The only brand motor with forged steel connecting rods with needle roller bearings in all models from 4.2 to 15 h. p. When you make a MAJESTIC part-by-part comparison with any other motor of similar horsepower, regardless of its price, you will find no better material than that used in MAJESTIC. When you take all of these things into consideration there is nothing better than MAJESTIC horsepower for horsepower, pound for pound or dollar for dollar.



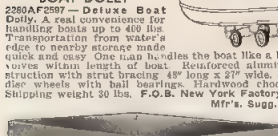
15 H. P. O. B. C. CERTIFIED
2512A23450
Gear shift, bore and stroke—2 x 2 1/32, piston displacement—18.94 cubic inches, valve internal dual rotary 2 port type, spark plug champion No. J8J—14mm, gear reducing ratio 14 to 24, fuel system-crankcase pressure operated diaphragm type fuel pump with separate pressurizer single line 6 gal. gasoline tank steering—automatic co-skipper, propeller—4x11, 3 blade speed—0 to 30 miles per hour, weight—54 lbs., Forward, Neutral, and Reverse with spring type super-smooth shifting clutch. Gear shift lever conveniently located at front of motor, spark indicator and throttle synchronized with Twist Grip Steering Handle Speed Control, rust resistant ball bearing mounted propeller shaft, water pump neoprene positive rotary impeller type, rotates at engine speed, water cooled high-compression cylinder head, die cast aluminum cylinder block with removable cast iron sleeves, balanced crankshaft, one piece high-compression crankcase, balanced flywheel, convenient front panel regulator controls, boat bracket extra strong permanent mold aluminum castings, quiet underwater exhaust.
Sugg. Retail $235.00

7.8 H.P. O. B. C. CERTIFIED
2511A16450
Gear shift, bore and stroke—1⅞x1¾, piston displacement—9.66 cubic inches, valve internal dual rotary 2 port type (no cams, no springs, no reeds) gear reduction ratio—14 to 24, gas tank capacity 5 qts. propeller—3 blade, semi-weedless, 7½x9, speed range 0 to 20 miles per hour, weight 47 lbs. Forward, Neutral and Reverse with spring type super smooth clutch. Gear shift lever conveniently located at front of motor water pump, neoprene positive rotary impeller type, rotates at engine speed water cooled high-compression cylinder head, die cast aluminum cylinder block with cast iron sleeves, one piece high-compression crankcase balanced flywheel, crankshaft bearings, connecting rods and pistons lubricated by constant pressurized oil bath, convenient front panel regulator controls, automatic tilt-up bracket synchronized single lever throttle and spark controls, super quiet underwater exhaust.
Sugg. Retail $220.00

6.0 H. P. O. B. C. CERTIFIED
2510A15400
Gear shift alternate firing life twin, bore and stroke—1⅞x1¾, piston displacement—5.68 cubic inches, valve—internal dual rotary 2 port type (no cams, no springs, no reeds) gear reduction ratio, 14 to 24, gas tank capacity 5 qts., propeller—2 blade, semi-weedless, 7½x9, speed range—0 to 17 miles per hour, weight—46 lbs., Forward, Neutral, and Reverse with spring type super-smooth shifting clutch, rust resistant ball bearing mounted propeller shaft, water pump, neoprene rotary propeller type, rotates at engine speed, die cast aluminum cylinder block with cast iron sleeves, balanced crankshaft, one piece high-compression crankcase, balanced flywheel, crankshaft bearings, connecting rods and pistons lubricated by constant pressurized oil bath, automatic tilt-up bracket, boat bracket extra strong permanent mold aluminum castings, super quiet under water exhaust.
Sugg. Retail $174.50

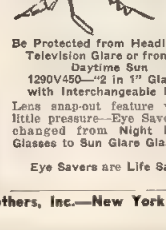
4.2 H. P. O. B. C. CERTIFIED
2509A12215
Non-shift—360° full pivot steering, bore and stroke—2 1/16x1⅝, piston displacement—5.84 cubic inches, valve—internal dual rotary 2 port type (no cams, no springs, no reeds), spark plug champion No. 7 18mm, gear reduction ratio—14 to 24, gas tank capacity 5 qts, propeller—2 blade, semi-weedless, 7½x9, speed range—1 to 12 miles per hour, approximate weight 42 lbs., water pump, neoprene positive rotary impeller type, rotates at engine speed, die cast aluminum cylinder block with removable cast iron sleeves, balanced crankshaft, balanced flywheel, crankshaft, bearings, connecting rod and pistons lubricated by constant pressurized oil bath, quiet underwater exhaust.

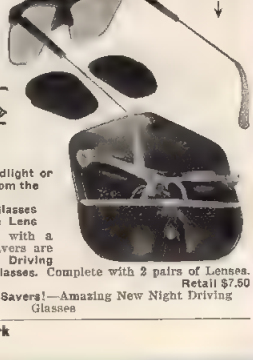
BOAT DOLLY



2260AF2597 — Deluxe Boat Dolly. A real convenience for handling boats up to 400 lbs. Transportation from water's edge to nearby storage made quick and easy. One man handles the boat like a baby carriage. Revolves within length of boat. Reinforced aluminum tubular construction with strut bracing. 48" long x 27" wide. Solid tread 10x2.25 disc wheels with ball bearings. Hardwood chocks. Height 14½". Shipping weight 30 lbs. F.O.B. New York Factory.
Mfr's. Sugg. Retail **$38.95**

SUN GLASSES



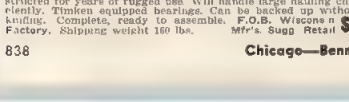


Be Protected from Headlight or Television Glare or from the Daytime Sun

1290V450—"2 in 1" Glasses with Interchangeable Lens

Lens snap-out feature with a little pressure—Eye Savers are changed from Night Driving Glasses to Sun Glare Glasses. Complete with 2 pairs of Lenses. Retail $7.50

Eye Savers are Life Savers!—Amazing New Night Driving Glasses



One-Wheel Trailer
2295AF6370—Engineered to your hauling needs. All steel frame—wood body 4½' long, 3½' wide, 10" deep. 4.00x8 wheels—4 ply tire and tube included. The 750 lb. capacity will give the utmost in service. Constructed for years of rugged use. Will handle large hauling chores efficiently. Timken equipped bearings. Can be backed up without jack-knifing. Complete, ready to assemble. F.O.B. Wisconsin Factory. Shipping weight 160 lbs.
Mfr's. Sugg. Retail **$89.50**

Partee Mahogany Strip Boats

Bennett Brothers is proud to announce Partee Boats for the coming year. A line of outboard boats in class of materials and construction as luxury cruisers. All the planking, decking and seats is of selected air dried, clear African MAHOGANY.

APPALACHIAN OAK is used in the ribs, keel, gunwales, seat risers, knees, stem, motor board, cleats, stringers and spray rails, truly a construction that is far superior to any outboard boat ever before offered.

As an added feature the CLIPPER, STANDARD CLIPPER, AND DELUXE CLIPPER as well as the PLAYBOY and SUPERCRAFT have the bottoms covered from spray rail to spray rail with fiber glass. Fiber glass covering improves the watertightness, strength, speed and life of a boat to which it is applied. It also eliminates the necessity of repainting the bottom, as the color is impregnated into the material. The area above the spray rails is triple coated with Marine Spar Varnish.

14-Foot Playboy Shown in Action

Partee Boats are built for safety, speed, beauty, performance. Safe, because they have a semi-V Bottom with rocker keels which gives the boat more width at the bow, thereby increasing its buoyancy so that it will ride over a wave instead of cutting through it. Another advantage of this increased width is that the boat comes into a plane much quicker. Speed with a 14 foot model has been clocked with a 25 horse power motor at nearly 40 MPH. Transom pitch has been scientifically set according to OBC and the keel is tapered at the transom to eliminate cavitation. Every plank is screw fastened to every rib.

14 FOOT MODEL SHOWN

THE SUPERCRAFT

The Supercraft is designed to suit the most exacting sportsman. Blond mahogany decks, blended with dark mahogany brings out the richness of this color combination. STANDARD EQUIPMENT includes all chrome hardware—windshield brackets and safety glass, stern and bow chocks, bow eye, bow handle, bow and stern light, steering wheel, stem band, crash pads, and foam rubber seats and backs covered with two-tone plastic upholstering. Well deck is so designed that gas can for large motors may be installed without removing the motor.

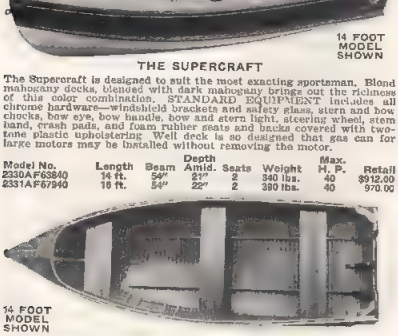
Model No.	Length	Beam	Depth Amid.	Seats	Weight	Max. H. P.	Retail
2330AF63840	14 ft.	54"	21"	2	340 lbs.	40	$912.00
2331AF67940	16 ft.	54"	22"	2	380 lbs.	40	970.00

14 FOOT MODEL SHOWN

THE PLAYBOY

The center deck is divided to permit free movement from one cockpit to another. STANDARD EQUIPMENT includes all chrome hardware—windshield brackets and safety glass, stern & bow chocks, bow eye & handle, bow & stern light, steering wheel, stem band, crash band, crash pads and foam rubber seats and backs covered with two-tone plastic upholstering. Bottom has three coats white marine enamel impregnated into the fiber glass covering. Above the spray rails, decks, and inside finished natural with three coats Marine Spar Varnish. Well deck so designed that gas can for large motors may be installed without removing the motor.

Model No.	Length	Beam	Depth Amid.	Seats	Weight	Max. H. P.	Retail
2332AF67940	14 ft.	54"	22"	2	340 lbs.	40	$ 970.00
2333AF71200	16 ft.	54"	22"	2	390 lbs.	40	1030.00

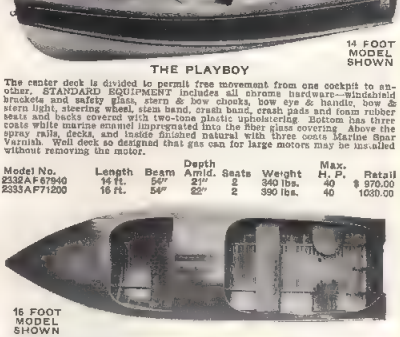


14 FOOT MODEL SHOWN

THE CLIPPER

Standard Equipment includes a short deck—18" to 22" long providing more room in the boat for fishermen and additional equipment. The bottom is covered with fiber glass impregnated with three coats of red Marine Enamel.

MODEL NO.	LENGTH	BEAM	DEPTH AMID	SEATS	WEIGHT	MAX. H.P.	RETAIL
2334AF29236	14'	54"	21"	3	225 lbs.	33	$417.70
2335AF32781	16'	54"	22"	3	255 lbs.	33	468.30

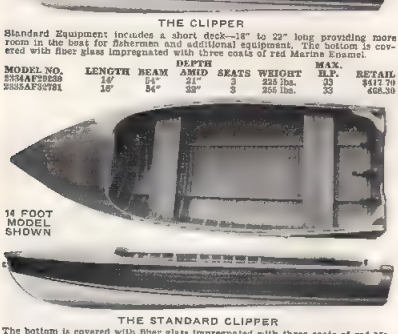


16 FOOT MODEL SHOWN

THE DELUXE CLIPPER

Built with a double cockpit, divided by center deck which is crowned to match the front deck. Two rear side seats installed in 16 foot models. The bottom is covered with fiber glass, impregnated with three coats of red Marine Enamel.

MODEL NO.	LENGTH	BEAM	DEPTH AMID	SEATS	WEIGHT	MAX. H.P.	RETAIL
2336AF36297	14'	54"	21"	2	225 lbs.	33	$574.10
2337AF42497	16'	54"	22"	4	275 lbs.	33	661.10

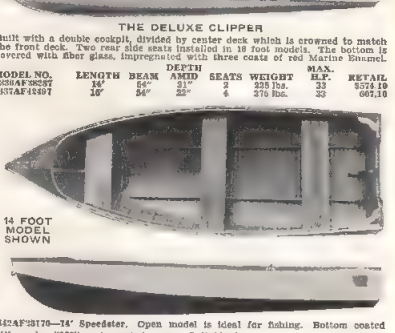


14 FOOT MODEL SHOWN

THE STANDARD CLIPPER

The bottom is covered with fiber glass impregnated with three coats of red Marine Enamel. Above the spray rails the mahogany is natural finished to bring out its beauty.

MODEL NO.	LENGTH	BEAM	DEPTH AMID	SEATS	WEIGHT	MAX. H P	DECK L.	RETAIL
2338AF30020	14'	48"	18"	2	210 lbs.	25	48"	$420.00
2339AF32929	14'	54"	21"	2	240 lbs.	33	48"	461.70
2340AF36720	16'	54"	22"	3	265 lbs.	33	54"	524.70



14 FOOT MODEL SHOWN

2342AF23170—14' Speedster. Open model is ideal for fishing. Bottom coated with sealer "900" and painted green. Suitable for motors up to 33 H P 54" beam, 3 seats, weight 225 lbs.
Retail $331.00

2341AF30320—14' Deluxe Speedster (not shown). Similar to above with deck arrangement like Deluxe Clipper shown above. 2 seats, weight 255 lbs.
Retail $436.00

Partee Boats Shipped F.O.B. Tennessee

PEBBLEFORD...semi-porcelain in a delightful array of speckled colors to fill your mealtimes with a blithe, carefree mood. Now in the ver satile 45-pc. Buffet Set; 8 each dinner plates, salads, cups, saucers ,2 each in marble white pink, turquoise, sunburst yellow), turquoise covered sugar and creamer, yellow vegetable dish, pink salt & pepper, marble white chop plate, plus yellow covered casserole and pink coffee pot with warmer stands and candles
708-776 C1750 45-pc. Buffet Set (service for 8) **$24.95**

20-pc. Pebbleford Set. 4 each: 10" dinner plates, cups, saucers, cereal soups, bread-and-butter plates, 1 setting in each color
708-750 B575 20-pc. Set (service for 4) **$8.25**

7-pc. Pebbleford Table Service. 13½" marble white oval platter, sunburst yellow open vegetable dish, turquoise creamer and covered sugar bowl plus pink salt and pepper shakers.
708-768 B490 Pebbleford Table Service **$6.95**

DESERT LILY...semi-porcelain in simple, modern shapes. Chartreuse and forest green, splashed with warm desert red and dark brown, make a lovely raised enameled lily pattern on ivory ground. Cups, bowls, sugar and creamer in solid chartreuse. Desert Lily presents such a friendly invitation to dine. Contents of sets on page 536
708-164 C885 23-pc. Set (service for 4) **$13.25**
708-172 C1350 35-pc. Set (service for 6) **19.25**
708-180 C2060 53-pc. Set (service for 8) **29.50**

AMERICAN PROVINCIAL...Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. You'll love the bright gaiety of the quaint, stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of char treuse) on white semi-porcelain. Contents of sets on page 536
708-727 C1050 23-pc. Set (service for 4) **$15.25**
708-735 C1595 35-pc. Set (service for 6) **22.95**
708-743 C2450 53-pc. Set (service for 8) **34.95**

FROLIC . a blithe spirited new pattern in highly glazed American semi-porcelain. Sets a gay scene that appeals to all with its black scroll and turquoise star-studded design centered on white ivory. A studied sprinkling of turquoise "diamonds" highlight its heavenly charm. See contents of sets on page 536
708-826 C775 23-pc. Set (service for 4) **$11.50**
708-834 C1225 35-pc. Set (service for 6) **17.95**
708-842 C1895 53-pc. Set (service for 8) **27.95**

FEATHER FANTASY...imaginative, new American semi-porcelain dinner ware. Its smart, unusual off-round shape is enhanced with a capri cious feathery scheme artfully done in textured charcoal black and white, and richly contrasted with futuristic "outlined" leaves of gold. White-ivory background. See contents of sets on page 536
708-859 C795 20-pc. Set (service for 4) **$11.95**
708-867 C1575 35-pc. Set (service for 6) **23.50**
708-875 C2350 53-pc. Set (service for 8) **34.95**

TRIUMPH ..beauty in form and design to give you ever increasing pleasure. A new pattern in semi porcelain characteristically American with a bouquet of delicate gray leaves spaced with bitter-sweet berries on an ivory white center. The rim is a tender shade of turquoise, double banded in platinum. Contents of sets on page 536.

708-321 C2600	53-pc. Set (for 8) ..	$38.95
708-339 C3150	62-pc. Set (for 8) ..	47.25
708-347 C4800	93-pc. Set (for 12) .	71.95

MOULIN ROUGE gay as Paris itself! A full sweep of scarlet roses with shaded gray leaves and fronds creates a dramatic effect on ivory white semi-porcelain. Modern coupe shape with platinum edge. Cups and bowls have dove gray exteriors, ivory white interiors. All pieces are oven and detergent proof. See contents of sets on page 536.

708-461 C950	23-pc. Set (for 4) . . .	$14.25
708-479 C1500	35-pc. Set (for 6)	22.50
708-487 C2300	53 pc. Set (for 8)...	34.50

BALLERINA MIST...in White Lilac Decoration. Its misty, delicate turquoise color is solid throughout, under a crystal glaze. A classic bouquet of white lilacs with deep turquoise stems, leaves and charcoal tracings...in set on this distinctive background. Coupe shape edged with platinum. By the famed Universal Pottery. Contents of set on page 536.

708-636 C1350	25-pc. Set (for 4). ..	$19.95
708-644 C1800	35-pc. Set (for 6)	25.95
708-651 C2225	53-pc. Set (for 8) . . .	34.95

Lovely New Semi-Porcelain Patterns

STEM ROSE ..fine American semi-porcelain. Here is really lovely dinnerware at an appealingly low price. The 101-pc. setting is a complete service for 12, and there are 6 extra cups included. Pretty pink moss roses and delicate green foliage bespeak a quiet elegance on pale ivory background. A gold edge adds the perfect finishing touch. See page 536 for contents.

708-982 C1295	45-pc. Set (for 8)	$19.50
708-065 C2975	101-pc. Set (for 12)	42.50

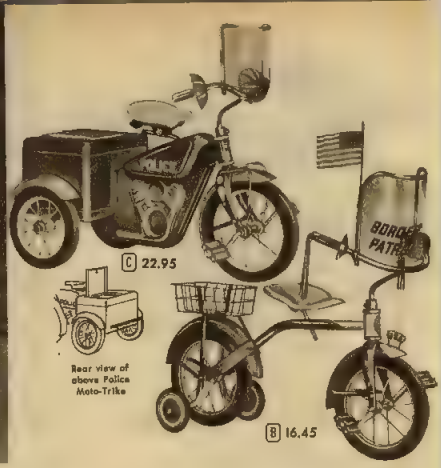
BLUE WILLOW ..the most beloved dinnerware in the world. The pattern depicts a charming old Chinese legend of young love with quaint, lovely allover design in rich blue against a background of highly glazed, snow white semi-porcelain. 32-pc. set: 6 each, dinner, bread n butter plates, cups, saucers, fruits. 1 each: vegetable dish, platter. Contents of 53-pc. set on page 536.

708-974 C860	32-pc. Set (for 6)	$12.75
708-941 C1620	53-pc. Set (for 8)	24.50

FINLANDIA...a pattern of chaste simplicity to triumph in any setting. Fragile yellow for sythia blossoms in a delicate shead of fresh green leaves... exquisite on the snowy white background. Finlandia is high-glazed semi porcelain with distinctive border lines of green and platinum...platinum edges. See contents of sets on page 536.

708-032 C2425	53-pc. Set (for 8)	$36.50
708-248 C2850	62-pc. Set (for 8)....	42.75
708-057 C4275	93-pc. Set (for 12)...	63.75

(A) 18.45



(C) 22.95

Rear view of above Police Moto-Trike

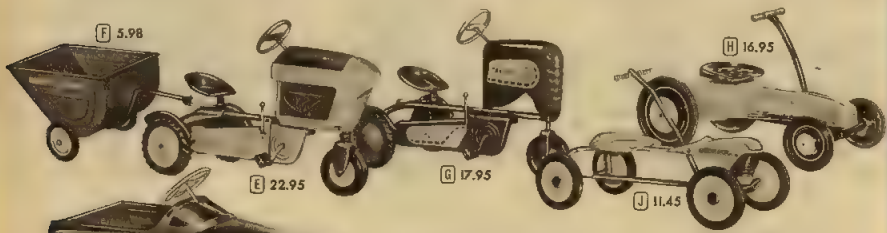
(B) 16.45

New and Different-for Extra Riding Thrills

(A) FIRE PATROL VELOCIPEDE. Any little fireman will be thrilled to find this bright Red 3-wheeler under the Tree. Rear wood platform-box lets second child ride along to the "fire." Play steering wheel in back. Fire equipment includes two varnished ladders and plated Fire Bell. Adjustable handle bar with grips, hand guards, streamers. Adjustable metal saddle; block rubber pedals. Frame is 1¼-in. tubular steel—fork reinforced and equipped with long-wearing bronze bushings. Wire-spoke 12-in. front wheel; 8-in. disc rear wheels with chromed hub caps. All wheels have self-oiling Nylon bearings. Puncture-proof semi-pneumatic tires. Fire Engine Red enamel finish with White trim.
48 T 5345 MO—Ship. wt. 20 lbs. Leg reach 17 to 20 in.. . . . . .18.45

(B) BORDER PATROL SIDEWALK BIKE. With plastic windshield, flag, wire basket, hand guards, grips, streamers. Nylon-bearing 12-in. wire spoke wheels; puncture-proof 1¾-in. tires. On-Off balancer wheels. Saddle, chromed handle bars adjust. 1¼-in. tubular steel frame. Red, white and blue enamel finish. Leg reach 15–18 in.
48 T 5849 MO—Wt. 26 lbs. .16 45

(C) POLICE MOTO-TRIKE. With plastic windshield and rear carry-all compartment. 12-in. ball bearing front wheel, nylon bearing rear wheels, 1¾-in. semi-pneumatic tires. Adjustable vinyl-top coilspring saddle; adjustable chromed handlebars, guards. Flamboyant blue enamel; chrome and white trim. Red grips, pedals. Leg reach 17–20 in.
48 T 5346 MO—Wt. 25 lbs. . . .22.95



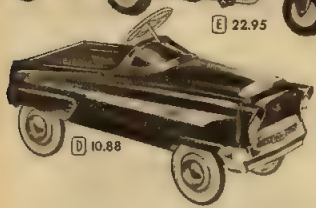
(F) 5.98

(E) 22.95

(G) 17.95

(H) 16.95

(J) 11.45



(D) 10.88

WARDS SPECIAL LOW PRICE $10.88

(D) MARK X PEDAL-DRIVE AUTO. Here's a real value in a smart streamlined car to delight young motorists. The finest we know of at this price . . . same quality sold for $13.45 in 1956. Sleek new lower lines to keep your youngster in step with today's car design. All steel body with realistic "headlights," bumper, licenses. Nylon-bearing 8-in. disc wheels, large chrome plated hub caps; ⅝-in. rubber tires. Ball bearing rear axle supports. Pedals adjust for leg reach. "Flamboyant" Green enamel finish; ivory, red and "silver" trim. Wheels Ivory with green stripe. Overall 37 in. long.
48 T 5468 R—Ship. wt. 30 lbs . . . . . .Only 10.88

Popular Tractors and Trailer

(E) (F) DELUXE TRACTOR AND TRAILER. Bicycle-type chain drive enclosed for safety. "Knee-action" front wheel cushions jolts, floats out bumps. Heavy-gauge steel hood with simulated motor block, realistic spark plugs. Adjustable, spring-mounted seat. Heavy duty steel step-plate. Tractor-type 1¾-in. semi-pneumatic tires; 8-in. front, 10-in. rear wheels. Play gear shift with "rat-tat-tat" noise maker. Gray baked enamel finish with red, black and white trim. Overall 44x21x28 in. high. Trailer hitch for attaching Red-enameled, 24-gauge steel trailer; 24x16x 11½'in. deep, 7-in. wheels. 10%'Dn. on Terms
(E) 48 T 5414 R—Tractor. Wt. 41 lbs... .22.95
(F) 48 W 5840 MO—Trailer. Wt. 15 lbs. 5.98
48 T 5467 R—Both (E) (F). Wt. 56 lbs..27.66

(G) BIG "SUPER-TONE" TRACTOR. Bicycle-type chain drive enclosed for safety. Heavy steel frame with realistic styling. Adjustable spring seat. Tractor-type semi-pneumatic tires; 7½-in. front wheel, 9¾-in. rear wheels. Play gear shift makes "rat-tat-tat" noise. Red enamel finish with white trim. 39x21x27 in. high. Hitch for Trailer (F).
48 W 5413 R—Ship. wt. 32 lbs.. . 17.95

Muscle-building "Irish Mails"

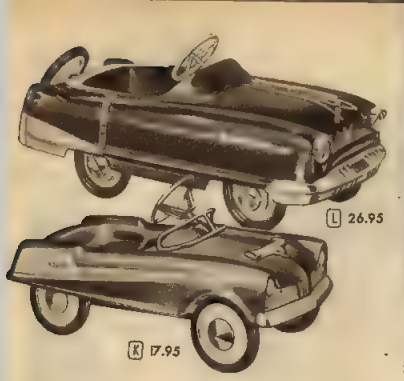
(H) (J) IRISH MAILS. Body-building fun for youngsters. Child propels with arms, steers with feet. Develops muscles—provides plenty of action and healthy exercise.

(H) SPEEDSTER. Wards best. Chain drive enclosed for safety. Ball bearings throughout for easier riding, longer wear. Heavy, one-piece braced steel body, welded footrest. Large, adjustable seat. Tubular steel full-swing pump rod, wood handle. Wheels 8-in. front, 12-in. rear; 1¼-in. semi-pneumatic tires. Yellow enamel finish. Wt. 34 lbs.
48 T 5415 R—35x21x23 in. high. 16.95

(J) CATALINA. Streamlined design with two-piece heavy steel frame. Large, adjustable seat. Smooth tubular steel pump stick with white Vinyl grip. Oil-impregnated bronze bearings throughout. Wheels are 10-in. disc type; 1½-in. semi-pneumatic tires. Heavy-gauge steel "non-slip" steering plates. Red, Yellow and White enamel finish. Wt. 26 lbs
48 T 5412 MO—43x14x17½ in. high. . . .11.45

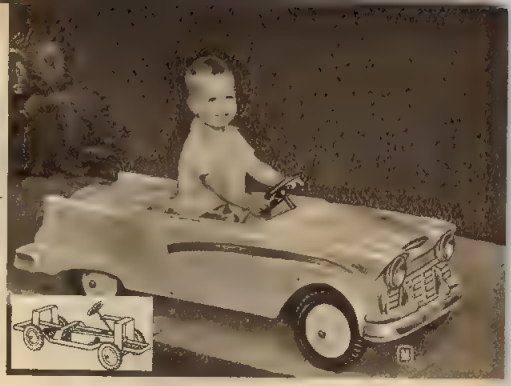
NOTICE: (A), (B), (C), (F) and (J) *Mail*. Other items on this page shipped from Stock, Freight, Truck or Express. Terms, Page 328.

ALL ITEMS ON THIS PAGE PARTLY ASSEMBLED; INST.



L 26.95

K 17.95



M

with Free Sportster Helmet

K JET HAWK WITH FREE SPORTSTER HELMET. "New car" look to delight young motorists. Sonic body made from one piece of heavy-gauge steel. Pedal drive with adjustable ball bearing pedals. Double disc 8-in. wheels have 1-in. semi pneumatic tires. Gold-lacquered bumper, grille, and steering wheel; bright nickel plated hub caps. Chromed windshield (no glass) and hood ornament. 2 "tail lights." Flamboyant red enamel finish, white trim. About 38 in. long. Ship. wt. 26 lbs. Use your credit; Terms Pg. 328.

48 T 5465 R—Helmet (D) included . 17.95

L IT'S A "KIDILLAC" WITH FREE SPORTSTER HELMET. Handsome styling that copies a certain "big car" right back to the rear fin treatment. Removable "spare" wheel and tire. Adjustable chain drive; ball bearing pedal crank, rear axle supports. Nylon bearing 8-in. disc wheels with rubber tires, chromed hub caps. Chromed "headlights" are smartly shielded; red plastic hood ornament. Rugged one-piece steel body finished in maroon enamel; ivory and "silver trim". About 45 in. long. Ship. wt. 51 lbs. $3.00 Dn.

48 T 5482 R—Helmet (D) incl. . Cash 26.95

Sensational New "Kiddybird"

CASH $27.95 $3 DOWN

- New "Big-car" Construction—separate all-steel chassis
- New "Big-car" Assembly—separate one-piece plastic body
- New "Big-Car" Styling—latest design, smart white finish

M Here's the "dream car" every youthful motorist wants to drive—big, beautiful, realistic! Looks like the most popular sports car in America. The construction is dramatically different—it actually has separate chassis and body! Chassis is complete (see cut) with built-in steering wheel, wheel mechanism and easy-riding chain-drive pedals. Glossy white body has smart detailing: "gold" streak and insignia, aluminum finish bumpers and grille. Dummy headlights with plastic lenses, painted red tail-lights. 8-in. ball bearing wheels, 1-in. chevron tread tires. About 53¼ in. long, 18¾ in. wide, 18 in. high.

48 T 5485 R—Ship. wt. 35 lbs. $3.00 Down.....or Cash 27.95

N 13.45

P 18.45

R 9.95

STURDY WAGONS BUILT FOR LOTS OF OUTDOOR FUN

N STEEL AND WOOD UTILITY WAGON. Remove varnished wood sides and it's ready for coasting! With sides, wagon is 10 in. deep in front, 7½ in. rear. Strong steel cleats hold sides rigid. Rugged stee. body 34⅝x16x3¾ in. deep. Chevron tread 1¾-in. semi-pneumatic tires on 10-in. wheels. Easy-to-steer "fifth wheel" construction. Oil impregnated wood bearings. Steel handle. undergear. Red enamel finish.

48 T 5511MO—Ship. wt. 37 lbs..... . 13.45

P SUPER STAKE WAGON. For playtime or chore-time. Sides remove for loading. With sides, wagon is 8½ in. deep. Hardwood body reinforced with steel cleats and box rods. Size 36x16x3 in. deep. Big 10-in. artillery-type wheels with chevron-tread 1¾-in. semi-pneumatic tires. Nylon wheel bearings; easy steering "fifth wheel" construction. Tubular steel handle, heavy steel undergear. Finished in bright red enamel with natural varnish finished Hardwood.

48 W 5522 MO—Ship. wt. 39 lbs.... ... .. 18.45

R DELUXE "GREYHOUND" COASTER WAGON. Our finest—built to take rough play, long hard use. Big 10-in. wheels with fast-rolling ball bearings. Semi-pneumatic 1¾-in. rubber tires have chevron-treads. Plated hub caps. "Fifth wheel" construction permits easier, smoother steering. Smooth 1-pc. steel body 34⅝x16x3⅞ in. deep. Tubular steel handle with "D" grip. Red baked enamel finish; white wheels.

48 W 5523 MO—Ship. wt. 61 lbs. 9.95

T STEEL COASTER WAGONS, 2 SIZES. Rugged wagons for play or chores. 1-pc. steel body with smooth rolled edges. Heavy channel steel undergear. Tubular steel handle; comfortable "D" grip. Durable baked-on red enamel finish.

LARGE SIZE (shown): 34⅝x16x3⅞ in. deep. Ball bearing 8-in. wheels have 1¼-in. semi-pneumatic, chevron-tread tires. Screw-on type hub caps.

48 W 5516 MO—Ship. wt. 27 lbs.....8.45

MEDIUM SIZE: 30x13½x3⅞ in. deep. 7-in. wheels; 1¼-in. molded rubber tires. Snap-on hub caps. Wt. 15 lbs.

48 W 5510 M—Oil impregnated wood bearings. . 5.95

U 26½-IN. "GREYHOUND" STEEL WAGON. A sturdy wagon for smaller children. 1-pc. smooth steel body 26½x12x3¼ in. deep. Steel handle and undergear. 8-in. wheels with ¾-in. molded rubber grooved tires, oil impregnated wood bearings. Red baked-on enamel.

48 W 5507 M—Ship. wt. 12 lbs.....3.45

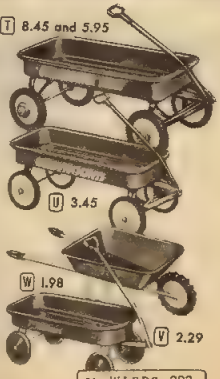
V TOTS' DE LUXE WHEELBARROW. Well-made, easy to handle. Smooth, 1-piece steel body, wood handles. Green and ivory enamel finish. 7-in. wheel with 1¼-in. tractor tread tire. 33 in. long overall.

48 T 5512 M—Body 17⅞x15x6½ in. Wt. 7 lbs. 2.29

W TOTS' WAGON. One-piece steel body with smooth rolled edges. Has 4¾-in. wheels with ½-in. rubber tires. Bright red enamel finish with aluminum painted undergear, handle with "D" grip.

48 T 5513 M—21x10⅝x2¾ in. Wt. 5 lbs. 9 oz.....1.98

T 8.45 and 5.95



U 3.45

W 1.98

V 2.29

Drive-Way Speedsters . . . and Low in Price

1 Save $4 on Jeeps **15.95**

2 Four Metal Road Signs **1.79**

3 13-inch Velocipede **16.95**

U.S. AIR FORCE JEEP—BALL BEARING DRIVE

- Sells elsewhere for $19 95
- Takes extra passenger
- Patterned after famous model
- Heavy gauge steel!

1 Rugged steel jeep has room for passenger packages! Windshield raises, lowers Growing child can reach adjustable pedals from seat or platform Blue baked enamel finish. A F insignia 8-in White wheels 1¼ in semi pneumatic tires
E35 JP 3176 16x20x41 in long Mailable. (38 lbs.) ...**15.95**

DELUXE SMOOTH CHAIN DRIVE! ELSEWHERE $21 95.
E35 JP 3179 17x20x42 in long Mailable (40 lbs.) **17.95**

2 FOUR AUTHENTIC ROAD SIGNS 19 in. high! Stop School. S-curve Red Light signs. Switch Light sign from Red to Green Direct playtime traffic of bikes, trikes, autos. Metal signs have wood stands Whistle Play Patrol Game with instr. included.
35 J 3194. Shipping weight 1 lb. 10 oz **1.79**

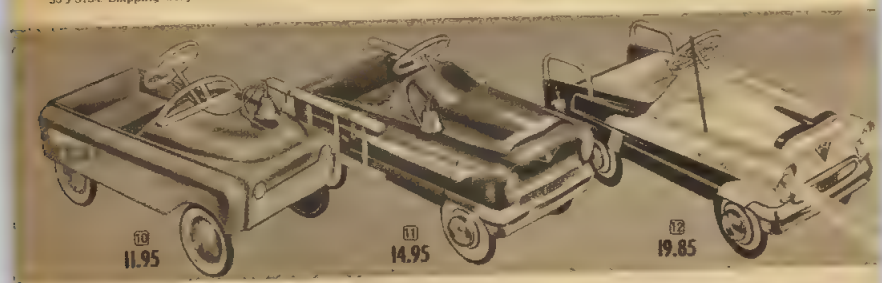
SUPER DELUXE VELOCIPEDE OUR FINEST EVER!

- Now has powerful headlight
- Rear wheel mudguards
- Chromed handlebars
- Extra soft Troxel saddle

3 Our finest model Wheels have twice regular number of spokes Extra rugged because its hefty 1¼-in tube steel frame is double welded at all strain points Soft, double-spring saddle adjusts, has shiny chrome plated crash rail White and Black enamel finish 1¾-in semi pneumatic rubber tires (Order 2 "D" cell headlight batteries pg. 344.) See "How To Order" below
E35 JP 3180 13-inch. (30 lbs.) Mailable **16.95**
E35 JP 3181 16 inch. (33 lbs.) Mailable ... 17 95

HOW TO ORDER TRIKES
Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in
13 inch	17½ to 19 in
16 inch	19½ to 21 in
20 inch	21½ to 23 in.



10 **11.95**

11 **14.95**

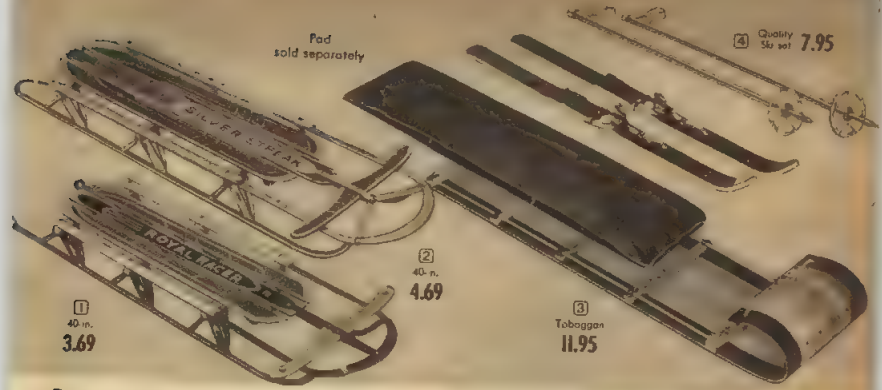
12 **19.85**

10 FIRE CHIEF CAR Clang! Clang! Make way for the fire chief! Heavy gauge steel body finished in gleaming Red wind shield and steering wheel in White baked enamel Shiny bell Plenty of leg room, extra wide 14-in seat. Adj pedal drive, 7½-in double disc wheels ⅝-in rubber tires Modern designed car measures almost 3 feet long 17 inches wide Mailable
E35 JP 3107 Shpg wt 31 lbs **11.95**

11 FIRE TRUCK Just like the famous hook and ladder models! He'll pedal to "fire," unhook 2 real hardwood ladders ring chrome plated bell on chain to signal "all clear!" Gleaming Red and White enamel finished body is heavy gauge steel Pedals adjust on ball bearing pedal drive 8-in double disc wheels have nylon bearings—never need oil. ⅝ in rubber tires About 18x37 in long
E35 JP 3168 Mailable (33 lbs.) **14.95**

12 LONG LOW RANCH WAGON boasts real headlights rear seat for extra passenger, "aerial" Speedy chain drive with ball bearing pedals gives smooth power, easy pedalling Body of heavy auto-type steel with gleaming Blue, Cream enamel finish, 8 in disc wheels have nylon bearings, won't rust 17x42 in long (Order 2 "D" headlight batteries pg. 344.)
E35 JP 3169 Mailable (35 lbs.) **19.85**

Budget Power protects peace of mind with Prudential Insurance



SURE WINNERS—Go Like The Wind

1 "ROYAL RACER" Grooved steel runners curled at ends for safety, selected hardwood deck Red and Black enamel under natural finish varnish Zips down hills with the best of 'em! Budget priced. Mailable
E35 JP 3291 40-in. 4 knees. (9 lb) **3.69**
E35 JP 3292 45-in. 4 knees. (11 lb.).4.69
E35 JP 3293 54-in. 6 knees. (14 lb.) 5.89

2 SILVER STREAK with lightning-fast easy turning "Y" steering. Steel safety runners, heavy-gauge steel knees. Red, Blue enameled and varnished hardwood. Silver color metal. Mailable.
E35 JP 3287. 40-in. 4 knees (10 lb). **4.69**
E35 JP 3288. 46-in. 4 knees (11 lb)...5.69
E35 JP 3289. 52-in. 6 knees (13 lb).. 6.69
E35 JP 3290. 58-in. 6 knees (14 lb)...7.49

3 5 FT. TOBOGGAN. Light enough for kids big and sturdy enough for grown-ups Attractively varnished, select hardwood, Green trim, 14 in wide.
E35 JP 3296M Ft. or Exp. (11 lb). **11.95**

TOBOGGAN PAD. Heavy-gauge vinyl stuffed with wool. 4x1 ft. Dark Green
E35 JP 3297M. Mailable (3 lbs.) 5.98

4 SKI AND POLE SET. Start 'em off right with quality beginner-sized skis. Professional type harness allows free heel movement, holds foot firmly, adjusts to length, width of shoe or ski boot. Select straight grain hickory, 4 ft. long; shaped, grooved. 3½ ft. hardwood leather-web ski poles
E35 JP 3284. Mailable. (8 lbs.)....**7.95**

5 SNOWFLAKE DISC needs little snow —scoot down hills in this flying saucer, steer with your body. 27-in. Red enameled heavy-gauge steel disc; turned edges, braking studs, web handles.
E35 JP 3299. Mailable. (11 lbs.) ..**3.98**

6 SLED HANDLE converts any conventional sled to pusher. Arm rests keep baby, small child or groceries on sled. 31-in. high; steel braces wood handles ... easy to attach to your sled.
E35 JP 3294. Mailable. (6 lbs.)....**3.49**

5
3.98

6 **3.49**

SPEEDY "FLEETWING FLASH"

47-in. **9.95**

- Sturdy Spring Suspension
- Easy shock-free riding
- Easier sharper turning
- Grooved safety runners

Whizzes down hills, glides over rough terrain, "turns on a dime" . . . real sledding fun! Sharp, instant steering. 4 shock absorbent springs between deck and runners give smooth, shock-free ride Grooved spring-steel turn back safety runners, reinforced steel front. Natural varnish finish, select hardwood top Red enameled steel. 47 in., 4 knees. (16 lbs.). Mailable.
E35 JP 3285. 9.95

51-in., 4 knees. (17 lbs.) Mailable.
E35 JP 3286.....10.95

See Page 239 for new, lower credit terms . . . longer time to pay

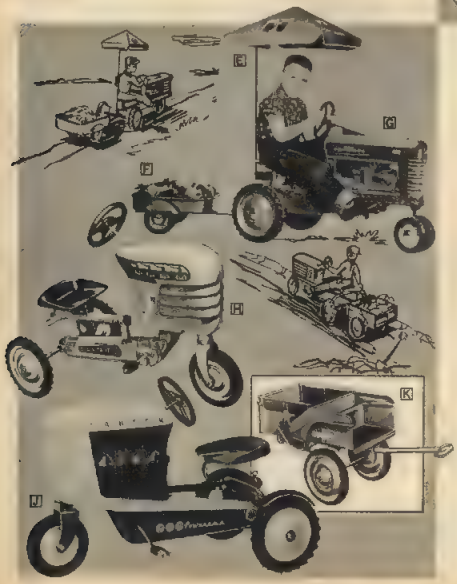
A MURRAY RADAR PATROL
The very popular Radar Patrol. Ball bearing, chain driven. 36" long, 20" high, 22" wide Equipped with Siren and Antenna. Heavy gauge auto body steel. Rear compartment for extra play value Full ball bearing wheels. Finished in blue baked enamel with white trim.
224-1129 1 - 36 lbs. (W) Zone 1 $29.95
Zone 2 $30.95
Zone 3 $31.95

B MURRAY GOOD HUMOR TRUCK
A unique toy. Chain driven, ball bearing construction. Rear compartment opens. 36" long, 22" wide, 20" high. Heavy gauge auto body steel. Full ball bearing wheels. Finished in white baked enamel with red tank. Aluminum enameled grill.
224-1128 1 - 36 lbs. (W) Zone 1 $29.95
Zone 2 $30.95
Zone 3 $31.95

C NEW F.B.I. RADIO CRUISER
Brand new Police Flasher Real Flasher with 6V battery holder and switch. Takes standard lantern battery Code 223-0109 (not included). Tremendous play value. Complete with antenna. 36" long 17" wide. Finished in white and black with gold trim.
224-1152 1 - 29 lbs. (W) Zone 1 $21.95
Zone 2 $22.95
Zone 3 $23.95

D THE COUNTRY SQUIRE — CHAIN DRIVE
The very latest in a toy auto. Even has a rear trunk with hinged door (see cut-a-way). Beautifully finished in metallic green with side panels in mahogany color. Full ball bearing chain drive with motor tone shift. This auto has everything. Best looking Auto on the market!
224-1153 1 - 40 lbs. (W) Zone 1 $29.95
Zone 2 $30 95
Zone 3 $31.95

E ESKA TRACTOR UMBRELLA
Bright sun umbrella shields youngster just like the farmer.
224-1108 (Red and White) 1 - 5 lbs. (W) $3.95



F ESKA TRAILER
Detachable Trailer for Eska Tractor.
224-1106 (Red) 1 - 11 lbs. (W) Zone 1 $7.95
Zone 2 $8.50
Zone 3 $8.95

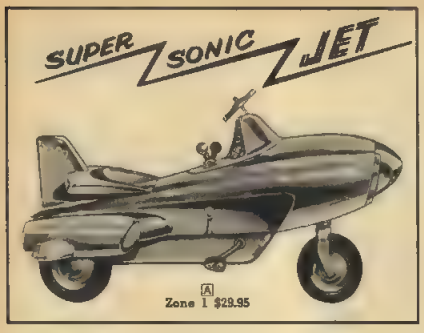
G ESKA AUTHENTIC SCALE MODEL TRACTOR
Not a shell — husky unbreakable alloy casting. Autheatic FARMALL design. This is one of the finest tractors on the market. Semi-pneumatic tires. Bronze oilite bearings. Shift lever creates exhaust sound. Chain driven. FARMALL Red.
224-1107 1 - 40 lbs. (W) Zone 1 $34.95
Zone 2 $35.95
Zone 3 $36.95

H MURRAY CHAIN DRIVE TRACTOR
One of our most popular items — comes equipped with Motor-tone Shift. Finished in highway yellow with black and red trim. 38½" long, 20½" wide, 27½" high. All steel adjustable seat.
224-1110 1 - 34 lbs. (W) Zone 1 $23.95
Zone 2 $24.95
Zone 3 $25.95

J GARTON TRACTOR
Complete with simulated spark plugs and ignition system. Made of heavy gauge auto body steel. Simulated gear shift lever which produces motor sounds. Ball bearing, adjustable chain drive. Heavy semi-pneumatic tires. Finished in red and white.
224-1109 1 - 40 lbs. (W) Zone 1 $27.95
Zone 2 $28 95
Zone 3 $29.95

K MURRAY DUMP-TRAC-TRAILER FOR MURRAY TRACTOR
Full ball bearing. Dump box easily operated from seat. 33" long — 15½" wide. Finished in red and white trim.
224-1121 1 - 16 lbs (W) Zone 1 $ 9.95
Zone 2 $10.49
Zone 3 $10.95

ZONE 3 — Cal., Ore., Wash., Nev., Ariz., Utah., Id., Mont.
ZONE 2 — S. C., Ga., Fla., Ala., Miss., Ark., La., Okla., Tex., Wyo., Colo., N. M.
ZONE 1 — All States not listed under Zones 3 and 2



A
Zone 1 $29.95

B
Zone 1 $19.95

A SUPER SONIC JET
One of the most popular items with children Full ball bearing chain drive. 45" long — 25" wide. Motor tone simulated gear shift. Finished in light and dark blue with red trim.

224-1124	**Zone 1 $29.95**
1 - 42 lbs.	Zone 2 $30 95
(W)	Zone 3 $31 95

B GARTON FALCON VELOCIPEDE
Automotive styled for 1956 in bright red and white decoration. Plastic grips and knuckle guards with red, white and blue streamers. 12" Front Wheel, 1¾" semi-pneumatic on front wheel, 1½" semi-pneumatic on rear wheels. 2-piece bicycle type pedals. The last word in a better velocipede — big seller in 1955 — expected to be bigger seller in 1956 One of the safest velocipedes for all age groups.

224-0865	**Zone 1 $19.95**
1 - 29 lbs.	Zone 2 $20 95
(W)	Zone 3 $21 95

HEAVY-DUTY SPECIALS

C
Zone 1 $21.95

D
Zone 1 $18.95

C GARTON TELEPHONE REPAIR MAN
A brand new unique item at a popular price. Equipped with wood storage box with hinge top in Olive Green color Repair kit fastened to the back consists of climbing strap and tool belt with hammer, pliers, screwdriver and tape — which the child may wear This item has lots of play value Molded semi-pneumatic tires front and rear. Has easy rolling nylon bearing wheel Finished in Olive Green with White trim.

224-0871	**Zone 1 $21.95**
1 - 22 lbs.	Zone 2 $22 50
(W)	Zone 3 $22 95

D BORDER PATROL SIDEWALK BIKE
a best seller
Complete with windshield, flag, basket carrier and trainer wheels 38" long 23" high. Equipped with 1¾" semi-pneumatic tires. Large bucket seat for safety. Finished in red, white and blue baked enamel. 2-piece red and white vinyl tread pedals.

224-0822	**Zone 1 $18.95**
1 - 26 lbs.	Zone 2 $19.95
(W)	Zone 3 $20.95

ZONE 3 — Col., Ore., Wash., Nev., Ariz., Utah, Id., Mont.
ZONE 2 — S. C., Ga., Fla., Ala., Miss., Ark., La., Okla., Tex., Wyo., Colo., N. M.
ZONE 1 — All States not listed under Zones 3 and 2

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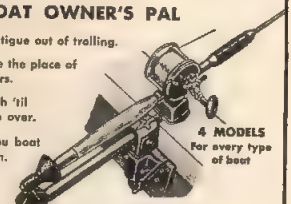
- Takes fatigue out of trolling.
- Can take the place of outriggers.
- Holds fish 'til you take over.
- Helps you boat more fish.



4 MODELS For every type of boat

Send for folder

Kwik Play ROD HOLDER

PHILADELPHIA 32, PENNA.

strengthen the caliber of the Fowle Trophy field. These produced competition which saw the losing team win at least one race in the majority of 14 matches, both semi-finals and two other matches went the full distance. In winning the title, Tech's overall mark was only 10-5, which speaks for the competition, but N.E.I.S.A. will still work to improve the caliber of the racing.

M.I.T., in winning, beat Tufts, 3-1, Brown, 3-2, and Bowdoin, 4-2, while the runner-up team scored 3-1 over Harvard and 3-2 against Northeastern. Brown beat Northeastern for third place.

PACIFIC COAST. Veteran Tom Ramsey, pairing with Doug Hubert, won for Occidental the Fall Invitational to which their college played host, Nov. 4, at the Alamitos Bay Y.C., Long Beach, Calif. Ramsey won all eight races in Div. A as U.C.L.A.'s Lewis Bedford was capturing Div. B honors with seven firsts and a second. Under a low-point score, Occidental prevailed 23¾–31¼ as Claremont and Orange Coast tied for third. . . . Pacific Coast Secretary Edward Dillingham reports college sailing interest on the Coast the strongest in several years this fall. . . . A new recruit is anticipated in Long Beach City College.

MIDDLE ATLANTIC. A team race sail-off was required to settle the Middle Atlantic I.S.A.'s Associate Member Championship, held at Kings Point, Nov. 3-4. After six spirited races in an eight-knot northeaster, Swarthmore and Fordham tied with 59 points with Hofstra tallying 55 and Columbia 50 in the six-college field. . . . William Poole, who had tied with Jim King of Fordham for high point honors, combined with Martin Gideonse to win a team-race sail-off for the Pennsylvania school. . . . The Kings Point team won a pentagonal event under Penn auspices at Cooper River, Nov. 3, by 32-31 over Lehigh with Drexel third at 28. Heavy rain plus wind produced high water which nearly drowned out the event, with the crews forced to wade around the landing stages in near freezing temperatures. . . . Jim McCoy and Neal Brown of Webb captured a triangular at Glen Cove with six points to spare over Hofstra, Oct. 20.

MIDWEST: Judie Hancock and Peggy Feld of host Ohio Wesleyan won the Midwest Collegiate S.A. Women's Championship for the French Trophy in light airs on the Scioto River, Nov. 3-4. Sailing Tech dinghies, they outscored Wisconsin 126-111 as Judie Hancock easily won high point honors by topping Division B with five firsts and three seconds for 69 points. Her team mate, Miss Feld, was outscored in Division A by Carla Kelly of Wisconsin, 59-57, as Michigan State finished with 99, Ohio State 92, and Michigan 83 in an eight-team event marked by excellent sportsmanship. . . . Michigan State won its Fall Invitational on Lake Lansing, Oct. 27-28, by nine points over Wooster as conditions varied from light and shifty on Saturday to strong southerly winds on Sunday. Sailing Penguins, the victorious Spartans used ten skippers in 16 races. High point skipper was Stewart Kent of Cincinnati with 29 points in Division A as against 27 for Paul Heenan of Michigan.

NEW ENGLAND: Coast Guard's skippers James Walker and Michael Johnson, leading their respective divisions with Walker high point at 42 points, won a freshman hexagonal on the Thames from Yale by 78-68 as W.P.I. shaded Trinity for third, Oct. 21. . . . Boston U. prefaced triumphs in the Lane Trophy in New England and the Middle Atlantic's War Memorial Trophy at Annapolis, by upsetting host Brown in a pentagonal on the Seekonk, Oct. 21, 51-49, with Holy Cross third, as "Hatch" Brown and Wally Everest each edged Bear rivals, Tom Hazelhurst and John Quinn, by one point. . . . Brown's freshmen outscored M.I.T., 3-0, in their Oct. 20th dual, as Middlebury defeated St. Michael's, 3-1, in a series of match races. On the Thames, Coast Guard scored two triumphs with Ernie Bader winning a Raven hexagonal, 33-28, over Rhode

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- Takes fatigue out of trolling.
- Can take the place of outriggers.
- Holds fish 'til you take over.
- Helps you boat more fish.

4 MODELS One for your type of boat

Send for folder

Kwik Play ROD HOLDER

PHILADELPHIA 32, PENNA.

work for yourself, use bronze screws driven from the battens into the planking.

The deck beams will be made from ¾" by 1¾" spruce, or some other light weight, strong wood. The crown shown on the plans is 2½" in 7'. Set the beams as shown on the deck plan, which is 16½" center-to-center. The beams will be fastened to the edge of the clamps with long galvanized wire nails; do not attempt to fasten to the frame heads.

Use ¾" by 3" white cedar for the clamps with the ends tapered to about 2". These members must be made from a spilng and will not be straight. It is next to impossible to fit the clamps from straight stock. The fastenings here will be bronze screws, two screws to each frame. And notice the breasthook at the stem head, and quarter knees at the stern.

Deck Laid of White Cedar

Lay the deck with ½" by about 3" wide tongue-and-groove white cedar. This should be V-d on the under side. Fasten with galvanized wire nails; slightly countersink the heads. The deck will be covered with 6-ounce canvas, and this should be in a single piece. Turn down edges over the sheer strake and fasten with copper tacks. Stretch tightly and dry over paint which has thoroughly dried on the deck, then paint the canvas

The coamings, windbreak, and interior joiner work will be very easy to make and put in place as compared to the boat itself. Excepting for the windbreak frame I would advise using white cedar for all these portions of the boat; cedar is strong, easily worked, is not prone to rot and whether painted or varnished is an excellent wood for any part of a boat.

We now come to a parting for a month or more. When we meet again, Shipmates, the design will be another shipshape and practical boat.

Better Marinas Mean More Boating

INCREASED POWER BY SUPERCHARGING

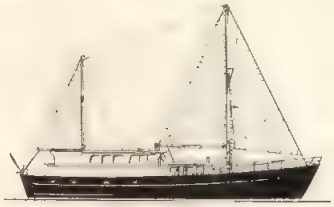
While many users of gasoline engines are content with the power output of their engines, there are numerous applications, such as in high speed racing, where the absolute maximum output of an engine is desired. An axial flow supercharger invented by Norman R. Latham, head of the Latham Manufacturing Company, West Palm Beach, Florida, is now being produced and will soon be available for application to racing engines as used in boats. As available at the present time, the superchargers are designed for application to some of the more popular automotive engines, such as the Ford, Mercury, Chevrolet, Cadillac and others. Since many of these engines are also used in fast boats, the superchargers can be applied without material change.

The results of tests made on a Ford V-8 are interesting and demonstrate the possibilities of the Supercharger. The test engine was a new 292 cubic inch V-8 with standard compression ratio of 8 to 1. It was completely stock. Its initial run was made without supercharger in order to secure data as to its normal performance. Starting at 2,000 revolutions, the speed was increased by 500 increments until 5,000 revolutions was reached which was past peak power. It developed 163 hp at 4,400 revolutions, its maximum.

After the Latham supercharger kit was installed, the tests were repeated. The supercharger is driven by means of a flat belt with a ratio of 5.17 to 1 so that at 5,000 revolutions, the supercharger was turning at 25,850 rpm. In this test, with the supercharger, 210 hp were developed at 5,000 rpm and at lesser speeds, 200 hp at 4,000; 163 hp at 3,000, and 103 at 2,000. This indicated an increase of 60 hp or 40 percent at 5,000 revolutions. The torque curve in the tests also showed a similar and substantial increase. From the results of the tests it is quite reasonable to assume that the engine with the supercharger could produce an honest sustained 280 brake horsepower on gasoline.

DESIGNS BY RHODES

THIS office specializes in carefully engineered designs to meet the owner's own individual requirements. Here are a few examples recently delivered. Consult us regarding your needs.



SEAFARER
77' x 69'6" x 18'7" x 4'9"
Rugged offshore cruiser with steadying sails. All-welded steel twin diesels. Now cruising the West Indies

LA BELLE SOLE
64' x 47'6" x 17'4" x 5'6"
Just delivered to Florida. A super motor sailer

VIRGINIA REEL
44' x 40' x 13' x 4'6"
New idea in deep-sea fisherman. Steel. Twin diesel

SPORTSMAN
30'3" x 28'7" x 10'9" x 2'4"
Smart, all-purpose boat.

RHODES 24
36' x 24' x 9'3" x 5'3"
A perfect little boat for four.

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52'6" x 49'7" x 14'6" x 3'10"
Fast modern diesel express

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GOING PLACES . . .or occupying a favorite corner on a desk . . . **30-HOUR DESK/TRAVEL ALARM.** Featuring gilt trim on durable Texol covered case. Luminous hands and figures. Specify choice of colors: tan, maroon, brown alligator. 3½x3½x1½".
No. 87V4077B430 . . . . . Retail $6.95

PARTNER IN TIME...folds compactly for the getaway, unfolds smartly to serve time . . . **30-HOUR DESK/TRAVEL ALARM.** Distinctive in genuine leather case. Full luminous figures and hands. Specify choice of colors: brown alligator, tan, blue 3⅝x3⅞x1⅝".
No. 87V4078B430 Retail $6.95

A WEEK'S TIME . . . hours and minutes while away accurately on desk or road . . . **8-DAY DESK/TRAVEL ALARM.** Rich gilt trimmed Texol covered case. Full luminous figures, hands. Specify choice of colors: brown alligator, maroon, tan. 3⅝x3⅞x1⅝".
No. 87V4079B749 . . . . . Retail $11.95

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No. 87V4080B1000 . . . . . Retail $15.95

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see it "tick-tock" . . . through gay colors

F TREASURED TIME... to be shown with conscious pride and lasting satisfaction before friends and acquaintances... **8-DAY, 7-JEWEL DESK/TRAVEL ALARM.** More than a week of time at one winding. Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands. Specify choice of rich, attractive colors: pig, blue, or brown. 3½x3¾x1¼".
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wake up to tuneful music . . .

THERE'S MUSIC IN THE AIR . . . there's accurate time in the room for mundy . . **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. Specify from selection of these beautiful colors: brown, light blue, ivory, or pink. Raised gilt figures and hour indicators; luminous hands and hour dots. 4x3⅞x1⅞".
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DESK MATES . . superb for time, poised for writing . . . **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators; luminous hands, dots. 4¾x1½x3½".
No. 87V4087B815 . . . . . **Retail $12.95**

APPOINTMENT FOR A GOOD TIME . . . conveniently shows the time and date . . . **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4⅞x4⅞"; overall height 4⅜".
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it's a calendar, it's an alarm

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TUCK-AWAY . . . when on the go for business or pleasure . . . **30-HOUR DESK/TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Available with full luminous dial or raised gilt figures with luminous hands and hour dots. Genuine leather mottled finish case. Colors to please (specify): tan, green, brown, maroon. Size: 2½x2¾".
No. 87V4086B704 . . . . . **Retail $10.95**

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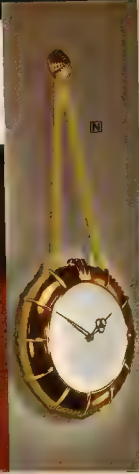
[N] Bronze finish case, hands; gold color cord.
No. 87V4089B1530 . . . . . **Retail $24.50**

[P] Gilt finish case, hands; brown color cord.
No. 87V4090B1530 . . . . . **Retail $24.50**

wind only once weekly . . . brighten your home



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1524N430 Retail $6 95 plus tax

A WEEK'S TIME . . hours and minutes while away accurately on desk or road **8-DAY DESK/TRAVEL ALARM** Rich gilt trimmed Texol covered case Full luminous figures hands. Specify choice of colors: brown alligator, maroon, tan. 3⅜x3⅜x1⅜"
1525N749 Retail $11 95 plus tax

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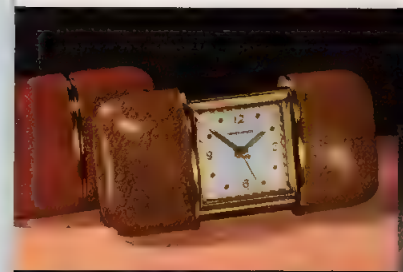

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DESK MATES . . . superb for time, poised for writing . . . **30-HOUR DESK PEN SET WITH ALARM** Glistening gilt case and adjustable pen holder with black Paper Mate desk pen Gilt figures, indicators luminous hands, dots 4¾x1½x3¼"
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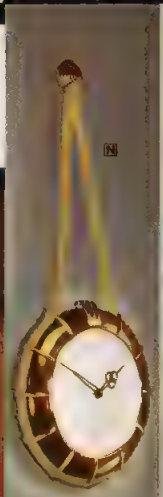
[N] Bronze finish case, hands, gold color cord
1615N1530 . . . Retail **$24.50** plus tax

[P] Gilt finish case, hands, brown color cord
1616N1530 . . . Retail **$24.50** plus tax

wind only once weekly . . . brighten your home



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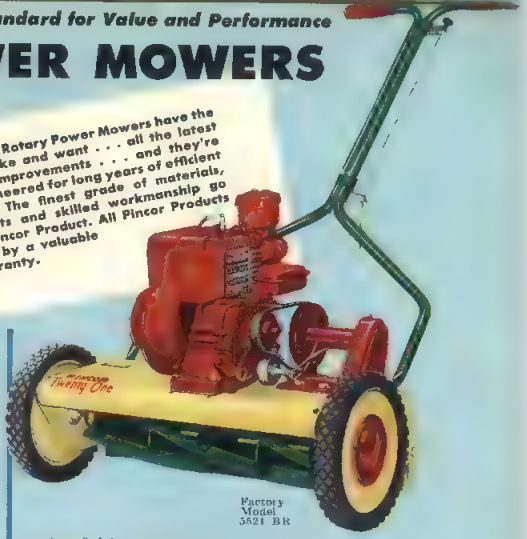
Factory Model 622 BR

A 22" trimmer type rotary deluxe mower powered by a 2 H.P., 4-cycle Briggs & Stratton engine with recoil starter. Has front grass spray, off-set wheel, Lo-Tone muffler. Leaf Mulcher attachment is standard equipment. Has one piece, die cast aluminum chassis, smart disk wheels with semi-pneumatic tires. Cutting Ht. 1" to 2½". Shpg. wt. 56 lbs.

8345Z56X7289

Retail **109.95**

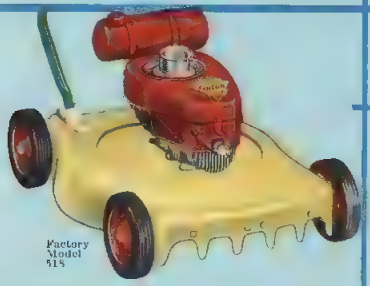


Factory Model 5521 BR

A 21" deluxe reel type mower powered by a 1.6 H.P., 4-cycle Briggs & Stratton engine with recoil starter. Over-size diamond tread tires standard equipment. Has adjustable cutting height, extra large sectional hardwood rollers for easy turning, tubular steel handle with throttle and clutch controls attached. Shpg. wt. 98 lbs.

8347Z98X8615

Retail **129.95**

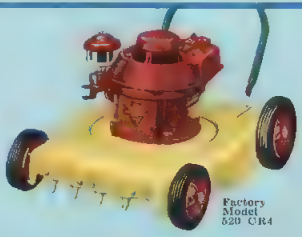


Factory Model 515

An 18" gasoline powered rotary for lawns of medium size. Trims to walls and trees on both sides. Has tubular steel handle, smart disk wheels with semi-pneumatic tires. Powered by a 2-cycle, 2¾ H.P. Pincor engine. Leaf mulcher attachment is standard equipment. Cutting Ht. ¾" to 2¾". Shpg. wt. 42 lbs.

8346Z42X4695

Retail **79.95**



Factory Model 520 CR4

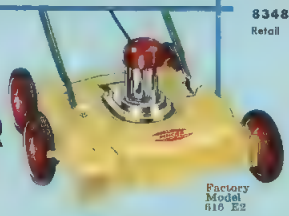
A 20" trimmer type rotary mower with 2½ H.P., 4-cycle Clinton engine with recoil starter. Has one piece, non-breakable heavy gauge stamped steel chassis, tubular steel handle, smart disk wheels with semi-pneumatic tires. Leaf Mulcher attachment is standard equipment. Cutting Ht. ¾" to 2¾". Shpg. wt. 52 lbs.

8348Z52X6625

Retail **99.95**

Manufactured By

PIONEER GEN-E-MOTOR CORPORATION

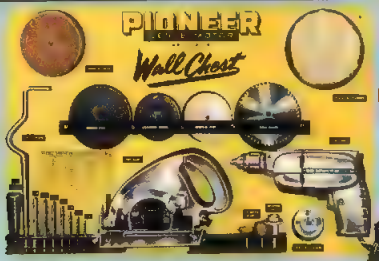


Factory Model 616 E2

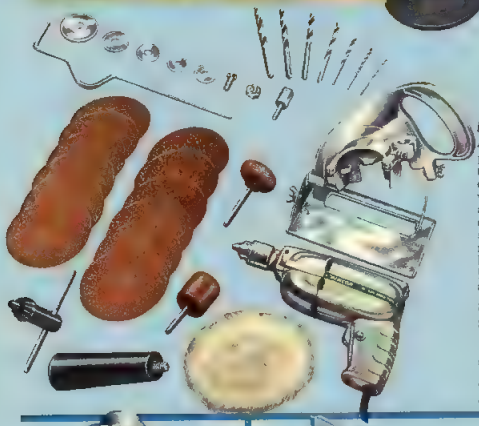
A 16" lightweight rotary mower, trimmer type, with deluxe die cast aluminum chassis. Powered by a ¾ H.P., 3600 R.P.M. Pioneer electric motor with on-off switch and over-load relay. Has front grass spray, off-set wheel, tubular steel handle that can be operated forward or backward. Cutting Ht. 1¼" to 2¼". Shpg. wt. 28 lbs.

8349Z28X2997

Retail **46.95**



PINCOR
Blue Diamond
PORTABLE ELECTRIC TOOLS



¼" DRILL KIT, "WALL CHEST"
MODEL P120GTM-12—MIRROR FINISH

42 pieces of useful, helpful accessories for drilling, sanding, polishing, grinding, buffing and sawing wood: mounted on a tool board with everything in sight. Hang the "WALL CHEST" over the work bench It features the famous P120 GM ¼" drill with gear chuck. Contents: 1—¼" capacity drill, gear type chuck, mirror finish. 1—Tilt saw attachment, 1 -Wall Chest Board complete with hardware, 1 Horizontal drill stand, 12—4" dia. sanding disks (assorted grits), 4½" polishing bonnet, 1—4" rubber pad, 1—4" dia. saw blade, 1—3" grinding wheel, 1—3" buffing disk, 1—Chuck Key, 7—Carbon steel drill bits (1/16" to ¼" inclusive), 1—Paint Mixer, 1—8 piece adapter set, 1—auxiliary side handle, 2—mounted stones. Shpg. wt. 11½ lbs

8350Z12W2127—(Mirror Finish) . . . . Retail **$31.95**

8351Z12W2027 (Velvet Finish) . . . . . Retail **$30.95**

P120 GTM-9 Same as "WALL CHEST", *except all accessories are contained in a deluxe tool box. Shpg. wt. 10 lbs.*

8352Z10W2080—(Mirror Finish) . . . . . Retail **$31.25**

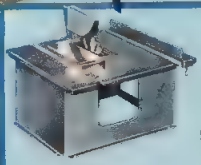
8353Z10W1980—(Velvet Finish) . . . . . Retail **$29.95**

P575 M ¾ h.p., 5⅞" PORTABLE ELECTRIC SAW

Cuts 2" x 4", mitres, bevels, grooves, rips, crosscuts. Heat treated, hardened, oil tempered, alloy steel gears. Has adjustable rip fence and wrench. Shpg. wt. 9 lbs.

8354Z9W2233—(Velvet Finish)
Retail **$33.95**

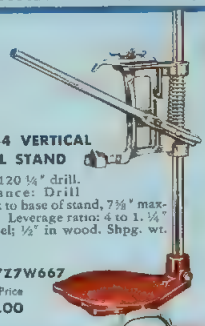
8355Z9W2340—(Mirror Finish)
Retail **35.50**



L-514 BENCH SAW TABLE
For P575 M Saw

Rip fence, mitre guide included. Maximum depth of cut: 1¾". Shpg. wt. 10 lbs.

8356Z10W600
Retail **$9.00**



L-464 VERTICAL DRILL STAND

for P120 ¼" drill. Distance: Drill chuck to base of stand, 7⅛" maximum Leverage ratio: 4 to 1. ¼" in steel; ½" in wood. Shpg. wt. 7 lbs

8357Z7W667
Retail Price
$10.00

P450M UNIVERSAL TILT SAW ATTACHMENT

1⅝" cut, 4½" blade FITS ANY ½" DRILL Shpg. wt. 1 lb. 8 oz.

8358Z2W533 (Mirror Finish) Retail **$8.00**

8359Z2W467 (Velvet Finish) Retail **$7.00**

½" DRILL KIT (41 pieces) MODEL P900GM—75 MIRROR FINISH

With this large variety of accessories, you can Drill, Grind, Sand, Polish, remove rust and mix paint. The carrying case is the WALL BOX type that can be mounted on the wall over the work bench, in the garage, etc. Heavy gauge metal with full length piano type cover hinge. Contents: 1—½" Capacity mirror finish drill, Gear type chuck & key, 5—Carbon steel twist drills (3/16", ¼", 5/16", 3/8", ½"), 3 Wood auger bits (¼", ⅜", 1"), 3—masonary drill bits (¼", 3/8", ½"), 12—Sanding discs (assorted grits), 1—Auxiliary side handle, 1 Rubber Pad, 1 6 piece adapter set, 1—Paint mixer, 1—Wall type metal box, 1—Flange bench stand, 1—3" Wire wheel, 1—3" Grinding wheel, 1—Polishing bonnet, 3 prong plug adapter. Shpg. wt. 21 lbs.

8360Z21X4220
Retail **$63.95**

8361Z21X3987
Retail **$59.80**

P900 GM DRILL ONLY

8362Z12W2900
Retail **$43.50**

8363Z12W2667
Retail **$40.00**

"Preview"

FINEST BONE ASH GLAZE

Delicate and white as the finest bone china . . . superbly styled . . . oven-proof, craze-proof and chip-resistant . . . in semi-porcelain . . . there is nothing finer!

(A) PREVIEW "VANITY FAIR." Charming contemporary created by foremost American designers of fine dinnerware patterns. Delicate pink floral spray laid against a gleaming white background finest bone ash glaze . . craze-proof chip resistant

6042XF1225 32-pc for 6 Retail **$21.95**
6043XF2279 53-pc for 8 Retail **$39.95**
6044XF4062 93-pc for 12 Retail **$67.50**

(B) PREVIEW "JACKS." Modern magic for your table A gala pattern with delightful colorings of pink, charcoal and turquoise appealingly set on a sparkling white background Glazed in authentic bone ash durable, chip-resistant, craze-proof

6024XF1225 32-pc for 6 Retail **$21.95**
6025XF2279 53-pc for 8 Retail **$39.95**
6026XF4062 93-pc for 12 Retail **$67.50**

F O B West Virginia

(D) PINEHURST "OLD ROSE." Traditional beauty interpreted with classic elegance. Picturesque roses lovingly planted on a gleaming white background pretty Pinehurst shaped pieces edged in 22K gold Durable, oven-proof semi-porcelain chip resistant. Endearing dinnerware of enduring charm!

6048XF1121 32-pc set for 6 . . Retail **$19.95**
6049XF2034 53-pc set for 8 Retail **$37.50**
6050XF3590 93-pc set for 12 Retail **$62.50**

(E) PINEHURST "PINECONE." Perennially popular "Pinecone" pattern as enchanting as a fragrant woodland pleasing as a cheery welcome! Luxurious 22K gold borders each beautifully shaped piece friendly pine cones resting on a bed of glistening white. Hard-fired, oven-proof semi-porcelain

6051XF1121 32-pc set for 6 Retail **$19.95**
6052XF2034 53-pc set for 8 Retail **$37.50**
6053XF3590 93-pc set for 12 Retail **$62.50**

A "PREVIEW" BEAUTY!

(C) PREVIEW "SEVILLE." Exquisite in its simplicity . . . rimmed in platinum . . . decorated with a delicate floral design that is indicative of only the finest dinnerware Bone ash glaze.

6045XF1225 32 pc. set for 6 Retail **$21.95**
6046XF2279 53-pc set for 8 Retail **$39.95**
6047XF4062 93-pc. set for 12 Retail **$67.50**

SET COMPOSITIONS

32-Piece Set (Sh. wt. 21 lbs.)
6 cups
6 saucers
6 6⅜" plates
6 9¼" plates
6 fruit dishes
1 vegetable dish 8¾"
1 11⅛" platter

53-Piece Set (Sh. wt. 38 lbs.)
8 cups
8 saucers
8 6¼" plates
8 10" plates
8 fruit dishes
8 soup dishes
1 vegetable dish 8¾"
1 creamer
1 covered sugar, 2 pc.
1 13½" platter

93-Piece Set (Sh. wt. 68 lbs.)
12 cups
12 saucers
12 6¼" plates
12 7½" plates
12 10" plates
12 fruit dishes
12 soup dishes
1 11¼" platter
1 13½" platter
1 vegetable dish 8¾"
1 creamer
1 covered sugar, 2 pc.
1 sauce boat
1 covered casserole, 2 pc.

All Dinnerware On This Page F.O.B. West Virginia Factory

Please Specify Second and Third Choice When Possible

SMART SEMI-PORCELAIN DINNERWARE

(F) **FESTIVAL "SAXONY."** The gayest, brightest dinnerware a table ever held! Fresh as a summer garden with its distinctively designed daisies brushed with accents of yellow, rust and green snowy white backgrounds lively yellow contrasts. Beguiling is the word for it! California styled semi-porcelain dinnerware is oven-proof and craze-proof . . definitely durable!

6054XF1267 32-pc set for 6. Retail **$22.75**
6055XF2378 53-pc. set for 8. Retail **$42.50**
6056XF4269 93-pc set for 12. Retail **$75.75**

(G) **FESTIVAL "BISCAYNE."** For the young in heart! Modern in mood . the California feel, yet blending happily with any decor Brilliant white background frames subtly colored flowers and leaves . accentuates the smart turquoise highlights . . scintillating shapes of the various pieces High style dinnerware with lasting beauty . oven-proof, craze-proof semi-porcelain

6057XF1267 32-pc set for 6 . Retail **$22.75**
6058XF2378 53-pc set for 8 Retail **$42.50**
6059XF4269 93-pc set for 12 . Retail **$75.75**

See other side of page for set compositions.

(H) **GREENBRIER "KENILWORTH."** Dignified gracious perfect for any dining occasion Features a lovely floral design found only on the most expensive china . . glowing white background edges of platinum Oven-proof semi-porcelain.

6060XF1068 32-pc. set for 6. . Retail **$19.50**
6061XF1958 53-pc. set for 8. . Retail **$35.75**
6062XF3464 93-pc set for 12 . Retail **$61.95**

F.O.B. West Virginia

(J) **GREENBRIER "IVY."** Fresh green sprays of ivy captured on a translucent white background . . ringed in 22K gold A pattern with universal appeal! Oven proof, semi porcelain

32-pc set for 6
6027XF1068 . . . . . Retail **$19.50**
53 pc set for 8
6028XF1958 . . . Retail **$35.75**
93 pc set for 12
6029XF3464 . . . . . Retail **$61.95**

(K) **"PALM SPRINGS" BUFFET SERVICE.** Stunning modern styling . nutmeg-like glaze . . gay turquoise and bright brass contrasts Oven-proof, colorfast

45-Pc. Service. 8 each 10" dinner plates, 7½" salad plates, cups, saucers; 1 each covered tea pot and casserole dish each with brass warmer and stand, salt and pepper shakers, creamer, covered sugar, 14" platter 8¾" vegetable dish. Sh wt 37 lbs
6063XF2252 . . . . . Retail **$39.95**
61-Pc. Service. As above, plus 4 extra dinner and salad plates cups and saucers Sh wt 62 lbs
6064XF2802 . . . . . Retail **$49.95**

All Dinnerware On This Page F.O.B. West Virginia Factory

Please Specify Second and Third Choice When Possible

Remember

ROOM 468
HOTEL McALPIN

for

BLOCK CITY
BRICK TOWN
PRE-SCHOOL BUILDING BLOCKS
IRISH MAIL
TABLE AND CHAIR SET
MOVIE VIEWER
JUNGLE JUMP

and the brand new

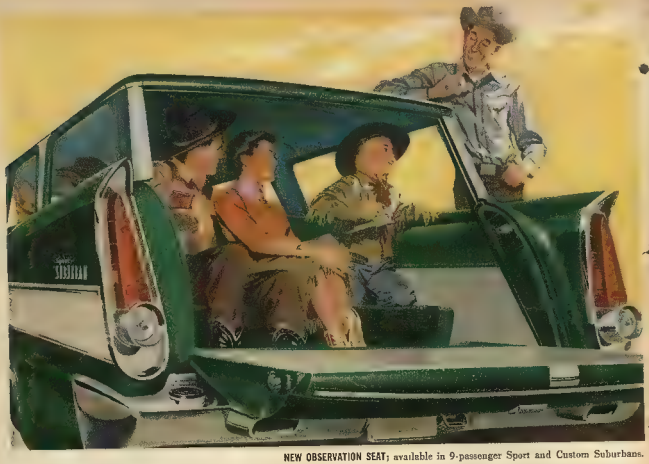
BRONCO
bouncing horse

COMMENDED PARENTS' MAGAZINE

ADVERTISED IN LIFE

THE GIFT BOOK OF AMERICAN TOYS

PLASTIC BLOCK CITY, INC. 4225 W. Lake St., Chicago 24, Ill. Van Buren 6-6637



NEW OBSERVATION SEAT; available in 9-passenger Sport and Custom Suburbans.

From the observation seat of your

BIG, NEW PLYMOUTH SUBURBAN

see how far behind the "other two" are

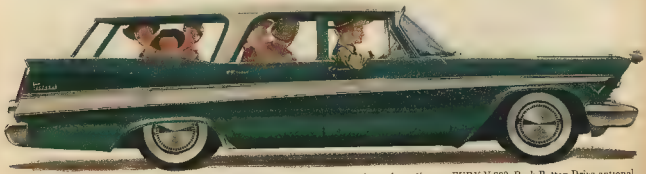
Here's a dazzling new kind of station wagon! Exciting new features you can't get on any other station wagon in the field! And all of them in the biggest . . . longest . . . widest . . . roomiest station wagon in the low-price 3. You can't buy bigger at any price!

All Plymouth Suburbans have 122" wheelbase . . . take turns without sidesway . . . stop level with no nose dive.

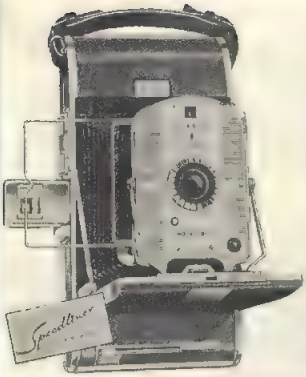
Other important advances include a disappearing rear window that rolls down into tailgate and secret luggage compartment with 10 cubic feet of out-of-sight storage space

Drive a Plymouth Suburban at your dealer's soon. It's a new kind of station wagon!

When you drive a Plymouth you're 3 full years ahead



12 exciting models: 2-door and 4-door. V-8 or 6 engines. Super-powered up to 290 hp with terrific new FURY V 800. Push-Button Drive optional



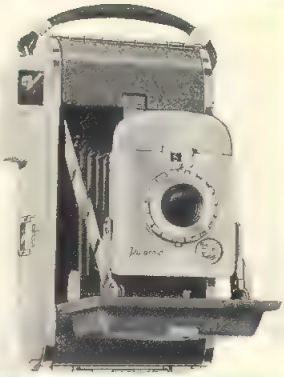
A

A. THE SPEEDLINER. From snap to print in 60 seconds! Develops pictures a minute after the shutter is snapped Quality lens, new-type shutter speeds as slow as ½ second and as fast as 1/60 second. Each roll, 8 exposures 4¼" x 3¼". Ship. wt. 5 lbs

V987 A7540		Retail $89.75
V952 A1130	Flash Unit	Retail $13.95
V953 A1195	GE Light Meter	Retail $14.25
V954 A1350	Case	Retail $25 00
V717 A905	Type 42 Film	Retail $11.40
V955 A880	Type 41 Film	Retail $10.50

B. THE HIGHLANDER. Exciting pocket-size camera that gives all the fun and excitment of 60 second pictures more economically than ever before. Finished pictures in one minute. Plastic finish gives Polaroid prints lasting beauty. Ship wt. 5 lbs

V1545 A5875		Retail $49.95
V1544 A1170	GE Light Meter	Retail $13.95
V1541 A1875	Flash Unit	Retail $12.95
V1532 A890	Case	Retail $14.90
V1531 A771	Type 32 Film	Retail $ 9.15
V1542 A630	Type 31 Film	Retail $ 7.75



B

Polaroid - - Speed Graphic

pictures in 60 seconds **prize-winning cameras!**

C. GRAPHIC 35. Every wanted feature plus exclusive Push-Button Focusing Features Ultra sharp, coated, color-corrected Grafiar f3.5 lens. Shutter speeds from 1 second to 1/300 plus bulb. Built-in self-timer. Spectramatic flash settings. Red Dot outdoor settings Handy clip-on flash. Double exposure prevention. Visi-ready footage scale Depth of field scale. Optical viewfinder. Uses standard 20 or 36 exposure cartridges either black and white or color Complete outfit includes camera, carrying case, and Graflex PL flash unit. Ship. wt. 3 lbs.

V1384 A7160	f3.5 lens	Retail $89.50
V1383 A7960	f2.8 lens	Retail $99.50

D. ANSCO SUPER MEMAR 35mm. Agfa Apotar f3.5 lens, hard coated and color corrected. Helical focusing from 42" to infinity. Click-stop diaphragm calibrated from f3.5 to f18. Prontor SVS shutter, MXV synchronized, with speeds from 1 to 1/300 sec plus 'B'. Built-in self timer Coupled-coincidence type rangefinder combined with viewfinder Depth of field scale Thumb lever rapid film transport, counts exposures and sets shutter. All settings visible from top of camera All metal body with satin chrome trim. Takes standard 35mm film. Ship. wt 2 lbs

V277 A5314		Retail $69 50
V1043 A491	Carrying Case	Retail $6.95
V1057 A561	Flash Gun	Retail $7.95

E. CENTURY GRAPHIC "23". Dual knobs provide precise rack and pinion adjustment Bellows extend 7¾". Grafiok back provides accurate ground glass focusing and composition, self-erecting, removable metal focusing hood Picture size 2¼" x 3¼" Lensboard size 2½" x 2½" Ship wt 4 lbs

		Retail
V1394 A11160	f4.5 lens	$139.50
V1393 A14060	f4.5 lens w/range finder	$175.76

SHEET FILM HOLDER. Holds 6 sheets 2¼"x3¼"
V1389 A388 Retail $4.85

GRAFLITE FLASH UNIT. Universal mounting bracket. Uses D or B-C battery power. Ship wt. 21 lbs.

V1388 A1450		Retail $19 75
V1392 A780	Film Pack Adapter	Retail $ 9.75

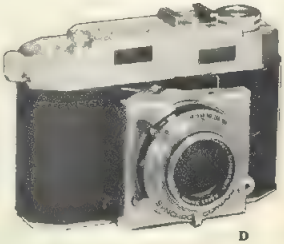
F. GRAFLEX "22". A fine precision-built twin-lens reflex. This true Graflex camera has been called "the best camera for most people". Indoors or out, in bright or cloudy weather, Graflex "22" is a year 'round camera. Uses standard 120 size film, either black and white or color 85mm Graflex f3.5 lens, coated, color corrected Self-setting type shutter, speeds 1/10 to 1/200, time and bulb. Synchronized for flash Picture size 2¼" x 2¼". Uses 120 film. Ship wt. 3 lbs.

V1387 A5060	f3.5 Lens Camera	Retail $74.50
V1386 A769	Graflex Case	Retail $ 9.50
V1385 A795	B-C Graflash	Retail $ 9.95

E

F

C



D

A. SVE INSTRUCTOR, 1000 WATT. Designed for brilliant showing in fully lighted rooms. Equipped with semi-automatic vertical slide changer and rewind take-up. Blower cooled. Efficient, quiet turborotor pressure cooling of lamp. Condensing system and aperture AC only.

V365 A12850 Ship. wt. 12 lbs. Retail $189.50
V304 A1025 Case. Ship. wt. 5 lbs. Retail $ 14.95

SVE INSTRUCTOR, 750 WATT.

V302 A9350 Ship. wt. 10 lbs. Retail $139.50
V303 A950 Case Ship wt. 5 lbs. Retail $ 12.95

SVE INSTRUCTOR, 500 WATT.

V299 A7350 Ship. wt. 10 lbs. Retail $109.50
V300 A790 Case Ship wt. 5 lbs. Retail $ 10.95
V301 A435 Rewind Take-up Retail $ 5.95

B. MANSFIELD PORTABLE DELUXE FILM EDITOR. New streamlined, modernistically designed deluxe motion picture editors for speedy editing, splicing and previueing of 8mm or 16mm film. Deluxe action viewer provides large, brilliant 2 x 3 picture size with exclusive built-in focusing and framing controls. Unit features "Foldaway" rewind arms for extreme compactness and portability. Arms lock securely into position when in use and swivel back on base for storage purposes. Equipped with all-steel automatic splicer for fast fool-proof splicing. Complete unit in case measures 13" x 12" x 8". Ship. wt. 9 lbs.

V1254 A2725 8mm Retail $45.00
V1255 A2995 16mm Retail $49.50

C. FILING CHEST. For Automatic Changer Slide Magazines. Strong, all-steel construction. Index card for quick selection of slides. Platinum grey hammertone finish. Ship. wt. 6 lbs.

Holds 12 Airequipt and/or LaBelle magazines

V1235 A400 6A380 Retail $6.00

Holds 12 TDC and/or Viewlex magazines, plus Revere & Airequipt

V1238 A470 6A440 Retail $7.00

D. MANSFIELD "MIDWAY" PROJECTORS. 300 Watt and 500 Watt. Airequipt Automatic Slide Changer. Blower cooled. 5" f3.5 coated achromatic lens. Double condensing lens system. Rack and Pinion focusing knob. 2 to 1 ratio tilting device. Separate lamp and blower switches. All die-cast aluminum construction. Accepts Airequipt Slide Changer. Complete with case. Ship wt. 20 lbs.

V287 A8895 300 Watt Projector Retail $66.25
V288 A4250 500 Watt Projector Retail $73.40
V310 A179 Airequipt Magazines Retail $ 2.25

E. SPARTUS "120" 11-PC. CAMERA OUTFIT. Everything for the beginner. Takes 8 album sized 2¼" x 3¼" snapshots. Optical viewfinder, synchronized for flash. Fixed focus lens from 6 ft. to infinity. Complete outfit includes: Spartus "120" Camera, Flash Gun, Gadget Bag, Four GE Flash Bulbs, Two Penlite Batteries, Eastman 120 Film, Flash Photo Book. Ship. wt. 5 lbs.

V633 A663 6A597 Retail $9.95

F. BRUMBERGER AUTOMATIC ROCKET. 300 WATT. Complete with famous Airequipt automatic slide changer, 36 slide holding magazine. Fitted with a Cooke-type, 3-element Anastigmat projection lens, fully color corrected with all surfaces coated. Your color slides spring to life in true, full color. Quiet 2950 rpm blower. Micromatic control perfectly centers projected pictures. "Rocket" is built into luggage-style, two-tone green case, extra space for storing 5 magazines, 180 slides. Preview screen built into case! Projects full 2" x 2" 35mm and bantam slides. Complete with case. Ship wt. 35 lbs.

V839 A8859 Retail $89.50

Remote unit for Airequipt Changers. Automatic Rocket Projector.

V1229 A1600 Retail $24.50

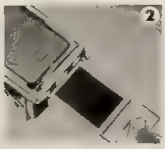
G. SPARTUS "620" REFLEX 13 PC. CAMERA OUTFIT. "The Spartus" 620 takes 12 big pictures on 620 film. Uses regular or M-2 bulbs. Set consists of: 620 Camera, Ejector Flash Gun, Eastman 620 Film, 2 Books on Photography, Four GE Bulbs, Travel Case, Two Batteries, Shoulder Strap, Free Film Certificate. Here is an ideal camera outfit for everyone in the family. No adjustment to make to take color or black and white pictures. Offers so much in value and picture taking fun. Ship. wt. 5 lbs.

V346 A950 Retail $14.95

POLAROID LAND CAMERAS

Take and Print Pictures in Just 60 Seconds

. . . you see the finished picture one minute after you take it!

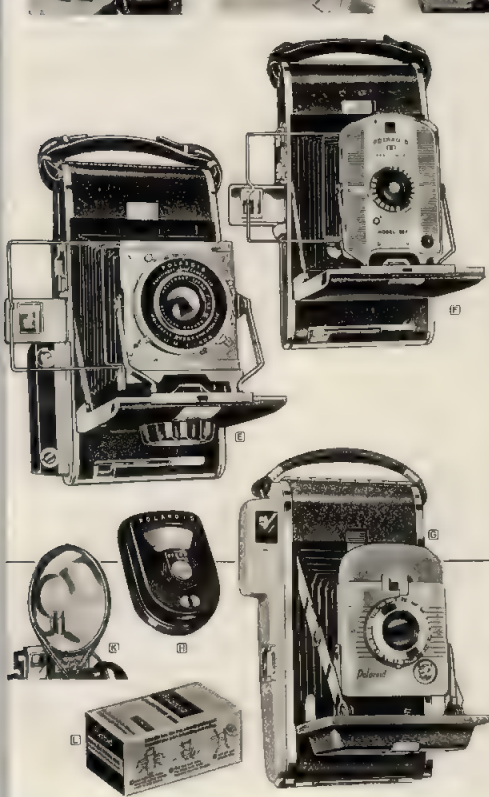


1 **Raise camera to eye level, frame exact picture in viewfinder, snap shutter . . .**

2 **Turn camera over, pull film tab as far as markings indicate, tear tab off . . .**

3 **Wait 60 seconds, open back, lift perforated, finished picture from camera!**

"Polaroid" products available only to retailers buying for resale outside of non-metropolitan areas. Not available where authorized Polaroid dealer is located.



(E) Polaroid Deluxe Pathfinder Camera Outfit

Imagine . . . just 60 seconds between shooting and showing a 3¼x4¼" picture! To understand why the Pathfinder is deluxe . consider these features one by one. There's a Rapax II shutter with 8 speeds from one to 1/400 seconds . . . and a famous, fast f/4.5 Wollensack 127mm lens. A single dial automatically sets lens and shutter . . . no complex figuring. There's a built-in lens-coupled Kalart range-finder for needle-sharp focus. And there's full flash synchronization for indoor wizardry. A truly deluxe outfit including camera, exposure meter, flash gun, filter kit, close-up kit and case.

217-265 A28050 Polaroid Deluxe Pathfinder Outfit . . $337.10

(F) Polaroid Speedliner Camera Outfit

Today's advanced model of the original Polaroid camera! Now more people than ever are making sharp, permanent 60-second pictures with the Speedliner. Single dial selects the correct setting for both shutter and lens. Speaking of its lens . . . at your service is a fast, coated anastigmat lens with quick-action lever for focus from 3 ft. to infinity. Also helpful for close-ups is its combined optical and press-type viewfinder. Complete with built-in synchronization for conventional and electronic flash. Prints measure 3¼x4¼". Kit includes Speedliner camera, flash gun, case, 1 roll film, orange filter, 12 mounts and write-in album.

217-307	A10580	Polaroid Speedliner Camera Outfit	$128.65
217-315	A7340	Polaroid Speedliner Camera only	89.75
217-356	A1650	Case for Speedliner or Pathfinder	26.00
217-406	A475	Filter Kit	5.95
217-422	A715	Close-up Kit	8.95

(G) Polaroid Highlander Camera Outfit

See how inexpensive 60-second photography can be with the Highlander and think of the thrills . . . around the house and at parties, picnics, parades! Easy to load, easy to operate. Just drop film into place, turn one dial to set both lens and shutter, sight and shoot. Viewfinder frames picture exactly. You get what you see and get it in a minute . . . a wallet-sized 2¼x3¼" picture, plastic-coated to preserve its brightness. Synchronized flash clips to camera without cords. Outfit includes pocket sized camera, flash gun, 2 rolls film, 12 mounts, orange filter, write-in album, compartment case.

217-190	A8545	Polaroid Highlander Camera Outfit	$102.85
217-208	A5875	Polaroid Highlander Camera only	69.95
217-340	A1575	Compartment Case for Highlander	19.75
217-406	A475	Filter Kit	5.95
217-422	A715	Close-up Kit	8.95

(H) GE Polaroid Exposure Meters. Extra sensitivity gives accurate settings every time. Just point meter, match camera's shutter number to reading on meter. Clips to camera.

217-224	A1170	GE Exposure Meter for Highlander	$13.95
217-299	A1195	For Pathfinder or Speedliner	14.25

(K) Flash Guns for Polaroid Cameras. Built-in guide tells indoor shutter settings. Use for fill-in outdoors, too.

217-216	A1075	Highlander Flash Gun	$12.95
217-331	A1130	Speedliner Flash Gun	13.95
217-281	A1130	Pathfinder Flash Gun	13.95

(L) Polaroid Film. Regular. Carton of six 8-exposure rolls.

217-257	A650	For Highlander	$ 7.74
217-364	A880	For Speedliner, Pathfinder	10.50

Polapan, 200 ASA. Carton of six 8-exposure rolls.

217-398	A771	For Highlander	$ 9.18
217-372	A995	For Speedliner Pathfinder	11.40
217-380	A1100	400 ASA. For Speedliner, Pathfinder	13.14

POLAROID LAND CAMERAS

THE MIRACLE OF 60 SECONDS PHOTOS

HIGHLANDER

MODEL 80 KIT

DELUXE COMPARTMENT CASE

Top-grain cowhide

POLAROID B-C FLASH GUN No. 281

Clips right to camera. Hinged safety shield [illegible] diffuser. Batteries [illegible] for perfect exposure [illegible] capacitor [illegible] hundreds of bulbs from battery

2 PolaPan PICTURE ROLLS, TYPE 12

18 one-minute pictures. PolaPan 200 Film is a wide range, high-speed film. Its panchromatic quality reproduces tonal values faithfully

POLAROID ORANGE FILTER No. 546

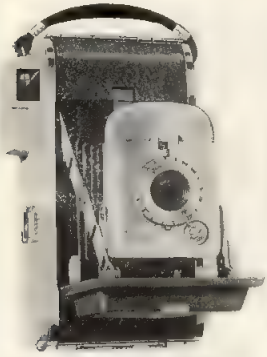
[illegible] with panchromatic Films

12 SINGLE-PICTURE MOUNTS

Picture Album holds 18 prints.

377020K8545 Ship. Wt. 10 lbs.

Complete **$102.85**



New Highlander—Model 80

- Folded, only 7½" long, 4½" wide, 2½" thick
- Picture size—2¾"x3½"
- Single dial selects correct lens and shutter combination. Shutter speeds range from 1/25th to 1/100th, while lens openings go from f/8.8 to f/50
- Lenses are coated, front-element-focusing triplets. Can be focused from 3½ feet to infinity

$69.95

377003K5875 Camera. Each [illegible]

377014K1075 Flash Gun. Each [illegible] 12.95

3430308K205 Carrying Case. Each [illegible] 10.50

SPEEDLINER

MODEL 95A KIT

DELUXE COMPARTMENT CASE No. 300

T[illegible] grain cowhide. Custom [illegible] and compartments. Padded interior. Adjustable shoulder strap

POLAROID B-C FLASH GUN No. 202

Attached safety shield, and snap-on diffuser, built in the guide [illegible] correct [illegible] selection of best built-[illegible] capacitor, [illegible] hundreds of bulbs from battery

POLAROID ORANGE FILTER No. 546

[illegible] with panchromatic Films [illegible] the cloud shots, etc.

POLAROID LAND PICTURE ROLL, TYPE 44

Shoots 8 one-minute pictures. With PolaPan 400 Land Film, portraits can be made on shutter 1 or 2 with single 150-watt bulb 18 inches from subject

12 SINGLE PICTURE MOUNTS

Picture Album holds 16 prints

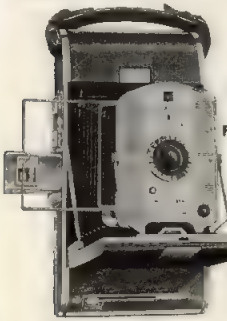
BOUNCE FLASH BRACKET No. 200

[illegible] gun, horizont[illegible] and vertical

BOUNCE FLASH BOOKLET

Explains technique of bounce flash photography

377021K10380 Ship. Wt. 15 lbs. Complete **$128.65**



All You Need for Any Kind of Picture

Speedliner—Model 95A

- Makes jumbo pictures—almost post-card size—ready for frame or album
- Two built-in flash systems—one for regular flash bulbs, one for ultra-high speed electronic flash lamps
- Combination optical and press-type wire viewfinder for perfectly composed pictures every time
- Features Polaroid's famous single dial setting, yet has the advantages of four shutter speeds, five lens openings for good pictures in any light

377001K7540 Camera. Each..... **$89.75**

377016K1130 Flash Gun. Each [illegible] 13.95

3430108K815 Holster Type Case. Each [illegible] 12.50

POLAROID FILM

Black and White—8 Pictures per roll. Simply drop in place and close camera. Picture Roll does the rest. No liquids, no chemicals to replenish, ever. Packed 6 rolls to box.

Type 41 for Model 95 and 110.
377012K880 6 rolls..... **$10.50**

Type 21 for Highlander.
377013K650 6 rolls..... 7.74

Type 32 Polo Pan 200 High Speed film for Highlander Camera.
377019K765 Box of 6 rolls..... $9.18

Type 43. For Speedliner and Pathfinder cameras only. Polo Pan 200 High Speed Film for all-round photography.
377017K993 Box of 6 rolls..... $11.88

Type 44. For Speedliner and Pathfinder cameras only Polo Pan 400—Extra High Speed Film for indoor pictures without flash.
377018K1100 Box of 6 rolls..... $13.11

ZIP-PAC

12"x13"x5"

• • •

HOLDS ALL POLAROID CAMERAS WITH FLASH ATTACHED PLUS EQUIPMENT

• • •

FULL ZIPPER

3430108K1250

Each **$19.95**

FITTED COMPARTMENT CASE FOR POLAROID LAND CAMERAS

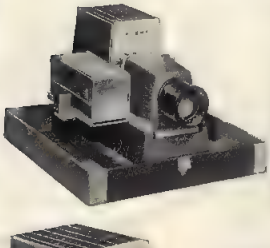
Smart aniline finished leather like fabric on a sturdy plywood frame with locked corners [illegible] Strong [illegible] hardware and genuine top grain [illegible] NOT the [illegible] equipment shown

3430208K1130 For Highlander Model 80. Ship. Wt. 5 lbs. Each..... **$21.50**

3430208K1730 For Speedliner Model 95A. Ship. Wt. 5 lbs. Each..... 26.00

*Polaroid Land Cameras, film and accessories are available only to Premium Users, who purchase for prizes and incent ve awards and to retailers buying for re-sale, located in towns of 5,000 population or less and outside of any metropolitan areas. Also, this merchandise is not available for re-sale in any city or town, regardless of size in which a regularly authorized Polaroid photographic dealer is located."

argus

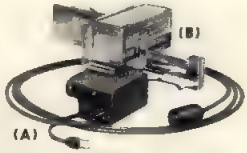


ARGUS AUTOMATIC PROJECTOR

300 WATT

Wide chassis four-inch f 3.3 lens, three condensers optical system deliver more light for a picture that is uniformly bright over the entire screen. Easy push-pull slide changer lever suspended in air automatically shows changes slides. Automatic 36-slide magazine protects slides—Argus "slide editor" lets you preview slides before placing in magazine. A silent but powerful blower keeps projector and slides cool, durable longest showings. All-metal construction. Can be carried easily by depressing push bar at front. Handsome luggage type carrying case holds 5 magazines. Complete with [illegible] magazine. Wt 14 lbs 12 oz.

9222K4750 Each. **$59.50**



(A) ARGUS REMOTE CONTROL POWER UNIT

Motorized unit attaches to Argus Automatic Slide Changer, 10 cord for operation of projector from anywhere in room. Activates slide changer by merely pushing button. Fits all Argus projectors. Metal construction. Dark green finish. Ship wt 5 lbs.

9222K1950. . . . . **$24.50**

(B) ARGUS AUTOMATIC SLIDE CHANGER

For all Argus slide model projectors. Series [illegible] holds 36 slides. Instantaneous [illegible] Ship wt 2 lbs. Each **$14.95**

Extra magazine for above

9210K170 Each $2.25

ARGUS 300 WATT PROJECTOR

DELIVERS A BRIGHTER PICTURE . . . COLOR TRUE . . . CRYSTAL CLEAR . . . UNIFORMLY BRIGHT

COMPACT and FUNCTIONAL DESIGN

Provides big pictures even in close quarters with the wide angle four-inch helical focusing f 3.3 lens. Brilliant 300-watt lamp and 3 condensers are kept at cool temperature by a fan that protects the condensers from damage. Three oversize condensers plus a special heat absorbing lens, can be removed in one compact unit for cleaning. All metal construction, compact and functional design. Projector front elevates at the touch of a finger. Wt 8 lbs. 4 ozs.

9222K2905 Each **$37.50**

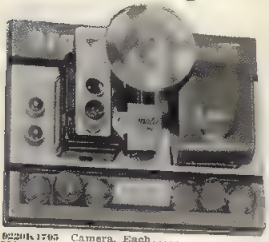
9230K715 Luggage Type Case Each 8.95

ARGUS PREVIEWER

35MM OR 828 SLIDES

Provides wide, magnified, picture. Big, double element lens allows viewing by two or more persons. One-hand operation. Light goes on when slide goes in slot. Will not damage color slides. Powered by standard C flashlight batteries.

9227K635 Each **$7.95**



ARGUS CAMERAS

- **Picture Size About 2¼"x2¼", Oversize Prints About 3¼"x3¼" or Larger**
- **Standard 620 Roll Film—12 Pictures Per Roll . . . Color or Black-and-White**
- **Body Type Shutter Release—Minimizes Camera Movement**
- **Large, Brilliant Reflex-Type Viewfinder with Protective Folding Metal Hood**

Argus "SUPER SEVENTY-FIVE"

FINGER TIP FOCUSING 3½ Ft. to Infinity
OPTICAL GROUND and POLISHED LENS

Hard-coated, color-corrected, anastigmatic lumar f/3 taking lens. "Click" f-stops with "color-matic" flash exposure code matched to footage scale. Instantaneous and time shutter settings, automatic flash synchronization. Film and shutter-wind combined to prevent double-exposures. Neck strap and tripod socket.

9221K1795 Camera. Each. **$22.50**

9221K270 Case. Each. 3.50

9215K340 Flash. Each 4.25

ARGUS "SUPER" 75

Argus "SUPER SEVENTY-FIVE" *Gift Kit*

Gift Kit with camera, case, flash gun, Kodacolor film, batteries, bulbs, and flash guard. Complete with everything you need to take good pictures—indoor or out

9222K2905 Complete **$32.75**

Argus "SEVENTY-FIVE"

Brilliant extra large viewfinder. Argus KEDI-O-MAT prevents double exposures. Handy plug-in flash gun and built-in flash synchronizer. Automatic bulb ejector; lumar lens.

9210K1195 Argus 75 Each. **$14.95**

9215K340 Flash Each. 4.25

9211K235 Case Each. 2.95

Argus "SEVENTY-FIVE" *Gift Kit*

Argus 75, leather carrying case plug-in flash gun, batteries, flash lamps, and film.

9212K1875 Complete. **$23.50**

ARGUS 75

Provision for Tripod

• • •

Universal Focus

BROWNIE "HAWKEYE" Just aim and shoot—no adjustments to worry about. Takes 12 pictures 2¼x2¼ on 620 film. Fixed focus lens sharp from 5-ft to infinity. Moulded plastic body with metal trim. Smooth shutter
11Q116-636.....RETAIL **$7.95**

BROWNIE "HAWKEYE" OUTFIT. Contains camera as described above and also Kodalite flashgun, 2 C size batteries, 8 flashbulbs, 2 rolls of Verichrome film and 3 page booklet on technique. In attractive gift carton.
10Q27-1196.....RETAIL **$14.95**

BROWNIE "HOLIDAY" An aim-and-shoot picture maker that's easy to use. Fixed focus lens gives sharp image from 5-ft. to infinity. Accurate single-action shutter. 8 pictures 2¼x2¼ on 127 film. Top-mounted shutter release. Smooth plastic body with satin metal trim. Braided neck strap.
11Q117-396 ..... RETAIL **$4.95**

BROWNIE "HOLIDAY" OUTFIT. Camera as described above with flashgun batteries 6 bulbs and 2 rolls of Verichrome film. In attractive gift box.
10Q28-796.... .....RETAIL **$8.85**

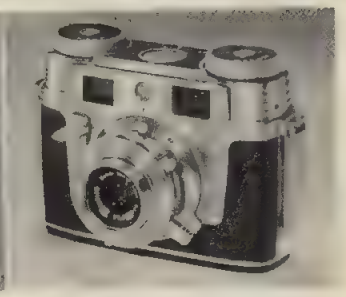
KODAK "DUOFLEX IV." Good snaps are easy with this number. Hooded view finder at top shows subject just as it looks in finished print. Shutter synchronized for all popular midget bulbs. Double-exposure prevention. F 8 picture-taking lens. Focuses from 3½-ft. to infinity. Takes 12 2¼x2¼ exposures on 620 film. Metal-trimmed brown grained body. Handy distance selector and exposure guide
6Q29-2120.... .. RETAIL **$26.50**

"DUOFLEX IV" OUTFIT. Camera as above with Kodak lens with flashgun, batteries 6 bulbs and 2 rolls of film. With instruction book in gift box.
10Q29-1900.....RETAIL **$23.75**

BROWNIE "BULL'S EYE." Features Kodak Twindar coated and color-corrected lens that focuses from 4-ft. to infinity. Convenient zone focusing. Shutter synchronized for all miniature flashbulbs. Double exposure preventer. Eye-level view finder and film advance signal. Gets 8 2¼x3¼ exposures on black and white or color film. Handy braided neck strap. 2-tone molded body.
11Q119-1080 .....RETAIL **$13.50**

BROWNIE "BULL'S EYE" OUTFIT. Camera as described above with Kodalite midget flashgun batteries, 2 rolls of Verichrome film and 8 M2 flashbulbs. In gift carton
10Q30-1596.....RETAIL **$19.95**

EASTMAN KODAK internationally



KODAK "SIGNET 40" 35MM CAMERA WITH FLASH UNIT and Lumenized Ektanon F:3.5 lens flash synchronized shutter with speeds from 1/5 to 1/400th second. Accurate coupled rangefinder combined with view finder. Ball-bearing lens mount provides ultra smooth focusing from 2-ft. to infinity. All settings visible from top. Daylight exposure guide simplifies lens and shutter settings. Rapid lever film advance, automatic film stop and exposure counter with double exposure preventor built-in. Smartly styled with black grain and bright metal trim. Perfect for black and white or color.
10Q31-5520.....RETAIL **$69.00**

KODAK "PONY 135" MODEL C 35MM. A compact camera featuring extra fast 44mm F:3.5 Kodak Anaston lens. Built-in exposure indicator, large optical view finder, exposure counter and film-load indicator. Focuses from 2½-ft. to infinity. Synchronized shutter has 4 speeds to 1/300th second. Uses 35mm black and white or color film. Easy loading.
6Q30-2920.....RETAIL **$36.50**

KODAK "PONY 135" MODEL C OUTFIT. Camera as described above, with Kodak flashgun, batteries, clip-on flashguard, and handsome plush-lined dark mahogany-colored leather camera case.
10Q32-3996.....RETAIL **$49.95**

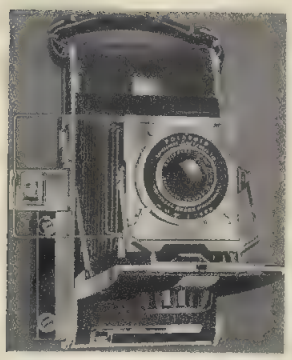
KODAK "SIGNET 35" 35MM. A smartly designed 35mm that features Ektar, Kodak's finest lens. Coated and fully color corrected. 44mm F:3.5 coupled rangefinder and viewfinder. Automatic film stop and double-exposure preventer. All controls visible from top. Focuses from 2 ft. to infinity. Synchro 300 shutter has 4 speeds from 1/25 to 1/300th second. Built-in exposure guide. Leather-covered brightly trimmed body. Flash synchronized.
6Q31-6000.....RETAIL **$75.00**

KODAK "SIGNET 35" 35-MM OUTFIT. Camera as described above with Kodak flashgun and plush-lined leather camera field case
10Q33-7316.....RETAIL **$91.45**

Kodak Slide Projectors

Make beautiful finished pictures in **60 seconds** *with a*

polaroid land camera



The Pathfinder

Polaroid's Finest! High speed Rapax shutter stops fast action with settings from 1 to 1/400 second and also has time and bulb provision. Wollensak F/4.5 Raptar lens—long a favorite with press photographers—focuses from 3-ft. to infinity. Extra-large focusing knob and Kalart coupled rangefinder assure pin point accuracy. Makes big 3¼x4¼" pictures—ready in 60 seconds for album or wallet. Internally synchronized for flash or strobe. Simple drop-in loading

6Q21-21000 . . RETAIL **$249.50**

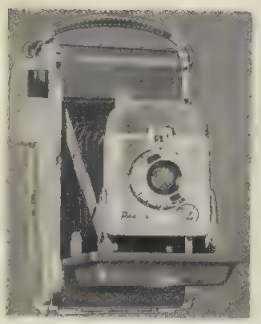
FILM

Type 42, ASA 200 Panchromatic.

5Q34-985.....RETAIL, **Box of 6 rolls $11.88**

Type 44, ASA 400 Panchromatic.

5Q35-1095.....RETAIL, **Box of 6 rolls $13.14**



The Highlander

This pocket-size Polaroid offers all the famous Polaroid features at a popular price. Makes wallet-size 2¾x3½" prints in 60 seconds. Easy to use—single dial selects correct lens and shutter combination. No complicated "F" stops. New long-base viewfinder frames pictures exactly as they will appear in finished print. Top-quality anastigmat lens assures sharp, clear pictures. Metal body handsomely finished in two-tone gray. Internally synchronized for flash. Simple drop-in film loading

6Q19-5875.....RETAIL **$69.95**

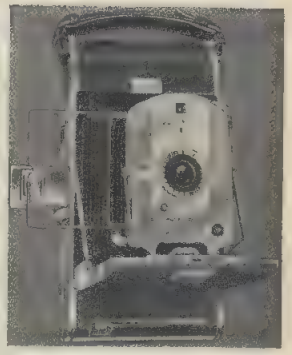
SHOULDER CASE. With adjustable strap.

11Q44-795..... .RETAIL **$9.95**

FILM

Type 32, ASA 200 Panchromatic

5Q33-765.....RETAIL, **Box of 6 rolls $9.18**



The Speedliner

Polaroid's most popular all-around model. Turns out sparkling prints 3¼x4¼" with attractive deckle edge in just 60 seconds! 3-element color-corrected anastigmat lens coated to eliminate glare. Focuses from 3-ft. to infinity. Single adjustable dial gives advantage of 4 shutter speeds and 5 lens openings. Internally synchronized for flash. Eye level and wire frame viewfinders. Simple drop-in film loading.

6Q20-7540.....RETAIL **$89.75**

FILM

Type 42, ASA 200 Panchromatic.

5Q34-985. . .. RETAIL **Box of 6 rolls $11.88**

Type 44, ASA 400 Panchromatic

5Q35-1095.....RETAIL, **Box of 6 rolls $13.14**

polaroid accessories

EXPOSURE METERS. Simple to use, highly accurate photo-electric cell meters that assure correct camera adjustments. Just point meter at subject and set shutter number of camera to match meter reading. Clip to camera to use

For "Highlander" camera:

11Q50-1170 .. . . RETAIL **$13.95**

For "Speedliner" or "Pathfinder" cameras:

11Q51-1195.....RETAIL **$14.95**

Case for 11Q51 meter.

11Q52-125.....RETAIL **$1.50**

FILTER KITS. Give exciting effects of clouds or distant shots. Kits include polarizing filter, haze filter and neutral filter. In genuine leather case.

For "Highlander" and "Speedliner" cameras.

11Q84-475.....RETAIL **$5.95**

For "Pathfinder" camera, with sunshade:

11Q95-850.....RETAIL **$10.95**

FLASH ATTACHMENTS. Use your polaroid indoors and at night too! Highly efficient modern capacitor type flash guns with built-in guides for correct settings.

For "Highlander" camera:

11Q47-1075 .. . ... RETAIL **$12.95**

For "Speedliner" camera:

11Q48-1130 . . ...RETAIL **$13.95**

For "Pathfinder" camera.

11Q49-1130.....RETAIL **$13.95**

CARRYING CASES. Genuine top-grade cowhide leather

Master compartment type—holds 'Speedliner' camera and all accessories.

11Q45-1995.....RETAIL **$24.95**

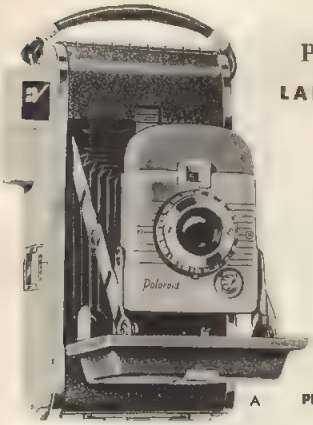
MASTER DELUXE CASE for either "Speedliner" or "Pathfinder" cameras and accessories.

11Q46-2680... . ... . .RETAIL **$33.50**

NOTE: WE ARE AUTHORIZED POLAROID DISTRIBUTORS. ORDERS FILLED ONLY TO DEALERS IN TOWNS HAVING NO FRANCHISED POLAROID DEALER

POLAROID

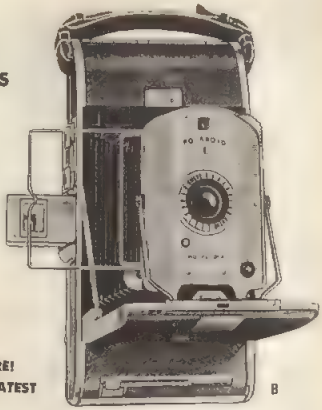
LAND CAMERAS



A

- SNAP THE SHUTTER!
- PULL THE TAB!

60 SECONDS LATER . . .
A FINISHED PICTURE!
PHOTOGRAPHY'S GREATEST THRILL!



B

HIGHLANDER
TAKES 2¾"x3½" SIZE PRINTS

SPEEDLINER
TAKES 3¼"x4¼" SIZE PRINTS

PICTURES-IN-60-SECONDS—The most exciting professional-type cameras in the world! Thrill to seeing your picture only 60 seconds after snapping the shutter . . . no waiting for weeks for film to be developed! Light, compact, easy to load, easy to operate. Just load the film . . . check enclosed exposure guide for proper exposure . . . turn numbered disk to any number from 1 to 8 . . . then snap! One setting selects the right combination of lens opening and shutter speed for any lighting condition. The economical high-speed film will do the rest. Film roll snaps 8 pictures; come out as you take them . . . one at a time. Color-corrected 3-element lens is distortion-free; coated to reduce reflection . . . eliminate glare. Has "safety-snap" time exposure knob. The new plastic finish is of lasting quality enabling you to keep pictures in the family album to recall many a treasured moment

(A) POLAROID HIGHLANDER CAMERA—Lightweight . . . compact! Easily fits into your pocket. Take it everywhere . . . take pictures night or day. Simple to use . . . one dial controls both shutter speed and lens setting. Just set dial . . aim . . . snap . . . wait 60-seconds and pull out a completely dry picture that will endure for years. Flash pictures are just as easy. Camera is synchronized for flash and the flash gun clips on camera. Takes popular wallet size 2¾"x3½" glossy prints . . . indoors or out, rain or shine. Long-base viewfinder for perfect pictures every time.

1P26X5860	HIGHLANDER CAMERA. (Sh. wt. 3½ lbs.)	List $69.95
9P21X1075	POLAROID BC FLASHGUN	List 12.95
3P13X1155	POLAROID GE PR23 EXPOSURE METER	List 13.95
5P18X1167	POLAROID LEATHER COMPARTMENT CASE	List 17.50

(B) POLAROID SPEEDLINER CAMERA—New, improved model of the original Polaroid Camera that made "picture-in-a-minute" photography famous! Rugged die-cut construction, precision shutter mechanism . . . built to last a lifetime. Makes jumbo pictures — almost post-card size — ready for frame or album. Two built-in flash systems, one for regular flash bulbs and one for ultra-high speed electronic flash lamps. Has single dial setting, yet has the advantage of 4 shutter speeds, 5 lens openings for pictures in any light.

1P27X7535	SPEEDLINER CAMERA (Sh. wt. 4½ lbs.)	List $89.75
9P20X1120	SPEEDLINER FLASH GUN	List 13.95
3P11X1175	SPEEDLINER GE EXPOSURE METER	List 14.25
5P19X1330	SPEEDLINER LEATHER COMPARTMENT CASE	List 19.95

REFLEX TYPE CAMERAS

KODAK BROWNIE HAWKEYE FLASH OUTFIT—Wonderful to give, to get, to use! Takes 12 pictures per roll of 620 Film in 2¼"x 2¼" reflex size. Includes Camera, Kodalite Flasholder with guard, two C-size batteries, 32-page booklet of instructions.
18P20X990 (Sh. wt. 3 lbs.) . . **List $12.55**

KODAK DUAFLEX IV DELUXE OUTFIT—Features Duaflex IV Camera with Kodar f/8 lumenized Lens, Flasholder with clip-on guard, two C-type batteries, 8 No. 5 Flash Bulbs, two rolls of V620 Film, Camera Case, and 40-page booklet: "Snapshot Fun For Everyone."
18P21X2675 (Sh. wt. 3 lbs.) . **List $34.00**

KODAK DUAFLEX IV FLASH OUTFIT — This compact package features Duaflex IV Camera with Kodet Lens, Flasholder with clip-on guard, two C-type batteries, 8 No. 5 Flash Bulbs, two rolls of V620 Film and 40-page booklet: "Snapshot Fun For Everyone."
18P22X1795 (Sh. wt. 3 lbs.) **List $22.85**

POLAROID FILM ON PAGE 79

EASTMAN KODAK & BOLSEY 35mm AND STEREO CAMERAS

(A) KODAK SIGNET 35 CAMERA OUTFIT — Smartly designed, high-quality 35mm camera, featuring Ektar, Kodak's finest lens. Includes combined range-viewfinder, automatic film stop and double exposure prevention. All controls visible from above. 44mm, f/3.5 coated Ektar lens focuses from 2 feet; synchro 300 shutter with 4 speeds; 1/25 to 1/300 bulb. Has built-in exposure guide. Outfit includes. Camera, Flashholder, Case and Clip-on Flashguard.

1P13X7110	(Sh. wt. 5 lbs.)	List	$91.45
2P43X5905	CAMERA ONLY (Sh. wt. 2 lbs.)	List	75.00
5P37X597	EVEREADY CASE (Sh. wt. 1 lb.)	List	8.95
9P23X610	FLASHOLDER (Sh. wt. 1½ lbs.)	List	7.95

(B) KODAK PONY 135 CAMERA OUTFIT—Camera has simplified, rim setting speed selector to provide box camera simplicity. Has no-thread loading, automatic film stop and exposure counter. Lens is 44 mm f/3 5 Anaston, shutter speed 1/25 to 1/300, synchronized for Classes F and M bulbs. Complete with Camera, Flasholder, and Leather Case.

1BP25X3795	(Sh wt 5 lbs.)	List	$49.65
1P103X2658	CAMERA ONLY (Sh. wt. 1½ lbs.)	List	33.75
5P38X530	EVEREADY CASE (Sh. wt. 1 lb.)	List	7.95
9P25X610	FLASHOLDER (Sh. wt. 1½ lbs.)	List	7.95

(C) KODAK STEREO CAMERA WITH STEREO VIEWER — A top-quality 3-dimension instrument at a popular price. Features exposure selector, distance indicator, bright viewfinder with built-in "level" and easy loading. Matched f/3 5 Anaston Lenses . . . lumenized and linked for simultaneous focusing. Double-exposure prevention, film type indicator Uses 135-20 (15 pairs) or K135-36 exposures (28 pairs). Includes Camera, battery-operated Kodaslide Stereo Viewer I

1P14X7655	(Sh. wt. 4½ lbs.)	List	$97.25
1P129X6655	STEREO CAMERA ONLY (Sh wt. 2 lbs.)	List	84.50
5P39X633	EVEREADY CASE (Sh. wt. 1 lb.)	List	9.50
9P23X610	FLASHOLDER (Sh. wt. 1½ lbs.)	List	7.95
6P10X1000	STEREO VIEWER I (Sh. wt. 2 lbs.)	List	12.75

KODASLIDE STEREO VIEWER II—Operates on 110 volts, AC or DC. Color-corrected Achromatic lenses; Sh wt. 7 lbs.

6P11X1818		List	$23.75

(D) KODAK PONY 828 CAMERA—Uses 8-exposure rolls of Kodacolor and Kodachrome Film, as well as black-and-white Kodak 828 Film. Same basic model as Pony 135, with Anaston 51mm coated f/4.5 lens; focuses from 2½-ft.; Flash, 4 shutter speeds from 1/25 to 1/200, with built-in synchronization. Optical finder

1P102X2485		List	$31.50
5P40X5381	EVEREADY CASE, (Sh. wt. 1½ lbs.)	List	7.95
9P23X610	FLASHOLDER. (Sh wt. 1½ lbs.)	List	7.95

(E) KODAK RETINA IIIC CAMERA — Versatile 35mm camera with lens interchangeability for standard, telephoto or wide-angle. Has built-in exposure meter; self-timer; light-value settings. 50mm f/2 Xenon C lens; front component replaceable with 35mm f/5.6 or 80mm. f/4. Synchro-Compur shutter with 10 speeds from 1 to 1/500; FMX synch'd Coupled range-view-finder with projected field frame. Single lever film advance, prevents double exposures.

1P16X14960	(Sh. wt. 4 lbs.)	List	$190.00

KODAK RETINA IIC CAMERA — Same as above except without meter, and with 50mm, f/2.8 lens. Sh. wt. 4 lbs.

1P17X10984		List	$139.50
5P22X1075	RETINA FIELD CASE (Sh. wt. 1 lb.)	List	13.50
9P15X745	FLASHHOLDER (Sh wt. 1½ lbs.)	List	9.95

(F) BOLSEY 35MM "JUBILEE" THREESOME—Bolsey Set-O-Matic eliminates calculating, no need for exposure meter Bolsey-Steinheil 45mm f/2.8 lens, color-corrected; Gauthier shutter sealed against dust, sand and grit, unique "see-saw" range finding lever; shutter speed 1/10 to 1/200 and B. Diaphragm f/2.8 to f/22. Split image military type view finder, internally synchronized flash. Automatic finger-flick film transport cocks shutter, turns frame counter and prevents double exposures. Includes: Camera, Leather Case and Flashgun. Sh. wt 4½ lbs.

1BP14X5962-3X5565		List	$79.50

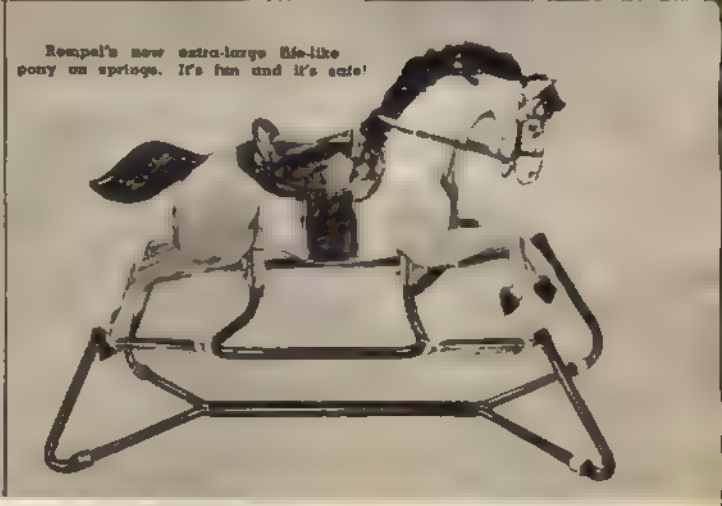
(G) BOLSEY 83 CAMERA — Bolsey-Steinheil f/2.8 lens for brilliant color shots and black and white Features Gauthier shutter that is sealed against dust, grit and sand; balanced focusing knob system operates split image automatically coupled rangefinder. Flick of the finger unlocks transport system, which also changes exposure counter, cocks the shutter and prevents double exposures Internally synchronized for flash Comes with Eveready cowhide case.

1P26X4504-3X4217	(Sh wt 4½ lbs)	List	$59.95
9P19X696	FLASHGUN (Sh wt. ½ lb)	List	9.95

REMPEL'S THREE-PONY FUN-FILLED MERRY GO-ROUND

Thrilling carnival ride right in your own backyard. Keeps its balance always—holds one to three riders. Horses of pure natural latex rubber with lustrous protective finish. Durable and washable. Safe and sturdy construction—frame of high quality safety-tested steel tubing with enamel finish. 56¾ in. diameter. **Shipped from Ohio—see Page 785.**

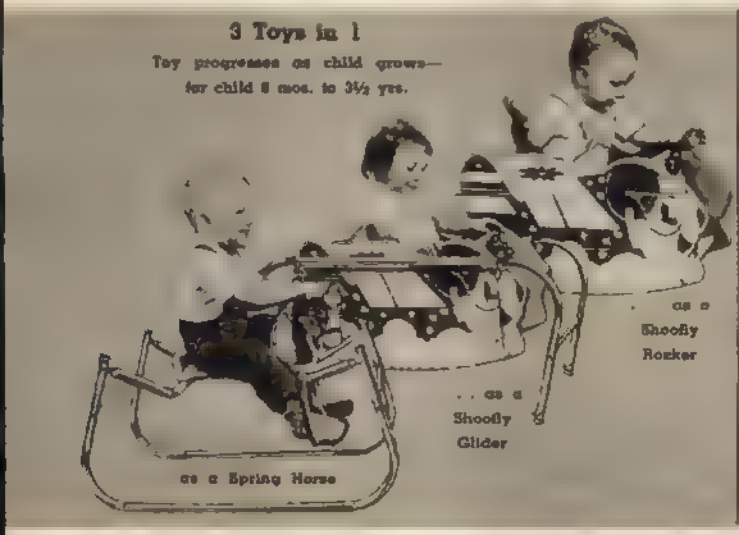
80-0284 F 5695—Shipping weight 78 lbs.* . Retail **$79.98**



REMPEL'S LIFE-LIKE PONY MOLDED IN NATURAL LATEX RUBBER

Ever-popular bouncing horse completely redesigned for more fun and safety. Made of pure natural latex rubber protected with lustrous Urethane coating. It's durable and washable. Reinforced steel saddle. Safety tested tubular steel frame—enamel finish. Four springs provide safe bucking action. 43¼ x 21¼ in. Saddle height 2[illegible] in.

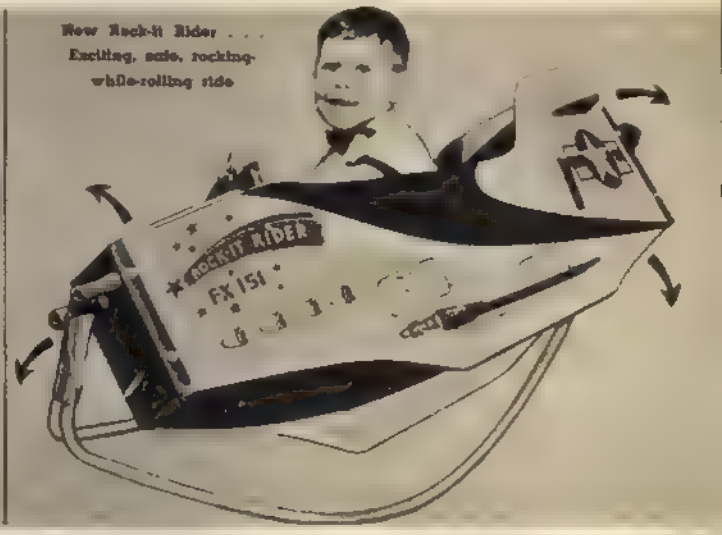
80-0276 W 1999—Shipping weight 25 lbs. . . . . Retail **$29.98**



NEW GONG-BELL ROCK-AND-RIDE CONVERTIBLE—3-WAY TOY

Rock and Ride is easily converted to keep pace with child's growth. Child rocks safely in colorful lithographed wood Shoofly—adjustable safety belt and bell-ringing toy propeller on handrail. Converts to smooth-riding glider—metal slings hold Shoofly securely on tubular steel frame. Invert frame (15¾ x 31 in. long), attach horse with ringing bell and stirrups for spring ride.

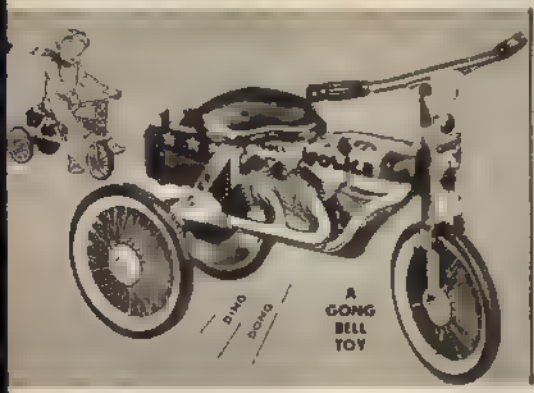
87-7951 A 750—Set. Shipping weight 13 lbs. . . . . Retail **$10.98**



EXCITING FUN-FACTORED ROCK-IT RIDER

Sensational—big Rock-it Rider zooms the cadet through "outer space" in realistic fashion. Rocks on frame from front to back—and rolls on pivots from side to side. Hand brake halts rolling action if rider prefers rocking action only. "Space ship" of durable Duolux Masonite construction. Extra large cockpit. Sturdy tubular steel frame. Rider is 48 in. long, 20 in. high. Can be used by boys and girls; from 1 to 6 years old.

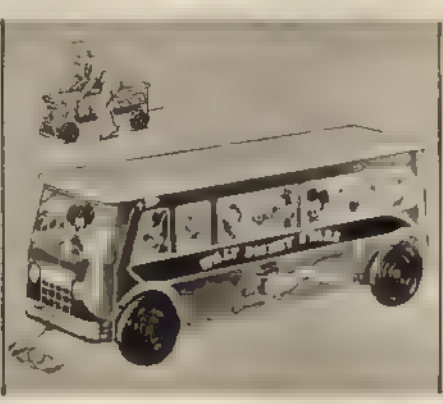
80-0243 A 899—Shipping weight 21 lbs. . . . . Retail **$14.98**



POLICE CHIEF "CYCLE" WITH GONG BELLS

Three-wheel "motorcycle" is realistically lithographed like police chief's cycle. Has sturdy metal seat, smooth-riding rubber tires—and gongs on rear wheels! Tubular steel handle bar with rubber grips. Durably constructed of wood and metal. Makes playing cops and robbers even more fun—all children love this toy. It's 22 in. long—seat is 10½ in. high.

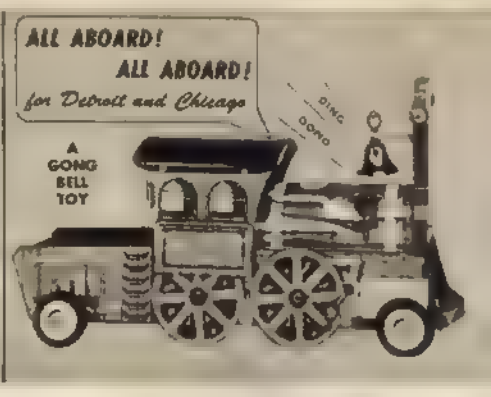
87-3455 A 332—Shpg. wt. 7 lbs. Retail **$4.98**



GAILY-DECORATED MICKEY MOUSE BUS

Colorfully Lithographed famous Walt Disney characters decorate bus—characters children know and love. Push it, pull it, or sit and ride it—loads of fun any way. Sturdy wood and fiberboard construction with rubber-tired wheels. Wheels have merrily ringing gongs that ring as bus moves. It's a safe and durable toy with great appeal! 20 in. long.

87-7977 A 210—Shpg. wt. 4 lbs. Retail **$3.00**



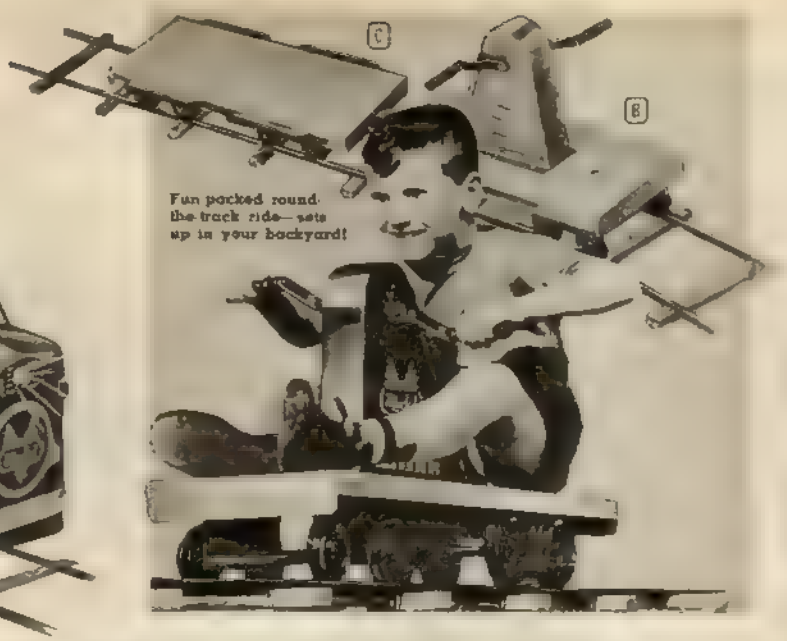
LOCOMOTIVE FOR CHILD-SIZE RIDER

Authentic old-time detailing in a locomotive designed for playing fun. Has unusual charm. It's sure to make a hit! "Conductor" [illegible] record mechanism calls out "All aboard for Detroit, Chicago and San Francisco." Sturdy wood and fiberboard construction. Supporting wheels with rubber tires. Coal car has carrying compartment for luggage. 23 in. long.

87-7989 A 465—Shpg. wt. 8 lbs. Retail [illegible]

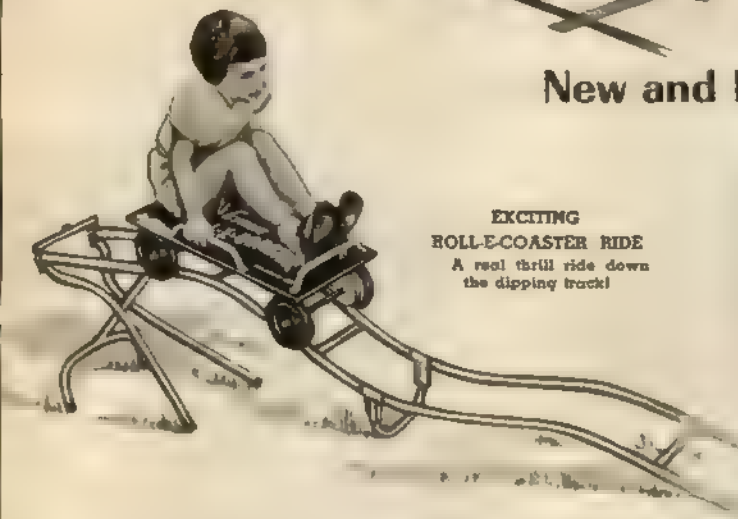
* Not mailable—pay shipping charges on delivery.

"SUPER YARD BIRD" GASOLINE LOCOMOTIVE
An exciting new riding toy for youngsters.



Fun packed round the track ride—sets up in your backyard!

New and Rugged Child-Size Riding Toys



EXCITING ROLL-E-COASTER RIDE
A real thrill ride down the dipping track!

(A) DOEPKE "SUPER YARD BIRD"—POWERED BY GAS ENGINE

A thrilling ride for "little engineers" from 3 years and up. Super locomotive is powered with a real gasoline engine—easily pulls two cars loaded with freight or passengers (see trailer [C] below). Plenty of speed for thrills and excitement, but slow enough for safety. Car with heavy-gauge steel frame, sturdy steel and reinforced fiberglass body. Horn and headlight. Engine and driving mechanism entirely enclosed—with padlock holes for locking housing. V-belt drive through gear box to rear wheels. 1¾ HP engine—4 cycle with recoil starter. Colorful red and silver streamlined body. 8 cast iron wheels. Car is 45 x 20 x18 in. high. With 40 ft. of track. See [B] and [C] below for trailer and additional accessories. Not mailable—shipped from Ohio—see "How to Order" page 765.

80-0235 F 15000—89 lbs. **$225.00**

(B) (C) DOEPKE "YARD BIRD" RIDE—FOR BACKYARD ACTIVITIES

[B] "Yard Bird" Car—Lots of fun for the younger crowd—and it's a body builder besides! Just turn crank handles to make car zip smoothly along 40 ft. of curved track included. Designed for children 3 years old and up. Rugged enough for Dad to ride. Smooth chain drive, 8 cast-iron wheels. Durable steel—enamel finish. Single car is big enough to hold two—or order trailer [C] to attach behind main car for additional passengers or freight. 11½x 27¾ in. long. Not mailable—see page 765.

80-3049 W 2750—79 lbs. . **$39.98**

[C] Trailer Car—Shown above behind "Yard Bird" car. 12½ x 27¾ in. long.

80-3064 W 1075—22 lbs. **$15.98**

Extra Track—4 sections—20 ft. total length—straight or curved

80-3056 W 830—26 lbs. **$11.98**

Right-Hand Switch—For branch-offs.

80-2298 W 1025—28 lbs. **$14.98**

Left-Hand Switch—For branch-offs.

80-2306 W 1025—28 lbs. **$14.98**

Crossing—Crossovers or figure 8.

80-2314 W 685—Wt. 10 lbs. **$9.98**

CHILDREN'S THRILLING ROLL-E-COASTER RIDE—BY EVANS

Down you zoom dipping the dips—car coasts a long way before you stop. Includes 12 x 24 in. car with safety handles, foot brace; 8½ ft. of track, adjustable platform. Tubular steel construction, 5¾ in. wheels, rubber tires. Not mailable—pay shipping charges on delivery.

80-3247 W 1198—Shipping weight 27 lbs. . . . . Retail **$17.88**

80-0227 W 685—8½ ft. track extension. Shpg. wt. 12 lbs. Retail **$9.98**

Sit-and-ride size for child

STRUCTO RIDE-EM' AIR FORCE JEEP

It's a popular child-sized model that provides extra play fun for youngsters! Realistically designed—it's an authentic reproduction of a real U.S. Air Force Jeep. Constructed of heavy gauge automotive steel with beautiful durable finish. Big 5¾ in. steel wheels equipped with heavy duty ¾ in. rubber tires. Safe rubber bumper. Tail gate opens to provide a roomy back compartment for hauling. Designed and built to give child many hours of fun. Bright colors—blue body, red windshield and tailgate, white steering wheel, white bumper. Super-size jeep measures 25⅝ x 11 x 14½ in. high.

81-0416 A 885—Shpg. wt. 16 lbs. Retail **$12.98**

BUDDY "L" SIT-N-RIDE DUMP TRUCK

A realistically designed dump truck that youngsters can really ride and steer—provides hours of fun-filled play. Has removable contour-formed saddle seat that's safe and strong for any age child. Automobile type steering linkage—steer it wherever you want to go! Large dump box carries and dumps loads—has lock lever. Truck is ruggedly built of heavy-gauge steel with brightly colored enamel finish. Equipped with rubber tires on sturdy metal wheels. A toy that will take all the hard play that youngsters give their toys. Sure to make a hit with every boy! Measures 20½ x 8¼ x 11 in. seat height.

87-7508 A 485—Shpg. wt. 8 lbs. Retail **$6.98**

BUDDY "L" SIT-N-RIDE WRECKER

Ride to the rescue on this sturdy sit-and-ride wrecker. Popular towing service truck is fun to ride and steer! Designed to give your child real entertainment for many years. Comfortable saddle seat is 11 in. from the floor—automobile-type steering works easily for the youngest child. Realistic design—complete with loud siren. Hand-operated hoist controlled by crank. Ruggedly built—entire body of automotive steel construction. Brilliant baked-on enamel finish, rubber tires. Seat and boom are both removable for use as a hauler too. Wrecker measures 25 x 8½ x 11 in. high.

87-5732 A 532—Wt. 8½ lbs. . . . . Retail **$7.98**

BOONTONWARE . dinnerware of Melmac plastic It's lovely to look at (new "gourmet" colors of Turquoisette, Bon-Bon Pink, Smokey Charcoal and Butter Yellow) . easy to live with (defies breakage)... and fashion-right (even for fussiest company dinners). Satin-smooth finish and colors are molded in to stay.

Choose classic *Deluxe* (E) or square-in-the circle shape *Belle* (F). 1-yr. guarantee against breakage. Table service matches either Deluxe or Belle patterns. Contents of 16-piece sets on page 536

(E) **705-004 B1120** Deluxe 16-pc. Rainbow Boontonware Set . . . **$15.95**
(F) **705-046 B975** Belle 16-pc. Rainbow Boontonware Set . . . **13.95**

45-pc. Set. 8 each (2 each color shown); 10" dinner plates, 7' dessert plates, 12 oz. soup salads, cups, saucers, 1 each. Charcoal creamer and covered sugar Pink vegetable dish, Turquoisette platter

(E) **705-319 B3850** Deluxe 45-pc. Boontonware Set **$54.95**
(F) **705-327 B3495** Belle 45-pc. Boontonware Set **49.95**
(G) **705-079 B795** 5-pc. Rainbow Service Set (colors shown) . **11.65**

BOUQUET . Melmac created by Texas-Ware. Its beautiful, French inspired cluster of spring flowers in soft green, brown and pink will enhance any setting, any occasion. Hollow pieces match the dominant pink: white interiors. 2-yr. guarantee against breakage.

705-335 B1395 16-pc. Set. Contents on page 536 . . . . . **$19.95**
705-350 B4200 45-pc. Set. 8 each plates, salads, cups, saucers, cereal soups: platter, vegetable dish, sugar, creamer **$39.95**
705-368 B825 5-pc. Table Service Contents on page 536 . . . . **11.80**

Melmac Dinnerware

...now in fresh, new patterns that suit any banquet scene—formal or casual. And guaranteed against breakage!

COLOR-FLYTE...Melmac in carousel colors Debonair dinnerware that makes every meal an event! Combines fresh colors and simplicity of design with miraculous toughness—won't chip, crack, break.

47-pc. set includes 8 each (2 in each color shown), 10" plates, cups, saucers, bread-butters, cereals; 1 each: creamer, covered sugar, 10" bowl, spoon, fork, 12½" platter

705-228 B3335 47-pc. Rainbow Set (service for 8) **$49.95**
705-210 B1000 16-pc Rainbow Set. Contents on page 536 **14.95**

COLOR-FLYTE...matching 5-pc. table service. Beautiful, amazingly durable Color-Flyte . guaranteed against breakage for one full year You'll always have a complete dinner set! Its softly-mottled under tone contrasts superbly with the festive colors.. neat, modern shapes reflect such good taste

5-pc. service 14' Mist Gray platter, 10" Glow Copper divided vegetable bowl, Glade Green creamer and covered sugar bowl

705-236 B730 5-pc. Table Service **$10.95**

CALIFORNIA IVY...by Poppy Trail. As modern as you wish...yet perfectly at ease with provincial settings. In colors straight from the garden.. luscious sun-ripe green ivy leaves on warm brown vines rest on a background of pure white...give your table that "fresh-as-spring" feeling Hand decorated, glazed semi-porcelain; oven-safe.

709-006 C1075 18-pc. Set. Contents on page 538..... ...$13.95
709-014 C850 8-pc. Set (4 each: salads and cereal-soups) . 13.00
709-022 C1025 7-pc. Table Service. Contents on page 538.. . 15.50

PEACH BLOSSOM ..by Poppy Trail of California. Created especially for you, the lover of the beautiful and unusual. Each Peach Blossom petal is realistically raised in exquisite "orchard-fresh" detail. Casual and functional, yet daintily at home with all types of linen and silver. Every piece is hand decorated under glaze.

709-923 C1300 16-pc. Set Contents on page 538..... $16.95
709-055 C895 8-pc. Set (4 each: salads, cereal-soups)..... . 13.60
709-048 C1125 7-pc. Table Service. Contents on page 538.... 16.90

HOMESTEAD PROVINCIAL...by Poppy Trail. A touch of history presented in the modern mode! Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes. .just like those made during the homestead era. Glazed semi-porcelain.

709-097 C1150 16-pc. Set. Contents on page 538... ... .$14.95
709-113 C960 8-pc. Set (4 each: salads and cereal-soups)... 14.80
709-105 C1060 7-pc. Table Service. Contents on page 538..... 16.15

PROVINCIAL BLUE...Early American Folk design. Charming storybook scene inspired by Early American folk art...and told in soft blue by famous Poppy Trail. The quaint shapes are like those formerly hand crafted in tin, pewter and wood...hand decorated here on gleaming white semi-porcelain You'll cherish it always.

709-931 C1150 16-pc. Set Contents on page 538 .....$14.95
709-147 C960 8-pc. Set (4 each salads and cereal-soups)... 14.80
709-139 C1060 7-pc. Table Service. Contents on page 538.. . 16.15

FREE FORM...exciting modern by Poppy Trail, to serve your taste for advanced decorating ideas. add a striking contemporary look to your table. Free flowing design hand decorated in chartreuse, cocoa, yellow, blue on textured gray ground...a delightful, carefree pattern in glazed, oven-proof, dish-washer proof, semi-porcelain.

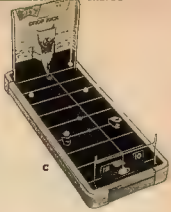
709-063 C1150 16-pc. Set. Contents on page 538 .. ..$14.95
709-089 C870 8-pc. Set (4 each. salads and cereal-soups)... 13.00
709-071 C1000 7-pc. Table Service. Contents on page 538. . 15.00

DEL REY .by Poppy Trail. Never before dinnerware so versatile, so smart for all kinds of entertaining! Bursting black sun rays dabbed with dove gray and turquoise are hand decorated on a mat finished, textured white background. Contrasting solid turquoise match-ups (as shown). Semi-porcelain. .conveniently ovenproof.

709-899 C1150 16-pc. Set. Contents on page 538 .....$14.95
709-907 C775 8-pc Set (4 each salads, cereal-soups)..... .. 11.60
709-915 C1000 7-pc. Table Service. Contents on page 538.... 15.15

A

B



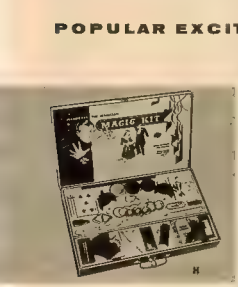
C

(A) BAS-KET BALL. Combines the thrills, the skill and action of the cage .. enables two players to match individual shooting accuracy by working mechanically controlled levers that propel balls into the baskets. Player with best "eye" makes the most baskets, wins the game. Complete with court, basketball, hoops, nets and backboards . . . made for years of fun.
21-12266-265 Wt. 3 lbs.....Retail **3.98**

(B) AUTOMATIC "POP-SHOT" BASKETBALL. Action packed fun for junior and senior fans! Bell-ringing baskets announce another score. Snap-action shooters send ball to basket automatically! Includes: Basketball, scoring discs, bell bracket, marbles, numbers, and well made steel court measuring 9¼x22½x11½ in. Complete playing rules. Shpg. wt. 3 lbs.
21-12232-265.....Retail **3.98**

(C) DROP KICK FOOTBALL. Ball is automatically kicked over goal post. Ball passes from snap-action shooters . . . developes skill and interest in this grand game. Flip-action targets fall down for scores. Multicolored steel field, 9¼ x 22½ x 11½ in. Has safe, rounded corners. Includes ball goal, numbers, marbles, rules. Shpg. wt. 3 lbs.
21-12324-265 . Retail **3.98**

POPULAR EXCITING SPORTS GAMES



H

(H) "MANDRAKE THE MAGICIAN" MAGIC KIT. Has marked coin trick, multiplying rabbits, magic wand, wiz-escape trick, rope trick, 2 magic handkerchiefs, disappearing rabbit trick and many others. Instructions included. Packed in carrying case, 19½x 12½ in.
21-12407-199 Wt. 2 lbs. .Retail **2.98**

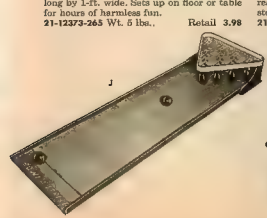
(J) BOWL-A-STRIKE BOWLING GAME. Automatic pin setter replaces pins in exactly the proper place after each frame; alley provides all the fun of testing your skill . . . without leaving the house! All metal, 4-ft. long by 1-ft. wide. Sets up on floor or table for hours of harmless fun.
21-12373-265 Wt. 5 lbs.. Retail **3.98**

(D) JET FIRE PIN BALL. All of the excitement of a jet raid in a steel marble action game that's packed with thrills! The jet shooting action lever gives replays. A clever scoring setup adds to the fun. Battery powered lights. (Uses "D" size batteries—not included, see page 477). 6 marbles. Glass covered. 13 x 18½ x 2 in.
21-12233-265 Wt. 5 lbs.....Retail **3.98**

(E) PUSH BUTTON MAGNETIC BASEBALL. Just push the button—pitcher throws curves, slow balls, fast balls, balls and strikes—players hit to all fields, catch line drives and flies, field ground balls—all as in the real game! Magnetic ball adheres to field, players or fence. No batteries—safe fun for all ages. Complete with 9 players, 3 balls, pitcher, bat, grandstands, and steel and masonite playing surface, 18¼-in. sq.
21-12316-463 Wt. 6 lbs.....Retail **6.95**

(F) DUCK SHOOT. A unique mechanical action target toy. 3 ducks mounted on a revolving floor stand simulates live flying ducks. All plastic dart rifle shoots down the ducks. Rifle 21½ in. long. Stand is 4½ ft. high. Ducks fly in 2½ ft circle.
21-12365-333 Wt. 5 lbs.. ... Retail **4.98**

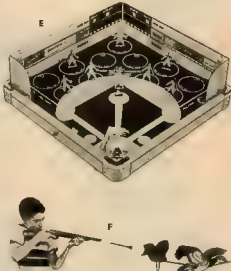
(G) U-DRIVE-IT. Develops driving skill, fun for any age! Real steering wheel controls car as it winds along moving panoramic road. Horn and dashboard add to realism of this brightly colored, well made unit. To keep the car safely on the road is a real challenge, no matter how you try! All steel construction; 18½x8½x3½ inches.
21-12241-219 Wt. 2 lbs.....Retail **3.29**



J

G

D



E

F

Wherever your tribe travels... it's the

. real thirst-quencher !

Copyright 1957, The Seven-Up Company

When you hit the vacation trail, keep an eye peeled for those bright 7-Up signs! They lead to the lively, clean-tasting drink that really puts the "Indian sign" on a traveler's thirst. After a chilled bottle of 7-Up, your thirst is gone no sticky taste or come-back dryness. That's because 7-Up stimulates the natural flow of moisture in your mouth . . . removes the very cause of thirst. Have a pleasant trip -have 7-Up all along the way.

"Fresh up" with Seven-Up!

Nothing does it like Seven-Up !

Pizza pie-ing? Goes great with this

fresh, clean taste!

Copyright 1957 by The Seven-Up Company

You like it... it likes you!

Pizza we love! And a bite of this spicy feast just naturally calls for sparkling 7-Up.

Oh how *good* 7-Up goes then! Seven-Up, because it's the freshest, cleanest taste there is. Nothing else leaves your mouth quite so deliciously cool . . . and refreshed . . . and ready to enjoy all the wonderful flavors of the next bite.

Maybe you're not pizza pie-ing. Maybe you're having a hamburger—or a barbecue. One thing's sure. You'll never know how good it can taste—till you have it with 7-Up!

Nothing does it like Seven-Up!

Hefty feast or slim snack...it's super with this

fresh, clean taste!

Copyright 1957 by The Seven-Up Company

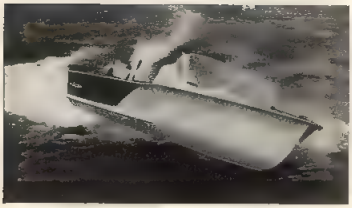
Whether you're having a vast plateful of burgers and beans or just a trim "lettuce and tomato," there's one sure way to enjoy it more. Have a bottle of sparkling 7-Up with it! Seven-Up does more than quench your "eating thirst." *Much* more! Seven-Up actually *sharpens* your taste. Sips of 7-Up between bites freshen your mouth, alert the taste buds. Everything seems *extra* good. Give 7-Up a try. Bet you'll agree!

You like it... it likes you!

7up®

Nothing does it like Seven-Up!

Want comfort like this...



at speeds like this?

Even at racing speeds, you'll enjoy amazing comfort in your 1957 PM FLYING CLIPPER

When you open the throttle on a 1957 PM Flying Clipper, you'll wonder what happened to the customary pounding at the bow. Here's exactly what happened PM's unique "Flex Ride Action" allows full play to the natural resilience of the birch plywood hull, strengthened by a sturdy keelson and two full-length sister-keels. And with "Side Suspension Seating," there are no seats or bulkheads to impair resilience. Shocks are absorbed to a degree that will amaze you!

All this spells greater safety, too. And the new 1957 PM Flying Clippers, in their tasteful color combinations, still offer welcome freedom from maintenance worries. There's never a need for caulking or puttying. Ask your PM dealer to show you sportsmen, sport fishers, runabouts and cruisers. . . in four popular lengths and in standard, deluxe and custom finishes. You'll find Flying Clippers "the greatest value in the small boat field."

Dealers: PM Flying Clippers are top performers in sales, too! Write for name and address of your distributor.

PM BOATS

See us at the NEW YORK BOAT SHOW
Booth A4 - - January 19-27
and at the CHICAGO BOAT SHOW
Booths 536 & 553 - - February 8-17

NEW! THE "OCEAN SOVEREIGN 20"

Largest and most luxurious of the PM line, this new beauty is available in cruiser and sport fisher models. Equipped for dual or single outboard motors or dual or single Fageol VIP inboard engines.

PRECISION MARINE COMPANY

Morgan Street—west of Lincoln, Phoenixville, Pa.

SMART SEMI-PORCELAIN DINNERWARE

F FESTIVAL "SAXONY." The gayest, brightest dinnerware a table ever held! Fresh as a summer garden with its distinctively designed daisies brushed with accents of yellow, rust and green . . . snowy white backgrounds . . . lively yellow contrasts. Beguiling is the word for it! California-styled semi-porcelain dinnerware is oven-proof and craze-proof . . definitely durable!

30A755-3Y1293 32-pc. set for 6 . .		***$22.75***
30A756-7Y2427 53-pc. set for 8 . .		***$42.50***
30A757-9Y4356 93-pc. set for 12 . .		***$75.75***

G FESTIVAL "BISCAYNE." For the young in heart! Modern in mood . . the California feel, yet blending happily with any decor. Brilliant white background frames subtly colored flowers and leaves . . accentuates the smart turquoise highlights . . scintillating shapes of the various pieces. High style dinnerware with lasting beauty oven-proof, craze-proof semi porcelain.

30A758-7Y1293 32-pc. set for 6 . .		***$22.75***
30A759-5Y2427 53-pc. set for 8 . .		***$42.50***
30A760-3Y4356 93 pc. set for 12. . .		***$75.75***

See other side of page for set compositions.

Allow 1 week for shipment F.O.B. West Virginia

H GREENBRIER "KENILWORTH." Dignified, gracious . . . perfect for any dining occasion. Features a lovely floral design found only on the most expensive china . . glowing white background . . edges of platinum. Oven-proof semi-porcelain.

30A761-1Y1090 32-pc. set for 6		***$19.50***
30A762-9Y1998 53-pc. set for 8		***$35.75***
30A763-7Y3535 93 pc set for 12 . .		***$61.95***

J GREENBRIER "IVY." Fresh green sprays of ivy captured on a translucent white background . . . ringed in 22K gold. A pattern with universal appeal! Oven-proof, semi-porcelain.

32-pc. set for 6		
30A764-5Y1090.		***$19.50***
53-pc. set for 8		
30A765-2Y1998		***$35.75***
93-pc. set for 12		
30A766-0Y3535 . .		***$61.95***

K "PALM SPRINGS" BUFFET SERVICE. Stunning modern styling . . . nutmeg-like glaze . . . gay turquoise and bright brass contrasts! Oven-proof, colorfast.

48-Pc. Service. 8 each, 10" dinner plates, 7½" salad plates, cups, saucers; 1 each: covered tea pot and casserole dish—each with brass warmer and stand, salt and pepper shakers, creamer, covered sugar, 14" platter, 8¾" vegetable dish. Sh. wt. 37 lbs.

30A767-8Y2298		***$39.95***

61-Pc. Service. As above, plus 4 extra dinner and salad plates, cups and saucers. Sh. wt. 62 lbs.

30A768-6Y2859		***$49.95***

"Preview"

FINEST BONE ASH GLAZE

Delicate and white as the finest bone china . . . superbly styled . . . oven-proof, craze-proof and chip-resistant . . . in semi-porcelain . . . there is nothing finer!

A PREVIEW "VANITY FAIR." Charming contemporary . . . created by foremost American designers of fine dinnerware patterns. Delicate pink floral spray laid against a gleaming white background . . . finest bone ash glaze . . . craze-proof, chip-resistant.

30A740-5Y1250 32-pc. for 6		***$21.95***
30A741-3Y2325 53-pc for 8	. .	***$39.95***
30A742-1Y4145 93 pc. for 12		***$67.50***

B PREVIEW "JACKS." Modern magic for your table! A gala pattern with delightful colorings of pink, charcoal and turquoise appealingly set on a sparkling white background. Glazed in authentic bone ash . . . durable, chip-resistant, craze-proof.

30A743-9Y1250 32-pc. for 6		***$21.95***
30A744-7Y2325 53-pc. for 8		***$39.95***
30A745-4Y4145 93-pc. for 12		***$67.50***

Allow 1 week for shipment. F.O.B. West Virginia

C PINEHURST "OLD ROSE." Traditional beauty . . . interpreted with classic elegance. Picturesque roses lovingly planted on a gleaming white background . . . pretty Pinehurst shaped pieces edged in 22K gold. Durable, oven-proof semi-porcelain . . . chip-resistant. Enduring dinnerware of enduring charm!

30A749-6Y1144 32-pc. set for 6	. . . .	***$19.95***
30A750-4Y2075 53-pc set for 8	. . . .	***$37.50***
30A751-2Y3663 93 pc set for 12	. . . .	***$62.50***

D PINEHURST "PINECONE." Perennially popular "Pinecone" pattern . . . as enchanting as a fragrant woodland . . . pleasing as a cheery welcome! Luxurious 22K gold borders each beautifully shaped piece . . . friendly pine cones resting on a bed of glistening white. Hard-fired, oven proof semi-porcelain.

30A752-0Y1144 32-pc set for 6	. . . .	***$19.95***
30A753-8Y2075 53 pc. set for 8	. . . .	***$37.50***
30A754-6Y3663 93 pc. set for 12	. . . .	***$62.50***

A "PREVIEW" BEAUTY!

G PREVIEW "SEVILLE." Exquisite in its simplicity . . . rimmed in platinum . . . decorated with a delicate floral design that is indicative of only the finest dinnerware. Bone ash glaze.

30A746-2Y1250 32-pc set for 6		***$21.95***
30A747-0Y2325 53-pc set for 8		***$39.95***
30A748-8Y4145 93-pc set for 12	.	***$67.50***

SET COMPOSITIONS

32-Piece Set (Sh. wt. 21 lbs.)

6—cups	6—fruit dishes
6—saucers	1—vegetable dish 8¾"
6 6½" plates	1—11¼" platter
6 9¼" plates	

53-Piece Set (Sh. wt. 38 lbs.)

8—cups	8—soup dishes
8—saucers	1—vegetable dish 8¾"
8—6½" plates	1—creamer
8—10" plates	1—covered sugar, 2 pcs.
8—fruit dishes	1—13½" platter

93-Piece Set (Sh. wt. 68 lbs.)

12—cups	1 13½" platter
12—saucers	1—vegetable dish 8¾"
12—6½" plates	1—creamer
12—7½" plates	1—covered sugar, 2 pcs.
12—10" plates	1—sauce boat
12—fruit dishes	1—covered casserole, 2 pcs.
12—soup dishes	
1 11¼" platter	

Are dwarf hybrids panning out?

(*Continued from page 36*)

Photo Bill Hardy

SHORT STALKS, big ears. This is dwarf 602—which averaged 122 bu. an acre for Herman Shelhamer, Luzerne Co. Pa.

and Pennsylvania. All told, these farm test plots added up to about 40 acres.

"The dwarf outyielded normal 602 in 60% of these tests," says Matthews. "In 24%, the yields were equal and in the remaining 16% of the comparisons, the dwarf averaged 9% less. Where the dwarf yielded less, it was a single row growing in the shade of normal 602."

R. L. Riba, Northrup, King & Co. corn breeder, says: "We have a 100-day dwarf hybrid that yields slightly less than normal hybrids under identical conditions. If planted thicker, it might possibly outyield normal hybrids in *harvested corn* per acre because of less lodging and fewer dropped ears."

The trend is toward shorter corn. But not everyone is sold on dwarfs.

"We believe that short, low-eared *normal* varieties will give farmers all the advantages of dwarfs with more consistent yields," says Karl Jarvis, Pioneer Hi-Bred Corn Co., Johnston, Iowa.

Says Sherrett Chase, corn breeder with the DeKalb Agricultural Association, DeKalb, Ill.: "We're interested in the possibilities but do not believe that dwarf corn will answer the major problems of corn production."

Says Leon Steele, director of research for Funk Bros. Seed Co. at Bloomington, Ill.: "Our dwarf yields are 20% to 25% below normal hybrids."

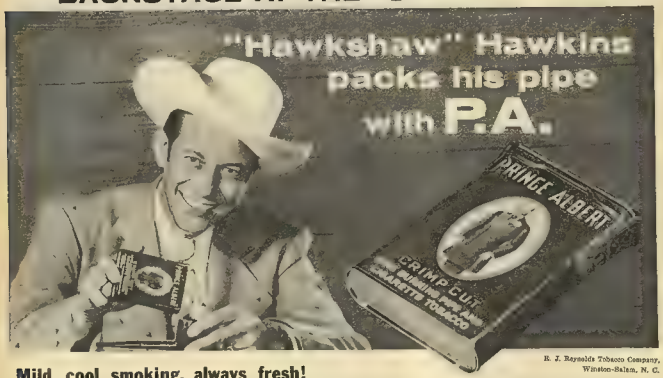
Adds Steele: "Short stalks are no guarantee of standability because dwarf plants can still have stalk rot, root rot and poor anchorage. If dwarf hybrids can be developed that will give higher yields on standing stalks that can be harvested to better advantage, then dwarf corn might be the corn of the future."

Skeptics also point out that late-season weeds are a problem because dwarfs don't shade the ground enough.

Illinois researcher Leng and others feel that dwarf hybrids will be most useful in *areas where normal hybrids grow too tall with ears too high and lodging is a perennial problem.*

They believe dwarf corn will also appeal to farmers who: 1. sprinkle irrigate corn; 2. want silage with a higher corn content; 3. sell hunting privileges, and 4. use corn for a nurse crop. **End**

BACKSTAGE AT THE "OPRY"...



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Mild, cool smoking, always fresh!

Colorful "Hawkshaw" Hawkins of "Grand Ole Opry" puts nothing but P.A. in his pipe. "It's got good, rich flavor," he says. "Being crimp cut, it packs neat and firm. P.A.'s cool and comfortable, too!"

Prince Albert

AMERICA'S LARGEST-SELLING SMOKING TOBACCO!

Loaded with Hours of Exciting Fun!

2 DISNEY PROJECTOR, SCREEN
Turn handle—4x5 in pictures flash on 12-in screen. High impact plastic projector is 18 in overall, has Gray finish. 4 Disneyland safety plastic films, easy to load. Double lens adjusts to focus. Bottom of box forms little Mickey Mouse theater for showing films. Takes 2 "C" batteries (sold pg 344)
35 J 2530M (7 lb 13 oz) Outfit **2.69**

EXTRA FILMS Set No. 1 First Christmas, Dickens' Christmas Carol, Christmas songs, Davy Crocket Peter Pan, 4 others
35 J 2531M (2 oz) 89¢

No 2 Haunted Castle, Spooks, Bank Robbers, Captain Meteor, 5 others
35 J 2532M (2 oz) 89¢

No 3 Donald Duck Farm Animals Circus Days, Black Sambo, Tom Sawyer 4 others
35 J 2533M (2 oz) 89¢

- Metal "Thunderbird" projector
- Blower-cooled lamp: focus adjusts
- Smooth electric drive and rewind
- Ideal for showing your own movies

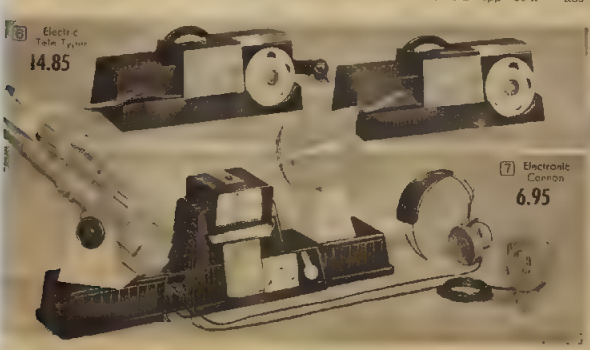
Projector, Screen, 4 Rolls Film **29.85** Also sold separately

NOW! SAVE OVER $8 ON FULL-SIZE 8MM PROJECTOR OUTFIT!

The perfect gift for all ages! More than a toy—a full size electrically driven projector with built-to-last metal case, 150-watt blower cooled lamp, many of the fine features of projectors costing dollars more! Kiddies will love having their very own projector—it's absolutely safe for showing your own precious home movies too! Look at these features: 3¼ in achromatic adjustable focusing lens, framer rewinder, on-off switch, 200-ft take up reel and vertical bit device. 9x5x10 in. U.L. app. 50-ft roll of film incl.—sorry, no choice.
R35 JP 5056. (10 lbs.) Malable 25.95

MOVIE SCREEN. Beaded glass surface gives sharp, clear pictures of best quality screens. Easel support for viewing on table. Rolls up compactly when not in use.
R35 JP 5057 18x24 in. (2 lbs.) 2.98

COMPLETE OUTFIT save over $3. You get the projector, film, screen plus 3 extra films (choose from 8mm films below)
R35 JP 5059 (13 lbs.) Malable Only **29.85**

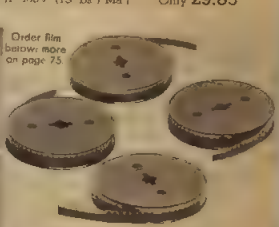


6 Electric Tele-Typer 14.85

7 Electronic Cannon 6.95

6 ELECTRIC TELE-TYPER actually sends printed messages on tape from house to house room to room, registers to basement. Receive or send from either set, message is typed out at each end. No batteries needed, plugs into 110 volt house current. Completely safe use, low voltage built in transformer. Includes telegraph blanks, ink and 25 ft of wire. Durable high impact plastic cases. Lots of fun for all ages. Each unit 12x6x5 in high. Malable
R35 JP 5081 (7 lbs.) **14.85**

7 GIANT ELECTRONIC CANNON is packed with exciting realistic features! "Radar" antenna rotates automatically, picks up "beep" from planes on screen, rocket launcher sends "missile plane" zooming up to intercept "invader". Electronic communication center has microphone and head set, spotter can talk to "radar" man. Telegraph key sends messages. Uses 2 "D" batteries (sold on page 344) 27x10x10 inches high.
R35 JP 5031 Malable (5 lbs.) **6.95**



Order film below: more on page 75

SAVE NOW ON 8MM FILM

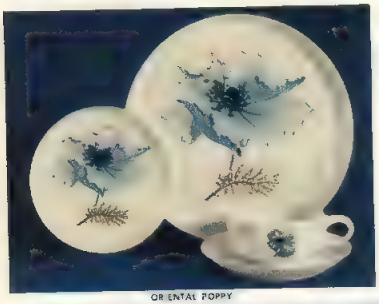
- Buy four reels and make big savings
- Each reel is 50 ft., such exciting fun!
- Easy to load; store

1.25 Ea. in 4's

What better way to delight youngsters than with exciting movies they can show right at home! Adventure, action, comedy, whatever they prefer is in this complete list

(A) Lone Ranger, (B) Join The Circus, (C) Covered Wagon, (D) Last Of The Mohicans, (E) Toreador, (F) Crazy Cat, (G) A Good Time, (H) Little Kittens, (I) Call Me A Taxi, (K) Open House, (L) Start The Show, (M) In The Bank. **State title letter**
35 J 5070 (4 oz.) Each **1.39**
Buy 4 Save! (1 lb.) 4 for 1.38

See Page 239 for new, lower credit terms . . . longer time to pay

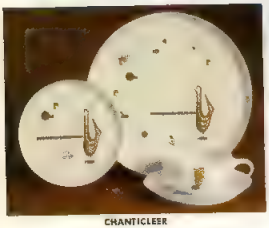


ORIENTAL POPPY

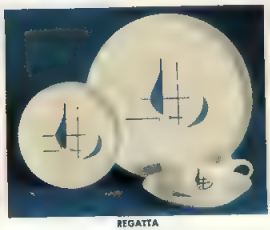
Florence BY Prolon

in captivating new decorated patterns, translucent like fine china

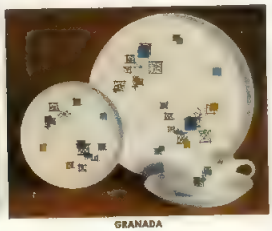
Here's built-in beauty that never fades in today's most exciting decorated dinnerware! Florence is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long life, smoothness and lustre. Translucent, rich and glowing in original decorated patterns created by the noted designer Scott Wilson—Florence is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers. Choose today from four colorful new decorated patterns: REGATTA—refreshing as a cool sea breeze, ultra modern in its smart, symbolic design. GRANADA—combines quiet dignity and charm with rich colors and exquisite design. CHANTICLEER—its whimsical, sprightly design will cheer your every meal. ORIENTAL POPPY—so colorful and captivating with its whisper of the Orient.



CHANTICLEER



REGATTA



GRANADA

16-Pc. Starter Set, service for four consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Cups and 4 Saucers. Wt. 7 lbs. SPECIFY PATTERN DESIRED

6587X1330 (1 to 3 sets)
6587X1197 (4 or more sets). *SPECIAL* **Retail $19.95**

35-Pc. Dinner Set, service for six consists of 6 each 10" Dinner Plates, 6¼" Plates, 6 Cups, 6 Saucers, 6 Fruit Dish and 1 each 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 14 lbs. SPECIFY PATTERN DESIRED.

6588X3500 (1 to 3 sets)
6588X3150 (4 or more sets) . **Retail $52.50**

melmac

GUARANTEE *Guaranteed not to chip or break during a year of normal use.*

Guaranteed by Good Housekeeping

New Prolon

IN SMART SOLID COLORS Mix 'em or match 'em either way you'll brighten the table you set with this gay new Prolon dinnerware. It's super-strong nationally advertised Melmac® quality—known for long life and lasting beauty.

45-PC. DINNER SET

Service for eight consists of 8 each 10¼" Dinner Plates, 6½" Salad Plates, Soup Bowls, Cups, Saucers and 1 each Vegetable Serving Dish, large 15" Platter, Creamer and Covered Sugar Bowl. Wt. 17 lbs.

6589X2633 Rainbow Assortment*
6589X2370 (4 or more sets). . . . **Retail $39.50**

*Rainbow—equal pcs. Melon, Bone White, Celadon Green, Primrose Yellow with Melon service pieces.

5-PC. SERVICE SET

Of modern design consisting of large 15" Platter, 11" Vegetable Dish, Creamer and Sugar Bowl with cover. Wt 4 lbs.

6593X597 Set Primrose Yellow **Retail $8.95**
6593X537 (4 or more sets)
6594X597 Set Melon
6594X537 (4 or more sets)

20-PC. DINNER SET

Service for four includes 4—10¼" Dinner Plates, 4—6½" Plates, 4 Soup or Cereal, 4 Cups and 4 Saucers. Wt. 8 lbs

Retail $15.50

6591X1033 Set Melon and White
6591X930 (4 or more sets)
6590X1033 Set Green and Yellow
6590X930 (4 or more sets)
6592X1033 Set Rainbow*
6592X930 (4 or more sets)

OPEN STOCK

Allow 10 days for shipment
F.O.B. Chicago, Ill
Minimum Order $10.00 at Retail Value

SOLID COLORS: Primrose Yellow, Celadon Green, Melon and Bone White. SPECIFY COLORS

		Retail
6595X106	Dinner Plate, 10¼". .	$1.60
6596X50	Salad Plate, 6½".	.75
6598X43	Saucer	.65
6597X57	Cup, 7½ oz.	.85
9999X67	Mug, 9 oz.	1.00
65100X53	Salad Bowl, 15 oz.	.80
65101X47	Rim Cereal Bowl, 9 oz.	.70
65103X77	Lug Soup Bowl, 14½ oz. .	1.15
65102X37	Fruit Dish, 5 oz.	.55
65104X234	Sugar & Cream Set.	3.50
65105X167	Veg. Serving Dish, 11".	2.50
65106X263	Platter, 15"	3.95

F.O.B. Chicago Warehouse — Immediate Delivery — No C.O.D. Orders
ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

Florence BY Prolon

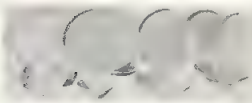
IN RICH, LUSTROUS, SOLID COLORS

Dine with beauty at every meal — built-in beauty that never fades because this fine dinnerware is nationally advertised Melmac® quality Melamine . . . your assurance of long life, smoothness, lustre and lasting good looks. This smartly designed dinnerware is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers.

MELMAC® MEANS QUALITY — AND THE FINEST MELMAC IS "FLORENCE"

Guaranteed not to chip or break during a year of normal use.

OPEN STOCK



Allow 10 days for shipment F.O.B. Chicago, Ill.
Minimum order $10.00 at Retail Value

SOLID COLORS: Copper, Bone White, Beige, Turquoise and High Noon Yellow. Specify color
*A so available in Midnight Black

Item		Retail
6545X120	Dinner Plate, 10"	$1.80
6546X76	Salad Plate, 7¾"	1.15
6547X63	Bread & Butter, 6¼"	.95
6548X50	Saucer	.75
6549X66	Cup, 9 oz.	1.00
6550X66	*Soup or Cereal Bowl, 14 oz.	1.00
6551X53	*Fruit Dish, 8 oz.	.80
6552X196	*Small Platter, 12½" oval	2.95
6553X263	*Large Platter, 14¼" oval	3.95
6554X200	*Vegetable Dish Open	3.00
6555X217	*Vegetable Dish—Divided	3.25
6556X234	*Cream & Sugar Set	3.50

20-Pc. DINNER SET

Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs

Retail $18.95

6534X1263 Set Turquoise and White
6534X1137 (4 or more sets)
6582X1263 Set Copper and Beige
6582X1137 (4 or more sets)
6583X1263 Set Rainbow
6583X1137 (4 or more sets)

Rainbow—equal pcs of Copper, Beige, Turquoise, Yellow

5-Pc. SERVICE SET

Smartly styled serving pcs include 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl as pictured above. Wt. 4 lbs.

Retail $9.95

6584X663 Set Midnight Black
6584X597 (4 or more sets)
6585X663 Set Turquoise
6585X597 (4 or more sets)
6586X663 Set Copper
[illegible] (4 or more sets)

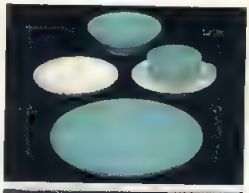
45-Pc. DINNER SET

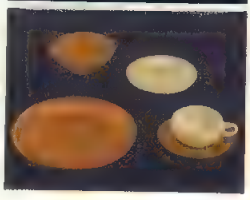
Setting for Eight consists of 8 ea. 10" Dinner Plates, 8 ea 6¼" Plates, 8 Soup or Cereal, 8 Cups, 8 Saucers; one ea. Open Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl. Wt 18 lbs

6581X3167 Rainbow Assortment
6581X2850 (4 or more sets)

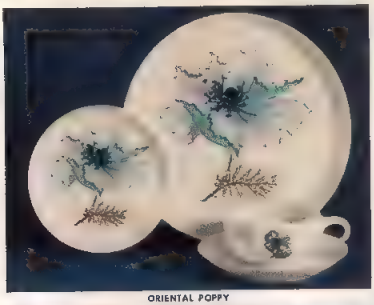
Retail $47.50

Rainbow—equal pcs Copper, Beige, High Noon Yellow and Turquoise with service pcs Turquoise and Yellow





F.O.B. Chicago Warehouse — Immediate Delivery — No C.O.D. Orders
ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

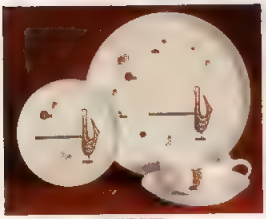


ORIENTAL POPPY

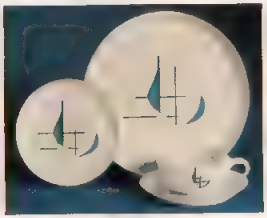
Florence BY Prolon

in captivating new decorated patterns, *translucent* like fine china

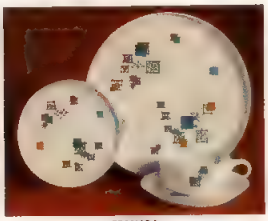
Here's built-in beauty that never fades in today's most exciting decorated dinnerware! Florence is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long life, smoothness and lustre. Translucent, rich and glowing in original decorated patterns created by the noted designer Scott Wilson—Florence is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers. Choose today from four colorful new decorated patterns: REGATTA—refreshing as a cool sea breeze, ultra modern in its smart, symbolic design. GRANADA—combines quiet dignity and charm with rich colors and exquisite design. CHANTICLEER—its whimsical, sprightly design will cheer your every meal. ORIENTAL POPPY—so colorful and captivating with its whisper of the Orient.



CHANTICLEER



REGATTA



GRANADA

16-Pc. Starter Set, service for four consists of 4—10" Dinner Plates, 4 6¼" Plates, 4 Cups and 4 Saucers. Wt. 7 lbs. SPECIFY PATTERN DESIRED.

10H55X1330-4X1197 ..... **Retail $19.95**

35-Pc. Dinner Set, service for six consists of 6 each 10" Dinner Plates, 6¼" Plates, 6 Cups, 6 Saucers, 6 Fruit Dish and 1 each 14½" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 14 lbs. SPECIFY PATTERN DESIRED.

10H56X3560-4X3150 ..... **Retail $52.50**

melmac

GUARANTEE Guaranteed not to chip or break during a year of normal use.

Guaranteed by Good Housekeeping

New Prolon

45-PC. DINNER SET

Service for eight consists of 8 each 10¼" Dinner Plates, 6½" Salad Plates, Soup Bowls, Cups, Saucers and 1 each Vegetable Serving Dish, large 15" Platter, Creamer and Covered Sugar Bowl Wt. 17 lbs.

10H65X2633-4X2370

Rainbow Assortment* **Retail $39.50**

*Rainbow—equal pcs. Melon, Bone White, Celadon Green, Primrose Yellow with Melon service pieces.

IN SMART SOLID COLORS . . . Mix 'em or match 'em—either way you'll brighten the table you set with this gay new Prolon dinnerware. It's super-strong nationally advertised Melmac® quality—known for long life and lasting beauty.

5-PC. SERVICE SET

Of modern design consisting of large 15" Platter, 11" Vegetable Dish, Creamer and Sugar Bowl with Cover. Wt. 4 lbs.

10H69X597-4X537 Primrose Yellow

10H70X597-4X537 Melon **Retail $8.95**

20-PC. DINNER SET

Service for four includes 4—10¼" Dinner Plates, 4 6½" Plates, 4 Soup or Cereal, 4 Cups and 4 Saucers. Wt. 8 lbs.

10H67X1034-4X930 Melon and White

10H66X1034-4X930 Green and Yellow

10H68X1034-4X930 Rainbow*

Retail $15.50

OPEN STOCK

Allow 10 days for shipment
F.O.B. Chicago, Ill.
Minimum Order $10.00 at Retail Value.

SOLID COLORS: Primrose Yellow, Celadon Green, Melon and Bone White. SPECIFY COLORS.

		Retail
10H72D186	Dinner Plate, 10¼"	$1.60
10H73D58	Salad Plate, 6½"	.75
10H75D43	Saucer	.65
10H74D57	Cup, 7½ oz.	.85
10H76D67	Mug, 9 oz.	1.00
10H77D53	Salad Bowl, 15 oz.	.80
10H78D47	Rim Cereal Bowl, 9 oz.	.70
10H83D77	Lug Soup Bowl, 14½ oz.	1.15
10H79D37	Fruit Dish, 5 oz.	.55
10H84D234	Sugar & Cream Set	3.50
10H85D167	Veg. Serving Dish, 11"	2.50
10H86D263	Platter, 15"	3.95

Florence BY Prolon

IN RICH, LUSTROUS, SOLID COLORS

Dine with beauty at every meal—built-in beauty that never fades because this fine dinnerware is nationally advertised Melmac® quality Melamine . . . your assurance of long life, smoothness, lustre and lasting good looks. This smartly designed dinnerware is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers.

MELMAC® MEANS QUALITY—AND THE FINEST MELMAC IS "FLORENCE"

Guaranteed not to chip or break during a year of normal use.

45-Pc. DINNER SET

Setting for Eight consists of 8 ea. 10" Dinner Plates, 8 ea. 6¼" Plates, 8 Soup or Cereal, 8 Cups, 8 Saucers; one ea. Open Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl Wt. 18 lbs

		Retail
10H48X3167-4X2850	Rainbow Assortment	$47.50

Rainbow—equal pcs Copper, Beige, High Noon Yellow and Turquoise with service pcs Turquoise and Yellow

OPEN STOCK

Allow 10 days for shipment F.O.B. Chicago, Ill. Minimum order $10.00 at Retail Value.

SOLID COLORS: Copper, Bone White, Beige, Turquoise and High Noon Yellow.

*Also available in Midnight Black

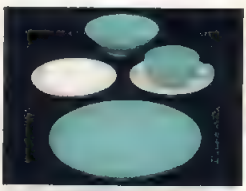
Item		Retail
10H87D120	Dinner Plate, 10"	$1.80
10H88D76	Salad Plate, 7½"	1.15
10H89D63	Bread & Butter, 6¼"	.95
10H90D50	Saucer	.75
10H91D66	Cup, 9 oz.	1.00
10H92D66	*Soup or Cereal Bowl, 14 oz.	1.00
10H93D53	*Fruit Dish, 8 oz.	.80
10H94D196	*Small Platter, 12½" oval	2.95
10H95D263	*Large Platter, 14¼" oval	3.95
10H96D200	*Vegetable Dish—Open	3.00
10H97D217	*Vegetable Dish—Divided	3.25
10H98D234	*Cream & Sugar Set	3.50

20-Pc. DINNER SET

Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs.

		Retail
10H49X1263-4X1137	Turquoise & White	$18.95
10H50X1263-4X1137	Copper and Beige	
10H51X1263-4X1137	Rainbow	

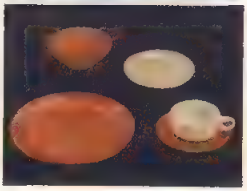
Rainbow—equal pcs of Copper, Beige, Turquoise, Yellow



5-Pc. SERVICE SET

Smartly styled serving pcs include 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl—as pictured above. Wt. 4 lbs.

		Retail
10H52X663-4X597	Midnight Black	$9.95
10H53X663-4X597	Turquoise	
10H54X663-4X597	Copper	



Boating fires can be eliminated!

Thousands of American "boating" families enjoy cruising the waterways *safely* — guarded against fire by Pyrene-C-O-Two *safety-engineered* extinguishers!

Marine activities sometimes present hazards from all three classes of fire: (A) combustible solids, (B) flammable liquids, and (C) electrical. These hazards *can* be controlled, if your craft is protected by Pyrene-C-O-Two fire extinguishers or systems.

Call your local Pyrene-C-O-Two distributor today. He carries a complete line of quality extinguishers, systems, brass goods, hose and accessories. Or write to:

Underwriters' Laboratories and Factory Mutual Approved

Pyrene C-O-TWO

PYRENE-C-O-TWO DIVISION

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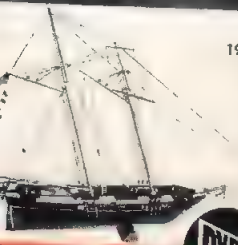
BRANCHES IN ATLANTA • CHICAGO • DALLAS • DETROIT • SAN FRANCISCO

The Best Friend a Fella ever had...

Yes, *you*, Mr. Toy Dealer, can easily earn that proud distinction . . . especially when you offer your customers Pyro's original and different plastic hobby kits. Their all-age appeal assures you profitable sales to dads as well as lads. Remember . . .

PYRO KITS MAKE DOUBLE HITS . . . WITH BOTH LAD AND DAD!

NEW . . . MUSEUM-TYPE KITS



19 inch U.S. Revenue Cutter

ROGER B. TANEY

This historical ship is another genuinely new model kit by Pyro. The "Roger B. Taney" features authentic black hull, "copper" bottom, crewmen, anchor chain, rigging, pennants and display stand.

No. C-248

$3.98 *Suggested Retail*

19 inch U.S. Side Paddle Cutter

HARRIETT LANE

Originally a Presidential Yacht, the "Harriett Lane" also served under both flags in the Civil War. This authentic reproduction contains over 200 parts including black hull, "copper" bottom, crewmen, chain for anchor and bracing, and display stand.

No. C-249

$4.98 *Suggested Retail*

SEE US AT THE TOY FAIR
ROOMS 366-368
SHERATON-McALPIN
HOTEL

PYRO

PYRO PLASTICS CORPORATION
PYRO PARK, UNION, NEW JERSEY

RADAR PATROL

16" Sidewalk Bike

with a Genuine

ELECTRIC MICROPHONE and LOUD SPEAKER that *ACTUALLY WORK!*

NEW For 1957

SEE IT AT THE TOY FAIR
1107 Broadway
Space 407
March 6th-15th

Sure to be the top "demand" item in wheel goods for 1957. Just what every youngster has dreamed about! A genuine sidewalk bike with a genuine electric microphone and loud speaker, complete with amplifier . . . that works. Converts from boy's to girl's model in seconds, too. See it—and everything else that's new in wheel goods—at the Garton Toy Fair Showing . . . or write for complete catalog today.

Garton TOY COMPANY
SHEBOYGAN, WISCONSIN

FIRST WITH EVERYTHING ON WHEELS FOR YOUNG AMERICA

THE 2 TOP PROMOTIONAL DOLLS FOR '56 *AND* '57

R&B Littlest Angel

Kneels, Sits, Walks, Turns Head,
Washable Saran Hair. Jointed knees!

R&B Sweet Pea

12" all vinyl baby doll that drinks and wets!

NOW *PLUS* NEW DOLL

BE SURE TO
SEE AT
TOY FAIR

R&B TURNS DOLLS INTO DOLL-AR$

ROOM 1451 ARRANBEE R&B DOLL CO., INC.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

THE 2 TOP PROMOTIONAL DOLLS FOR '56 *AND* '57

R&B Littlest Angel®

Kneels, Sits, Walks, Turns Head,
Washable Saran Hair, Jointed knees!

R&B Sweet Pea®

12" all vinyl baby doll that drinks and wets!

NOW *PLUS* NEW DOLL

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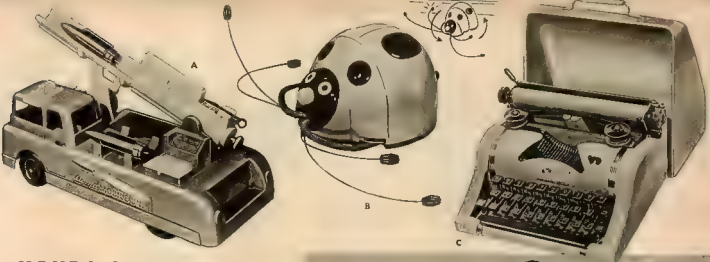


HOURS OF FUN

(A) ATOMIC ROCKET LAUNCHING TRUCK. Propels harmless polyethylene rockets which may be loaded with caps. Ratchet gear elevates and lowers cannon. Ammunition compartment opens and closes. Truck made of colorful, high impact plastic. Metal truck base. With 2 rockets. 12x5x5¾ in
21-31274-197 Shpg. wt. 2 lbs. . . . . .Retail **2.98**

(B) LIGHTNING BRAINY BUG. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor Orange and Black. Flashing nose light. 9½x4x5 in
21-31514-333 Shpg. wt. 2 lbs.. . . . . .Retail **4.98**

(C) TOM THUMB TOY TYPEWRITER AND CASE. Letters arranged same as on standard keyboard. Individual key operation. Standard ½ in. ribbon. New ribbon shift and finger tip spacer. Shift keys. Ball bearing carriage. Attractively finished, has chrome trim. 10x10¼x6 in.
21-31217-1330 Shpg. wt. 10 lbs. . . . . ..Retail **19.95**

(D) IDEAL'S WATER SHOOTING MECHANICAL FIREBOAT. Two rotating fire guns pump water in a steady, long range stream. Screaming siren adds to the fun. Deck accessories, windlass and anchor. Life boat can be lowered into water by working davit. High impact plastic. 15 in.
21-31258-332 Shpg. wt. 2 lbs. Retail **4.98**

(E) IDEAL DRAGNET TALKING POLICE CAR. Detachable dome, searchlight. Simulated grille, radiator and rear lights. Compartment has miniature flash camera, phone, binoculars, 6 guns. Black/White plastic car. Uses 1 pencilite battery (not incl.) see p. 477.
21-31266-265 14⅞x5½x5¾ in. Wt. 2 lbs.. .Retail **3.98**

(F) INDIAN TRAVELERS. A realistic action toy. Indian on fast-stepping horse pulls his family on carrier. Durable plastic, rugged wind-up motor in horse. 10¾ in. long
21-31357-132 Shpg. wt. 1 lb... . . . . .. Retail **1.98**

(G) TALKING CASH REGISTER. Turn the handle and it talks! Red metal front, plated top, shelf 2 rows keys. Drawer opens, rings bell. 7⅞x6½x9¾ in. high.
21-31191-265 Wt.4 lbs.. . . . .**3.98**

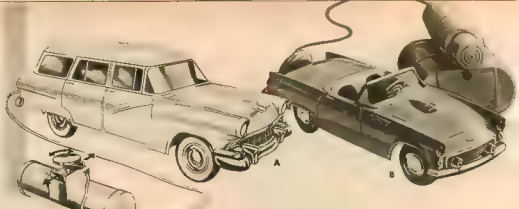
(H) TALKING SWITCHBOARD. Turn the crank, listen to the operator Has 2 colorful play phones Red steel switchboard has phone, dial, cords. 11⅝x10⅝x6⅜ in.
21-31183-332 Wt. 6 lbs. .**4.98**

(J) MECHANICAL SUBMARINE. Heavy gauge lithographed metal. Navigates, dives or rises in water with adjustment of fins. Easy-to-wind motor. 13⅜ in. long.
21-31365-113 Wt. 1 lb.. . .**1.69**

(K) MYSTERY CAR AND TRAILER. Press the top, car and trailer, speedaway. Lithographed. 27¾ in
21-31373-175 Wt. 2 lbs. **2.69**

Remote Control Models

These scale models start, stop, reverse . . . some even have power steering (as indicated). All cars have easy-to-use finger tip remote control. Long-life motors operated by size "D" batteries (not included). These authentic replicas are designed to withstand rugged use. Batteries listed on page 477.



ELECTRIC REMOTE CONTROL TOYS

(A) REMOTE CONTROL FORD STATION WAGON. Durable plastic scale model of the new Victoria. Has rubber tires, chromed grille, and trim. Turns right-left, goes forward, reverse. Needs 2 size "D" batteries. See page 477.
21-31902-400 Car 8 in. long. Shpg. wt. 2 lbs. . . . . Retail **6.00**

(B) REMOTE CONTROL FORD THUNDERBIRD. Tow-tone exterior and beautifully detailed interior. Goes forward, reverse, left and right. Durable plastic body, metal chassis. Needs 2 size "D" batteries. See page 477.
21-31779-465 Car 7½′ long. Shpg. wt. 2 lbs. . . . . Retail **7.00**

(C) REMOTE CONTROL LINCOLN CONTINENTAL MARK II. Beautifully detailed interior. Solid color. Durable plastic body, metal chassis. Forward, reverse, power steering. Needs 2 size "D" batteries. See page 477.
21-31753-465 Car 8 in. long Shpg. wt. 2 lbs. . . . . Retail **7.00**

(D) REMOTE CONTROL FIRE ENGINE. Red with White accessories. Realistic flashing dome light and siren. 18 in. extension ladder and removable auxiliaries. Forward and reverse action. Plastic and metal. Rubber wheels. Needs 2 size "D" batteries. See page 477.
21-31555-330 16 in. long. 2 lbs. Wt. **4.95**

(E) REMOTE TRACTOR AND TRAILER. Amazing climbing power, forward, reverse. Rubber treads. Durable plastic 7 in. long. Needs 2 "D" batteries. See page 477.
21-31590-265 2 lbs. **3.98**

(F) REMOTE MAGNETIC CRANE. Powered plastic crane lifts, lowers bucket which loads and unloads automatically. Forward, reverse motion. Working magnet. Needs 2 "D" batts. See pg. 477.
21-31563-562 17 in. long. 2 lbs. **9.95**

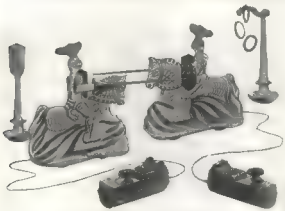
(G) REMOTE CONTROL WALKING DOG. Plastic doggie goes forward and reverse. Wt. 2 lbs.
21-32017-330 Needs 2 "D" batts. Retail **4.95**

(H) MICKEY MOUSE FIRE TRUCK. Red light and siren. White plastic body, gold trim. Remote control ladder, forward, reverse. Need 2 "D" batts. See page 477.
21-31522-330 16 in. long. 2 lbs. **7.95**

(J) REMOTE POWER DUMP TRUCK. Remote control true-to-life steering, forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged plastic. Needs 2 size "D" batteries. See page 477. 8 in. long.
21-31548-265 Wt. 2 lbs. . . . . Retail **3.98**

(K) REMOTE TOW TRUCK. Mechanical lift raises and lowers. Runs forward, reverse, circles. Red light goes on when in motion. Needs 2 "D" Batteries See page 477.
21-32009-265 8 in. long. 2 lbs. . Retail **3.98**

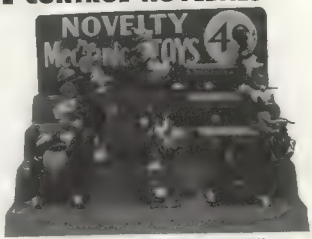
MECHANICAL AND REMOTE CONTROL NOVELTIES



TOURNAMENT KNIGHTS

Pits the skill of two youngsters against each other — dodging, parring, thrusting—all by remote control. The victor's spear striking opponent's shield lights winner's plume. Used singly Knight competes in a tourney by picking off suspended plastic rings or bowling over a small shield on a target stanchion. Rugged high impact plastic with metal base, rubber wheels. Powered by two flashlight batteries. Size (ea.): 9x9x4". Pk. 6.

6T8301 .... List $14.95 99901 Ea



ASSORTED MECHANICAL NOVELTIES

Toys made of brightly lithographed steel. Each toy boxed. Assorted Ferdinand the Bull, Waving Goofy, Whirling Tailed Donkey, Rock and Roll Kitty, Mickey Mouse Skooter, Climbing Sailor, Disney Tricycles, Disney Delivery Wagon. Pk. 1 dz. asstd.

6T8311 List 49c .... 54005 Dz.

DONALD DUCK CLIMBING FIREMAN

Donald Duck made of heavy gauge steel, authentically lithographed in appropriate color and design. Equipped with long-running clockspring motor and stop and start brake. Fireman climbs to top of ladder rung by rung, then quickly slides down . . . action is continuous. Boxed Pk. 1 dz.

6T8312 . . . .List $1.49 . . .. 212008 Dz.

REMOTE CONTROL ROBOT

Terrifically designed! Durable construction. Stands 8½" high. Operates on 2 med. batteries. Movable arms w/hands of rubber. In action robot walks with 3 pistons moving up and down in clear plastic dome. Red light shines inside. Pk. 3 dz.

6T8318 List $2.98 . . . 324007 Dz.

DANCING DAN

Dancing Dan is a natural, loaded with play and mystery. Just sing or hum a tune into the "Mystery Mike" and Dan will tap dance to the rhythm of your tune Play a record and he will dance to the music. Large size, over 13" high. Operates on flashlight batteries. Pk. 12.

6T8304 List $6.95 54445 Ea

REMOTE CONTROL WALKING DOG

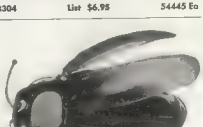
In action dog walks, opening and closing its mouth, bright lights shining in its eyes and making a barking noise. Plush covered 7" long. Oper. 2 med. batteries. Pk. 4 dz.

6T8314 List $1.98 216008 Dz.

PUSH-DOWN "FIGARO" CAT

For the tots too small to wind up mechanical toys. Has a mystery motor which operates by pressing down Figaro's tail. Just press the tail down and release. Cat will proceed to run forward playfully with wooden ball between its paws. Attractively colored lithographed metal. Boxed. Pk 1 dz.

6T8310 . . . . . List 98c..... 98001 Dz



FIREFLY "MAGIC ACTION" BUG

This AMAZING creature, with the fascinating action, goes roaming around the floor hitting objects—backing off in another direction. Each time Bug hits something the tail light flashes on! In action the wings flap up and down. Gaily colored for "EYE APPEAL." Powered by flashlight batteries. 8" long. Pk. 2 dz.

6T8316 .... .List $2.98 . . . . . 324007 Dz.

RAINY DAY TOYS

LOOP-THE-LOOP PLANE

Easy to assemble and very easy to operate. Ideal for kids at all ages. Powered by a single flashlight battery. The plane makes a very realistic buzzing sound in flight. It has a fascinating action that will keep even adults interested. The fuselage of the plane is 7" long and the wingspread is 8¾" Pk. 12.

6T8319 List $5.95 ..... 54005 Ea.

TANK (with Mystery Action)

Official U. S. Army Tank markings. Powered by two standard flashlight batteries, this tank goes roaming along the floor and when an object gets in its way the tank stops, hesitates and then backs off into a new direction. When tank is in motion the gun and turret rotate from side to side in a realistic search for targets to shoot at. 8" in length. Pk. 24.

6T8322 List $3.98 32657 Ea.

U-TURN CADILLAC

In action this 8¾" long convertible makes continuous U-turns with the driver signalling with his arm and the directional light shining each time a turn is started. Oper. on two med. batteries. Pk. 4 dz.

6T8320 ..... List $1.98 ..... 216008 Ea.

POP-EYED SNAKE TRAIN

Four-section train enameled in gay colors. Friction motor sends it scooting along the ground with the eyes wiggling! A GIANT 16½" in length. Pk. 6 dz.

6T8323 List 98c ..... 98001 Dz.

KEY-WOUND "JITTER" BUG

Operates by long running key-wound motor. Brilliantly colored in glass enamel. In action feelers continuously move as bug stops when it hits an object and goes in another direction. 7" long (incl. feelers). Pk. 6 dz.

6T8327 ..... List $1.19 ..... 99501 Dz.

WALKING DOG

Wind it up and see it walk along, moving its head and twirling its tail. Overall length 6¾", and stands 5½" high. Pk. 6 dz.

6T8323 List 98c 98001 Dz.

FLIP FLOP BEAR

Key-wound, it goes flip-flopping over and over. Made of gold-blue plush with bow tie. Cute and clever. Arms and legs extended 8". Pk. 8 dz.

6T8325 ..... List 98c. ..... 98001 Dz.

PLANET X ROBOT

12½" in height In action the robot walks with four pistons moving in the clear plastic cylinders in the clear plastic dome. Movable arms with rubber bands. Pk. 12.

6T8321 ..... List $4.95 43306 Ea.

TUMBLING INDIAN

Hand-painted celluloid head with green-yellow pants. Fierce looking Indian goes somersaulting over and over. Arms and legs extend 8¼". Key-wound Pk. 8 dz.

6T8326 List 98c 98001 Dz.

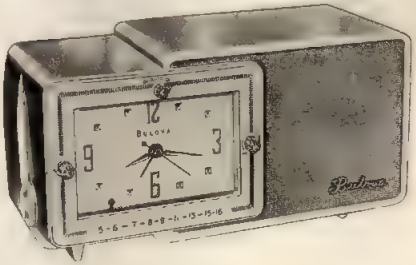
REMOTE CONTROL GORILLA

This scary gorilla walks along swinging its arms, and moving its mouth Weird noises come out of the mouth. The eyes and mouth are brilliantly lit up. Body is covered with fur-like cloth. It stands 8" high. Pk. 36 ea

6T8317 ..... List $3.98 ..... 32657 Ea.

BULOVA Clock Radio

• Built with Bulova Watch Precision
• Turns itself on, off automatically



Now, a Clock-Radio with the Famous Bulova Name . . . its long tradition for precision in watches, the heritage of quality . . . truly, the finest recommendations a clock-radio could offer! This stunning model is not only streamlined in design but is as modern in function as the day is long. Set switch before retiring and radio will serenade you into slumber . . . then automatically shut itself off shortly after you shut your eyes. At the hour of your choice, radio music or soft but urgent buzzer will get you up "on the right side of bed." Extra-long loop antenna, built right into radio, stretches reception. An Alnico permanent-magnet speaker fills a room with tone quality that sounds like it comes from a big set. Dependable electric clock has a jumbo-sized dial with big figures, easily read with a passing glance. Technically speaking . . . radio has superheterodyne receiver, 4 tubes plus rectifier, 105-120 volt operation. Ivory or pink cabinet, 12" long by 8" deep by 6" high, blends and fits in with every home decorating scheme. Appliance outlet. AC.

776-286 B3495 Ivory Plastic Cabinet..... .....**$49.95**
776-294 B3495 Pink Plastic Cabinet..... **49.95**

BULOVA Table Model and Portable Radios

BULOVA "FIDELITY" TABLE RADIO . . . built with Bulova Watch precision. Aptly named "Fidelity" because tone of giant Alnico speaker makes voice and music live . . . as if your home were the stage of a drama theater or symphony hall. You can duplicate this realism on records by connecting record player to phono jack. Styled to give "Decorator Look" to table top, bookcase shelf or kitchen cabinet. Superheterodyne circuit, 4 tubes plus rectifier. AC-DC

776-302 B2795 Ebony Plastic. 13½x6x7¾" high.... .....**$39.95**
776-310 B2795 Ivory Plastic. 13½x6x7¾" high. **39.95**

BULOVA "COMPANION" 3-WAY PORTABLE RADIO . . . sounds as rich as it looks! Superheterodyne receiver with large Alnico speaker matches the full dimension of sound from a big set . . . yet its outside dimensions measure only 9¼x3½x7¼". Strap the top grain leather case 'round your shoulder and you can listen anytime, anywhere by long life batteries . . . or on AC or DC when near outlet. Antenna has extra-long range to attract long-distance signals. 4 tubes plus rectifier.

776-328 B3595 Bulova "Companion." Suntan color.....**$49.95**
776-336 B315 Battery Kit for Bulova "Companion"..... **3.95**

ROLAND Portable Radios

ROLAND "MONTEREY" 3-WAY PORTABLE RADIO . . . use with batteries when vacation-bound, AC or DC when at home. Front and rear grilles surround you with sound from 4" Alnico speaker Built-in loop antenna, automatic volume control, 4 tubes plus rectifier. Saddle-stitched leatherized Texon case. 8¾x2¼x5¾" high.

776-344 B2495 "Monterey" in Suntan Case.. .. ..**$34.95**
776-351 B2495 "Monterey" in Green Case..... **34.95**
776-369 B90 "A" Battery (1 needed)..... **1.25**
776-377 B210 "B" Battery (1 needed)..... **2.85**

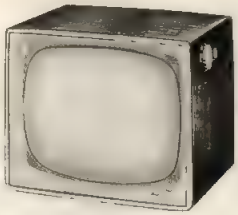
ROLAND "RIVIERA" PORTABLE RADIO and CASE. Curl your fingers around the "Riviera" . . . settled in the palm of your hand is the smallest, lightest portable with a full 4" speaker. You're holding "hi-fidelity" sound, tone that stays beautiful wherever you go. Camera-type case and shoulder strap . . . just like fine leather.

775-924 B1795 Red. Case included. 6¼x2¼x4¼" **$24.95**
775-932 B1795 Green. Case included. 6¼x2¼x4¼".... **24.95**
775-940 B10 "A" Battery (2 needed)..... **.15**
775-957 B210 "B" Battery (1 needed)..... **2.85**

RCA Victor Television

Choose a table model or console with new concepts in styling . . . long, low lines, two-tone finishes, fine wood veneers. Choose TV you can swivel or the new portable "Personal", smallest set yet. No matter what model is your choice, RCA Victor does much, much more for you. It's a fact . . . every year more people buy RCA Victor than any other television.

NOTE. Before you order your TV set, make sure that reception is good in your area and that adequate service facilities are available. Every set shown on these pages carries a standard warranty for 90 days on all parts and for one year on the picture tube. For all other service, see your dealer. In order to insure good reception and satisfactory performance, we offer only these field-tested, nationally famous television sets. Shipped from Illinois.



"THE BAILEY" Table Model TV . . . an RCA Victor Deluxe set that fits into limited space and limited budget! "All-Clear" Silverama aluminized picture tube fills the screen with 261 square inches of picture (overall diagonal tube measurement 21") . . . crisp in detail, intensified in brilliance. And that's only half the enjoyment . . . Balanced Fidelity Sound recreates the audio half of it in room-filling richness. No awkward stooping to "High-and-Easy" tuning, and channel numbers appear in window on cabinet top. Phono-jack for record playing, personalized tone control, built-in antenna, Cascode VHF Tuner. 19¼" x 22½" x 22¼" deep. 104 lbs.

779-751 D18995 Tawny Gold Finish **$229.95**
779-769 D18995 Mahogany Grain ... **229.95**
779-777 D18995 Walnut Grain **229.95**
779-785 D18995 Limed Oak Grain... **229.95**

THE ALLEN Table Model TV. For a wonderfully good look at today's great programs, park yourself in front of "The Allen". Its Silverama aluminized picture tube gives a screenful of brilliant detail . . . 329 square inches of it (overall diagonal tube measurement 24"). Picture stays in view as you turn "High-Side" dial with visual channel selector. Seldom-used controls are out of sight under "Hidden Panel". Beautiful sound of Balanced Fidelity accompanies the beautiful picture. Tone control permits tuning from bass to treble of TV or record player attached through phono-jack. Cascode VHF Tuner overcomes most interference. Built-in antenna. 20¾x26x23⅛" deep. 118 lbs.

779-793 D20995 Ebony Finish **$249.95**
779-801 D21995 Mahogany Grain ... **259.95**
779-819 D21995 Limed Oak Grain... **259.95**

RCA Victor

"THE WHITMAN" Deluxe Console TV . . . the center of attraction. Textured grille cloth and gleaming finish add style wherever "The Whitman" stands. Turn it on! Eyes light up as they face the 261 square-inch "living image" of its Silverama tube (overall diagonal tube measurement 21") . . . ears perk up as they hear the Panoramic Sound of 3 speakers. "High-and-Easy" dial, illuminated channel number. Phono-jack, built-in antenna, Cascode VHF Tuner. 140 lbs.

779-827 D26995 Mahogany Grain. 37½x28x21¼" deep.....**$339.95**
779-835 D26995 Walnut Grain. 37½x28x21¼" deep..... **339.95**
779-843 D27995 Limed Oak Grain. 37½x28x21¼" deep ... **349.95**

"THE RANSTEAD" Deluxe Swivel Console TV. Now you can point a picture at any comfortable seat in the room . . . just by swiveling "The Ranstead" on its stationary base. "All Clear" Silverama aluminized tube directs 261 square inches of details to viewers (overall diagonal tube measurement 21"). 3 speakers disperse Panoramic sound. "High-and-Easy" tuning. "Front Window" channel indicator, phono-jack, built-in antenna, Cascode VHF Tuner. 38½x30x21¼" deep.

779-850 D28950 Mahogany Finish. 145 lbs. **$349.50**
779-876 D28950 Blond Hardwood, Walnut trim. 145 lbs..... **349.50**
779-884 D28950 Birch Finish. 145 lbs..... **349.50**

RADAR PATROL

16" Sidewalk Bike

with a Genuine

ELECTRIC MICROPHONE and LOUD SPEAKER that ACTUALLY WORK!

SEE IT AT THE TOY FAIR
1107 Broadway
Space 407
March 6th-15th

Sure to be the top "demand" item in wheel goods for 1957. Just what every youngster has dreamed about! A genuine sidewalk bike with a genuine electric microphone and loud speaker, complete with amplifer . . . that *works*. Converts from boy's to girl's model in seconds, too. See it —and everything else that's new in wheel goods —at the Garton Toy Fair Showing . . . or write for complete catalog today.

Garton TOY COMPANY
SHEBOYGAN, WISCONSIN

"FIRST WITH EVERYTHING ON WHEELS FOR YOUNG AMERICA"

In '57 shop 1107

Non-breakable "Impac" Case won't chip, crack or break under any condition. Fully guaranteed in writing for 5 years.

Three-Way Operation (battery, AC or DC) Gives brilliant radio performance, and instantly, with battery power

RCA Victor

Only RCA VICTOR Has The "Golden Throat"

Rotation of new "Wavefinder" Antenna achieves the finest radio reception without positioning radio itself

3-way Portables in Unbreakable Cases

RCA VICTOR "GLOBE TROTTER"...ideal companion for a trip across town or entire country. New "Wavefinder" antenna, atop the radio, rotates to attract weak stations...and a 3-gang condenser amplifies them. Automatic control maintains uniform volume for every signal received. You could actually drop the radio and its non-breakable "Impac" case still wouldn't crack or chip. Plays on AC or DC or on battery without warm-up. Famous RCA "Golden Throat" system consistently gives you an earful of true tone. Five tubes plus rectifier, super-sensitive permanent-magnet speaker, standard broadcast band with Civil Defense "Conelrad" frequencies. Horizon Gray case 1[illegible]½x5[illegible]x8¾" high

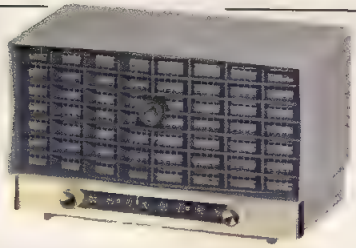
776-146 B3995	"Globe Trotter"	$49.95
776-153 B475	"AB" Battery Pack	6.50

RCA VICTOR "WANDERLUST"...packs pleasure aplenty at home or away. Without moving the radio, the "Wavefinder" antenna "zeros in" on distant station and Vernier Tuning pinpoints it exactly. "Golden Throat" achieves a tone quality remarkable for a radio this size. You can switch from battery power to AC or DC outlet...listen wherever there's a signal. Rugged "Impac" case takes travel in its stride, never shows wear. Full range tuning includes Civil Defense bands. Automatic volume control, 4 tubes plus rectifier, big supersensitive speaker. Fashionably styled case 10¾x3½x8"

776-104 B3195	Aqua Case	$39.95
776-112 B3195	Horizon Gray Case	39.95
776-120 B90	"A" Battery (1 needed)	1.25
776-138 B250	"B" Battery (1 needed)	3.50

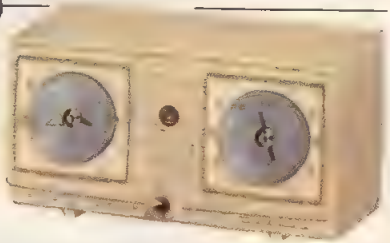
RCA VICTOR "NEW YACHTSMAN"...two bands for radio-listening sailors. Marine Band from 2 to 5 mcs. covers weather reports, Coast Guard flashes, ship-to-shore messages. Standard Broadcast Band from 540 to 1600 kcs. picks up ordinary stations...with automatic volume control for uniformity. 3-gang condenser for amplification. Battery-powered on board or with AC or DC outlet in port. "Wavefinder" antenna beams you in on rich "Golden Throat" sound. Surf Green non-breakable "Impac" case withstands the bumps of heavy duty, heavy seas. Slide rule tuning settles on accurate frequency. Five tubes plus rectifier, big speaker for big room or "cabin cruiser" volume 11[illegible]x5[illegible]x8¾"

776-161 B5495	"New Yachtsman"	$69.95
776-179 B475	"AB" Battery Pack	6.50



RCA VICTOR TWIN-SPEAKER TABLE RADIO...the Glendon. Emotion in a Beethoven symphony, spirit at a ball park...you'll "feel" as well as hear the difference the second permanent-magnet electro-dynamic speaker makes. Built-in loop antenna boosts reception of faint stations...and Vernier Tuning lands directly on them. "Golden Throat" tone, automatic volume control, phono jack, 4 tubes plus rectifier. Gold trim graces lattice work of case. AC-DC.

776-062 B2795	Two-tone Gray Plastic. 12½x6¾x7"	$34.95
776-070 B2795	Two-tone Green Plastic 12½x6¾x7"	34.95



RCA VICTOR CLOCK RADIO...the Sandman. Now you can fall asleep while up to an hour of music plays, confident that slumber switch will turn off radio or record player connected to phono jack. In the morning, music in your ears will make you open your eyes. Ten minutes later, a buzzer will stir you into action. Small appliance outlet can even start your coffee brewing automatically. Built-in loop antenna volume control, 4 tubes plus rectifier. Telechron clock.

776-088 B3195	Ivory Plastic. 12½x8½x8¾". AC	$39.95
776-096 B3195	Forest Green Plastic. 12½x6½x6¾". AC	39.95

RCA Victor Strato-World II

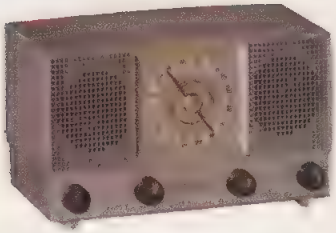
London, Paris, Rome, Rio, Mexico City, Honolulu, Manila . . . the world at your finger tips on 7 powerful bands

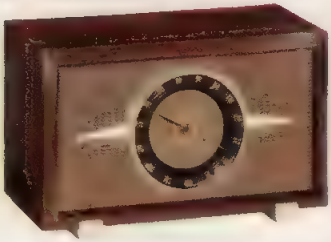
Powered to pick up the world...the Strato-World II is the most powerful, luxury portable ever designed! A flick of the dial whisks you down to Rio, puts you on the road to Singapore or to any other metropolis that catches your fancy...London...Paris...Budapest ... Rome, as well as standard broadcast band and domestic short wave. There's hardly a spot on earth beyond reach of its 7 super-sensitive bands. And since it operates equally well on batteries, AC or DC, there's hardly a spot on earth where you can't play it.

Even most distant signals come in full and clear through the famous "Golden Throat" tone system..."Climatized" components guard against extremes of heat, cold and humidity. Built-in "Magic Loop," telescopic and "Signal-Finder" antennas overcome difficult reception. Treble and bass tone controls produce exact tone shading listener prefers. World map on lid of case indicates time zones wherever you dial. Inside are 5 tubes plus rectifier...outside, a compact, durable Tan simulated-leather case. 17½x7¾x10⅝" high.

776-203 B10695 RCA Victor "Strato-World II" Portable.....$139.95
776-211 B545 "AB" Battery Pack 7.25

RCA Victor AM-FM Radios





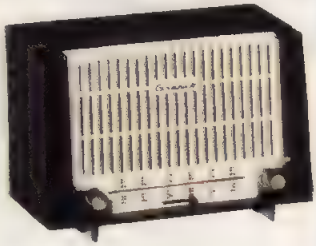
RCA VICTOR TWIN-SPEAKER AM-FM RADIO...the Lindsay, for wonderfully clear Standard reception and virtually static-free Frequency Modulation. Two high efficiency speakers increase bass response to produce console-like tone while Vernier Tuning selects station precisely. Automatic volume control eliminates fading or blasting: variable tone control adjusts from treble to bass. 2 built-in antennas, 3-gang condenser, 4 controls, 8 tubes plus rectifier. Phono-socket permits use as a radio-phono combination. AC-DC.

776 229 B5595 RCA Gray Plastic Cabinet. 7x13¾x8" high.....$69.95

RCA VICTOR DELUXE "GOLDEN THROAT" AM-FM RADIO...the Livingston. Wide variety of AM broadcasts and extensive musical programming of FM seem to originate in your presence...the result of "Golden Throat" tone, 8" speaker, 8 tubes plus rectifier. Each tuning range has its own built-in antenna. You can spot a station exactly with Vernier Tuning and vary tone to suit yourself...but automatic control keeps volume constant. Phono-socket lets you plug in record player and enjoy your favorite records. 17½x8¼x10½" high. AC.

776-237 C7995 Wood Cabinet. Mahogany finish. $99.95

GRANCO AM-FM Radios



GRANCO "MUSIC HALL" AM-FM RADIO. Commentary or comedy, soap opera or grand opera...this Granco set multiplies your radio enjoyment! Drift-free oscillator means no troublesome re-tuning. Brings in FM or AM even in fringe areas. And there's never the interference of thunderstorms, electrical appliances or background noises. Exclusive "paragrid" front permits unimpaired sound output from big Alnico V 6" speaker. Two built-in antennas and 7 tubes plus selenium rectifier housed in Ivory plastic cabinet.

776-252 B3495 Size. 4¾x7¼x5" high. AC DC . . .$44.95

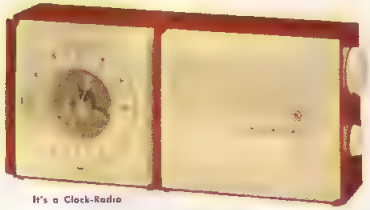
GRANCO "CONCERT HALL" HIGH FIDELITY AM-FM RADIO...engineered to carry you from armchair to podium stand. Just lend an ear to its 7' extended-range Alnico V speaker and thrill to audio excellence. Once you find the frequency with revolutionary coaxial tuning, a drift free oscillator assures stability...never the need to re-tune. Simple controls. AM-FM selector switch, one knob for volume, one for tuning. Built-in antenna for full AM range, another for FM. 7 tubes plus selenium rectifier. Ebony plastic case, ivory trim.

776-260 B3795 Size: 7x10½x7½" high. AC-DC.....$52.95

GE Clock Radio

ULTRA MODERN IN DESIGN AND ENGINEERING...It's a pleasure to look at and a convenience to live by this smart clock-radio. Now you can drowse off to dreamland without the worry of the radio playing all night ..Sleep Switch turns it off at a pre-set hour. Instead of the rude awakening by a noisy alarm in early morning, you're gently aroused by the radio again. Ten minutes later, an agreeable buzzer double checks that you're on your feet. Electronic Servant outlet in back lets you connect coffeemaker or other appliance of 1100 watts or less. You can even hear your records through the excellent sound reproduction of the Dynaflow speaker, .just plug in phonograph and turn Audio-magic switch. Hands of the dependable GE electric clock glow in darkness...and a beam of light travels over radio dial as you tune. Built-in Beamascope antenna allows clear reception of faraway stations. 4 tubes plus rectifier. 12¾" long, 6¼" deep, 6½" high ..with molded back for complete enclosure. UL listed AC

775-007 B2995	Ivory Plastic Cabinet	$39.95
775-015 B2995	Mahogany Plastic Cabinet	39.95
775-510 B2995	Pink Plastic Cabinet	39.95



It's a Clock-Radio

It's a Clock

It's a Portable

GE Convertible 3-in-1 Radio

IT'S A CLOCK! IT'S A PORTABLE! IT'S A CLOCK-RADIO! The three-way versatility of this ingenious GE product is like having three for the price of one. Attached, the radio and electric clock form a handsome unit for use anywhere with AC outlet...and you can set the clock regulated radio to go on and off automatically. Sliding motion of switch unlocks and separates the two units into a clock with buzzer alarm and a battery-operated portable radio. Wherever you take your favorite programs...to picnic, party or park.. you'll hear them through a powerful Alnico V speaker. 4 tubes plus rectifier. Full AM range includes Civil Defense band markings. Efficiency of an iron core Beamascope antenna enables you to pick up distant signals without ear strain. Both radio and clock are molded in new durable polystyrene unbreakable in normal service. Over-all size: 12¾x3x3x6" high, radio alone: 7x3x6". 105-120 volts, AC. UL approved.

775-064 B3495	Two-tone Gray Plastic Cabinet	$44.95
775-072 B3495	Red-and-White Plastic Cabinet	44.95
775-080 B10	Burgess "A" Battery (2 required)	.15
775-098 B240	Burgess "B" Battery (1 required)	3.25

GE CLOCK RADIO...the working man's best friend in price and purpose! Set Sleep Switch as long as 60 minutes before bedtime and radio turns off automatically.. set "Alarm" for time you want to get up and, automatically, radio turns on at that hour. You're never in the dark about the time because hands of clock are luminous. Radio, with powerful Dynaflow speaker and 4 tubes plus rectifier, has a built-in iron core antenna. 11½x5x6" high with molded back. UL listed AC.

775-148 B2395	Mahogany-and-White Plastic Cabinet	$29.95
775-155 B2395	Red-and-White Plastic Cabinet	29.95

GE 3-WAY PORTABLE RADIO...for use indoors, outdoors, all around the house. Trouble-free power change from "long life" batteries to AC or DC current...cord glides in and out without opening unbreakable polystyrene case. Large Dynaflow speaker, 4 tubes plus rectifier, full range tuning with Civil Defense bands, built-in antenna.

776-013 B2395	Turquoise-and-White Plastic. 10x3¼x6½"	$29.95
776-021 B2395	Terra Cotta-and-White Plastic 10x3¼x6½"	29.95
776-039 B90	Burgess "A" Battery (1 required)	1.25
776-047 B250	Burgess "B" Battery (1 required)	3.50

WESTINGHOUSE Table Radios

New Portable and Table Models —Engineered to Give You Famous Westinghouse Performance

WESTINGHOUSE "HOLIDAY"...3-way portable. Brings in your favorite radio programs wherever you are, indoors or out. Operates on AC, DC or self-contained batteries. Fingertip tuning selector covers all standard AM frequencies from 540KC to 1600KC, including Civil Defense settings. Improved automatic volume control; Alnico V Magna-Power speaker, long-range Ferrocore antenna. Has 4 tubes plus selenium rectifier. Lightweight and compact...just 6¾" high, 8¾" wide, 3" deep. New unbreakable plastic cabinet in modern "Sweep-Back" design. Form-fit handle for easy carrying. In two-tone Green, or Gray-and Black.

776-393 B2495 2-Tone Green **$34.95**
776-401 B2495 Gray/Black **34.95**
776-419 B26 A Battery; 1 needed **.35**
776-427 B210 B Battery; 1 needed **2.85**

TABLE-MODEL RADIO by Westinghouse. In smart Red and Gold or in sleek Black, here's a radio that you can use wherever you need one. Its handsome clean-cut styling fits in with any decor. Engineered for superior tone, power and famous Westinghouse performance. High gain loop antenna gives better reception in all areas. Has four tubes plus rectifier. Sturdy plastic cabinet measures 6" high, 10¼" wide, 5¼" deep. Plays on AC or DC current

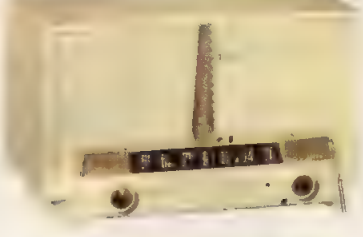
776-484 B1795 Red and Gold Cabinet... **$22.95**
775-783 B1595 Black Cabinet **19.95**

WESTINGHOUSE "RAMBLER" Personal Portable. Long range Ferrocore antenna gives amazing reception. Alnico V speaker; 4 tubes. New unbreakable plastic case has braided wrist strap for safe carrying. 5½" high, 7½" wide, 2½" deep. Operates on "A" and "B" batteries only. Deluxe model Rambler (Black/Gray) includes battery saver.

776-435 B1995 Black/Gray (with battery saver) **$27.95**
776-443 B1795 Tan/Brown (without battery saver)..... **24.95**
776-450 B10 "A" Battery (1 needed). Each..... **.35**
776-468 B210 "B" Battery (1 needed). Each..... **2.85**

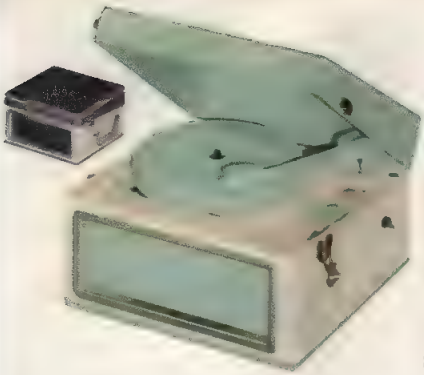
"SONORAMIC" TABLE RADIO by Westinghouse. New and exciting! Twin speaker system brings you a new thrill in listening pleasure every time you hear it. Advanced acoustic-design cabinet radiates full-range sound evenly over entire room. High-gain loop antenna pulls in distant stations clearly. Four tubes plus rectifier. Plays on AC or DC current. Handsome plastic case in ivory or maroon. Size: 6½" high, 11" wide, 6" deep.

775-833 B2250 Ivory "Sonoramic" Radio **$29.95**
776-492 B2250 Maroon "Sonoramic" Radio **29.95**



TRANS-HORIZON LONG DISTANCE RADIO by Westinghouse. Gives you top radio performance every time! Specially engineered for clear, strong reception in remote areas or sections with unusual interference ...opens up a whole new world of listening pleasure! 3 tubes plus rectifier. Extra heavy speaker with powerful Alnico V permanent magnet. Handsome Tan plastic cabinet, designed with contemporary restraint, adds a decorative modern touch to any room. For AC or DC current. Size: 6½x11x6" deep.

775-866 B2695 Trans-Horizon Radio **$36.95**

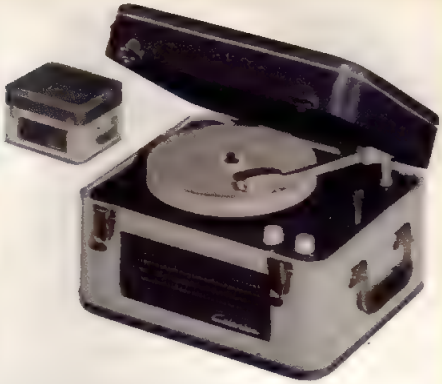


COLUMBIA 4-SPEED PORTABLE PHONOGRAPH

Make a date with this colossal Columbia and fill free hours with music...at the drop of a record on its rubber mat turntable. Never mind your budget...this low price won't upset it! Music from a 4-inch speaker with Alnico magnet passes through a vented sound chamber and into your ears...wide-ranged and well-rounded. Balanced amplifier with one tube plus rectifier achieves a power output of 1.5 watts. Columbia Ronette turnover cartridge, mounted in aluminum arm, holds two jewel tip styli. Off-Volume and Tone controls are positioned for handy use. Accepts records of all sizes, all speeds ..built-in 45 rpm adaptor, even 16⅔ rpm. Washable plastic fabric case. AC.

779-447 B2195 Blue-and-White. 7x12½x11½" deep. **$29.95**

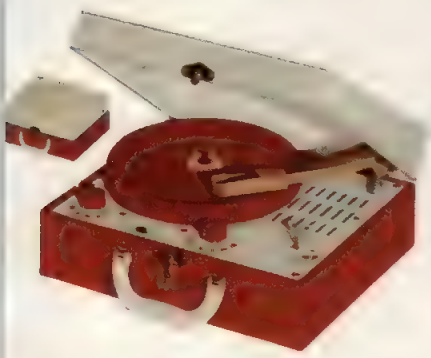
779-454 B2195 Charcoal-and-Gray. 7x12½x11½" deep... **29.95**



COLUMBIA DELUXE 4-SPEED PORTABLE PHONOGRAPH

A born traveler, this stunning Columbia model has a "mind" for music! It's in the shape of a 4-inch by 6-inch oval PM speaker with Alnico magnet...located inside a vented sound chamber. As a record spins 'round the rubber mat turntable, you'll be quick to notice the wide-range response of the amplifier (capable of a 1.5-watt output of power). Aluminum Columbia tone arm, importantly lightweight, contains Ronette turnover pickup cartridge with two jewel styli. Four-speed selector permits a split-second change from one speed to another...16⅔, 33⅓, 45 and 78 rpm. Adaptor for "45" records is built into phonograph. Just put a damp cloth to the plastic impregnated fabric case and wash off fingerprints. 7¾x11¼x14" wide. AC.

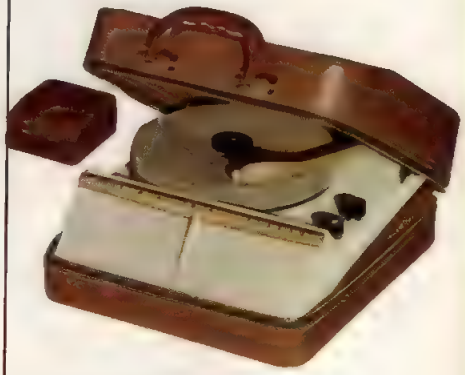
779-462 B2795 Charcoal-and-Light Gray; Pink Trim.....**$39.95**



STEELMAN 4-SPEED PORTABLE RADIO-PHONOGRAPH

Now you don't have to be a stay-at-home to hear your favorites on record or radio. Just take them along wherever you go by way of this smart Steelman combination. Full range "tropicalized" phonograph cartridge has an all-purpose needle to play 33⅓, 45, 78 and 16⅔ rpm records. Powerful 4-tube superheterodyne radio comes complete with high gain ferrite loop antenna and convenient auxiliary connection for "fringe area" reception. Either way, you hear voice and music through the rich tonal reproduction of a heavy duty, full 4-inch Alnico V PM speaker. Whatever table or bookcase you choose to grace with this multi-use portable, its colorful two-tone combination strikes a note of bright beauty. And the space-saving size of it means you can use it anywhere that's close to an AC outlet.

779-421 B2495 Red-and-White. 12½x11x5" deep.. . . . ...**$34.95**



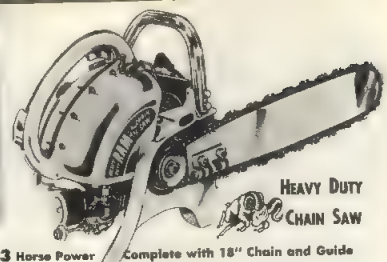
STEELMAN TWIN SPEAKER 4-SPEED PORTABLE PHONOGRAPH

Move around with this Steelman portable in hand and a feeling of pride goes with you! Eyes naturally follow its new, revolutionary "attaché case" design...and when you stop temporarily and start playing it, ears do a "double take" too! Music heard through its twin matched, 4-inch Alnico V PM front speakers sounds like the source was an expensive console. Powerful, balanced Audio-Spectrum® amplifier covers an amazingly wide frequency response. This quality is steady for all records, regardless of speed or size...a high fidelity and full compliance "tropicalized" cartridge turns over one jewelled needle for standard records, a second one for microgroove. Separate knobs control volume and tone. For safekeeping and safe carriage, zipper closure wraps around the handsome Texon case. AC.

779-439 B2795 Suntan. 12x11½x4½" deep **$39.95**

JIFFY CABINETS — the best way to put small items in their place. Ideal for small tool parts, screws, nails, nuts and bolts. Indispensable to the home handyman; perfect for dozens of small items in plants offices, homes. Inside of drawer is easily divided into three compartments with sturdy dividers Full set of dividers supplied with each cabinet Drawers measure 5¾" long, 2⅝" wide, 1¾" deep. Each drawer equipped with index slot. Index labels furnished for all drawers makes it easy to know what's where. Solid one piece back panels with keyhole slots for handy mounting on the wall. Available in red frame with crystal styrene drawers, Gray frame with crystal styrene drawers, Specify color. F.O.B. Ohio.

9212Z10W575	24 drawers; 10⅛" x 12⅛" x 5" deep.	Retail: $ 9.00
9213Z18W750	36 drawers, 13⅞" x 12⅛" x 8" deep	Retail: $11.75
9214Z10X1125	48 drawers, 20⅛" x 12⅛" x 8" deep. . .	Retail: $17.50



3 Horse Power Complete with 18" Chain and Guide

0215Z36X15000 3 H P. RAM CHAIN SAW WITH GUIDE. Cuts logs 18" in diameter—and smaller timber fast with rapid-fire strokes—straight across or at any angle up to 90°. Equipped with famous POWER PRODUCTS engine, that starts with surging power and runs so smoothly to give you the feel of the cut. Also features a special alloy long-life Guide Bar to prevent burning" plus the famous 18-inch Oregon "Chipper" Chain Grip-Rite bar handles plus exclusive dual accelerator control for easy handling and cutting. Large capacity cast aluminum gas and oil tank—rustproof. Solid aluminum chain guard. Weighs only 29 lbs! . . ..Retail: $249.50

6047M9W2200 THE 'FORTY-NINER' TOO', SET Precision made, easy to handle joy of the amateur and expert hobby crafter Fourteen X-Acto knife blades, 6 gouges, 4 routers, 2 punches, 3 knives, 1 Hobbycraft saw (with extra blades), 2 screwdrivers, 2 "C" clamps, 1 protractor rule, 1 tweezer, sander, 2 pin vises 1 hand drill; 1 file, 1 planer, 1 hammer (with 4 extra heads), 1 bench vise; 1 spokeshave, 1 pair pliers 3 drill bits .. Retail: $33.00

6048R2W400 THE '3 MUSKETEERS'. Deluxe Knife Chest. Three X-Acto knife handles of tooled aluminum with 18 interchangeable extra blades Ready for any cutting jobs, carving chores, or whittling work Also includes 1 package of 2 Whittler's blades and 1 package of 2 saw blades All in natural finish wood chest. A set that will make your hand more creative perfect gift for hobbyists model builders and camp projects .... Retail: $6.00

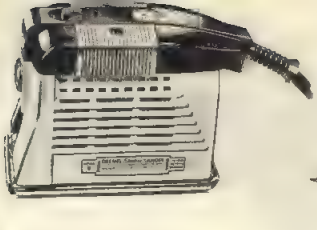
6049M5W1250 THE 'MODEL BUILDER.' Every essential tool, handles, blades and cutting edges for the wood carver or model builder Contains three X-Acto handles of tooled aluminum block planer, sander spokeshaver, balsa stripper, hobbycraft saw, 2 pin vises, 6 assorted blades, 6 gouges, 4 routers 2 punches 2 3-inch blades, 8 drill bits, steel rule, in large handsome fitted wooden chest Set for the advanced craftsman . Retail: $18.75

6050M3W800 X-ACTO TOOL CHEST. Handy "desk-drawer" workshop. Includes Nos, 1, 2, 5 knives, No. 40 block planer, No. 41 sander, No. 45 spokeshave, No 48 balsa stripper, 6 assorted blades, 6 gouges, 4 routers, 2 punches, 2 three-inch blades, steel rule—all in a handsome wooden chest. Precision made to meet the demand for tools specially designed to do a great variety of hobby and handycraft jobs, ... Retail: $12.50

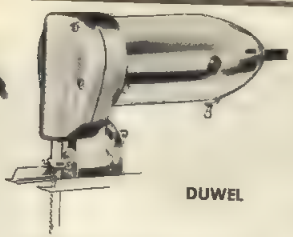
BURGESS ELECTRIC SPRAYER

6051M5W1297 BURGESS DELUXE SPRAYER KIT—complete self-contained compact outfit—able to handle any kind of spraying job... easily, quickly Sprayer unit is all new with a quart aluminum container Sapphire nozzle resists abusive action of all sprayable materials Handy adjuster knob for heavy or light spray; convenient trigger switch. Sprays paint, varnish, shellac, lacquer, mothproofers, garden sprays, insecticides, etc All steel case contains paint strainer attachment, angle spraying adapter extension cord set; touch-up container, spare parts kit, insecticide nozzle kit, spray manual. .....Retail: $39.95

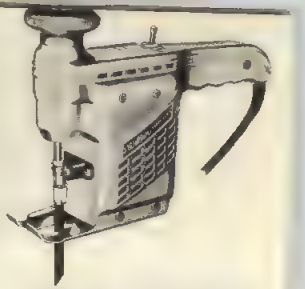
6052M4W863 BURGESS VIBRO-SPRAYER with new Sapphire Nozzle, Sprays paint, varnish, enamel, shellac, lacquer, garden sprays, insecticides, etc. Just plug in and paint—the easy way—without compressors or motors of any kind. Improved new model has 25 oz. capacity container; fast action trigger switch Easy cleaning, non-clogging. .....Retail: $12.95



5905M4W1047 DREMEL SANDER-POLISHER - MASSAGER. Ideal for workshop finishing projects and household repairs As a polisher it takes the work out of polishing furniture and other waxed surfaces As a massager its gentle vibrating action soothes nerves and relaxes nervous tension 13 sq. inch surface, weighs only 2½ lbs. yet produces 14,400 sanding strokes a minute .... **Retail: $14.95**

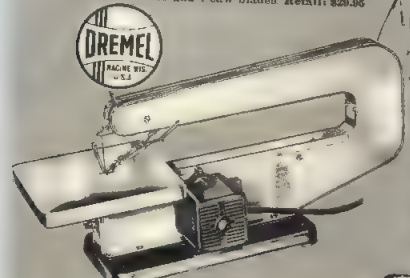


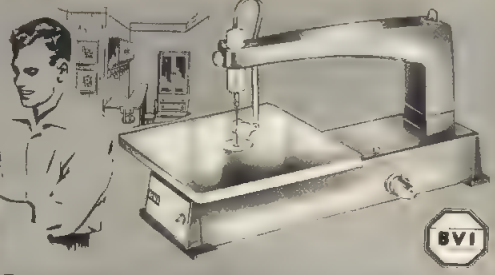
6000M4W2330 DUWELL ALL-PURPOSE ELECTRIC JIG SAW, equipped with built-in adjustable base for accurate bevel cutting up to 45° angles! Powerful AC-DC motor cuts 2200 strokes per minute, makes fast work out of any wood, plastic or metal job Cuts any shape any size . . . even cuts openings without drilling starting hole, breezes through 2" lumber easily. Lightweight, designed for greater handling ease. Guaranteed for a full year **Retail: $34.95**



5990M5W1336 WELLER PORTABLE SABRE SAW cuts wood, plastic, composition board, metal Rips or cross-cuts lumber up to 1" thick Makes inside cuts and circles without drill ng hole. Never needs lubrication, polished aluminum housing Complete with 2 wood-cutting blades, 1 metal cutting blade, blade wrench ... **Retail: $19.95**

5906M4W2097 DREMEL HEAVY-DUTY MOTO-JIG SAW A fast-cutting, large capacity tool cuts to center of a 30" circle' Rips through wood up to 1¾" — even 2x4's plastics, etc. Has a real ROTARY MOTOR, not a vibrator Equipped with a super safe blade guard 4-Way blade holder permits sawing in any direction — no limit to length of stock it will cut Runs as quietly as a sewing machine will not interfere with TV or radio Overall size 8 x 23 x 9½", weighs only 12 pounds Complete with motor and 4 saw blades **Retail: $29.95**





Dependable, High Quality Power Tools

6053M14W1997 BURGESS ELECTRIC WORKSHOP with powerful built-in rotary motor. Swing away arm converts jig saw instantly to a versatile sabre saw. Overarm is removable, too, for sawing extra large pieces Rotating buck adjusts for sawing in any direction. built-in blower automatically keeps work free of sawdust. Quick blade tension adjustment permits using different types and lengths of blades even broken ones! Built-in power takeoff performs drilling, buffing, sanding, polishing, grinding, etc from ¼" accessory chuck! Sturdy aluminum; table size 10" x 18"—saws to center of a 24" circle. Complete with 3 blades. **Retail: $29.95**

5997M3W480 DREMEL MOTO-COPING SAW runs 7,200 strokes per minute . . . . you just guide it for average cutting speed of one foot a minute! Easily cuts intricate scroll designs in wood up to ¾" thick Blade holder faces blade 4 ways permits you to saw sideways as well as forward and backward Saws to center of 19" width Weighs only 17 ounces 110-120V AC **Retail: $6.95**

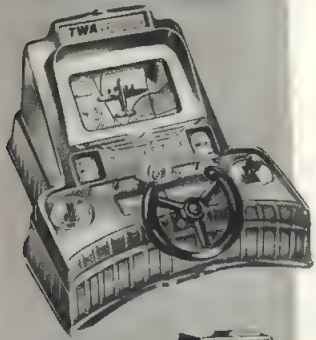
6001M2W300 EVANS 50' WHITE TAPE in leatherette steel case, ¾" blade Equipped with hook and ring, recessed crank White blade, black figures in eighths with 1 ft markers Plastic carrying case .. . **Retail: $4.50**

6002M2W433 100 FT. SIZE **Retail: $6.50**

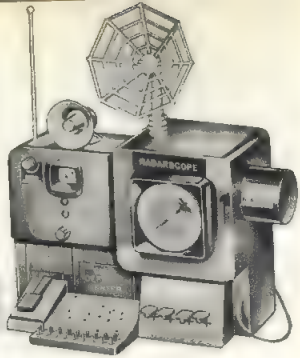
6003M2W382 MEASURE CHEST with 50' tape above and 12' white tape in a die cast case, both in transparent tackle utility box . . **Retail: $5.00**

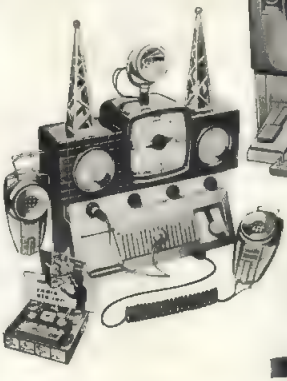
6006M2W1050 SUPREME 'VERSAMATIC KIT Reversible screw driver and speed reducer for power tools. Increases power 7 times by reducing speed 7 to 1' Allows even lightest tools to do man-sized jobs Reverse feature permits removal of largest screws easily Kit also turns an ordinary ¼" or ⅜" drill into a reversible power wrench or tapping head Complete with medium screw driver bit, square drive adapter Phillips screw bit . . . . . **Retail: $14.95**

6629M8W484 TWA ELECTRONIC JR PILOT TRAINER. Now he can really fly! With real plane controls to pilot a TWA plane over turning world map. Electronic radar system buzzes and red light flashes when plane is steered off its exact flight course. Has working altitude meter, fuel gauge, compass telegraph buzzer key. Heavy duty motor works off 2 flashlight batteries. **Retail: $6.95**

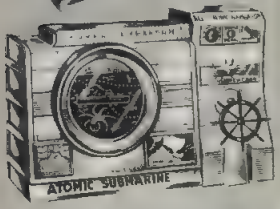


5413M5W697 ELECTRONIC RADAR CD CENTER. A real operating radar station to spot planes in sky, rotate antenna, sound alarm, send messages, identify planes. Big 14" x 14" x 6" center will fascinate several children with flashing lights, buzzers, maps, etc. Complete with manuals, codes, Civilian Defense information. ..... **Retail: $9.95**



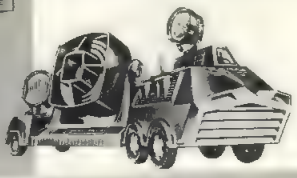


5792M2W484 REMCO ELECTRONIC RADIO STATION, sends and receives up to ½ mile! Complete with 2 microphones, switchboard type transmitter, professional telegraph key, powerful remote controlled searchlight. Transmits both voice and code—includes all accessories: batteries, log book, etc. Big, colorful, study. .... **Retail: $6.95**



6020M3W484 ATOMIC SUBMARINE and ELECTRONIC NAVIGATOR. Steers dives, surfaces, buzzes like a real submarine sonar system when off course, and red light flashes to alert the crew. Steering wheel turns to make sub surface or dive, steers it through waterways of the world. Has telegraph buzzer key, blue sparks show atomic reactor at work ..... **Retail: $6.95**

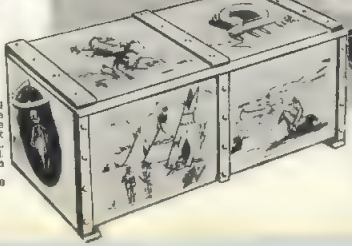
5793M4W697 ELECTRONIC MOBILE LOUDSPEAKER and Signal System. Powerful microphone transmits booming voice over amplified loudspeaker. Has revolving searchlight controlled from trailer, loud buzzer signal. Big two foot trailer, complete with batteries, wire, etc.—ready to operate. **Retail: $9.95**



6032M6W667 GENE AUTRY DOUBLE HOLSTER SET of genuine top grain cowhide. Looks so real—with fancy nickel spots, diamond shaped conchas and jewels. There are bullets, bullet clips, trophy buckle, leg ties—just everything—including two foot-long repeating six shooters. Embossed with Gene's 'Flying A' brand. ..**Retail: $9.95**

6633M5W490 ELECTRONIC SHOOTING GALLERY. Operates on the electric eye principle. Hit the revolving jungle scene target and the "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Teaches coordination and shooting skill. Battery powered electric motor driven target. Lithographed metal. **Retail: $7.00**

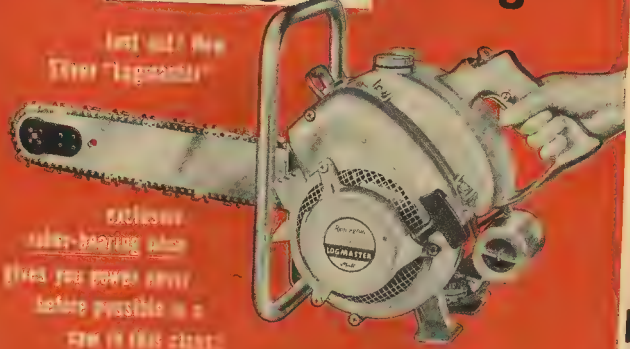
9207Z22X1000 WESTERN TOYCHEST. Big 33" x 17" x 14" size holds all their toys — teaches orderliness while presenting a fine appearance in the children's room or play room. All wood handsomely designed and finished in your choice of plain waxed birch or maple finish, or silk screened design on birch or maple finsh. Please specify. **Retail: $19.95**



9298Z18W697 'CIRCUS PONY' SHOO-FLY of selected hardwood on an improved design platform. Colorful Carnival Red enamel finish with polka dots and blocks to catch the fancy of youngsters. There's a safety seat that's absolutely foolproof so the child cannot possibly slide or slip off. 25" high, 36" long, 13" wide. .....**Retail: $14.95**

now, in chain saws, too,

if it's Remington, it's right!



New Silver "Logmaster" has 6 great features that make it right for you!

- **Exclusive! Roller-bearing nose for less friction, more power!**
- **All-position cutting!**
- **Positive rewind, sure-fire starting every time!**
- **New muffler with built-in spark arrester for safer operation!**
- **New protective air filter!**
- **New high chain speed—3900 feet per minute!**

Silver "Logmaster". *In 3 hp. class, 1 cylinder, air-cooled, 2 cycle. Mall Roster Chain or Oregon Chipper Chain, 7/16" pitch, Bar sizes, 18", 24", 30". 26 lbs.*

Finest direct drive model in its class!

Here is a powerful new lightweight chain saw from Remington—the newest name in power tools and famous for 141 years for quality in sporting firearms and ammunition.

Unsurpassed in power and cutting speed even by models costing much more, the all-new Silver "Logmaster" is the finest direct drive chain saw ever made in its class. The revolutionary new Roller-Bearing nose, an exclusive feature on all of Remington's rugged Mall chain saws, permits faster chain speed and increases actual cutting horsepower to give an outstanding performance on tough cutting jobs.

Mall Tool Company, Division of Remington Arms Company, Inc., builds chain saws for every requirement. Gasoline engine, pneumatic and electric models are available. For a free copy of our new, fully-illustrated catalog, just fill out the convenient coupon.

Specifications subject to change without notice.

Golden "Logmaster". In 5 hp. class. This powerful new saw does more work than any other direct drive model. Roller-bearing nose boosts cutting horsepower up to 20 per cent! Bar sizes, 18", 24", 30". 27 lbs.

Remington Mall®

MALL TOOL COMPANY, Division of Remington Arms Company, Inc.
25000 S. Western Ave., Park Forest, Illinois. In Canada: Mall Tool Ltd., 90 Queen Elizabeth Blvd., Toronto, Ont.

MALL TOOL COMPANY,
Division of Remington Arms Company, Inc., Dept. E51
25000 S. Western Ave., Park Forest, Illinois

Please send FREE catalog on your chain saws.

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more this **hardware week** *featured values*

UNIVERSAL Coffeematic

with the FLAVOR-SELECTOR

NEW
8-CUP MODEL
$19.95

Only UNIVERSAL gives you
Chrome on Solid Copper at this low price!

With this new model at a new low price, *everyone* can enjoy *real* coffee made exactly to the strength they choose, quickly and automatically. For now there's a Universal Coffeematic priced to fit any budget. Get all the famous Coffeematic convenience and all the famous Coffeematic quality of chrome on solid copper . . . get the finest of them all . . . a Universal Coffeematic.

Ten-cup model, $29.95; in copper, $32.95

NO GUESSING
Flavor-Selector gives the exact strength you prefer every single time.

NO WAITING
Cold water pump starts perking quickly. Coffee never comes to a boil.

NO REHEATING
Heat-Sentinel keeps your coffee at the perfect serving temperature.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

more this hardware week featured values

A front door you'll use

How to make that entrance do the job it was intended to do

IF YOUR farm house is over 20 years old, you've probably got a seldom-used front entrance facing the road. Whether you like it or not, your visitors drive right on past it to your back door!

Many farm families, however, are finding that the way to get guests to enter the company part of the house is to put a new "front" door on the driveway side, says Keith Hinchcliff, farm housing specialist at the University of Illinois.

"When moving the front door, you'll probably need to rearrange your present floor plan to get an efficient traffic pattern," Hinchcliff points out. "Try to locate the new entrance *between* the work and living areas of the house. This will save tramping across the living room to get to other parts of the house."

To encourage visitors to use the new entrance focus attention on it and make it inviting, Hinchcliff advises. "One way is to extend the roof overhang over the door or use a flat projection, as shown in the drawings. Painting the door with a bright accent color also helps. So does the arrangement of flowers and shrubs."

What happens to the old front door and porch? Here are two suggestions made by Hinchcliff:

1. Remove the porch and replace the door with a window. So-called "strip" windows (as shown in the drawings) are both attractive and useful. They give privacy from the road and provide more wall space for furniture arrangements.

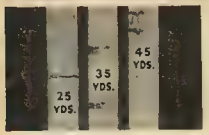
2. Leave the door, but replace the porch with a terrace. A terrace running the width of the house will add a long horizontal line at the base of the house, making it look lower. **End**

Enter the $10,000 Home Improvement Contest. Write Farm Journal, Washington Sq., Philadelphia, Pa., for entry blank and rules.

Remington Power

says you'll get your rabbit for sure...

1. Suddenly a zigzagging rabbit breaks into the clearing and your gun leaps to action. And as you swing on the highballing cottontail, you're glad your good gun pointing is backed by the *sure* performance of Remington "Shur Shot" shells. You know they'll come through with . . .



2. Dependable power—See how the pellets penetrate solid pine boards! "Shur Shot" shells are packed with *accurate* powder charges to insure ballistic uniformity. Shot after shot they deliver . . .

3. Dependable patterns—Remington-developed Flat-Top Crimp *eliminates* blown patterns. And special "Shur Shot" scatter loads produce a large pattern at close range even with a full choke gun!

4. Dependable, rain or shine Remington shotgun shells are Wetproof. Exclusive *corrugated* shell bodies are stronger. *Extra-size* brass head gives easier extraction. They're better made throughout.

5. The right load—You get *exact* powder and shot loadings for best performance on a wide variety of game with "Shur Shot" shells. 15 different powder and shot loadings in 12 ga.; 8 in 16 and 20—plus scatter loads!

And ONLY Remington shells have famous "Kleanbore" priming!

P.S. For even *more* power, if you're a duck, goose or turkey hunter, ask for Remington "Express" shells. They're the "big brothers" to Remington "Shur Shot" and are designed for extra speed and knockdown power!

Remington DU PONT

"Kleanbore," "Shur Shot," "Express" are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

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MERRY - GO - ROUND

EVERY DAY . . . A CIRCUS DAY

Three "Life-Like" Ponies mounted by safety clamps on sturdy Merry-Go-Round base — pony bodies made of pure natural latex rubber—body size 32½" x 18" x 7" — Overall size 56¾" in diameter by 26" high—Combination chrome and durable baked enamel finish — Base revolves on brass bearing — Year 'round play value.

6T4151 . . . . . 659202 Ea.

List $89.95

ROCKING HORSE

Built to scale for young riders. A well designed, many colored, clean cut horse's head with heavy dowel through the head at a comfortable height for good riding. Long arched rockers of heavy gauge steel tubing with cross braces for foot rest—well rounded edges. Non-toxic paint—High gloss finish. Easily assembled. 30" long—22" high. Pk. 1 ea.

6T4146 . . . . . List $3.98 . . . . . 42602 Ea.

"HARRY" THE HAIRLESS HORSE

Made of exceedingly strong molded fibre plastic with selected wood legs and rockers. Deluxe baked enamel finish. White and blue saddle red rockers. 30" overall, body 23x8", 22" tall. Easily assembled by swinging legs down from shipping position in body and attaching rockers. Pk. 1 ea.

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THE WONDER PONY

Sturdy wood frame is designed for maximum strength. The pony's body is built of durable plastic that stands up indoors or out. Length 30", width 8", height 14". Pk. 1 ea. Wt 20 lbs. F.O.B. Mpls.

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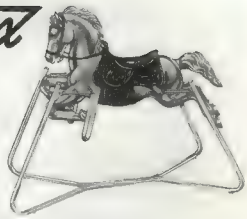
6T4136 . . . . . List $16.95 211302 Ea.



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A winner in any horseshow! A beautifully modeled realistic horse captured at a full gallop. The Buckskin is a real range riding "pace-setter." Rugged, tough construction throughout, with exclusive new chrome tube stirrups, real bridle and rein; and genuine hand tooled western saddle. Sturdy long life, heavy steel springs. For young "range riders" from 1 to 6. Pk. 1 ea.

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REMPEL'S "LIFE-LIKE" PONY

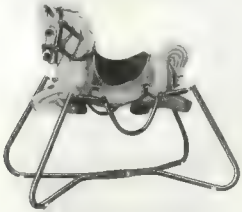
Pony body made of pure natural latex rubber—Over-all size 44½x28½x 20½"—Saddle height 21"—Steel reinforced body—Body size 32½"x19"x 7½"—Beautifully decorated—Protected with Urethane coating—Frame made of steel, combination paint and chrome finish—Spring action (4 springs) on stationary frame gives safe bucking action for active small fry. Pk. 1.

6T4149 . . . . . List $24.95 . . . . . 216003 Ea.

THE WONDER MARE

Latest addition to the popular Wonder Palomino family is the high-spirited Wonder Mare. Molded of tough plastic with brown bridle and saddle. Mounted on a sturdy hardwood frame. Saddle Height 19½", Length 34½", Width 19". Pk. 1 ea. Wt 18 lbs F.O.B. Mpls.

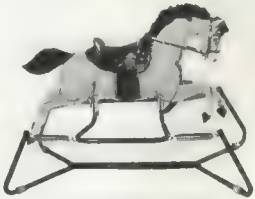
6T4145 . . . . . List $19.95 213302 Ea.



THE WONDER HORSE DELUXE

Body is molded of extra-tough plastic in the natural color of the Golden Palomino. Stands up under "rough riding" without shattering, chipping, or peeling. Mounted on copper tone metal base. Patented Magic Spring Action. For children 1 to 7. Saddle Height 25", Length 38¾", Width 22", Weight 18 lbs. Pk. 1 ea. F.O.B. Mpls.

6T4143 . . . . . List $27.95 218639 Ea.



"LIFE-LIKE" BEAUTY HORSE

Beauty's body made of pure natural latex rubber—Steel reinforced body —Body size 39½"x22"x8"—Over-all size 40½"x33¾"x21"—Saddle height 26½"—Beauty's body attached to frame by two safety clamps—Spring action (4 springs) on stationary frame gives safe bucking action for active small fry—Play value year 'round, indoors or outdoors. Pk. 1 ea.

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A globe masterpiece for the well appointed office, home library or living room. The huge 16-in. lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut; legs have brass ferrules. Globe ball turns on its axis; satin brass-plated meridian revolves on ball bearings. 32-page globe book included. Ht. 39½", wt. 38 lbs.
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ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design, brass-finished handles, red plasticized wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt. 4 lbs.
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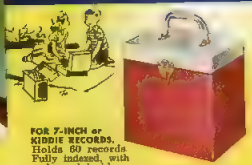
335012K357 Retail **$5.95**



FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
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All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non-fading colors, washable.

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Combine valuable reference with a beautiful home decoration. Maps hand applied for utmost accuracy. Complete with cord and 40W light bulb inside, easy to replace. Operate on AC or DC. 110 volts.

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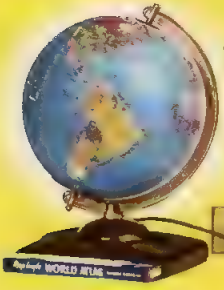

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BIG 12-in. LIGHTED GLOBE shows 6410 place names and offers outstanding reference and beauty for the home. All place names in large type stand out clear when globe is lit. Numbered meridian is satin brass-plated, base has modern black and brass plating. With 32-page book of globe uses. Ht. 16", wt. 10½ lbs.
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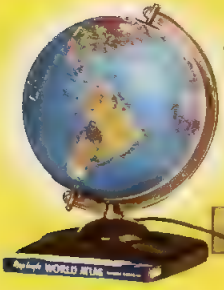

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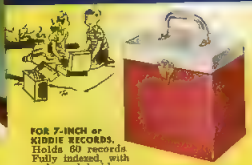
335009K255 Retail **$4.25**

LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
335018K315 Retail **$5.25**

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish, red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
335012K357 Retail **$5.95**



FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
335020K237 Retail **$3.95**

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
335006K435 Retail **$7.25**

FOR 12" RECORDS. Holds 36 records including LP's in jackets. Strong light metal, baked wrinkle finish. Gray top, aqua bottom. Plastic handle, brass-plated draw bolt lock. Index card, embossed dividers, gummed numbers. Wt. 6½ lbs.
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9210Z14X2385 ..... Retail **$39.75**

A globe masterpiece for the well appointed office, home library or living room. The huge 16-in lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis, satin brass plated meridian revolves on ball bearings. 32 page globe book included. Ht. 39½", wt. 38 lbs.
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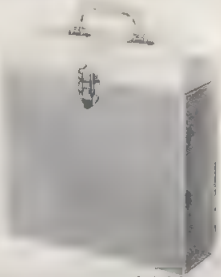
6041M4W255 . . . Retail **$4.25**

LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Her gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
6042M3W315. ..... Retail **$5.25**

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish, red and gray color combination. Fully indexed with embossed dividers for extra record protection. Index card and gummed numbers. Has comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.
6043M4W337 . . . . . Retail **$5.95**

FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
6046M4W237 ..... Retail **$3.95**

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
6043M3W435 Retail **$7.25**



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6044M7W465 . Retail **$7.75**

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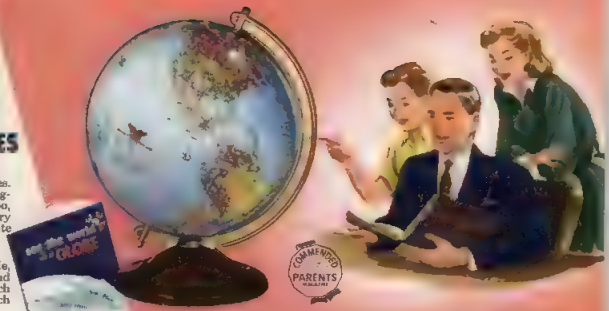
In this wide variety of globes made by Replogle, the world's largest globe manufacturer—you'll find a model for every purpose—from a sturdy 10-inch globe for the younger set to a magnificent 16-inch illuminated heirloom globe

All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non-fading colors, washable



The "Commander." America's best seller! Big 12-in. globe, classroom size, with 6410 place names, an excellent reference for school-age children. Brass-finished, numbered meridian time dial over north pole attractive finish on metal base Comes with deluxe 96-page book describing uses of globe in pictures stories, games, also handy index of cities, populations Ht 16½", wt. 6 lbs.
6034M6W597 ..... **Retail $9.95**

The "Explorer." Similar model in 10-in. size. Has 32-pg. book of uses, "The Story of the Globe." Ht. 14", wt. 5½ lbs.
6035M4W477. ..... **Retail $7.95**

The "Starlight." Smartly styled 12-in. globe with dramatic new map colors. Blue-black oceans contrast strikingly with [illegible] glass. Numbered meridian and base plated in gleaming chrome. A handsome gift for any occasion – a valuable reference for the entire family. Map shows 6410 place names and every country clearly Includes big deluxe 96-page book of globe uses, games, quizzes, index of place names, populations. Ht 16½", wt. 6 lbs.
6036M6W717 ..... **Retail $11.95**

GLOBE and ATLAS set. This complete reference in one handy unit is a fine family gift. Big 12-in. globe shows 6410 place names and every country in its true relationship. Numbered meridian is brass-finished Metal base with walnut wood-grain finish is shaped to conveniently hold the big up-to-date 205-page Atlas, which contains full-color foreign country maps, detailed U. S maps, gazetteer, populations, valuable world information. Comes with 32-page book "The Story of the Globe." Ht. 15", wt. 8 lbs.
6037M8W897 ..... **Retail $14.95**

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Make an ideal TV light

GLOBE and ATLAS set. Detailed 10-in. lighted globe with new 200-page Atlas in its handsome book-shaped base. Brass-plated meridian, walnut wood-grain finish on base. Atlas has full-color foreign maps, U.S. maps, index, populations. With 32-pg. globe book. Ht. 13", wt. 10 lbs.
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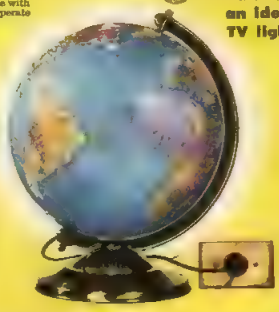
6039M11W1605 ..... **Retail $26.75**



8-in. LIGHTED GLOBE, similar to 12-in. model Good size for end table, small desk, child's night light. Accurate, detailed map. Uses 25W bulb. Has 32-page globe book. Ht. 10", wt. 5½ lbs.
6040M6W837 ..... **Retail $13.95**

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Each with cord and 40W bulb inside, easy to replace. Operate on AC or DC 110 volts. Maps hand applied for greatest accuracy.

A truly elegant globe to enhance the finest home or office. The 12-in lighted globe shows 6410 places. Satin brass-plated meridian revolves in a polished brass-plated fork so any area can be brought instantly into view. Duncan Phyfe pedestal is beautiful solid walnut, hand carved, 34¼ inches high for good reading level. Includes 32-page globe book. Wt 14 lbs.
517NF2385 ..... Retail **$39.75**
F. O. B. Illinois Factory

A globe masterpiece for the well appointed office, home library or living room. The huge 16-in lighted globe has over 800 sq. inches of map surface with over 9000 places. The stand is hand rubbed walnut, legs have brass ferrules. Globe ball turns on its axis, satin brass-plated meridian revolves on ball bearings. 32-page globe book included. Ht 39½", wt. 38 lbs.
551NF8700 ..... Retail **$145.00**
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Lyric RECORD RACKS AND CASES

Here's the safe, easy, most compact way to file records. Solves *all* your storage needs, because LYRIC has a quality case or rack for every record size and speed. All are steel-constructed for years of use, beautifully finished in decorator colors. Perfect gifts for your record-collecting friends of any age.

ALL PURPOSE Rack. Answers today's need for a rack that will hold everything. For 60 records, all sizes and speeds—single, LP's or EP's in jackets. Smart, modern design, brass finished handles, red plasticized wire separators. Complete index for easy selection includes numbering on rack, index card, and gummed numbers. Wt 4 lbs.
5842E255 ..... Retail **$4.25**
Minimum order 3 pieces.

LP AND EP Rack. This modern black and brass holder is so handsome and practical, it appeals to the most discriminating collector. Holds as many as 60 records—7, 10 or 12-inch size in jackets, in about 11 inches of space. Has gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.
5843E315 ..... Retail **$5.25**

"LITTLE GIANT" Carrying Case. Holds 80 7-inch records. Stores them safely at home or on trips. Strong light-metal construction with deluxe baked wrinkle finish red and gray color combination. Fully indexed with embossed dividers for extra record protection, index card and gummed numbers. Has comfortable plastic handle, brass plated draw bolt lock. Wt. 4 lbs.
5846E357 ..... Retail **$5.95**

FOR 7-INCH or KIDDIE RECORDS. Holds 60 records. Fully indexed, with embossed dividers, index card, gummed numbers. Light metal construction with crinkle finish. Gray top, red bottom. Plastic handle, snap lock. Wt. 3½ lbs.
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Minimum order 3 pieces

FOR 10" RECORDS. Deluxe case for 50 10-inch records. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Wt. 5 lbs.
844E435 ..... Retail **$7.25**

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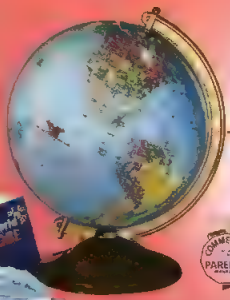
The wonderful gift of a globe fascinates all ages. Homework is easier—more like fun—when youngsters have a globe of their own! For grownups, too, past and present events come to life when every place is seen in true perspective on these accurate models of the world.

In this wide variety of globes made by Replogle, the world's largest globe manufacturer—you'll find a model for every purpose—from a sturdy 10-inch globe for the younger set to a magnificent 16-inch illuminated heirloom globe.

All are *accurate* and *up-to-date*. Maps are highly detailed, yet easy to read, lithographed in soft non-fading colors, washable.



The "Commender." America's best seller! Big 12-in. globe, classroom size, with 6410 place names, an excellent reference for school-age children. Brass finished, numbered meridian, time dial over north pole, attractive finish on metal base. Comes with deluxe 96-page book describing uses of globe in pictures stories games, also handy index of cities populations Ht 16½", wt 6 lbs
518N597 Retail **$9.95**

The **"Explorer."** Similar model in 10-in. size. Has 32-pg. book of uses, "The Story of the Globe." Ht. 14", wt 3½ lbs.
532N477 Retail **$7.95**

The "Starlight." Smartly styled 12-in. globe with dramatic new map colors. Blue-black oceans contrast strikingly with vivid land colors. Numbered meridian and base plated in gleaming chrome. A handsome gift for any occasion — a valuable reference for the entire family. Map shows 6410 place names and every country clearly. Includes big deluxe 96 page book of globe uses, games, quizzes, index of place names, populations Ht 16½", wt 6 lbs
519N717 Retail **$11.95**

GLOBE and ATLAS set. This complete reference in one handy unit is a fine family gift. Big 12-in. globe shows 6410 place names and every country in its true relationship. Numbered meridian is brass-finished. Metal base with walnut wood-grain finish is shaped to conveniently hold the big up-to-date 200-page Atlas, which contains full-color foreign country maps, detailed U. S. maps gazetteer, populations, valuable world information. Comes with 32-page book "The Story of the Globe." Ht. 15", wt. 8 lbs.
550N897 . . . . . Retail **$14.95**

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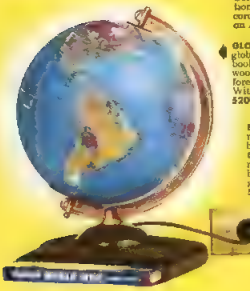
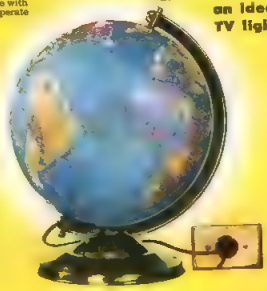
Combine valuable reference with a beautiful home decoration. Maps hand applied for utmost accuracy. Complete with cord and 40W light bulb inside, easy to replace. Operate on AC or DC, 110 volts.

Make an Ideal TV light



GLOBE and ATLAS set. Detailed 10-in. lighted globe with new 200-page Atlas in its handsome book-shaped base. Brass-plated meridian, walnut wood grain finish on base. Atlas has full-color foreign maps, U.S. maps, index, populations. With 32-pg. globe book. Ht. 13", wt. 10 lbs.
520N1497 . . . . . Retail **$24.95**

BIG 12-in. LIGHTED GLOBE shows 6410 place names and offers outstanding reference and beauty for the home. All place names in large type stand out clear when globe is lit. Numbered meridian is satin brass plated base has modern black and brass plating. With 32-page book of globe uses. Ht. 16", wt. 10½ lbs.
547N1605 . . . . . Retail **$26.73**



8-in. LIGHTED GLOBE, similar to 12-in. model. Good size for end table, small desk, child's night light. Accurate detailed map. Uses 25W bulb. Has 32-page globe book. Ht. 10", wt. 5½ lbs.
548N837 . . . . . Retail **$13.95**

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Come see the all-new copper-clad stainless steel Revere Ware miniatures in Room 522 at The Hotel New Yorker. New packages, new lower price range, new service representatives, new and longer discounts.

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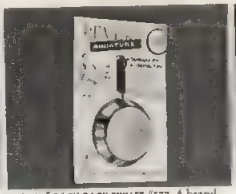
$2.98* BREAKFAST SET #5937. A hit set at a sure-fire price for skillet and sauce pan, chef's hat, apron, cooking guide and Samae Cleaner. Now daughter can cook Daddy's breakfast.



$0.98* RACK PACK SKILLET #577. A brand-new "leader" of the line. This cute miniature skillet has been packaged specifically for self-service selling

$4.98* KITCHEN PRINCESS SET #5957. Puts a gleam in any little princess's eye. Set includes: skillet, sauce pan, sauce pot with cover, chef's hat, apron, cooking guide and Samae Cleaner

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WATCH FOR OUR BIG FOUR-COLOR CATALOG

MINIATURE

Revere Ware

INCORPORATED 1801 REVERE WARE STAINLESS STEEL

—the toy of a lifetime that looks just like Mom's REVERE WARE

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, New York; Clinton, Illinois; Riverside, California

New toys for '57!

Come see the all-new copper-clad stainless steel Revere Ware miniatures in Room 522 at The Hotel New Yorker. New packages, new lower price range, new service representatives, new and longer discounts.

$9.98* AMERICAN HERITAGE SET #5977. Most meaningful package in the toy field. Includes 2 in. covered sauce pan, 4¼-in. skillet, covered sauce pot, tea kettle, coffee pot with cover, and mixing bowl

$2.98* BREAKFAST SET #5937. A hit set at a sure-fire price for skillet and sauce pan, chef's hat, apron, cooking guide and Samae Cleaner. Now daughter can cook Daddy's breakfast

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—the toy of a lifetime that looks just like Mom's REVERE WARE

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, New York; Clinton, Illinois; Riverside, California

the country's best for PLINKING or PEST:

H&R INC. REVOLVERS

"SPORTSMAN"®
top-breaking 9-shot .22

MODEL 999
Shoot, break, out pop the empties . . . means lightning fast reloading and more time for shooting. This blue-ribbon performer features checkered walnut side grips, semi-thumb rest, adjustable front and rear sights. Single or double action.

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9-shot swing-out .22

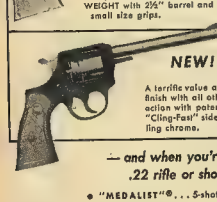
MODEL 929
Pull out extractor rod tip, swing out cylinder, depress rod and empties spring out. Extractor springs back into place, ready to reload. Fast, effortless shooting. In Crown Lustre Blue, side grips in marbleized hues. In 6", 4" or 2½" bbls. MODEL 930—sparkling chrome.

TOP VALUE
9-shot .22 revolver

MODEL 922
Features exclusive Push-Pin Extractor for fast, easy removal of empties and smooth reloading. Checkered, hand fitting "Cling-Fast" grips. Single or double action. In 6", 4" barrels or BANTAM-WEIGHT with 2½" barrel and small size grips.

"GUARDSMAN"®
.32 cal. 6-shot revolver

MODEL 632
Handsome, solid frame .32 Ideal for farm use. Finish in H & R Crown Lustre Blue, small size grips of checkered Tenite. Single or double action, patented Safety Cylinder. Lightweight. In 2½" or 4" bbls. MODEL 633—sparkling chrome.



NEW! SOLID FRAME 6-SHOT .22
MODEL 622
A terrific value at its low price tag! Frame of velvety, nonglare finish with all other parts of Crown Lustre Blue. Single or double action with patented H & R Safety Cylinder. Brown checkered "Cling-Fast" side grips. In 6" or 4" bbls. MODEL 623 — sparkling chrome.

— and when you're choosing your new .22 rifle or shotgun see H&R's:

- "MEDALIST"®... 5-shot precision .22 rifle
- "PIONEER"®... bolt action single shot .22 rifle
- "PLAINSMAN"®... bolt action .22 repeating rifle
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plate and she jumped. Luke was on the other side of her, and he must have left when the ushers marched down with the collection. Everybody stands up then and he might have gone out on the other aisle. All I know was when they were through singing the doxology and had sat down—he was gone.

After that the church started to warm up. I wondered whether it was the furnace or just me worrying about what Luke was up to now. Letty seemed to feel it too, because she took off her coat. I couldn't concentrate on Reverend Hamilton's sermon either, wondering what would happen next.

It happened when they were singing the closing hymn. It was, "Who is on the Lord's Side," and I figured it wasn't Luke because I heard that falsetto voice somewhere off in the distance, yelling, "Help! Fire!"

Letty heard it too and we both slipped out the swing door together. She went through Fellowship Hall and I swung down into the basement.

He wasn't in the basement. I came up the back way and saw the smoke edging up from the roof and called the Fire Department and went to look for Luke. I saw water spilled on the kitchen floor and followed it. It led to the little room off the kitchen where the women fix salads and desserts for church suppers. There was a little cubby hole in the ceiling that led to the attic—and there was Luke. He was stuck fast in that little cubby hole.

Letty was on a step ladder grabbing at his waving legs. His voice was kind of muffled. It sounded like he said, "Don't pull me! Give me a push! The fire's up here!"

"Honey, you'll suffocate in that smoke," she pleaded and pulled. All she got was his pants. I saw his long shanks vanish in that cubby hole like a snake going into a gopher hole. There was a tinny rattle and what looked like a bucket of water came down that cubby hole. She couldn't get out of the way on that ladder, and it caught her square!

If I ever saw A mad woman it was Letty Abisher. I closed the door softly—figuring from here on it was strictly a family affair. If Luke was dumb enough to think he could put out a roof fire from the inside with a bucket of water, and got his wife instead, it was none of my business.

I went outside. The firemen were there and had no trouble putting out the fire. It was just some leaves that had gathered in a valley that got touched off by a spark from the chimney.

I drifted back inside to tell Luke that the fire was out, but stopped outside when I heard conversation. "Please, Honey, throw me my pants," I heard Luke pleading.

"Not before you promise, Luke Abisher," she said firmly. "I promise,"

(*Continued on page 94*)

Just for Fun!

see the RICHARDSON CRUISERS for 1957

When you do you will find they are designed and built strictly for fun . . . for your cruising pleasure in the utmost security. Whether your choice is the rugged "27" Day Cruiser or a big, family cruiser with every facility for luxurious living afloat, you'll find Richardson has *everything* for you for '57. See the Richardson Cruisers at Boat Shows or consult your dependable Richardson Dealer today.

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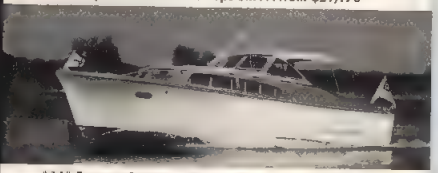

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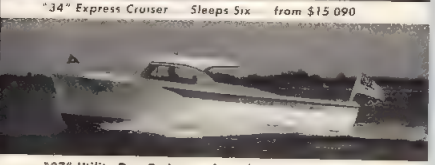
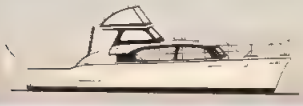
"27" Express Cruiser . . . Sleeps Four . . . from $7,995

"40" Custom Sport Cruiser . . . Sleeps Six . . . from $25,270



"27" Utility Day Cruiser . . . from $6,675



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Cruisers of Tomorrow

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IF YOU WANT THE BEST buy the best Buy ITHACA

Gun illustrated is the 37R Deluxe model, one of the famous Ithaca Featherlight family! This model sports a solid raised rib, for perfect pointing on game or target, also has the beavertail forend demanded by all crack shots. Forend and stock are handsomely-figured native black walnut.

ITHACA GUNS ARE TROUBLE-FREE

are made of all safe, solid steel, giving you the greatest strength with lightness and strong enough to handle the 2¾ inch magnum shells as well as the 2¾ inch standard loads.

ON TOP OF ALL THIS

Ithaca, has ultra-fast bottom ejection, a feature that protects the shooter and the gun. Shell explosion, gases, burned powder, etc., cannot be thrown back in shooter's face. Dirt, rain, snow, sleet, cannot enter the gun while shooting. All models can be ordered with left-handed safety at no extra cost.

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ITHACA RAYBAR SIGHT ▶

helps improve your shooting under any outdoor lighting condition. Helps you get on target faster. No more misses because of poor light. Ithaca Raybar Sights also fit all other makes and models of shotguns.

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Build your own Gun Cabinet or Rack. Six designs, all new. Complete, simple detailed instructions. By special arrangement with the author you can have this $1 booklet for 50c coin (no stamps). ★ New booklet on Shooting Tips and Featherlight information 25c.

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BRIMMS PLASTI-LINER
THE PERMANENT DENTURE RELINER

pleasing. Sounded like an old-time parlor organ.

After a week of spare-time hunting down among its innards, I found a disconnected plug dangling around. I plugged it into the only socket I could find nearby, went back to the bench and turned on the juice.

Shades of Mendelssohn! I got the most beautiful tones out of that junky-looking thing. It was wonderful! I mean the tone was, not my playing. To find the correct foot pedals I had to take off my left shoe and feel around among 32 pedals.

Since then I've spent hours practicing on that organ, have even learned to find the pedals with my shoes on. When we have a heavy rainstorm now, I go out in my shop, shut the doors, turn up the volume to full, and boy! Can that organ make the windows rattle! When it's raining hard I know the neighbors can't hear me, I really have fun!

Florida is a great place to live. No doubt about it, especially for farmers who like to see things grow. When we first came, people gave us plants, bushes, bulbs and cuttings. We just stuck them in the ground anywhere and how they grew!

Yes, we're partial to Florida, but we know it isn't just the sunny climate that has changed our whole outlook. It was shaking up our daily routine to *let in new friends and new experiences.* Some folks manage to do it right where they've always lived, and I guess we could have done some of it back in Ohio. But we've *had* to do it here.

We're not getting rich at this work, although the income is satisfactory. What surprises me is that I'm having more enjoyment out of life at 65 than I did at 45. I guess it's the absence of boredom that does it. I'm busy and never know what the next phone call will offer.

Some mornings I wake up with that same tingle of boyhood days—anticipation of the circus coming to town, of school vacation about to start, of a picnic coming up. That tingle is something I hardly expected to have again. You can't buy it. It's worth a lot to me, so I count it as part of my income. **End**

PENNY

"It doesn't work *that* fast"

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Marksman Air Pistol and Holster Set. Fires .177 caliber BB's, darts and pellets all from one barrel! Packs lots of power, amazing accuracy . . . looks and feels just like a .45 service automatic. Sturdy metal construction gives it the weight of a real gun . . . 1½ pounds. Big, man-size grip helps you handle and aim. Gunmetal black finish. Set includes holster, a liberal supply of ammunition, targets, and instruction booklet. (For extra BB ammunition see 296-871 A, listed with Daisy Air Rifles below.)
296-848 A450 Marksman Set **$7.45**

Crosman M130 Pellgun—.22 Cal. Air Pistol. Fires without recoil or noise . . . it's packed with power, a real straight shooter. Simple valve principle supplies power; valves cannot leak air. Three to five strokes are adequate for average shot . . . you control power by number of strokes you use. Hammerless, positive, direct trigger action means sure-fire shooting. Enclosed loading chamber. Positive cross lock safety. Blued steel finish. Shoots low cost Super Pells. 11½" overall. Weighs 1 lb. 12 oz.
296-962 A850 Crosman Pellgun Pistol. . **$11.95**

Crosman M 150K CO_2— 22 caliber pistol set. A dandy gun for indoors . . . no noise, no smoke. Lots of fun outdoors . . . it's accurate enough to go after small game. Single shot, bolt action. Crosslock safety. Blade front, adjustable rear sights. Set includes gun, bell-ringing target, target insert, 3 disposable pocket size CO_2 cylinders, can of Super Pells and carrying case.
296-954 A1260 Crosman Pistol Set..... **$17.95**

Crosman 22 cal. Super Pells. For all pellet guns.
296-970 A285 Pellets. (Pkg of 500).....**$4.30**

Air Rifles

E

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E Crosman Model 140K .22 Caliber Air Rifle Set. Provides lots of low cost fun for the whole family . . . costs less than ½ cent a shot! Single shot bolt action rifle has "V" rear, fixed front sights. 35" long. Set includes rifle, bell-ringing target, 100 target inserts, carton of .22 Super Pells, game book.
296-921 A1395 Crosman 140K Rifle Set **$19.95**

F Crosman Model 160 CO_2 .22 Caliber Rifle . . . amazingly like a real rifle, but much safer! Carbon dioxide (CO_2) cartridge fires Super Pell pellet hard enough to take pests and small game. Rifle barrel guarantees rifle like accuracy. Single shot, smooth, bolt action. Thumb operated safety automatically moves to "on" position when breech is opened. Blade front sight on molted ramp. Adjustable rear sight. 22½" barrel. Blued finish. 39½" long, weighs 4 lbs.
296-939 A1525 Crosman Model 160 CO_2 Rifle **$21.95**

Crosman Powerlets. CO_2 cartridges for CO_2 rifles and pistols.
296-947 A400 Case of 8 boxes (6 cartridges per box)..... **$5.85**

G Hy-Score Air Rifle. Fires .22 caliber pellets with rifle like accuracy. Simple cocking operation provides all the power you need to take small game. Each pellet travels with the same muzzle velocity of 500 ft. per second . . . you get consistent accuracy. Adjustable rear sight.
296-624 A1875 Hy-Score Air Rifle. 38½" long; weighs 5 lbs.....**$24.95**

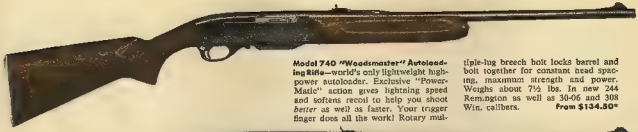
Hy-Score .22 Caliber Pellets For Air Guns. 500 pellets in box.
296-632 A163 Box of Hy-Score Pellets **$2.15**

H Daisy Pump Gun Air Rifle . . . the all-time king of the air rifles, the right "first" gun to teach your youngster good gun habits. Pump action force feeds BB's into "chamber." Handsome simulated gold engraved jacket. Full oval stock. Adjustable rear peep sight for windage, elevation; open front sight. 37 inches long. Weighs 3¾ pounds.
296-863 A633 Daisy Pump Gun.... . . . . **$9.50**
296-871 A335 Daisy Bull's-Eye BB shot. Case (12,500 BB's) **5.00**

K Daisy Red Ryder Carbine. This husky, he-man carbine looks and feels like a real Western saddle gun . . . for Fred Harman, famous cowboy-artist creator of the Red Ryder comic strip helped to design it. Carbine type stock and fore piece with checkering; carbine bands on barrel engraved with Western Indian design; carbine ring and leather saddle thong. Lever action. Lightning loading; holds over 850 BB's. Peep rear sight can be adjusted for windage, elevation. Open front sight. Red Ryder's name is branded right in the stock. 35" long overall.
296-889 A567 Red Ryder Carbine Air Rifle..... **$8.50**

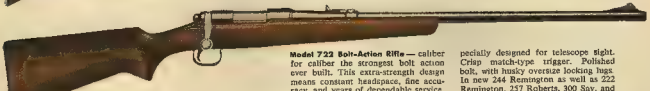
L Daisy Eagle Air Rifle with Bulls Eye Scope. At last . . . a "big game" air rifle for youngsters! Has a real 4-lens, 2-power scope mounted on top of the famous Daisy Eagle Air Rifle. Topgrain leather sling adjusts for "target" or "offhand" shooting. Lightning loader, carbine type lever action. Extra long "sporting" rifle forepiece. 37 inches long
296-897 A866 Air Rifle, Scope, and 2 packs of BB's **$12.95**
296-855 A266 Bulls Eye Scope. 4-lens, 2 power fits all BB guns. **3.00**

REMINGTON AUTOLOADING, SLIDE AND BOLT ACTIONS GIVE YOU VARMINT RIFLE ACCURACY!



Model 740 "Woodsmaster" Autoloading Rifle—world's only lightweight high-power autoloader. Exclusive "Power-Matic" action gives lightning speed and softens recoil to help you shoot *better* as well as faster. Your trigger finger does all the work! Rotary multiple-lug breech bolt locks barrel and bolt together for constant head spacing, maximum strength and power. Weighs about 7½ lbs. In new 244 Remington as well as 30-06 and 308 Win. calibers. **From $134.50***

Model 760 "Gamemaster" Slide Action Rifle—A flick of the fore-end feeds extra shots faster than with any other hand-operated rifle. No shifting your aim or hold. Fully enclosed action is smooth, trouble-free. Strong, multiple-lug breech bolt (same as that on "Woodsmaster") locks bolt and barrel securely for full cartridge energy—no power lost! Free floating barrel in 244 Remington, 257 Roberts, 270 Win., 30-06, 300 Sav., 308 Win. and 35 Remington calibers. **From $112.45***



Model 722 Bolt-Action Rifle — caliber for caliber the strongest bolt action ever built. This extra-strength design means constant headspace, fine accuracy, and years of dependable service. Available with high comb stock especially designed for telescope sight. Crisp match-type trigger. Polished bolt, with husky oversize locking lugs. In new 244 Remington as well as 222 Remington, 257 Roberts, 300 Sav. and 308 Win. calibers. **From $89.75***

In 500-yd. 244 Remington caliber they're double-duty —go varminting now, get bigger game next fall

Here for the first time are rifles and cartridges so accurate and so versatile that you can enjoy thrilling long-range varmint shooting throughout spring and summer — and use the *same* rifle for antelope, white-tail deer and other game in the fall. Advanced manufacturing techniques give all three Remington rifles superb accuracy. And the new 500-yard 244 Remington caliber cartridge is bred to take full advantage of this accuracy—out to the limits of human sighting and holding ability. Proved by actual 500-yard groups on the Remington test range With 75 grain Pointed Soft Point bullet, you have a varmint rifle . . . with 90 grain Pointed Soft Point bullet, a superbly accurate hunting rifle. Get a Remington now and enjoy ALL-season shooting!

NEW 244 REMINGTON CARTRIDGE HIGHLY ACCURATE —EVEN AT EXTREME RANGES

You can nail a 'chuck at 500 yards with this cartridge! The 75 gr. Pointed Soft Point bullet has a 3,500 ft. per second muzzle velocity and 2,040 ft.-lbs. of muzzle energy At 500 yards, it still has a walloping 4 ft ton of energy The 90 gr Pointed Soft Point bullet is very effective in open range hunting on deer and antelope.

"Engineered a Lifetime Ahead"†

Remington

DU PONT

* Prices subject to change without notice.

"Woodsmaster" "Gamemaster," are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

†First in Firearms Engineering—in the last decade Remington has developed more guns of new, advanced design than any other gunmaker in the world.

"IT'S GOOD HOG FEED," says Mahlon Detter. Caught with wet corn last fall, he made ear corn silage and stored it in this temporary silo.

FARMERS who store their ear corn in a silo instead of a crib have some good things to say about it:

▶ Ear corn silage makes even better feed than dry ground ear corn.

▶ You get practically all the corn there is because you pick early—before any ears have a chance to blow off or drop off. Best time to harvest is right after the ears mature—when they're still 30% to 35% moisture.

▶ You save time and work. Put up as silage, the corn is all ground and ready to feed. "Ear corn silage saves 'half a hired man' in our feeding operation," say E. J. Neer & Son.

▶ It's a good way to salvage a crop caught by an early frost.

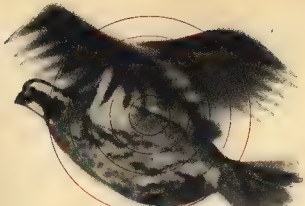
The feed is hard to beat. For example, Purdue University scientists picked corn on September 26, 1956 when it tested 32½% moisture. They ran the wet ears through a hammer mill, blew the silage into an air-tight silo.

Another part of the field was picked in late October when it tested 15½% moisture and stored in a crib.

In feeding tests, 36 fattening heifers gained just as fast and just as much on the ear corn silage as another lot did on dry ground ear corn from the crib.

What's more, they did it on 10% less corn if you figure the silage on a dry matter basis. With the ear corn silage, each pound of gain cost 17.4¢. With the dry corn, the gain cost 18.4¢.

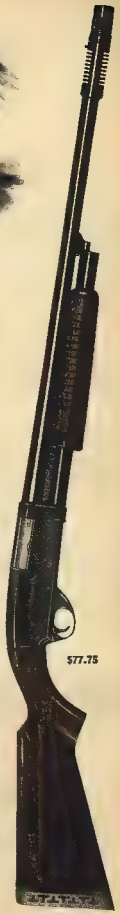
You can store ear corn silage in practically any kind of silo—upright, trench, bunker. You'll need to reinforce concrete or tile silos with extra hoops, however. The chopped or ground-up ears are a lot heavier than ordinary corn silage. **End**



a featherweight repeater
loaded with value
and versatility

Stevens 77-sc

with Savage Super-Choke
and recoil pad



$77.75

Savage offers you a terrific slide action repeater complete with $30 worth of extras—for only $77.75. Just about the most comfortable gun you ever put to your shoulder, the 77-SC is equipped with recoil pad and the famous Savage Super-Choke which reduces recoil by 30% or more without loss of shot velocity.

You can use this pump-gun for *all* kinds of shooting, it gives you instant selection of any choke setting from full through cylinder. Has a 6-shot, lightning fast, hammerless action with a safety fire control—trigger must be released and pulled for each shot.

Other outstanding features include a receiver and trigger guard gracefully streamlined into the full pistol grip . . . tapered extension beavertail slide handle grooved for firm grip . . . handsome walnut stock with fluted comb. Available in 12, 16 or 20 gauge.

Also **MODEL 77**—12, 16 or 20 gauge: 26" barrel, improved cylinder choke; 28" barrel with modified or full choke; 30" barrel, full choke, 12 gauge only—$65.75

There are Savage, Stevens and Fox shotguns and rifles for every shooter and every kind of shooting. *Write for free rifle or shotgun catalog. Savage Arms Corporation, Chicopee Falls 88, Mass.*

ALL PRICES SUBJECT TO CHANGE. SLIGHTLY HIGHER IN CANADA

Savage TRADEMARK
SAVAGE · STEVENS · FOX FIREARMS

new 1957 Roamer 35 express steals the show . . . in *Steel*

Take a look at this year's style-setter! Notice the striking curve of her flared bow and the overall trim, smoothly flowing lines. From bow to stern, she's loaded with luxury and conveniences for comfortable living that match anything afloat. But the big difference is Roamer's electric-welded steel hull. Its low center of gravity assures all-weather riding stability. You enjoy complete confidence in the safety and dependability of its rugged steel hull. And you'll like the dry, water-tight bilge and absolute minimum maintenance. Only Roamer combines these special advantages of steel with dashing speed and eye-appealing, pride-pleasing style! Write for our new booklet.

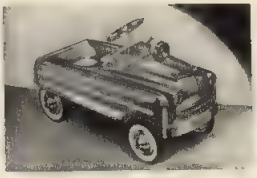
Look at these NEW features — 1957 Steel Hull gives more speed, greater stability — New Cabin with Rich Blond Mahogany Interior — New, Easy Gear and Rod Steering — and many, many more (Roamer also features a new 28 foot model for '57.)

Roamer **STEEL BOATS** Holland, Michigan

DIVISION OF CHRIS-CRAFT CORPORATION

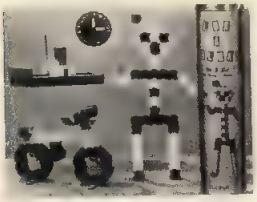
New toys . . . . . *on parade*

BABY SEW AND SEW is sweetheart lock rattle encircled by necklace of pastel spools and beads. Acetate pkg with satin background makes it a gift item. $1.98. Plakie Toys, Youngstown, Ohio.

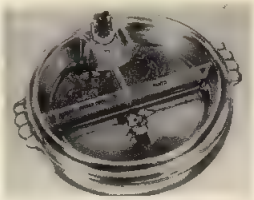


SPORTS CAR has new metallic bronze finish, with white trim, and new spotlight. Auto has ball-bearing pull straps and axle hangers. Murray Ohio Mfg. Co., 635 Thompson Lane, Nashville, Tenn.

¼ MIDGET RACER comfortably seats two children or a six foot adult. Fully powered and ready for the track. Triple strength fibre glas body and tires with built up sides. $500. Osborn Wheel Co. Div., Robel Corp., Berwick, Pa

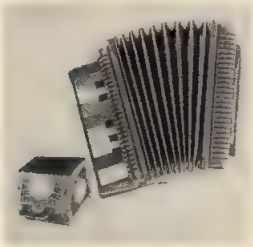


#3 LOK A BLOCKS can be used to form many unusual figures and have a flexible interlocking construction. Made of styron, blocks are unbreakable and retain color and shape. 68 pieces. $2.98. Childhood Interests, Roselle Park, N. J.



MICKEY MOUSE all-plastic feeding dish, with tip-proof suction cup base. Mickey himself spins around (on the stopper) to amuse baby during feeding time. $2.98 retail. Hankscraft Co., Reedsburg, Wis.

TROOP CARRIER is unbreakable truck with 12 soldiers in fighting poses. Troops are made of polyethylene and wear olive drab uniforms. Truck has movable wheels. Toy is in plastic bag. 98¢. Lido Toy Co., 321 Rider ave., New York 51.

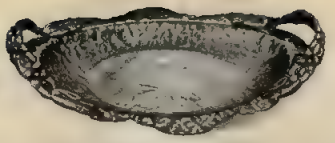


COLORTUNE ACCORDION enables child old enough to recognize colors to play tunes. Eight keys in different colors. Song book gives directions. Toy is 6" high and has luggage style case. $2. Emense, 200 5th ave., New York.

GLITTER PACKS contain glitters in eight colors, non-tarnishing gold and silver stars, multi-colored squares and white glo-beads. Attractively packaged. Self service display. 10¢ each. Wilhold Products, Los Angeles 31; Chicago 44

STAR GUIDE is rotating sky chart which can be set for any hour of any night of year to locate and identify 40 constellations, 20 main stars, nebulae, etc., which are described on back cover. $1.49. Canlen Co., Wyomissing, Pa

ALUMINUM CANDY BASKET . . . So lovely with its fluted edges and graceful floral handle, it's ready to make tempting displays of candies or even cigarettes. Hand-buffed to a dazzling luster; won't ever dim or tarnish. Makes a fetching (and practical) gift.
507-111 B145 Basket, 8" diameter.....**$2.25**



BREAD or ROLL TRAY. This hand-hammered aluminum tray boasts richly-etched floral and petaled handles . . . makes an extremely luxurious looking server for muffins, bread or vegetables. Use it day in, day out—the aluminum won't wear out or tarnish.
507-087 B235 Bread Tray. 13½x8".....**$3.95**

HAMMERED ALUMINUM PITCHER. Shining aluminum hand-wrought, and buffed to stay bright. You'll like the beauty of its floral etched pattern, the convenience of its ice-guard, and the way beverages stay refreshingly cooler! Generous 2-quart size.
507-079 B265 Pitcher, 7¾" high.....**$3.95**

Rodney Kent

Hand-Wrought Aluminum

For easy upkeep, choose accessories of shining aluminum. Hand-buffed to a lifetime luster, never tarnish or dim . . . they're gifts of practical beauty!

ALUMINUM ICE BUCKET. For real hospitality, keep big ice cubes on hand in this sparkling aluminum server. Insulated with Corning fiberglas to keep cubes frozen hard . . . has etched floral-design handles, and graceful petal knob on the close-fitting cover.
507-145 B450 Ice Bucket, 8x8".....**$6.50**

RELISH and CANDY DISH. Most likely to succeed at parties: this lovely, lustrous aluminum dish. Can star on any table, with its 2 convenient glass inserts providing separate compartments for candy, nuts, relishes or what-have-you. Size: 7x4¾" wide.
507-178 B150 Relish-Candy Dish **$2.50**

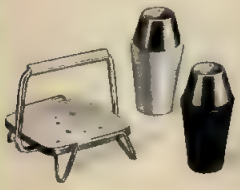
ALUMINUM 2-QUART CASSEROLE. Your casserole dishes cook to perfection in the Pyrex baking dish inside . . . come to the table dressed up in a lustingly lustrous, tarnish-proof frame of hand wrought aluminum. Petals form handles and knob, match cover.
507-095 B265 Easy-tote Casserole **$3.95**

TWO-COMPARTMENT CASSEROLE. So convenient—you can cook and serve two different foods at one time in this 2-quart casserole! Made of polished aluminum, with Pyrex liner. Has handles, and feet to avoid marring your table when hot.
507-160 B435 Casserole **$6.50**

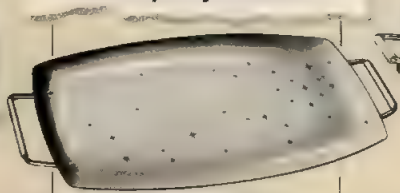
ALUMINUM NAPKIN-HOLDER. The napkin situation is well in hand, when you use this attractive holder! Keeps napkins neatly folded and ready for use, right at the table. Made of hammered aluminum that's tarnish-proof. Has floral-etched legs and trim.
507-152 B145 Holder, 6x4½" high.....**$2.25**

New Rodney Kent

Contemporary Creations



SALT & PEPPER COASTER SET. Gift-perfect: this stunning modern set of salt and pepper shakers. Satin finished brass tops; black-and-white wood bases. Matching Coasters: white metal rim with gold-star trim; ebony bottom. Set of 6 in brass rack.
508-283 B150 Shakers, 3½" tall.....**$2.50**
508-291 B250 Coasters in Rack **4.25**



STAR STUDDED SERVING TRAY. No limit to the number of uses you'll find for this good-looking metal tray—styled to enhance the beauty of the finest home. The white of its starry top is echoed in white plastic-covered brass handles. Bottom is black and rests on brass feet. 12¼x23¼" long.
508-275 B425 Serving Tray **$6.95**

DELUXE CASSEROLE. This cook's-assistant has wonderful company manners . . . cooks dishes as you like them in its 1½-quart Pyrex liner, and serves them forth handsomely in a gleaming brass-finished frame and cover. White knob on top matches white side handles. 9" wide, 6" high, 12" long.
508-267 B425 Deluxe Casserole **$6.95**

"TRAYMASTER" DELUXE. Lovely on any table, this attractive and versatile serving piece for hors d'oeuvres, relishes, candy or nuts. Finger-tip bar raises and lowers lids on four leaf-shaped snack containers . . . tid-bits are kept fresh and delicious. Made of lustrous silverplate to serve you well for years. Measures 10" sq. overall.

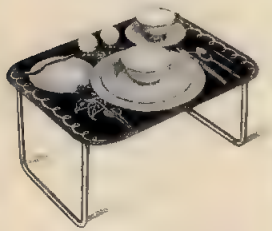
507-855 B300 Traymaster Deluxe $5.00

KROMEX ICE or FOOD BUCKET . . . gleaming server with a brilliant future! It's Fiberglas insulated to keep foods warm throughout a buffet supper . . . or to keep ice cubes solid for an entire evening. Polished aluminum smartly contrasted with Black plastic band. Comfort grip cover knob; carry-easy handle. 11" tall.

507-038 B597 Ice or Food Bucket.....$8.95

MIRRO 5-PC. ALUMINUM SNACK SET. Decorative 4-quart bowl and four 1-quart individual bowls with dozens of uses! Pile them high with popcorn and pretzels at parties; use them for ice cubes, salads, or for attractive floral arrangements. Bright and beautiful in sunburst Mirro aluminum; won't rust or tarnish. Smooth bead edges.

507-442 B197 Snack Set $2.95



KING 'N' QUEEN 2-Pc. TRAY SET. Royal service for breakfast-in-bed or buffet meals. Two big banquet size trays (20¾x16") with black baked enamel finish and "Golden Fruit" design. Surface is alcohol and stain resistant. Brass tone legs finished in clear baked enamel; lock in place securely, fold for storing.

507-418 B393 Tray Set $5.90

For Smart Entertaining

Choose aluminum!
It's durable, lightweight, gleams with a life-time luster

MIRRO COCKTAIL SHAKER SET . . . finished in luxurious Gold suede-tone Alumilite to serve refreshment in elegant style! Won't fade, chip or peel. 1-qt. shaker is styled to fit the hand; has snug-fitting, leakproof collar, removable strainer in cover. Ice tongs, reversible jigger (measures ¾ and 1½ oz.), recipe booklet included.

508-564 B263 Cocktail Shaker Set.....$3.95

RELISH SERVER . . . set it proudly on your table filled with vegetables and relishes for an attractive, colorful, functional centerpiece. Or use it for hors d'oeuvres, candies and nuts. Five compartments for neat, attractive serving. Richly embossed aluminum with lustrous satin finish. Oblong shape; 17½" long, 7¾" wide.

507-665 B198 Relish Server $2.98

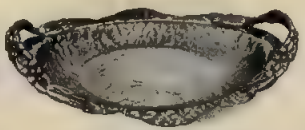
HAMMERED ALUMINUM CASSEROLE. You can bake right in the removable 1½ qt. heatproof Pyrex liner . . . serve beautifully (and macaroni, corn puddings, scalloped potatoes conveniently) in the decorative casserole holder. Gleaming Everlast forged aluminum; satin-finished, stainproof all its life . . . elegantly floral trimmed.

507-541 B425 Casserole $6.25

WEST BEND FOOD WARMING UNIT. Gleaming aluminum serving oven keeps buns and other foods piping hot, right at the table! Heat foods in the bun-warmer on the range . . . then place all over the lighted candle. A picturesque, practical way to keep everything at just-right temperature. Consists of 9¼x6½" oven, rack, glass cup and candle.

508-572 B330 Food Warming Unit.....$4.95

ALUMINUM CANDY BASKET . . . So lovely with its fluted edges and graceful floral handle, it's ready to make tempting displays of candies or even cigarettes. Hand-buffed to a dazzling luster; won't ever dim or tarnish. Makes a fetching (and practical) gift.
507-111 B145 Basket, 8" diameter.....**$2.25**



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507-178 B150 Relish-Candy Dish . . . **$2.50**

ALUMINUM 2-QUART CASSEROLE Your casserole dishes cook to perfection in the Pyrex baking dish inside . . . come to the table dressed up in a lastingly lustrous, tarnish-proof frame of hand-wrought aluminum. Petal form handles and knob, match cover.
507-095 B265 Easy-lots Casserole **$3.95**

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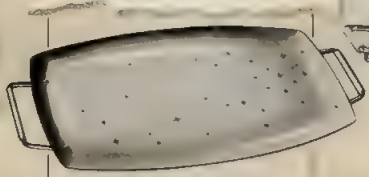
507-152 B145 Holder, 6x4½" high.....**$2.25**

New Rodney Kent

Contemporary Creations

SALT & PEPPER COASTER SET. Gift-perfect this stunning modern set of salt and pepper shakers. Satin finished brass tops; black-and-white wood bases. Matching Coasters: white metal rim with gold-star trim; ebony bottom. Set of 6 in brass rack.
508-283 B150 Shakers, 3½" tall. .. **$2.50**
508-291 B250 Coasters in Rack..... **4.25**



STAR STUDDED SERVING TRAY. No limit to the number of uses you'll find for this good-looking metal tray—styled to enhance the beauty of the finest home. The white of its starry top is echoed in white plastic-covered brass handles Bottom is black and rests on brass feet. 12¼x23¼" long.
508-275 B425 Serving Tray **$6.95**

DELUXE CASSEROLE. This cook's-assistant has wonderful company manners . . . cooks dishes as you like them in its 1½-quart Pyrex liner, and serves them forth handsomely in a gleaming brass-finished frame and cover. White knob on top matches white side handles. 8" wide, 6" high, 12" long.
508-267 B425 Deluxe Casserole **$6.95**

Simeon L. & George H.

Rogers Company Silverplate

By Oneida Ltd. Silversmiths

Exquisitely patterned and superbly made of high-quality materials. Each piece silverplated over nickel-silver base. Most-used pieces have extra plating at point of greatest wear.

Service for 6—26-Pc. Set

6 teaspoons, 6 forks, 6 hollow handle dinner knives, 6 soup spoons, 1 butter knife, 1 sugar spoon. Wt. 6½ lbs.

30-65000-1575 Jasmine..... Retail **26.25**
30-65257-1575 Presentation. .Retail **26.25**

Service for 8—34-Pc. Set

8 teaspoons, 8 forks, 8 hollow handle dinner knives, 8 soup spoons, 1 butter knife, 1 sugar spoon. Wt. 6½ lbs.

30-65018-1950 Jasmine.....Retail **32.50**
30-65265-1950 Presentation . Retail **32.50**

Service for 8—52-Pc. Set

18 teaspoons, 8 forks, 8 salad forks, 8 hollow handle dinner knives, 8 soup spoons, 2 table spoons, 1 butter knife, 1 sugar spoon. 7½ lbs.

30-65026-2700 Jasmine ..... Retail **45.00**
30-65273-2700 Presentation...Retail **45.00**

Service for 12—62-Pc. Set

12 teaspoons, 12 dinner forks, 12 salad forks, 12 hollow handle dinner knives, 12 soup spoons, 1 butter knife, 1 sugar spoon. Wt. 8 lbs.

30-65034-3360 Jasmine .....Retail **56.00**
30-65281-3360 Presentation. . Retail **56.00**

Jasmine Open Stock

Description	Stock No.	Retail
Teaspoon . ..	30-65091-23	38c
Soup Spoon	30-65109-45	75c
Iced Tea Spoon.	30-65117-45	75c
Dinner Fork.....	30-65125-45	75c
Salad Fork.....	30-65133-45	75c
Oyster Fork.....	30-65141-45	75c
Hollow Handle Dinner Knife...	30-65158-75	1.25
Sugar Spoon.....	30-65166-45	75c
Cold Meat Fork...	30-65174-105	1.75
Gravy Ladle.....	30-65182-105	1.75

Presentation Open Stock

Description	Stock No.	Retail
Teaspoon	30-65349-23	38c
Soup Spoon . .	30-65356-45	75c
Iced Tea Spoon	30-65364-45	75c
Dinner Fork.....	30-65372-45	75c
Salad Fork.....	30-65380-45	75c
Oyster Fork.....	30-65398-45	75c
Hollow Handle Dinner Knife...	30-65406-75	1.25
Sugar Spoon.	30-65414-45	75c
Cold Meat Fork.	30-65422-105	1.75
Gravy Ladle .	30-65430-105	1.75

Each silverware set listed above is furnished with a modern chest for safe, compact storage of your service. Tarnish-resistant Duvetyn lining keeps your silverware bright and new-like.

Formfit Bras
also available in handy
pick-up packages

You're so much a part of the beautiful scene when your strategy begins with Formfit. For this is the bra creation that puts you confidently . . . beautifully into any fashion . . . any fashion picture with that "I know I'm beautiful" feeling. Start with Formfit . . . at fine stores everywhere.

Start this strategy with "Romance" Bra 566 in fresh White Cotton. Circle-stitched with "Nylo-Braid" for forever-after uplift. Sizes 32A to 38C $2.00

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

DRESS BY OLEG CASSINI HAT BY MR JOHN

2 tsp. melted butter
9-inch unbaked pastry shell

Crumb topping:
¾ c. flour
½ c. sugar
⅓ c. butter or margarine

• Wash and dry plums. Split; remove pits; cut in quarters.
• Combine sugar, flour and salt. Add to plums. Add lemon juice and butter. Mix lightly. Spoon into pastry shell.
• Make crumb topping by sifting together flour and sugar. Cut in butter with a pastry blender to make fine crumbs. Sprinkle over top of plums.
• Bake in a hot oven (425°) 10 minutes. Reduce heat to 350° and bake until filling is tender, about 20 minutes.

Dutch Plum Cake

Neat rows of purple-blue fruit crown this easy-to-fix pudding cake

¾ c. sugar
¼ c. flour
¼ c. butter or margarine
1½ c. sifted flour
2 tsp. baking powder
½ tsp. salt
6 tblsp. sugar
½ tsp. grated lemon rind
¼ c. shortening
1 egg, beaten
⅓ c. milk
1 tblsp. melted butter or margarine
12 to 16 ripe prune plums
1 tblsp. lemon juice

• Mix together sugar and ¼ c. flour. Cut in butter to make fine crumbs. Set aside.
• Sift flour; measure 1½ c.; sift again with baking powder, salt and 6 tblsp sugar. Add lemon rind and cut in shortening with pastry blender until mixture resembles coarse corn meal.
• Add egg and milk. Stir just enough to moisten dry ingredients. Spread dough out evenly into an 8 x 8-inch greased pan. Brush top with melted butter.
• Wash and dry prune plums. Cut in halves. Remove pits. Press four rows of halved plums, skin-side down, on dough; let them overlap a little. Leave a little space between the rows. The number it takes will depend on the size of plums.
• Sprinkle with lemon juice, then with sugar-flour-butter mixture.
• Bake in moderate oven (375°) 45 minutes. Serve warm with sweetened whipped cream. Makes 6 servings.

Plum-Raspberry Jam

Something different—luscious too

3 lbs. (5 c.) ground prune plums
5 c. sugar
1 (10 oz.) pkg. frozen raspberries

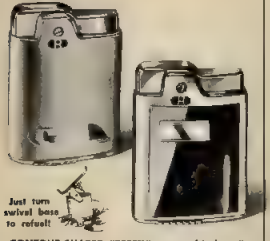
• Wash ripe, firm plums. Put through food chopper using medium blade.
• Combine fruit and sugar in a 5 or 6 qt. pan. Add raspberries. Mix together.
• Bring to boil; reduce heat and simmer until thick, about 40 minutes. Stir occasionally. Pour into sterilized jars. Seal at once. Makes 8 half-pints. **End**

RONSON . . . Dependable Lighters and Matching Sets

"FANTASY" TABLE LIGHTER . . . highly styled of fine white china, dramatically enhanced with sweeping lines of gleaming gold. A stunning showpiece in beautiful sculptured design. The Fantasy table lighter features Ronson's famous streamlined lighter action . . . safe, dependable. Has golden fitments, large fuel capacity. Size: 7¼x3" tall.
171-314 A900 Fantasy Lighter **$15.00**

"NORDIC" MARBLE TABLE LIGHTER . . breath takingly lovely in exquisite black and gold marble specially selected for its beautiful grained look. Blends with any decor. Fitments and sculptured Danish motif base are bright chrome. Famed Ronson easy-action safe lighting . . . reliable through years of use. Size: 2¾x3½" tall.
171-322 A900 Nordic Lighter **$15.00**

"TROPICANA" SET . . . lighter and ashtray of highly glazed ceramic. All the enchantment of tropical seas caught in lovely swirl design . and the colors too, faithfully reproduced in mottled green, blue, burnished gunmetal. Ashtray, 8¾x3½x1¾" high, raised platform holds the matching Ronson lighter. Lighter is 3½" tall.
171-330 A1050 Tropicana Set.....**$17.50**


Just turn swivel base to refuel!

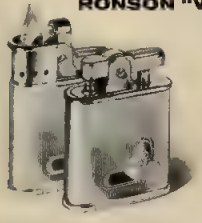
CONTOUR-SHAPED "ESSEX" . . . molded to fit your hand! Choice of engraved design on contrasting satin and bright finish chrome, or chrome with Tortoise enamel finish. Easy to refuel . . . just turn the swivel base to fill. Floating action fitment will never crush the wick. 1¾" high.
171-348 A510 Chrome **$8.50**
171-355 A597 Tortoise Enamel **9.95**

GRACEFULLY CONTOURED "WINDSOR" . . . with Ronson's famed "Press—it's lit. Release—it's out" action! A big favorite with men and women . . . Windsor combines Ronson efficiency and dependability with sleek, neat styling. In rich Black Onyx or Turquoise enamel finishes. 2¼" high.
171-363 A330 Black **$5.50**
171-371 A330 Turquoise **5.50**

Just turn swivel base to refuel!

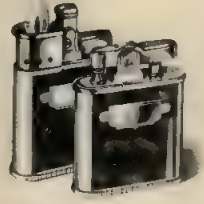
"CAPRI." Trim, tapered . . especially designed for her! In choice of satin-finished chromium plate with beautiful engraved design, or in Wedgwood Blue enamel with white raised cherub motif. Both with swivel bases—just turn and lighter opens at bottom for easy refueling. 1¼x2" high.
171-207 A510 Chrome .. ..**$ 8.50**
171-389 A630 Wedgwood Blue **10.50**

RONSON "Whirlwind" Lighters . . . they're windproof!



"WHIRLWIND" . . . flares up instantly . . . no matter how strong the breeze! Gives instant light with no hand shielding. Gleaming chromium plate with smart engraved design, the windproof Whirlwind is a perfect gift for the outdoorsman. Precision made for a lifetime of dependable operation. Has big fuel capacity. Size: 2" high.
171-397 A537 Whirlwind Lighter **$8.95**

"WHIRLWIND" . . . Two-in-One Lighter! Designed with the sportsman and outdoorsman in mind . . . this lighter has a completely windproof shield that slips up for outdoor use, retracts (concealed) for indoors. No more fumbling or hand shielding. Handsome leather covering of genuine Oriental Lizard, polished chrome trim. Size: 2" high.
171-405 A570 Whirlwind Lighter **$9.50**



"WHIRLWIND" . . . enamel finished. 2-in-1 pocket lighter with famous Ronson press-and-release action . . . a big favorite with men or women. Windshield slides up for outdoor lighting, retracts inside lighter for indoors. Smartly styled in polished chrome plate with handsome tortoise enamel finish. Big fuel capacity.
171-413 A597 Size: 2" high... .... .**$9.95**

Evans

Perfect Gift Items for Any and Every Special Occasion

Ⓐ **5-PIECE LIGHTER and ASH TRAY SET.** Fine white China gift set of superb craftsmanship. Hand painted silver trim on lighter base. Rhodium plated lighter unit. Dependable Evans lighter mechanism utilizes entire China base as fuel reservoir. **Lighter and 4 China ash trays attractively gift packaged.** Shown approximately half size.
19J209-882.....RETAIL **$15.00**

Ⓑ **ROOSTER DESIGN TABLE LIGHTER.** Dependable Evans lighter with Jade Green enamel finished body. Hand painted gay rooster in Red, Black and Yellow. Bright parts finished in polished gold color.
19J146-588.....RETAIL **$10.00**

Ⓒ **VINTAGE DESIGN TABLE LIGHTER.** Bright parts finished in polished gold color. Reservoir in Gray and Black French enamel with plastic grapes. Long body provides unusually large fuel reservoir.
19J198-588.....RETAIL **$10.00**

Ⓓ **ROSETTE SWIRL DESIGN TABLE LIGHTER.** Beautifully executed in fine bone China. Graceful Rosette swirl design. Hand painted delicate pink rose buds. Metal parts in polished gold finish. Utilizes entire base as unusually large fuel reservoir.
19J211-882.....RETAIL **$15.00**

Ⓔ **3-PIECE SET—COMPACT, LIGHTER AND CUFF LINKS.** Straw or White French enamel background with hand painted feminine rose and leaf design. Compact has golden mesh pouch. Dainty feminine cuff links complete ensemble. Exceptional gift item.
21J196-882—Specify Straw or White.....RETAIL **$15.00**

4-PIECE SET. Similar to above with addition of lipstick. White French enamel background with Black poodle design.
21J195-1090.....RETAIL **$17.50**

Ⓕ **5-PIECE EARLY AMERICAN TABLE SET.** Fine White China hand decorated in unusual early American designs of Pink and Green. Large capacity lighter with dependable Evans mechanism. Metal parts in polished gold color. Includes ash tray and covered cigarette box.
19J212-1470.....RETAIL **$25.00**

As above: Lighter only.
21J213-882.....RETAIL **$15.00**

ORDER EARLY FOR HOLIDAY DELIVERY

MAGNA

ELECTRIC LIGHTER WITH BUILT-IN FLASHLIGHT

In New Service Kit Gift Pack!

The same famous lighter that we introduced last year and which is proving one of the fastest-moving gift items ever offered! Beautifully made and completely practical. No flint or wheels—push the slide and tiny filament ignites wick instantly. Push button and handy flashlight lets you read theater programs, and find elusive keyholes. Uses tiny wet pack battery that lasts months and months. Luxurous chrome plate in assorted engine turned designs. Now offered in gift kit form with extra battery, wick, filament, bulb and screwdriver for quick, easy servicing.

18J425X-585.....RETAIL **$9.95**

As above: Deluxe 24K Gold plated gift model. (Without kit.)
18J485-995.....RETAIL **$20.00**

(See Page 145)

"PICK-ME-UP" AUTOMATIC TABLE LIGHTER

Made in Germany, this sensational lighter will meet with tremendous interest as a conversational piece. **Automatically lights up when lifted. Flame is extinguished when the casing is pressed downward slightly in putting lighter down on table.** Available in engine turned style and embossed design. (Choice subject to styles in stock.) **Size of base:** 3x1⅝x2½". Chrome finish.

19J334-920 .....RETAIL **$14.95**

As above: In Brass finish.
19J340-920 .....RETAIL **$14.95**

As above: In combination of smooth lucite and brass.
19J335-920 .....RETAIL **$14.95**

POCKET KNIFE and SHARPENER COMBINATION

Stainless Steel, engine turned pocket knife with 2⅜" spear blade and 1½" pen blade. Carving set style, sharpening steel will always keep blades razor sharp. In genuine Morocco leather case. A unique personal gift.

25J148-305 ..... RETAIL **$6.25**

NEW MAGNA ELECTRIC POCKET LIGHTERS

WITH BUILT-IN FLASHLIGHT

Up to 15,000 lights to a single battery. Produces an open flame with simple slide action. Uses tiny 5-month wet-pack sealed battery and conventional fluid, no flint. **Lights in wind—a natural for golfers, motorists and sportsmen.** Built-in press-button flashlight throws powerful beam—a great help for reading road maps, finding keyholes, reading theatre programs, etc. Styled in attractive engine turned designs. **Overall dimensions:** 2¼x2⅛x⁹⁄₁₆" thick. Gift boxed. **Men's Model, in lustrous chrome plate.**

18J425-585 .....RETAIL **$9.95**

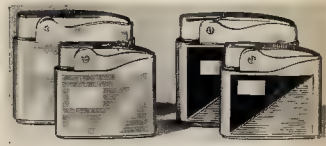
As above: 24K Yellow Gold Plate.
18J465-995T .....RETAIL **$19.95**

As above: New smaller size model—excellent for ladies' handbags or small pockets. Styled in attractive chrome plate engine-turned designs. Size: 1¾" high, ⁷⁄₁₆" thick. Gift boxed.

18J458-645 .....RETAIL **$10.95**

REPLACEMENT UNITS

18J426-50—Wet Pack Battery—Men's model ..... RETAIL **75c**
18J464-50—Wet Pack Battery—Ladies' Model.....RETAIL **75c**
18J427-35—Igniter Filament .....RETAIL **50c**
18J428-17—Wick .....RETAIL **25c**
18J429-27—Flashlight Bulb .....RETAIL **40c**



ROWENTA IMPORTED GERMAN LIGHTERS

Precision made, fabulous new lighters by Forstner. Has exclusive "instant-service" features—new snap-off head for instant servicing. New flint and wheel can't get wet. **Giant size fuel capacity—over 200 lights from one filling.** Rowenta lighters are double sealed against evaporation—can't leak or overflow. Entire mechanism is contained in the removable head. If service is required, head is simply and easily replaced. **Guaranteed for two years.** Nickel finish with Black enamel triangular and engine-turned design.

18J459-590—Men's Size 1⅞x2".....RETAIL **$10.95**
18J460-460—Ladies' Size 1½x1⅝".....RETAIL **$8.50**
Men's Chrome lighter with attractive engine-turned design (left).
18J461-535—Men's Size.....RETAIL **$9.95**
18J462-430—Ladies' Size.....RETAIL **$7.95**

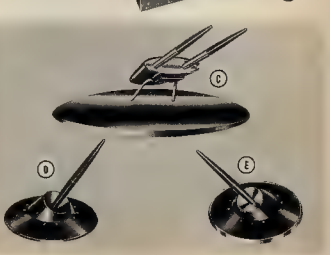
New Parker Pen and Desk Sets

Ⓐ **Parker's "41" Special Set.** Brand new Parker fountain pen and liquid lead pencil set. Pen has supremely smooth, exclusive electro-polished point, modern Parker styling with Arrow clip, lustraloy cap and hooded point for protection and comfort. **Oversize ink capacity and special ink flow regulator.** Matching liquid lead pencil has point that never breaks never needs sharpening and writes a clean, erasable line. Eraser concealed under cap. Available in Charcoal, Coral, Black, and Turquoise. Gift boxed.

29J30-850—Specify color.....RETAIL **$12.75**

Ⓑ **Parker's "Pardner" Set.** Handiest team in writing. Consists of Parker Jotter ball point pen that writes five times longer than ordinary ball points, and matching liquid lead pencil with point that never breaks, never needs sharpening and writes a clean, erasable line. Eraser concealed under cap. Available in Charcoal, Coral, Black, and Turquoise. Gift boxed.

29J29-380—Specify Color.....RETAIL **$5.75**



Ⓒ **New Parker Desk Set.** Has modern "Free Form" plastic base. Receptacle with ribbed, stainless steel face is raised above ellipse-shaped Black base, supported by two chrome pillars. These tapered Parker writing instruments have brushed stainless steel sheaths. Fitted with one Parker Jotter and one Parker liquid lead pencil. **Size: 12¼x 3¼x3". Black only.**

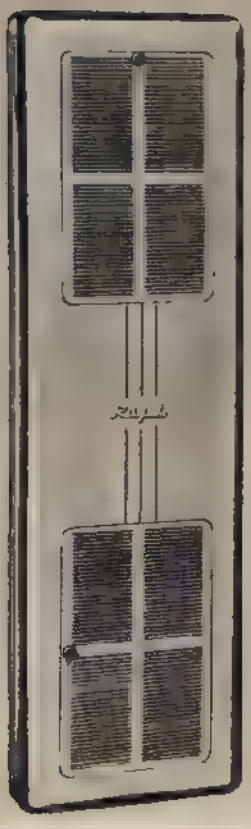
29J34-835 .....RETAIL **$12.50**

Ⓓ **Parker Desk Set.** Round, Black plastic base 4½" in diameter. Has tapered Parker Jotter pen with metal band. **Available in Black only.**

29J32-195 .....RETAIL **$2.95**

Ⓔ **Parker Round Desk Set.** Has bright metal receptacle insert. Base is 4½" in diameter and is embellished with metal band around edge. Tapered Parker Jotter with metal band. **Black only.**

29J33-330 .....RETAIL **$4.95**



(A) ROYAL GAS-FIRED WALL HEATERS

A complete line of gas-fired vented wall heaters with safety controls. All heaters designed with one-piece cast-iron burners. Completely silent. Special louvers give maximum air circulation. Automatic Unitrol operation. Fully insulated. Electro-welded gas-tight combustion chamber. Brown baked enamel finish. 20-year factory guarantee on combustion chamber. Single or dual models. Dual models open at front and back. Diverter knob directs heat to two rooms, or one. Rough-in size for all heaters 14⅜ in. wide, 62 in. high. Installed size: 18 in. wide, 64 in. high. Projection 4½ in. Order below. **Not available—shipped from Tennessee.***

Heaters for Natural, Mixed, or Manufactured Gas—Specify

Number	BTU Input	Type	Shpg. Wt.	Retail
59-1628 FF 5916	25,000	Sing	98 lbs	$122.95
59-1636 FF 7479	35,000	Sing	98 lbs	$132.95
59-1644 FF 10404	50,000	Dual	150 lbs	$184.95
59-1651 FF 10966	62,000	Dual	150 lbs	$194.95

Heaters for L. P. Gas Only

Number	BTU Input	Type	Shpg. Wt.	Retail
59-1669 F 6748	25,000	Sing.	98 lbs	$119.95
59-1677 F 7310	35,000	Sing	98 lbs	$129.95
59-1685 F 10235	50,000	Dual	150 lbs	$181.95
59-1693 F 10797	62,000	Dual	150 lbs	$191.95

Blower Unit. Blower unit fits all heaters above. **Shipped from Tennessee.***
59-1701 F 2191—Shipping weight 14 lbs. .....Retail **$38.95**

(B) OAKLAND GAS HEATER—SMALL BATHROOM-SIZE

For bathrooms, basements, even milk houses! Designed to use a minimum of space. Seam welded combustion chamber. Cast iron burner. Base 100% safety pilot. Built-in draft diverter. 14 x 8 x 21 in. high. 12,000 BTU input models for **natural, manufactured, or LP gas—specify. Shipped from Illinois.***
59-1172 FF 2436—Shipping weight 30 lbs. .....Retail **$39.95**

INDOOR OR OUTDOOR BURNER FOR RUBBISH, GARBAGE

- **Large capacity—holds 3 bushels**
- **Use it indoors or outdoors**
- **Aluminized steel construction**

(At right)—Fast, efficient, economical rubbish burner burns up to 3 bushels of rubbish at one time. Use in utility room, basement—or outside. Fill with rubbish, close top door, light match—that's all there is to it. Completely safe—pipe shielded to prevent escape of burning particles. Strong aluminized steel. Ash drawer at bottom has handle. 17 in. diam., 32½ in. high. 14 in. stack. **Shipped from Illinois.***
59-1842 F 1069—25 lbs. ...**$17.95**

See index, beginning on page 787 for garbage disposer units, garbage cans.

(C) (D) OAKLAND GAS HEATERS—HEAT YOUR ENTIRE HOME

[C] Oakland vented gas heaters with glowing radiants. Built-in Unitrol snap-action room thermostat, safety pilot. Built-in draft diverter. Cast iron burner. Golden mesh heating screen. Glowing radiants. Brown porcelain enamel, copper trim. **Shipped from Illinois.***

For Natural, Mixed, or Manufactured Gas—Specify

Number	BTU Input	Heating Cap. Cu. Ft.	Height In.	Width In.	Depth In.	Wt. Lbs.	Retail
59-1792 FF 5844	30,000	2330	26½	21	13	80	$94.95
59-1800 FF 7156	45,000	2720	28¾	31	13	100	$114.95
59-1818 FF 8063	60,000	4650	28¾	32	17	125	$129.95

Heaters listed below are for L. P. Gas only

Number	BTU Input	Heating Cap Cu. Ft.	Height In.	Width In.	Depth In.	Wt. Lbs.	Retail
59-1859 F 5844	30,000	2330	26½	21	13	85	$94.95
59-1867 F 7019	45,000	2720	28¾	31	13	105	$112.50
59-1875 F 7944	60,000	4650	28¾	32	17	125	$127.50
59-1883 F 10239	80,000	5400	41	28	19	200	$163.95

Twin Blower with automatic control for 45,000 and 60,000 BTU heaters
59-1834 F 1838—14 lbs. **$31.95**

Fan with automatic control for 80,000 BTU heaters
59-1198 F 1669—14 lbs. ..**$26.95**

[D] Oakland Vented Gas Heaters Without Radiants. Like [C] but manual control. Vented front—no radiants. **Shipped from Illinois.***

For Natural, Mixed, or Manufactured Gas—Specify

Number	BTU Input	Heating Cap. Cu. Ft.	Height In.	Width In.	Depth In.	Wt. Lbs.	Retail
59-1719 FF 2406	20,000	1585	26½	21	9	50	$39.95
59-1727 FF 3188	30,000	2330	26½	21	13	70	$51.95
59-1735 FF 4200	45,000	2720	28¾	31	13	95	$67.95
59-1743 FF 4906	60,000	4650	28¾	32	17	100	$79.95

For L. P. Gas only—equipped with Base 100% Safety Pilot

Number	BTU Input	Heating Cap. Cu. Ft.	Height In.	Width In.	Depth In.	Wt. Lbs.	Retail
59-1750 F 3344	20,000	1585	26½	21	9	55	$54.95
59-1768 F 4000	30,000	2330	26½	21	13	75	$64.95
59-1776 F 4875	45,000	2720	28¾	31	13	100	$79.95
59-1784 F 5561	60,000	4650	28¾	32	17	110	$89.95

(E) PREWAY HOME COMFORT OIL HEATERS

Fuel-saver pilot holds fire automatically—no manual relighting. Air-activated long-life burner. 7-stage flame control. Self-cleaning. Console style—steel with brown enamel finish. **Shipped from Wisconsin.***

59-1354 F 7497—56,800 BTU. 40⅝ x 25½ x 21" high. Wt. 135 lbs. .**$124.95**
59-1362 F 8097—75,450 BTU. 40⅝ x 28 x 23" high. Wt. 145 lbs. ...**$134.95**

Preway Deluxe Automatic Heater. Same as above, but features automatic electric ignition, thermostatically controlled. 110-120 volts, 60 cycles, AC.
59-1214 F 9597—50,000 BTU. 41 x 25½ x 21". Wt. 120 lbs. **$159.95**

Through-the-Wall Fan. Moves air through wall from room to room. Fits walls 2¼ to 5½ in. thick—8⅝ in. diam. opening. Moves 200 cubic feet air per minute. Thermostatically controlled. 110-120 volts, 60 cycles, AC. Pair beige grilles.
59-1412 F 1497—12 lbs. ...**$24.95**

Electric Thermostat kit for 59-1354 F 7497 and 59-1362 F 8097
59-1404 F 1797—Wt. 9 lbs. **$29.95**

Forced Air Blower for all heaters
59-1370 F 1890—11 lbs. ...**$31.50**

5-Gal. Fuel Tank for all heaters
59-1398 F 645—Wt. 10 lbs. **$10.75**

* Shipped by freight, truck, or express—pay shipping on delivery.

TAPPAN

Gas and Electric Ranges—All Are Luxury Designed

Ⓐ TAPPAN BROILMASTER GAS RANGE

New 18,000 BTU burners. Right rear burner thermostatically controlled just "set 'n forget." Makes every utensil automatic. 36-in. matchless automatic gas range. 16¾ x 20 x 13¾ in. oven insulated with fiberglas, chrome-lined to reflect heat. Removable bottom tray, lift-off door for easier cleaning. Visualite see-thru window. Waist high pull-out broiler on left. Chromium pan and large pull-out storage drawer glides on nylon rollers. Extra storage drawer at bottom, left. Cooking top is 36 in. high. Picture frame back panel with clock, light and convenience outlet. Top light switch. White porcelained steel designed for flush-to-wall installation. 36 x 26½ x 47¼ in. high overall. AGA approved for manufactured, natural or LP gas—specify type of gas.

31-0177 FF 25539—Wt. 288 lbs.* **$369.95**

Same, but swing out broiler, double compartment on left and porcelain oven. No window.

31-0185 FF 18009—Wt. 243 lbs.* **$249.95**

Ⓑ TAPPAN "GREENBRIER" GAS RANGE

The automatic gas range that brightens your kitchen and lightens your work! New 18,000 BTU burners. Two right-hand burners thermostatically controlled—just set 'n forget. Makes every utensil automatic. 40-in. size. Porcelain-lined automatic matchless oven. With automatic roast control—does roast the way you like it. Lift-off door, removable bottom tray. Adjus-To-Height broiler with chromium grid. Cooking top is 36 in. high. Tap-O-Matic back panel with fluorescent light, 3½ hr. timer. Visiguide gives cooking time and temperature. Broiling chart. White porcelain steel construction designed for flush-to-wall installation. Measures 40 x 28½ x 51 in. high overall. AGA approved for manufactured, natural, or LP gas—specify.

31-0375 FF 25610—Wt. 355 lbs.* **$389.95**

Deluxe Greenbrier. As above, but with automatic clock. Visualite window in oven door.

31-0383 FF 33378—Wt. 355 lbs.* **$449.95**

Ⓒ TAPPAN DELUXE "HOLIDAY" GAS RANGE

So many cooking conveniences in just 30 in. of space. Amazing new 18,000 BTU burners—a new concept in burner design. Featuring the new thermostatically controlled right rear burner—just set it and forget it! Makes every pot and pan automatic. 24 x 19 x 12 in. matchless oven is chrome-lined—reflects heat evenly for better baking, makes cleaning easier too! Complete with rotisserie, turns slowly to cook foods to perfection. Lift-off door has Visualite window—lets you check cooking without opening oven door. Storage drawer below glides on nylon rollers. Cooking top is 36 in. high. Distinctive panel top with fluorescent light, clock and timer, two appliance outlets. All-steel porcelain construction designed to be installed flush to wall. Measures 30 x 26 x 48 in. high overall. AGA approved for manufactured, natural or LP gas—specify.

31-0193 FF 28460—Wt. 290 lbs.* **$379.95**

As above, but has porcelain oven, standard back guard. Without rotisserie. Visualite window.

31-0201 FF 23927—Wt. 284 lbs.* **$319.95**

Ⓓ TAPPAN "HOLIDAY" ELECTRIC RANGE

Compact 30-in. size—with famous Tappan cook-easy features. 24 x 19 x 16 in. oven with Visualite window. Oven is chrome-lined. Fully automatic controlled by dependable clock. 2 removable 1250 watt baking elements. Full-width top broiler. Large drawer below glides on nylon rollers. Top is 36 in. high—divided with 4 Speed-Flex units. Oven-control guide, bake-broil signals located at front. Back panel with full fluorescent lamp, switch, self-starting clock. Visiguide chart. Visiminder timer, top-heat indicator light, appliance outlet. 30 x 26 x 47 in. high overall. 220-240 volts, 60 cycles, AC. UL approved.

31-2736 F 21320—Wt. 237 lbs.* Retail **$304.95**

Standard Electric "Holiday." With porcelain lined oven—no Visualite window. Back panel without Visiguide or Visiminder.

31-2744 F 19054—Wt. 235 lbs.* Retail **$274.95**

Ⓔ TAPPAN TWIN-MASTER ELECTRIC RANGE

Every feature designed for modern convenience. Twin ovens and broilers for unmatched utility. You can roast, bake and broil at the same time. So deluxe—36-in. electric range has 16¾ x 13¾ x 20 in. deep master oven with fully automatic clock control. 13½ x 13¾ x 20 in. deep bonus oven. Both porcelain-lined ovens have 2 removable 1,000 watt elements. Ovens are fast heating with uniform heat for perfect results. Automatic pre-heating. Master over has interior light. Extra reversible-type chromium racks for broiling. Lift-off right oven door. 2 drawers below provide storage space for pots and pans you use most frequently. Drawers glide on nylon rollers.

Cooking top is 36 in. high. Divided with 4 Speed-Flex units, 3 standard and 1 giant size with 7-heat selections for simmering or speed-cooking food. Distinctive panoramic panel designed with full width fluorescent lamp, fully automatic clock. Visiguide chart, oven and broiler top heat indicators, and 2 appliance outlets. 220-240 volts, 60 cycles AC. UL approved. White porcelain steel construction designed for flush-to-wall installation. 36½ x 26½ x 48 in. high overall.

31-2710 F 25650—Wt. 245 lbs.* Retail **$379.95**

*** Shipped from Wisconsin—pay shipping charges at time of delivery.**

ROYAL Portable Typewriters

Built for a Lifetime of Use . . .
Superior in Design and Engineering
with the Newest, Most Efficient Features!

A portable is as necessary as electricity in the modern home, and when it's a Royal, it's one of America's finest! Royal's exclusive "Magic Margin" sets both right and left hand margins instantly! Royal Speed King keyboard and Finger Flow keys conform exactly to the big Royal Office Machine. Smart color combination, too.

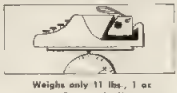
Note: In states where Fair Trade regulations apply, the established minimum retail prices on all portables in this catalog must be maintained. These typewriters are sold to dealers for resale only.

This is a sample of pica type.
This is a sample of elite type.

NEW! ROYALITE

Royal's latest portable typewriter innovation.
Light! Compact! Yet does a professional job!

Ultimate in compactness
A mere 3" high!



Weighs only 11 lbs., 1 oz
Case and all!

"Royalite" . . . Royal's sensational new portable! It's portfolio-sized . . . stands a mere three inches high, yet it has a full-sized keyboard and turns out wonderful, professional-looking work. It's new in color too—comes in an attractive shade of Heather Green. "Royalite" is the perfect portable for anyone . . . a "must" for the traveler, student or professional person.

Case and all, it weighs a feather-light 11 pounds, one ounce. It's so easy to carry about . . . small enough to slip into your luggage so you can enjoy the convenience of having a typewriter right at hand, wherever you go. The Royalite is a master-design in compactness . . . not only does it have a full-size keyboard but controls for margin setting and line spacing. All features are easy to use and extremely dependable.

And "Royalite" brings you a brand new, beautiful printing type face—Royal's Pica Director. It produces clean, sparkling easy-to-read letters, yet it's the same size as regular Pica type.

Royalite is small, yes . . . but rugged! It has a rigid cast magnesium frame with all enclosed working parts and factory sealed adjustments for long life and trouble-free operation.

The carrying case is smart and modern too . . . built to protect and designed to look handsome in Green simulated leather.

797-142 C6056 Royalite, with case. Wt. 11 lbs., 1 oz.....**$74.50**

"MAGIC MARGIN"

ROYAL QUIET DELUXE

The world's number one portable! Built-in silencing gives you "whisper" typing. Famous "Magic Margin" sets both left and right margins instantly. Push-button top for easy access to interior . . . rapid ribbon change. Visible Tabulator . . . set all tabs at once without moving carriage. Simple, convenient Touch Control adjusts keys to your stroke. Complete full-sized keyboard conforms exactly with the famous Royal Office Machine. New fiberglas carrying case is not only good looking, but is the most rugged ever designed for a portable typewriter. Dove Gray finish. Royal's Airflight streamlined carrying case assures maximum protection.

This same model is also available in Tropical Blue and Normandy Green at retail price of $129.85. Full information upon request

797-027 C10385 Pica Type. Wt. 17 lbs. with case.....**$129.85**
797-035 C10385 Elite Type. Wt. 17 lbs. with case..... **129.85**

ROYAL "ARISTOCRAT" . . . with the exclusive "Magic Margin" and many other features of the Quiet Deluxe model above.

797-001 C9307 Pica Type. Wt. 17 lbs. with case **$116.07**
797-019 C9307 Elite Type. Wt. 17 lbs. with case **116.07**

ROYAL COMPANION

Features complete full-sized keyboard, made exactly to conform with the famous Royal Office Machine. Finger Flow keys fit your fingers exactly . . . cradle them for faster, more comfortable typing. Line Finder permits entries out of regular typewriter spacing with accurate return for perfect overstrikes. Balanced Keyboard Controls—all special controls are balanced on either side and can be reached from home key position. New Speed Spacer . . . its fast, responsive action makes typing easier, improves the quality of typewritten work. Four-line Visibility between writing line and paper bail. Plus all standard features. Dove Gray Finish. Fiberglas carrying case.

797-042 C7295 Pica Type. Wt. 15 lbs. with case.....**$89.95**
797-050 C7295 Elite Type. Wt. 15 lbs. with case..... **89.95**

ROYAL®

OUTSTANDING
Quiet DeLuxe

6508M21X0538 ROYAL "QUIET DE LUXE" . . . the make that won the World's Portable Speed Championship. Has more operating features than ever before! Exclusive touch control allows the keys to be tailored to every member of the family. Line Meter shows number of typewritten lines remaining on the page. Also features automatic ribbon reverse; instant "Magic" margin set; visible tab set. New greater paper width capacity; push button top cover. If types in a whisper . . . barely makes a sound! Specify color choice: Blue, Green, or Grey. . . . **Retail: $124.75 tax included**

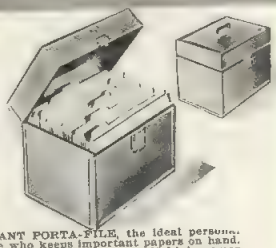
ROYAL TYPEWRITERS feature "MAGIC MARGIN" that sets both left and right hand margins automatically; VISIBLE TAB SET that gives remarkable new speed and ease in columnar work and form writing, and PUSH BUTTON TOP that gives easy access to Touch Control, easy ribbon changing, type cleaning, etc.

Each Royal Portable is shipped with a handsome Fiberglas Carrying case . . . an extra plus value. It's airtight and dustproof; beautifully designed with chrome trim. Rubber cushions protect the machine when being carried.

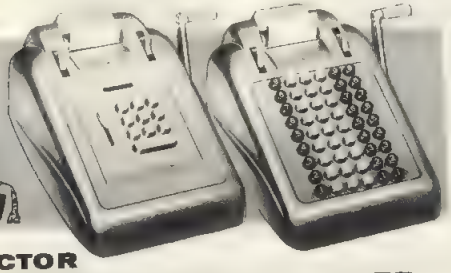
ROYALITE

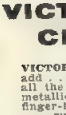
6509M12W6051 NEW ROYAL "ROYALITE" PORTABLE weighs only 5 lbs.—yet its frame is so sturdy and its construction so fine that it will take years of heavy duty operation at home or during travel. Has full size keyboard with extremely light key action; keyboard margin release, positioning scale, etc. Complete with a beautiful zippered vinyl carrying case that doubles as a utility bag. **Retail: $74.50, tax included**

6508M21X6883 ROYAL "SENIOR COMPANION" for those who want a fine portable at a modest price. Features Line Finder, full size keyboard, No-skip type-bar, margin release key, balanced keyboard controls, right and left margin stops. Handsome non-glare carrying case. An ideal companion on a trip or for work at home or school. Specify pica or elite face. . . . . **Retail: $89.95 tax included**

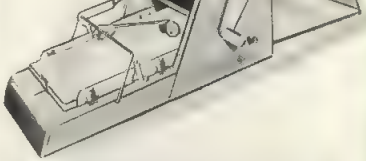


6510M4W300 GIANT PORTA-FILE, the ideal personal file for everyone who keeps important papers on hand. Sturdy steel box, 12½" long, 9" wide, 10" high, comes complete with index folders, lock and key. Holds 1000 documents. Perfect for household bills, receipts, cancelled checks, insurance policies, bonds, titles, etc. Beautiful Hammertone finish . . . . . **Retail: $3.98**





VICTOR
CHAMPION SUPER-ADDER



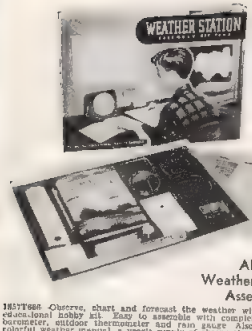
VICTOR "CHAMPION SUPER ADDER" ADDING MACHINES — list . . . add . . . multiply! New versatile 10 key or full keyboard models include all the famous Victor quality features. Sturdy die-cast case with smart metallic gray baked enamel finish . . . one stroke total . . . feathertouch, finger-tip control of all keys . . . quiet operation . . . automatic space-up . . . rustproof, cadmium plated, case-hardened friction parts . . . rubber feet to prevent "travel".

9743Z12XB483	Full Key, 6 Col. List; 6 Col. Tot. . .	**Retail: $116.73, tax incl.**
9744Z12XB483	10 Key, 6 Col. List, 6 Col. Tot	**Retail: $110.73, tax incl.**
9745Z12X10912	Full Key, 7 Col. List; 7 Col. Tot	**Retail: $134.22, tax incl.**
9746Z12X10912	10 Key, 7 Col List; 7 Col. Tot.	**Retail: $134.22, tax incl.**
9747Z12X12124	Full Key, 8 Col. List; 9 Col. Tot. . .	**Retail: $149.24, tax incl.**
9748Z12X12124	10 Key, 8 Col. List; 9 Col. Tot. . .	**Retail: $149.24, tax incl.**

9664Z14X1995 DYNAGRAPH prints anything drawn, written or typed. Gives high quality work at low cost —prints over 60 copies per minute—letters, notices, bulletins—anything! Handles media from postcards to 8½" x 11" letter size. Semi-automatic inking brush inside, operated by drum crank. Drum is instantly and easily removable for cleaning. Steel chassis insures stability; simple, compact design makes it easy to operate . . . . . **Retail: $38.50**

9665Z2WZ22 Supply Kit—6 stencils, ink, stylus, correction fluid . . . . . **Retail: $3.25**

TOPS IN TOYS

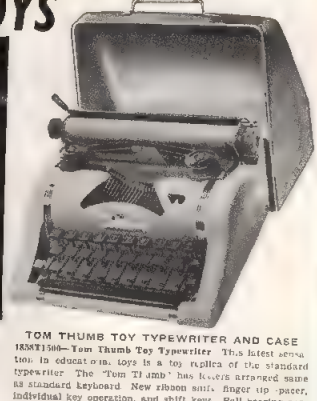


AIRGUIDE Weather Station Assembly Kit

1857T866—Observe, chart and forecast the weather with this new educational hobby kit. Easy to assemble with complete parts to barometer, outdoor thermometer and rain gauge. Also includes a colorful weather manual, a year's supply of observation charts, and simple instructions for assembly and use. Instruments are scientifically accurate. Packed in four color lithographed box approximately 29"x13"x4½". A fascinating and instructive gift for youngsters.
Mfr's. Sugg. Retail $6.95

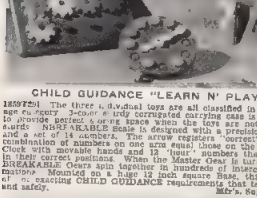
1717T765—"Speed Queen" Doll Size Washer

Construction resembles full size "Speed Queen." This realistic scale-model doll size washer. Doll clothes roll around in churning suds, then can be wrung through rubber adjustable roll. Battery-operated ... as safe as a flashlight! Battery is supplied with the washer. Bowl, tub and Agitator are rustproof aluminum. Rest of washer is sturdy steel, finished with durable white enamel. Stands 12 inches high and 7 inches in diameter. Weight 6 lbs.
Mfr's. Sugg. Retail $9.95



TOM THUMB TOY TYPEWRITER AND CASE

1838T1500—Tom Thumb Toy Typewriter. This latest sensation in educational toys is a toy replica of the standard typewriter. The "Tom Thumb" has levers arranged same as standard keyboard. New ribbon shift, finger tip space, individual key operation, and shift keys. Ball bearing carriage. Carrying case. Uses a standard ½ ribbon. Attractively finished in chrome trim. 10" deep, 10¼" wide, 6" high. Weight 10 lbs.
Mfr's. Sugg. Retail $10.95



CHILD GUIDANCE "LEARN N' PLAY" SET

1839T201—The three individual toys are all classified in the pre-school age category. 3-color sturdy corrugated carrying case is so designed as to provide period storing space when the toys are not in use. This and a set of 14 numbers. The arrow registers "correct" only when a combination of numbers on one arm equal those on the other. A large Clock with movable hands and 12 "hour" numbers that will fit only in their correct positions. When the Master Gear is turned NINE UNBREAKABLE Gears spin together in hundreds of interchangeable formations. Mounted on a huge 12 inch square Base, this toy provides all of the exacting CHILD GUIDANCE requirements that teach effectively and safely.
Mfr's. Sugg. Retail $3.98

TOP QUALITY TOYS

AMERICAN PLASTIC BRICKS

1722T1070—American Plastic Bricks. Recreate the most modern homes using true brick-layers methods. New features include: picture windows, porches, single, double and triple garages, one overhead garage doors, side doors and windows that open and close provided socket "texture" floor perimeters of construction. Embossed roofs simulating Green—Black polished and all edges are smooth. Brick size 1¾"x¾". Book of instruction included. Shipping weight 7 lbs.
Mfr's. Sugg. Retail $12.00

1964T608—Zimphone. Deluxe 2-phone Super Cradle set patterned after modern professional phones. Gives wonderful sound transmission as powerful bonded by four large batteries. Quality designed and constructed set complete ready to use. Includes 2 phones, 3 cradles, four batteries, con wire and 2 built in bells.
Estab. Retail $8.95

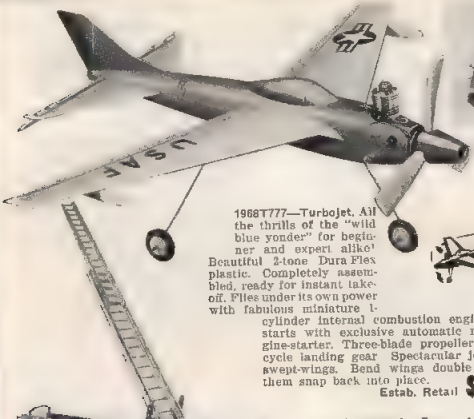
1963T723—Replica of the holster worn by ROY ROGERS. Sturdily constructed of the finest quality top grain natural and black cowhide. "Hand-tooled effect" embossing decorate holster pockets and belt. Two piece holster pocket outlined with numerous nickel studs and rimmed with tooled medallions. Metalized bullets strung along full length of adjustable high-shaped belt. Roy Rogers signature is bossed and outlined in center of belt. Western buckle mounted on top for background. Leather lace. Complete with 2 C-100 automatic break repeater action pistols 10 ¼" long. Shoots roll caps.
Mfr's. Sugg. Retail $9.95

OFFICIAL ROY ROGERS DOUBLE HOLSTER SET

1966T785—Deluxe holster set of genuine top grain cowhide. Wide tip shaped belt nicely outlined with nickel studs. Contrasting colored center section of belt showing Roy Rogers name medallions and Roy Rogers signature. Embossed designs highlight holster pockets and belt. Holster pockets feature leather cross straps with western buckles. Holsters made and embossed jewel trim. Metalized bullets complete trimming on all adjustable belt. Leather lace. Large Roy Rogers nickel plated trophy buckle. Complete with 2 large size "C-100" pistols, 10¼" long, with automatic break action repeater type. Fires roll caps.
Mfr's. Sugg. Retail $10.95

1967T570—Fine quality genuine top grain cowhide holster set. Features hand tooled effect embossing in an overall floral pattern with contrasting colored background. Large deluxe size holster pockets trimmed with nickel studs, cross straps and western buckles. Wide tip-shaped belt has metalized bullets along back of belt. Belt is fully adjustable and has ROY ROGERS name embossed in center. Leather lace. Nickel western buckle. Complete with 2 C-100 10¼" long repeating action break barrel pistols. Shoots roll caps.
Mfr's. Sugg. Retail $7.95

Order Early for Christmas Delivery



1968T777—Turbojet. All the thrills of the "wild blue yonder" for beginner and expert alike! Beautiful 2-tone Dura Flex plastic. Completely assembled, ready for instant take-off. Flies under its own power with fabulous miniature 1-cylinder internal combustion engine. Fast starts with exclusive automatic recoil engine-starter. Three-blade propeller and tricycle landing gear. Spectacular jet design swept-wings. Bend wings double and see them snap back into place.
Estab. Retail **$12.95**

American-La France Pumper

Works just like a real one! Rubber hose unreels, connects to pump-operated tank, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel that really steers. Red baked enamel finish. Length, 18".
1569T1065—Wt. 8 lbs.....Retail **$15.95**

American La France Aerial Ladder

But solid, exactly like the real ladder truck! Die cast aluminum ladder extends 42" above truck. Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders, bell. Red baked enamel finish. Length, 32".
1654T1330—Wt. 13 lbs.
Retail **$19.95**

Remote Control Powerhouse Tractor and Trailer

1720T357—This amazing new powerhouse tractor and trailer climbs over obstacles, pushes and pulls many times its own weight, **all by remote control.** Sturdy and rugged power packed performance forward and reverse propelled by the Run-Rite motor. Mustard yellow color finish. Real cleated rubber tread. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 2 lbs.
Mfr's. Sugg. Retail **$4.98**

Euclid Bottom-Dump Truck

Rusty miniature that hauls and dumps loads just like its real counterpart. Lever-controlled dump mechanism. Steerable knee-action front wheels. Universal coupling for smooth travel over rough ground. Tractor uncouples to tow other Model Toys. Baked enamel finish. For ages 4 to 8. Length, 27".
1724T1030—Wt. 10 lbs. Retail **$13.95**

Jaguar Sports Car Kit

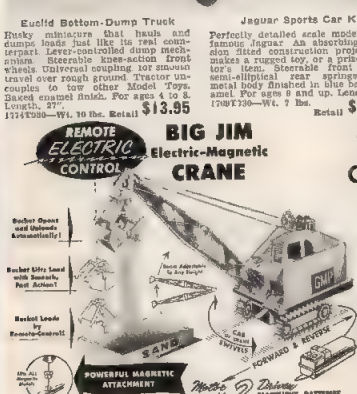
Perfectly detailed scale model of the famous Jaguar. An absorbing precision fitted construction project that makes a rugged toy, or a prize collector's item. Steerable front wheels semi-elliptical rear springs. Cast metal body finished in blue baked enamel. For ages 8 and up. Length, 18".
1726T1130—Wt. 7 lbs.
Retail **$10.95**

Clark Airport Tractor and Trailers

Just like the tractor trailers he's seen at the airport. Tractor die-cast construction. Trailers heavy gauge welded [illegible] locking couplings. Real airlines insignia on trailers. Removable cargo side panels. Baked enamel finish. For pre-school ages. Overall length, 21".
1717T465—Wt. 6 lbs. Retail **$6.95**

MT Sports Car Kit

Superbly engineered model of the British MG. An ideal father-and-son project, a favorite with hobbyists. Over 50 precision-machined parts. Die-cast body, steerable front wheels semi-elliptical rear springs, semi-pneumatic tires. Red baked enamel finish. For ages 9 and up. Length, 15".
1728T965—Wt. 7 lbs. Retail **$9.95**



BIG JIM Electric-Magnetic CRANE

Thrilling Automatic Crane

1838T851 A wonderful new toy to make children happy to fill their idle moments. Just a touch of the button automatically loads fabric unloads, lowers. Big Jim's bucket or moves the whole crane forwards or backwards. The cab of Big Jim swivels, turns & adjusts able to any height. An exciting magnetic attachment to crane lifts magnetic material many times its weight. Clam-shell bucket digs dirt, sand and gravel. Durable acetate construction and famous Run-Rite motor. Buttons operate everything. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 3 lbs.
Mfr's. Sugg. Retail **$11.98**

REMOTE CONTROL TOYS

Safe—
Unconditionally
Guaranteed

New Electric Ladder Fire Truck

1710T369—Has two famous Run-Rite motors, both operated from the same control box with a simple press of the button. Power operated ladders forward and reverse actions with motor torque steering. Full chrome accessories and rear dual rubber wheels. Powered by two flashlight batteries. 16½" long, 3½" wide, 4½" high. Red in color. Batteries not included. Approx. ship. wt. 3 lbs.
Mfr's. Sugg. Retail **$7.98**

DELUXE AMERICAN LOG SET

1721T713—Deluxe "Hewn" American Logs. American Hewn Logs are square cut to reproduce in perfect detailed miniature, the pioneer homes that played such an important role in our country's early history. Interlocking feature makes models semi-permanent, so they can be moved as a unit without dismantling. Edges are rounded—all ends are smoothly finished and splinter free. Full size three ¾ inch logs give children the ultimate in play value. 811 pieces packed in each set. Comes with deluxe box with trays. Shipping weight 9 lbs.
Mfr's. Sugg. Retail **$9.50**

Christmas Gifts—Order Early and Specify 2nd Choice If Possible

Fine American Made Clarinets—Quality for Over 50 Years

These fine clarinets are built by a renowned American musical instrument company founded over 50 years ago. With 50 years of experience and continuously improving their clarinets they make one of the finest quality instruments in the world. **ITEMS SHIPPED F.O.B. EASTERN FACTORY EXCEPT WHERE OTHERWISE DESIGNATED.**

New Nylon Filament Plastic Clarinet

New—The "Classic" Clarinet

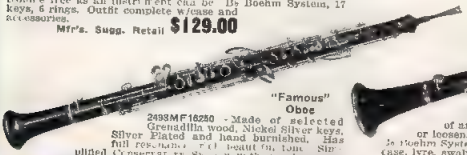
2558MF6188—A crack-proof, break-proof, weather-proof clarinet with outstanding acoustical qualities. Rich tone, fast action and classic beauty make it an instrument you will be proud to own. Made of Duranite, a new improved nylon phenolic material that is tough, durable, and shock-resistant. It has the proper density for fine clarinet tone. Exceptional intonation, easier blowing, accurate scale, and feather touch key action. Features: All keys, posts, rings and body parts are solid nickel silver, Nickel-brite plated to remain always bright. Locked key posts. Rugged key mechanisms. Safety Bridge connection keys prevent mis-alignment of sections and key damage. Musically and mechanically correct. As trouble free as an instrument can be. B♭ Boehm System, 17 keys, 6 rings. Outfit complete w/case and accessories.

Mfr's. Sugg. Retail **$129.00**

"Silver Throat" Ebonite Clarinet

2488MF5938—Upper section nickel silver lined to eliminate joint breakage and improve intonation. Heavy gauge nickel silver body parts. Flange posts countersunk into body and locked in place. Easy blowing in all registers. Smooth, accurate key action. Specially designed length, diameter of bore, size and placement of tone holes give tonal individuality. B♭ Boehm System, 17 keys, 6 power forged rings. Complete with plush lined case, lyre, swab, grease cup, and two extra reeds.

Mfr's. Sugg. Retail **$125.00**



"Famous" Oboe

2493MF16250—Made of selected Grenadilla wood, Nickel Silver keys, Silver Plated and hand burnished. Has full resonance, rich beautiful tone. Simplified Conservatory System with double octave register key. Complete outfit includes plush lined case and all accessories.

Mfr's. Sugg. Retail **$315.00**

"Artist All Wood" Clarinet

2489MF9063—Body constructed of selected and seasoned Grenadilla wood throughout, and now made in natural wood color. Body parts are heavy gauge nickel silver. Ridged key alignment is made possible by use of anchored key posts. Thumb rests are countersunk, will not turn or loosen. Easy blowing in all registers. Smooth, accurate key action. B♭ Boehm System, 17 keys, 6 power forged rings. Outfit includes form fitting case, lyre, swab, grease cup, and two extra reeds.

Mfr's. Sugg. Retail **$199.50**

Made in France

Made in France

Standard Grenadilla Wood Clarinet

2559MF7425—Made of seasoned Grenadilla wood throughout—sturdily made to withstand hard knocks. Easy to blow—rich tones—B♭ Boehm system—17 forged silver nickel keys, 6 rings. Complete with Plush Lined Gladstone Style Case, swab, lyre and cork grease. F.O.B. Chicago.

Mfr's. Sugg. Retail $135.00

Standard Ebonite Clarinet

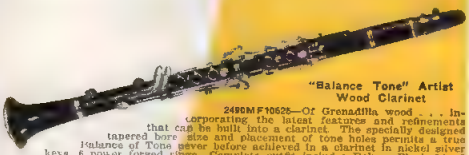
2560MF6875—De Luxe crack-proof model—made of Ebonite. Excellent tone—solid nickel silver keys and posts. B♭ Boehm system, 17 keys, 6 rings. Includes Plush Lined Gladstone Style Case, lyre, swab and cork grease. F.O.B. Chicago.

Mfr's. Sugg. Retail $125.00

"Super Artist" Wood Clarinet

2491MF18750—Made of choice African Grenadilla wood highly seasoned by an exclusive process to eliminate cracking and checking. Bore is of special design, highly polished and sealed against moisture. Keys are Bright Nickel plated hardened Nickel Silver individually hand fitted and mounted, adjustable and regulated by the most experienced craftsmen only. Ridged key alignment assures smooth, light, and accurate key action. Flexible, free-playing and smooth responding in all registers. Triple tested for tuning and adjustment. B♭ Boehm System, 17 keys, 6 power forged rings. Complete with Deluxe Luggage type case, accessories, and two tuning barrels, and Bore oiler kit.

Mfr's. Sugg. Retail **$295.00**



"Balance Tone" Artist Wood Clarinet

2490MF10625—Of Grenadilla wood . . . incorporating the latest features and refinements that can be built into a clarinet. The specially designed tapered bore, size and placement of tone holes permits a true Balance of Tone never before achieved in a clarinet in nickel silver keys. 6 power forged rings. Complete outfit includes Deluxe Plush Lined Form Fitting Case and accessories, music lyre, grease cup, swab, and two extra reeds.

Mfr's. Sugg. Retail **$235.00**

"Professional Clarinet"

2492MF7625—Combines the rich full bodied tone of a wood clarinet with the economy of ebonite. Moderate price plus the same features found in the "Artist" clarinets. Triple tested for tuning and adjustment electronically by Stroboscope and oscillograph, and mechanically by ear and organ. B♭ Boehm System, 17 keys, 6 power forged rings. Plush lined case, music lyre, swab, grease cup, and two extra reeds.

Mfr's. Sugg. Retail **$185.00**

TRUMPETS QUALITY GUARANTEED CORNETS

Rudy Mück

CUSTOM CRAFTSMANSHIP TO HELP YOU CREATE FINER MUSIC

Known for generations as superb examples of quality and craftsmanship, Rudy Muck instruments are today made with the aid of machinery and precision tools perfected by Rudy Muck after long and costly experimentation. Each instrument is created by skilled brass craftsmen, and because each Rudy Muck instrument is manufactured on a custom-built basis, they have earned the enviable reputation as the ideal instrument for hard-to-please top-notch professional musicians. F.O.B. New York.

Citation Trumpet by Rudy Muck

2479MF12500—Well-known radio and TV stars, dance-band, and symphony men have thoroughly tested the Citation and found it meets every requirement. Comes supplied with genuine Rudy Muck mouthpiece, alligator covered Gladstone case bound with hand-sewn leather, lined with silk plush. Finest quality brass double locks with two post handles. Mfr's. Sugg. Retail $250.00

Conductor Trumpet by Rudy Muck

2480MF6375—This instrument compares most favorably with the highest-priced instruments made by any manufacturer anywhere. The Director is used extensively by professional players. Complete with genuine Rudy Muck mouthpiece, leather-tex Gladstone case with bound edges, silk plush lining, post handles, and rustproof hardware. Mfr's. Sugg. Retail $167.50

Academy Trumpet by Rudy Muck

2481MF6375—Superb quality offered for the first time at this low price. Identical in bore to higher priced Muck instruments. The only basic difference in the Academy is a slotted valve instead of a box valve. Supplied complete with genuine Rudy Muck mouthpiece, semi Gladstone case with leather tex covering, silk plush lining, bound edges and rustproof hardware. Mfr's. Sugg. Retail $127.50

Cornet by Rudy Muck

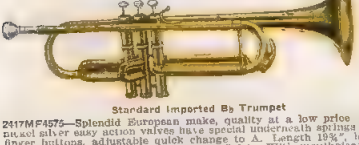
2482MF12500—Professionally tested and approved. Freer action and response mean playing ease. Rich, accurate tone. Supplied complete with genuine Rudy Muck mouthpiece and comes in deluxe alligator covered Gladstone case bound with hand-sewn leather, silk plush lined, brass double locks, two post handles. Mfr's. Sugg. Retail $250.00

Conductor Cornet by Rudy Muck

2483MF6375—Has the same brilliance of tone, perfection of design, and devotion to detail characteristic of all Muck instruments. Tone, tune, ease of playing have been tested and approved by professional musicians. Includes Rudy Muck mouthpiece, leather-tex Gladstone case with bound edges, silk plush lining, and post handles. Mfr's. Sugg. Retail $157.50

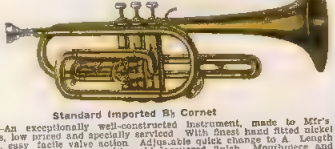
Academy Cornet by Rudy Muck

2484MF6375—In performance, tone intonation, and perfection of construction, the Rudy Muck Academy plays as perfectly and easily as any instrument made. Identical in bore to higher priced Muck instruments with slotted valve instead of box valve the only basic difference. Rudy Muck mouthpiece, semi-Gladstone case with leather-tex covering, silk plush lined, bound edges, rustproof hardware. Mfr's. Sugg. Retail $127.50



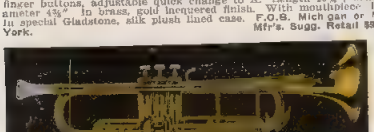
Standard Imported B♭ Trumpet

2417MF4575—Splendid European make, quality at a low price. Finest nickel silver easy action valves have special underneath springs. Pearl finger buttons, adjustable quick change to A. Length 19¾", bell diameter 4¾". In brass, gold lacquered finish. With mouthpiece lyre. In special Gladstone, silk plush lined case. F.O.B. Michigan or New York. Mfr's. Sugg. Retail $91.50



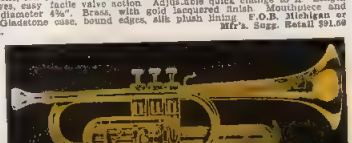
Standard Imported B♭ Cornet

2416MF4575—An exceptionally well-constructed instrument, made to Mfr's specifications, low priced and specially serviced. With finest hand fitted nickel silver valves, easy facile valve action. Adjustable quick change to A. Length 18", bell diameter 4¾". Brass, with gold lacquered finish. Mouthpiece and lyre. In Gladstone case, bound edges, silk plush lining. F.O.B. Michigan or New York. Mfr's. Sugg. Retail $91.50



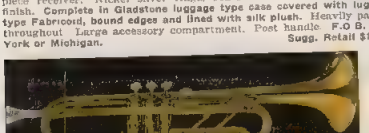
FINE AMERICAN-MADE TRUMPET

2309MF8750—Trumpet with Case. An American-made trumpet that features high quality in tone, intonation and ease of blowing. Polygon sided top and bottom caps, finger buttons and braces. Heavy mouthpiece receiver. Nickel silver rings, red bronze bell. Perma-lacquer finish. Complete in Gladstone luggage type case covered with luggage type Fabricoid, bound edges and lined with silk plush. Heavily padded throughout. Large accessory compartment. Post handle. F.O.B. New York or Michigan. Sugg. Retail $175.00



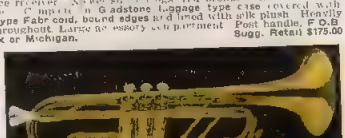
FINE AMERICAN-MADE CORNET

2303MF8750—Cornet with Case. Finest professional quality—unequaled in tone, intonation, and ease of blowing. Top and bottom caps, finger buttons, [illegible] sided for [illegible] and [illegible] styling. Heavy mouthpiece receiver. [illegible] rings, red bronze bell. Perma lacquer finish. Complete in Gladstone luggage type case covered with luggage type Fabricoid, bound edges and lined with silk plush. Heavily padded throughout. Large accessory compartment. Post handle. F.O.B. New York or Michigan. Sugg. Retail $175.00



DELUXE AMERICAN-MADE TRUMPET

2338MF12500—Trumpet with Case. Produced in the United States by a famous manufacturer of fine brass instruments. Has an action that is unbelievably light, free, fast and responsive through use of a remarkable new piston valve principle. This valve action is readily adjustable to the needs of the individual player. The entire instrument is beautifully designed in streamlined, modern styling. Top and bottom caps, finger buttons, mouthpiece receiver, braces, slides, slide pulls, slide rings, and finger rings are of pure nickel silver and are multi-sided. First and third tripper rings. Gold bronze bell beautifully engraved, Perma lacquered finish. Full Gladstone luggage-type case covered with extra heavy luggage type Fabricoid, bound edges and lined with finest silk plush. Large accessory compartment. Post handle, finest hardware. F.O.B. New York or Michigan. Sugg. Retail $250.00



DELUXE AMERICAN-MADE CORNET

2338MF12500—Cornet with Case. Produced in the United States by a famous manufacturer of fine brass instruments. Has a new exclusive piston valve feature that guarantees an action that is unbelievably light, free, fast and responsive. This action is readily adjustable to the individual. The entire instrument is beautifully designed in streamlined, modern styling. Top and bottom caps, finger buttons, mouthpiece receiver, braces, slides, slide pulls, slide rings, and finger rings are of pure nickel silver and multi-sided. First and third tripper rings. Gold bronze bell inset with nickel silver tone ring beautifully engraved. Perma lacquered finish. Full Gladstone luggage type case covered with extra heavy luggage type Fabricoid, bound edges and lined with finest silk plush. Large accessory compartment. Post handle, finest hardware. F.O.B. New York or Michigan. Sugg. Retail $250.00

*FULLY PROTECTED by COPYRIGHT.

"Tramp"

RUSHTON offers NEW TOY SENSATION!!

hand puppets*

SOME OF CBS'S MOST POPULAR TV STARS

"Donkey"

"Frosty"

"Cluny"

Captain Kangaroo, Mr. Greenjeans and the old Grandfather Clock, from CBS's most highly rated childrens' show, now headline one of the season's largest, most attractive assortment of hand puppets. All original RUSHTON creations . with tremendous appeal to children and grown ups alike. Fifteen easy-to-animate toys, each colorfully costumed with vinyl faces and voices . . . all popular characters that will jump-right off-the-counters and into the hands of millions. Captain Kangaroo and his TV pals are packaged in a theater carton to retail for $3.00, other puppets individually boxed as $1.00 retailers. Send TODAY for catalogue.

SALES OFFICES:
- NEW YORK
- CHICAGO
- LOS ANGELES

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

1275 Ellsworth Drive, N.W. Atlanta 18, Ga.

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Black Magic™

A Craft Master PRODUCT

POPULAR ACCEPTANCE CREATES DEMAND

Now twelve (12) companion subjects in matching pairs are available in the BLACK MAGIC series. The six new subjects added are the result of popular demand for more . . . and here they are! Retailers tell us, and orders show it—the new BLACK MAGIC sets introduced for the first time at February Trade Show—are fast turn-over items. Vivid novel designs, ease of painting and speed of finishing has caught the public's approval. Order the full assortment . . . all twelve subjects right across the board. Don't get caught with your floorstock down.

IMMEDIATE DELIVERY . . . Through Your Favorite Jobber

PALMER PANN CORPORATION

RUSHTON OFFERS COUNTER DISPLAY FOR ITS PUPPETS

In order that retailers will not overlook the unusual sales appeal of their new hand puppet The Rushton Company, 1275 Ellsworth Drive, Atlanta, has developed an attractive point-of-sale display which permits these small toy creations to be prominently featured in a less than one square foot of counter space

The new counter display is furnished free

with each dozen shipment. Its construction is of the knock-down box type, easy to assemble. When set up it contains four rows of cut-outs for insertion of each individual character in the puppet theatre. The entire display is attractively finished in light blue that shows off the full character of each toy with its funny face and individual appeal

The hand puppet toy creations introduced by Rushton early this season represent a most attractive assortment of toys with strong customer appeal. There are 15 easy to animate toys with voices, each colorfully costumed and finished with life like vinyl faces. All original Rushton creations, they include such famous TV personalities as Captain Kangaroo, Mr. Greenjeans and the Captain's Old Grandfather Clock.

In addition to these, there are many other popular children's characters, Santa Claus, Frosty The Snow Man, Cluny The Clown, Willie The Tramp, and literally all kinds of colorful animal puppets, each individually packaged in an attractive four color window box. All puppets are made in only one size to retail for $1

IDEAL'S ITC DIVISION OFFERS KIT STREAMERS

The ITC Model Craft Division of Ideal Toy Corporation is making available full-color streamers for four of its ship model hobby kits –the Clermont Corsair II, S S United States and Yacht Atlantic.

The streamers are 18" to 30" long and feature the description, picture, main selling points and price of each ship. One streamer is included with each master carton of the ships. Additional streamers are available without charge.

In addition, 3-D display units for both the Corsair II and the Clermont are now available, featuring picturesque historic backgrounds. The #3556 Clermont display is $3.50; the #3557 Corsair II display $4.

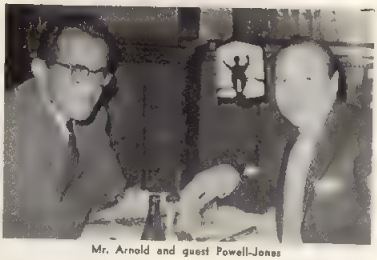
Requests should be addressed to Gene Belinski, products manager, ITC Model Craft Division, Ideal Toy Corporation, 200 Fifth Avenue, New York City 10.

Special Counter Display Offered By Chicago Roller Skate Co.

This colorful counter display tempts customers to spin the wheels of the skates, which are securely "planted" in the platform. Children can't resist spinning the wheels and parents can't help observing the construction. This display is termed so simple to assemble even a child can do it, yet so sturdy that only drastic action can upset it. The slots holding the skates are designed to fit most models in the Chicago line

Size of the display is 18" by 13¾" by 8". It is free on request from the Chicago Roller Skate Company, 4450 West Lake Street Chicago 24.

Two American Toymakers Take Turns Hosting British Toyman



Mr. Arnold and guest Powell-Jones

Barry Powell-Jones, managing director of Summit Games, Ltd., Leeds, England recently passed through New York City on his way back to home shores after spending a weekend in Tennessee with John Tigrett of Tigrett Industries. Both men joined in opening the pigeon-shooting season there, Mr. Powell-Jones bagging the first bird

While in New York the English toy manufacturer met with designer Arnold Arnold and with the management of PLAYTHINGS for a discussion of the American toy industry

Mr. Powell-Jones, a native of Wales, had a brief fling at a stage career, then served, at the age of 21, as a captain in the Indian Army training jungle fighters for the Burma campaign. Upon his return to civilian life, he entered the English toy trade with Summit Games. The latter manufactures a number of items under licenses from U. S toymakers.

Among other things, Mr. Powell-Jones was responsible for the first All-British International Tiddly-Winks Championship to be held in London

Where Only the Finest Will Do - - - Woodruff Quality is Specified

WOODRUFF, the standard of excellence in Canvas, Plastic and "Soft Foam" specialties for better boating, is standard equipment on the striking new

1957 TROJAN LINE

See Woodruff equipment at your nearest Trojan dealer . . . visit the Woodruff exhibit (booth C59) at the New York Boat Show.

Woodruff "All Weather" finish canvas

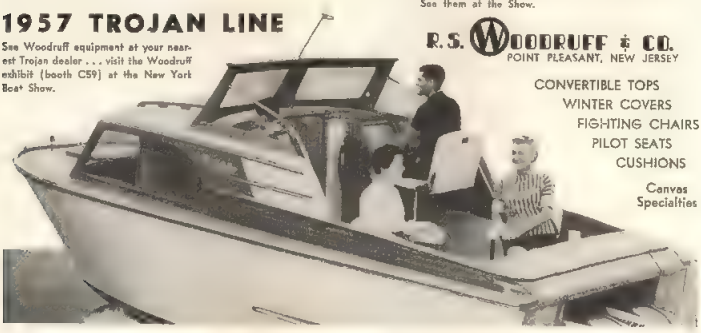
WINTER BOAT COVERS

are the hottest item at the show. Exclusive new features! Quick-fitting, snug protection for every type of boat. See them at the Show.

R. S. WOODRUFF & CO.
POINT PLEASANT, NEW JERSEY

CONVERTIBLE TOPS
WINTER COVERS
FIGHTING CHAIRS
PILOT SEATS
CUSHIONS

Canvas Specialties



STAY-TITE PRODUCTS

A new liquid neoprene sealer has been developed by Stay-Tite Products Company, Inc., Cleveland 4, Ohio. The new product, called All Seal, comes in white, black and mahogany colors.

Because of its neoprene base, All Seal is not harmed by water, gasoline, oil, or sunlight. It is recommended as a wood-to wood adhesive and a sealer in building and repairing boats. All Seal sands readily to clean up any excessive applications.

TEMPO

Aiding the boating enthusiasts to make easy the job of cleaning leather, vinyl and canvas, Tempo Products Company, 6515 Carnegie Ave., Cleveland 3, Ohio, announces the addition to their marine line a new product, the Tempo Instant Spray Upholstery Cleaner. It does the job by just spraying on and wiping off with a damp sponge. Another new product, Chrome Protector added to the line, guaranteed to stop rust and corrosion and at the same time provide protection for chrome, nickel, copper, brass, aluminum and silver against rust and salt water corrosion. This new crystal clear protector is easy to spray on and can easily be removed.

Also added to the line are the multi-hued 1957 colors in factory approved finishes for Johnson, Evinrude, Scott-Atwater, Mercury, Gale Buccaneer, Sea King, Sea Bee, West Bend and Elgin outboard motors.

MARKER-BOY

Insurance against the loss of a boat should it by any chance founder, can be provided by the simple installation of a Marker-Boy. It consists of two main sections, the float housing which contains the release mechanism and line, and the float. When installed the float is sealed in the housing with a special gasket to keep it from moving.

Should your boat founder, the Marker-Boy will automatically rise to the surface carrying a line attached to the boat. The position of the boat is thus assured, so that there will be no loss of time in a costly search. The unit is made of the best quality materials, requires no service, and is always ready to function should the emergency arise. Marker-Boys are made at 3311 Hill Station, Augusta, Georgia, from whom descriptive literature can be obtained.

FERRIS ANODES

For 1957 the Ferris Corporation is featuring a completely new type of anode which will be trade-named, The Ferris Feather-Weight Anode. This product, is made of a special alloy, called Magalloy which has been developed by one of the countries largest metalurgical firms. This product has been laboratory tested and has been proven in actual practical use on all types of vessels from the largest liners to the smallest yachts. It will be supplied in forms such as collars, tear-drops and plates.

GROVER PRODUCTS

One of the items of equipment called for on all boats is an audible signal horn. A newly developed item in this line is the Mighty Midget, by Grover Products Company, Los Angeles 15, California. It operates from a pressurized easily replaceable can and produces a powerful blast which can be heard for long distances. The unit is light in weight, and can be easily carried about.

This little horn is only one of a wide variety of air horns, compressors, valves, and allied equipment which the company manufacture.

MADISON HITCH

The Madison Outboard Hitch, an improved hookup method for water skis and aquaplanes, is now available in seven models to fit almost all popular outboard motors.

The hitch provides a safer and easier way to attach tow lines since it attaches directly to the motor shaft. This protects the transom of the boat, assures centered pull and keeps tow lines out of the boat. Use of the hitch will not affect power and steering of the boat and motor.

Made of rust-proof metal, the Madison Outboard Hitch is rubber lined to protect motor shaft and assure snug fit. It attaches quickly to motor and tow line. It is available from dealers or directly from the manufacturer, The Madison Marine Company, Brainerd, Minnesota.

only
GIGI
has the
revolving
CAROUSEL WARDROBE

—just one of the many EXCLUSIVES that make GIGI America's most famous doll! New for '57 is GIGI's bigger and better-than-ever wardrobe of coutourier outfits . . . rooted hair!

A & H DOLL MFG. CORP.

DURING THE TOY FAIR
McALPIN HOTEL
ROOM 567-569

Showroom: Room 207, 200 Fifth Avenue, New York 10, N. Y., ALgonquin 5-5917
Plant: 43-12 50th Street, Woodside 77, N. Y.

FIRST LADY—An impressively formal design featuring 23-karat gold on a rich green background. This elegant floral pattern is furnished on Salem's Coronet shape.

	RETAIL
No. 2012H1851 35-Pc. Set, Service for 6	$27.95
No. 2013H2750 53-Pc Set, Service for 8	41.50
No. 2014H4895 94-Pc Set, Service for 12	73.50

BLOSSOMTIME—Delicate pink apple blossoms on a creamy white ware enhance the beauty of the hollowware pieces, too. A popular pattern trimmed in gold on Salem's traditional Coronet shape.

	RETAIL
No. 2015H1851 35-Pc. Set, Service for 6	$27.95
No. 2016H2750 53-Pc Set, Service for 8	41.50
No 2017H4895 94-Pc. Set, Service for 12	73.50

TUDOR ROSE—Delicate pastel floral on Salem's Ranchstyle shape. This high fashion pattern is enhanced with a gold band

	RETAIL
No. 2018H1485 35-Pc. Set, Service for 6	$22.50
No. 2019H2365 53-Pc. Set, Service for 8	35.50
No. 2020H4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

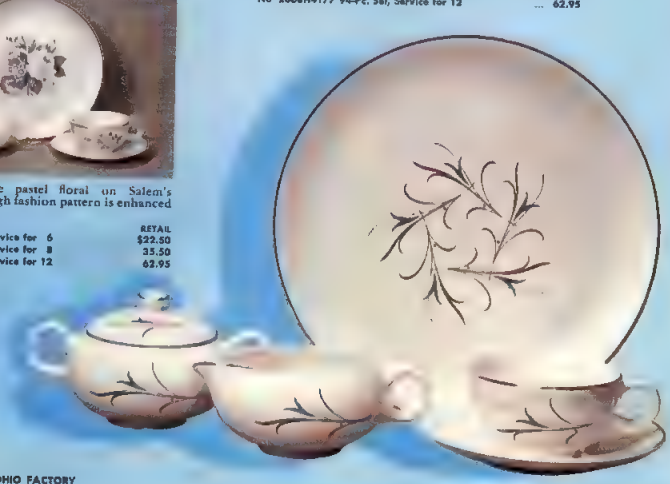
Well-known since before the turn of the century, Salem Dinnerware is preferred by smart homemakers for its design, pattern, price and utility.

Salem's patterns are designed and styled by Viktor Schreckengost, America's foremost designer of fine dinnerware. Salem Dinnerware is also famous for these factors:

- Lifetime guarantee against crazing!
- Ovenproof!
- Triple fired and triple selected!
- Patterns to suit every taste!

Simplicity—Sky blue buds on silver gray leaved stems are arranged in stylized pattern on Salem's Ranch-style shape. The "Simplicity" is enhanced with a platinum edge band.

	RETAIL
No. 2006H1485 35-Pc. Set, Service for 6	$22.50
No. 2007H2365 53-Pc. Set, Service for 8	35.50
No 2008H4177 94-Pc. Set, Service for 12	62.95



IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

PRIMROSE—A refreshingly different pattern on Salem's Ranchstyle shape featuring scarlet blooms and buds contrasted with rich green leaves. A bold pattern for smart occasions.

	RETAIL
No. 2000H1339 35-Pc. Set, Service for 6	$19.95
No 2001H2190 53-Pc. Set, Service for 8	31.50
No 2002H3737 94-Pc. Set, Service for 12	55.95

APRIL—A simple pattern of leaves in delicate pastel shades enhance the beauty of Salem's Contour shape. Immensely popular because of the uniquely designed hollow-ware.

	RETAIL
No. 2009H1485 35-Pc. Set, Service for 6	$22 50
No. 2010H2365 53-Pc. Set, Service for 8	35.50
No. 2011H4177 94-Pc. Set, Service for 12	62.95

MELODY LANE—A long-time favorite of gracious homemakers. This pattern features a beautiful rose on Salem's modern Coupe shape.

	RETAIL
No. 2003H1485 35-Pc. Set, Service for 6	$22.50
No. 2004H2365 53-Pc. Set, Service for 8	35.50
No. 2005H4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

COMPOSITION OF SETS

35 Piece Set: Weight—20 lbs.
6 Cups, 6 Saucers, 6 Dinner Plates, 6 Bread & Butter Plates, 6 Fruit Dishes, 1 Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

53 Piece Set: Weight—32 lbs.
8 Cups, 8 Saucers, 8 Large Dinner Plates, 8 Bread & Butter Plates, 8 Soups, 8 Fruit Dishes, 1 Large Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

94 Piece Set: Weight—64 lbs.
12 Cups, 12 Saucers, 12 Large Dinner Plates, 12 Salad Plates, 12 Bread and Butter Plates, 12 Fruit Dishes, 12 Soups, 1 Small Platter, 1 Large Platter, 1 Oblong Vegetable Dish, 1 Covd. Sugar, 1 Creamer, 1 Gravy Boat, 1 Covd. Casserole, 1 Pickle Dish.

Woodhue—A superb pattern using the "woody" colors of the forest, attractively arranged on Salem's distinctive square Coupe shape. Makes an eye-catching table setting

	RETAIL
No. 2021H1925 35-Pc. Set, Service for 6	$28 95
No. 2022H2824 53-Pc. Set, Service for 8	42.50
No. 2023H4950 94-Pc Set, Service for 12	74.50

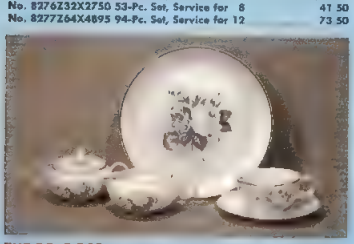
IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

FIRST LADY—An impressively formal design featuring 23-karat gold on a rich green background. This elegant floral pattern is furnished on Salem's Coronet shape.

	RETAIL
No. 8272Z20X1851 35-Pc. Set, Service for 6.	$27.95
No. 8273Z32X2750 53-Pc Set, Service for 8	41.50
No. 8274Z64X4895 94-Pc. Set, Service for 12	73.50

BLOSSOMTIME—Delicate pink apple blossoms on a creamy white ware enhance the beauty of the hollow-ware pieces, too. A popular pattern trimmed in gold on Salem's traditional Coronet shape.

	RETAIL
No. 8275Z20X1851 35-Pc. Set, Service for 6.	$27 95
No. 8276Z32X2750 53-Pc. Set, Service for 8	41 50
No. 8277Z64X4895 94-Pc. Set, Service for 12	73 50



TUDOR ROSE—Delicate pastel floral on Salem's Ranchstyle shape. This high fashion pattern is enhanced with a gold band.

	RETAIL
No 8269Z20X1485 35-Pc. Set, Service for 6	$22 50
No. 8270Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8271Z64X4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

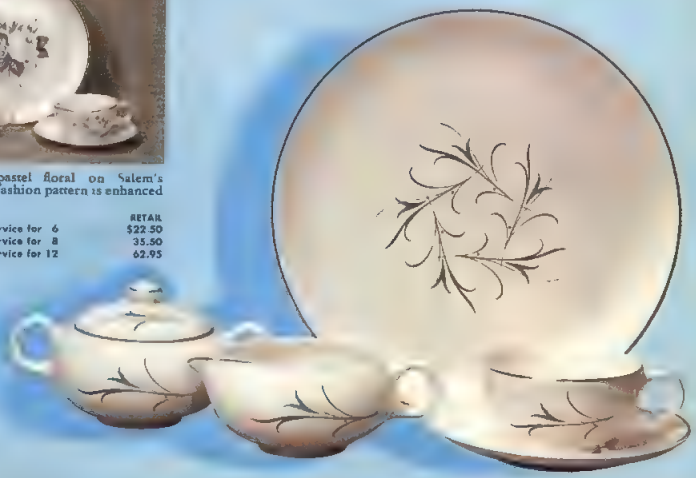
Well-known since before the turn of the century, Salem Dinnerware is preferred by smart homemakers for its design, pattern, price and utility.

Salem's patterns are designed and styled by Viktor Schreckengost, America's foremost designer of fine dinnerware. Salem Dinnerware is also famous for these factors·

- Lifetime guarantee against crazing!
- Ovenproof!
- Triple fired and triple selected!
- Patterns to suit every taste!

Simplicity—Sky blue buds on silver gray leaved stems are arranged in stylized pattern on Salem's Ranch-style shape. The "Simplicity" is enhanced with a platinum edge band.

	RETAIL
No. 8263Z20X1485 35-Pc. Set, Service for 6.	$22 50
No. 8264Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8265Z64X4177 94-Pc. Set, Service for 12	62.95



IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

PRIMROSE—A refreshingly different pattern on Salem's Ranchstyle shape featuring scarlet blooms and buds contrasted with rich green leaves. A bold pattern for smart occasions.

	RETAIL
No. 8257Z20X1339 35-Pc. Set, Service for 6	$19.95
No. 8258Z32X2190 53-Pc. Set, Service for 8	31.50
No 8259Z64X3737 94-Pc. Set, Service for 12	55 95

APRIL—A simple pattern of leaves in delicate pastel shades enhance the beauty of Salem's Contour shape. Immensely popular because of the uniquely designed hollow-ware.

	RETAIL
No. 8266Z20X1485 35-Pc. Set, Service for 6	$22.50
No. 8267Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8268Z64X4177 94-Pc. Set, Service for 12	62 95

MELODY LANE—A long-time favorite of gracious homemakers. This pattern features a beautiful rose on Salem's modern Coupe shape.

	RETAIL
No. 8260Z20X1485 35-Pc. Set, Service for 6	$22.50
No 8261Z32X2365 53-Pc. Set, Service for 8	35.50
No. 8262Z64X4177 94-Pc. Set, Service for 12	62.95

Salem

distinctive dinnerware

SINCE 1898

COMPOSITION OF SETS

35 Piece Set: Weight—20 lbs.

6 Cups, 6 Saucers, 6 Dinner Plates, 6 Bread & Butter Plates, 6 Fruit Dishes, 1 Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

53 Piece Set: Weight—32 lbs.

8 Cups, 8 Saucers, 8 Large Dinner Plates, 8 Bread & Butter Plates, 8 Soups, 8 Fruit Dishes, 1 Large Platter, 1 Rd. Vegetable Dish, 1 Covd. Sugar, 1 Creamer.

94 Piece Set: Weight—64 lbs.

12 Cups, 12 Saucers, 12 Large Dinner Plates, 12 Salad Plates, 12 Bread and Butter Plates, 12 Fruit Dishes, 12 Soups, 1 Small Platter, 1 Large Platter, 1 Oblong Vegetable Dish, 1 Covd. Sugar, 1 Creamer, 1 Gravy Boat, 1 Covd. Casserole, 1 Pickle Dish.

Woodhue—A superb pattern using the "woody" colors of the forest, attractively arranged on Salem's distinctive square Coupe shape. Makes an eye-catching table setting

	RETAIL
No. 8278Z20X1925 35-Pc. Set, Service for 6	$28.95
No. 8279Z32X2824 53-Pc. Set, Service for 8	42.50
No. 8404Z64X4950 94-Pc. Set, Service for 12	74.50

IMMEDIATE DELIVERY F.O.B. OHIO FACTORY

Schaper's PLASTIC GAMES

COOTIE

Here he is — one of America's top selling games — Cootie! Millions of boys and girls, Moms and Dads have been enjoying this fabulous bug for years. Always a favorite and a big seller

6T5902 List $2.00 216008 Dz.

SKUNK

Great fun for any age Special Skunk dice creates hours of fun and laughs Complete with colored chips and giant score pad

6T5900 List $2.00 216008 Dz.

STADIUM CHECKERS

This easy to-play game has terrific appeal for the entire family. First player to get his marbles out of the colorful stadium is the winner. Two, three or four can play Exciting as football, interesting as checkers

6T5899 List $3.00 324007 Dz.

TICKLE BEE

Can you tickle the "Tickle Bee" without getting stung? That's the clever idea behind this wonderful new game which is the perfect fun-maker for any age child or adult The magic magnet tickles the little 'Tickle Bee around the winding path

6T5892 List $2.00 216008 Dz.

SHAKE

A fast moving game in brilliant 3 dimensional plastic. Two can play or teams can be formed.

6T5891 List $2.00 216008 Dz.

SCHAPER PLASTIC GAMES — COMMENDED BY PARENTS

LI'L STINKER

What a character Li'l Stinker is! He tickles the funny bone of youngsters and oldsters alike. Contains 41 plastic tiles and is played like 'Old Maid'

6T5897 List $2.00 216008 Dz.

CIRCUS-TIME

Action under the Big Top! Players race for "top billing" with many a thrilling bonus and penalty adventure along the way. A three-ring circus for the whole family

6T5894 List $2.00 216008 Dz.

DUNCE

One of the country's most popular games. The giggle-provoking game of Dunce can be played by every member of the family Object is *not* to become a Dunce

6T5890 List $2.00 216008 Dz.

HISPANIOLA

One of the most thrilling true adventure games. Designed in beautiful, 3-dimensional plastic Players race pirate ships for island strongholds and buried treasures Inspired by historical fact, this game is as educational as it is exciting. The package is as pretty as a picture

6T5898 List $3.00 324007 Dz.

SCHAPER PLASTIC COMMENDED BY PARENTS GAMES

TOLL CAR

Tour the U.S.A. Cross a colorful 3-D map with the tricky magnetic car providing fun and education for any age. Toll Car is a joy ride of a game for the entire family

6T5903 List $3.00 324007 Dz.

KING OF THE HILL

Here's a variation of Tiddle de Winks! The trick is to "tiddle" your "winks" to the top of the 3-dimensional plastic hill. Easy to play for all ages

6T5904 List $1.00 98001 Dz.

TIDDLE-TAC-TOE

One of the biggest dollar values in games. Here's a clever, 3-Dimensional plastic combination. Tiddle-tac-toe played with Tiddle de Winks! For all ages

6T5895 List $1.00 98001 Dz.

BIG $1 GAME PACKAGE!

Now you can get these four brand new dollar game sensations in one handy carton. "4-PACK" contains a dozen games — 3 each of these four Schaper Plastic Creations

6T5896 List $1.00 98001 Dz.

Elegance IN GLEAMING BRASS

IMPORTED CLOCKS BY *Schatz* First in Quality

Months And Years On Only One Winding

Royal This regal creation runs *three full years* on each setting. Satin finished brass case and back, front and side panels of clear Lucite. Silently rotating pendulum. Measures 9¼" high, 7⅞" wide, 5⅞" deep. One Year Warranty.

334005K3136 Each . . . Retail $49.50*
334005K2891 (6 or more)

IMPORTED EXCLUSIVELY and GUARANTEED by REMINGTON RAND ELECTRIC SHAVER Division of Sperry Rand Corporation

The Only Imported Clock with Local Service Throughout the United States

*Federal Tax of 10% not included

London Coach

This charming clock runs *more than one full year* on each setting. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Silently rotating pendulum. Measures 8½" high, 3⅞" square at base. One Year Warranty.

334006K2499 Retail $39.50*
334006K2323 (6 or more)

The New Madamoiselle

Over a year's accurate time on just one setting. A beautiful, ivory time piece with painted rosettes, in authentic period styling for any boudoir. Silently rotating pendulum. Height to brass tip 8⅛". One Year Warranty.

334012K1862 Each . Retail $29.50*
334012K1715 (6 or more)

IMPORTED CLOCKS
BY **Schatz**
First in Quality

A New Touch of Continental Charm

Black
4010

Gold
4020

Ivory
4030

The Du Barry

Over one year on a single setting. Newly introduced to America, this authentic old-world clock with painted designs is a classic of Baroque style. For table or wall display. Silently rotating pendulum. One year warranty. Height to base, 8". Wall bracket 3¼". Available in Black (4010), Gold (4020) and Ivory (4030).

334013K2499 (Black). Retail $39.50*
334013K2323 (6 or more)

334014K2499 (Gold). . Retail $39 50*
334014K2323 (6 or more)

334015K2499 (Ivory). Retail $39.50*
334015K2323 (6 or more)

*Federal Tax of 10% not included.
Prices subject to change without notice.
ADV 601 PRINTED IN U.S.A.

"Bird"
7028

"Hunt"
7178

DEEPLY HAND CARVED 8 DAY CUCKOO CLOCKS

"BIRD"—A cheerful cuckoo and a soft chime sound each half-hour. Hand-carved, mahogany finish. White numerals and white baroque hands. 13" high. One Year Warranty.

334008K1862 Retail $29.50*
334008K1715 (6 or more

"HUNT"—A delicately hand-carved stag, grouse, rabbit and hunter's pack. Hands may be reset in either direction, cuckoo remains synchronized. Mahogany finish. 18" high. One Year Warranty.

334009K3136 Retail $49.50*
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The Only Imported Clock with Lo[illegible]
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IMPORTED EXCLUSIVELY

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MARK WELL THE NAME

Schoenhut

symbol of excellence in the world of children and music

It is no small responsibility to be "the best" for nearly a century. Jealous of our reputation for creating toy pianos in the great tradition, we never take our task lightly. Added to the incomparability of American workmanship and materials is the "soul" of family pride, shared with you who present our pianos to the public. We invite you to see and hear several new models, at the Toy Fair.

O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA. · MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

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O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA. · MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

Scintilla

Electrical power components for model rail road use All operate on 115 volts AC input and deliver 12 volts DC output.

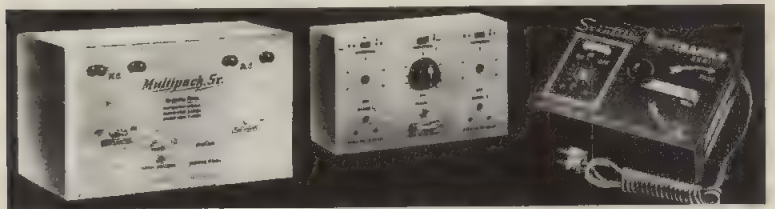
U-55 UNIPACK. A complete HO power pack for the beginner. Has forward-reverse and speed control, plus AC circuit for accessories. **10.95**

ELECTRAPACK A. Single rectifier power pack. Forward-reverse and master switch, speed control, circuit breaker, low voltage AC circuit. Capacity, 3 HO locos. **18.95**

ELECTRAPACK C. Power supply unit for use with separate rheostat for speed control and D P.D.T switch for directional control. Has low voltage AC circuit. Capacity, 3 HO locos. **16.50**

POWERKITS. Power supply units in kit form. Do not have directional or speed controls.

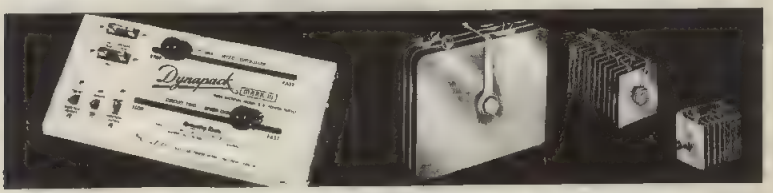
No	Description	Price
No. 2	Powerkit (3 HO locos)	13.95
No. 4	Powerkit (5 HO locos)	18.50
No. 12	Powerkit (12 HO locos)	22.95



MULTIPACK SENIOR. Power supply unit with capacity for 12 HO locos. Use with separate rheostats and switches for each circuit to be controlled. **34.75**

CONTROL PANEL KITS. For control of one, two, or three blocks with external power supply (such as Electrapack C). Complete with Rheostat, direction switch indicator light and circuit breaker **8.95**
Additional Block Controls, each

ELECTRAPACK SENIOR. Dual rectifier type power pack with forward-reverse and master switches indicator light, speed control, low voltage AC circuit for accessories and two DC circuits, one controlled. Capacity, 3 HO locos. **21.45**



DYNAPACK III. Similar to above with two controlled DC circuits. Capacity 5 HO locos Sloping panel cabinet. **29.95**

5100 MULTIVOLT A.C. SUB-STATION. Expressly designed as a power source for operation of model railroad accessories. 50 watts. 6, 8, 12, 14, 20 volts of alternating current. **8.95**

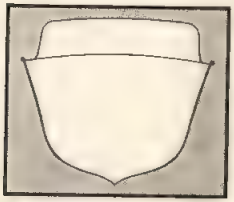
DIRECTIFIERS. Full wave senellium rectifiers with addition of directional and speed control. For use with transformer
4 Ampere 9.55 **6 Ampere 11.10**

RECTIFIERS. Full wave selenium rectifiers for converting low voltage AC to 12 volts DC. Use with AC transformer.

Desc.	Price	Desc.	Price
.1 Ampere	2.60	6 Ampere	7.90
2 Ampere	4.20	10 Ampere	12.60
4 Ampere	6.50		

Sea Lancer

To Satisfy Your Most Exacting Demands



MONHEDRON BOTTOM

Unique bottom construction enhanced by stern-mounted "V" Drive Engine eliminates all traces of pounding. It will turn at a 35 degree bank—do 42 M.P.H. . . . **and actually picks up speed in heavy weather.**

If you want the maneuverability of a PT Boat . . . the comfort of your home . . . the sturdiness and durability of a locomotive . . . then the SEA LANCER is *your* boat. This 22-foot, no up-keep fibreglass miracle boasts latest marine advancements for maximum performance.

Truly a boatman's dream . . . instant response in all types of weather . . . spacious sleeping and dining quarters complete with electric refrigerator —6'2" Headroom with enclosed head . . . luxurious and durable interior with optional air conditioning . . . all combining to make the SEA LANCER the boating wonder in the small cruiser class.

Write today for complete details on the amazing SEA LANCER
Ask about our one week—all expenses paid—Miami vacation plan.
See us at Miami International Boat Show—Section "B"—Feb. 22-27

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semca

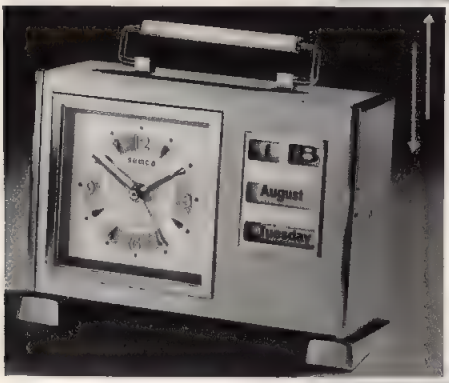
clocks...

designed with a busy executive in mind... gifts of timely beauty.

(Above) 1646N2250

A true masterpiece—a timely premium gift that will be long remembered—8-day, 7-jewel clock with thermometer and barometer to forecast weather—the foremost, in accuracy, design and utility. Ideally suitable for of fice or home. Gilt figures and hands. Gilt finish case. Size: 3½" High, 7¾" Long.

Retail **$37.50**



"Touch—o—Matic"

to keep you up-to-the-minute... every day!

PRICES ON LARGE QUANTITIES QUOTED UPON REQUEST

(Above) 1647N1620

Preferred as the ideal desk calendar clock—by everyone—from the "Top-Brass"—down the line. An original design of superior workmanship and dependability, in lustrous gilt finish. 7 jewels with raised gilt figures and indicators, luminous hands and hour dots. Easy-to-operate manual calendar. Alarm feature for special appointments. Size: 4⅓"x3½"x1⅜".

Retail **$27.50**

(Right) 1533N2150

The right time—the right day—every day! 8-day 7-jewel desk calendar-alarm-clock. Changes the day, date, and month automatically with positive "TOUCH-ACTION." Distinctively fashioned in gilt that gleams like precious metal. Luminous figures and hands. Panel for personalization. Alarm feature for that important event. Superbly accurate. Size 3¾"x4¾", Height 2⅜".

Retail **$34.50**

★ NOTICE—All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices and *do not include the Federal Excise Tax*. They are not the prices at which Bennett Brothers sell.—See Trade Information.

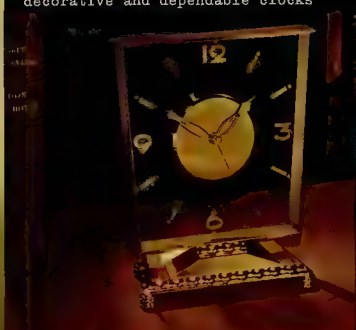
TWO BEAUTIFUL WALL CLOCKS . . . inspired designs . . . **8-DAY, 7-JEWEL** Gilt hands, raised gilt figures and hour indicators. Novel pull cord wind for convenience.

LEAF MOTIF . diameter 15", dial 7". **38W7871-2500** Retail **$39.95**

SUNBURST MOTIF. dia. 15", dial 7". Raised gilt roman figures, indicators. **38W7874-2650** . . . . . Retail **$42.50**

A VISION IN TIME . . . atop the TV, on the desk, in the boudoir . . . **8-DAY, 7-JEWEL ALARM**. Exquisitely shaped, footed, gilt-trimmed, transparent luminous tipped hands and dots, raised gilt hour indicators, figures on clear dial. 7⅜x6½x1½". **38W798-2470** Retail **$39.95**

decorative and dependable clocks



timely **semca** *gifts*

sure to "strike" your fancy . . . with a new note . . .

FASHION FOR THE HOURS . . . at the desk or in the boudoir, richly designed . . . **8-DAY, 7-JEWEL ALARM.** Decorative, dainty, accurate! Satin finish gilt case. Curved crystal, raised gilt figures, hour indicators; luminous hands, hour dots. 3⅝x2¾x1½". **38W785-1080** . . . . . Retail **$16.95**

GLAMOROUS "CUTIE" . . . gracing her boudoir —ideal for travel, too! . . . **30-HOUR, 7-JEWEL ALARM.** Gilt figures, luminous hands, dots 3⅝x1⅝x2½" open. **38W737-1185** Rich gold-like gilt finish. Ret. **$18.95** **38W738-1248** Brown or green tortoise enamel finish or jet-black (specify choice) Retail **$19.95**

MELLOW TONES—DAY IN, DAY OUT . strikes the hour and half hour . . . **8-DAY, 4-JEWEL STRIKE CLOCK.** Brilliant, modern styling for men or women, for home or office. Satin finish gilt case with polished gilt trim; sparkles like a jewel. Raised gilt figures and hour indicators. 7¾x5⅛x1¾". **38W784-2340** . . . . . Retail **$37.50**

superb choice semca clocks . . . for travel time in the best circles

SEASONED TRAVELER . . . for the man or woman on the "go" . . . **30-HOUR, 7-JEWEL ALARM.** Handsome genuine leather covered case; accurate precision movement. Novel dial design; raised gilt figures; luminous hands, hour dots. Specify colors: pig, blue, brown, red, or green. 3¼x2⅞x1⅛". **38W756-610** . . . . . Retail $9.95

TIME IN A "HAT-BOX" . . . that's going places fashionably and accurately . . . **30-HOUR ALARM.** Smooth genuine leather covered case with strap carry enhanced by gleaming gilt trim. Raised gilt figures; luminous hands, hour indicators. Specify colors: red, tan, green, or blue. 3¼x3x1½" **38W120-790** . . . Retail $12.95

TRAVEL COMPANION . . . a full week of accurate time-keeping . . . **8-DAY, 7-JEWEL ALARM.** A single key winds time and alarm. Luxurious genuine leather case. Raised gilt figures, faceted raised hour indicators; luminous hands, hour dots. Specify colors: pig, red, blue, or brown. 3½x3⅝x1¼". **38W79-997** . . . . . Retail $15.95

creations of elegance . . . time designed for the most discriminating

"ROYAL CONVERTIBLE" . . . practical for many uses. . . . **30-HOUR, 7-JEWEL ALARM.** Prized choice of moderns, styled for sophisticates. Raised gilt figures, luminous hands and hour dots. Precision time—slides closed to 3⅜x2¾x1⅛"; pulls open to 5⅛" wide. Gilt shields for initial (not shown).

EE In a mirror-polished bright gilt finish case. **38W766-1338** . . . . . Retail $21.50

DD In tortoise enamel finish with choice of two colors (specify): brown or green. **38W764-1338** . . . . . Retail $21.50

GAY AWAKENER . . . you'll hear a gentle musical tune, delightful and cheery . . . **30-HOUR, 7-JEWEL MUSICAL ALARM.** Exquisite gold-like gilt case with smart, colorful grille motif. Raised gilt figures; luminous hands, hour indicators. 4x3⅛x1⅜". **38W748-1185** . . . . . Retail $18.95

"FOLDS-UP" FOR THE GETAWAY . . . slips into genuine leather, mottled finish case . . . **30-HOUR DESK/TRAVEL ALARM.** Bright gilt finish, adjustable ring easel. Gilt figures; luminous hands, hour dots. Choice maroon, green, tan, brown. 2¾" dia. **38W423-610** . . . . . Retail $9.95

BRILLIANT RHINESTONES . . . for her boudoir time . . . **30-HOUR, 7-JEWEL ALARM.** Gilt case has adjustable easel, folds away in black fabric envelope case. Raised gilt figures; luminous hands, hour dots. Choice: aqua, rose, or crystal. 2⅛x2¾x1". **38W729-997** Retail $15.95

FOR HAPPIER MOMENTS . . . proven, time-tested, compact . . . **30-HOUR ALARM** in petite, genuine leather case, with gleaming gilt trim. Dial features raised gilt figures, hour indicators; luminous hands, hour dots. Specify choice: red, pig, brown, or blue. 3x2⅜x1⅛". **38W130-495** Retail $7.95

30-HOUR, ONE-JEWEL ALARM. New "wide-look" genuine leather case. Luminous figures, hands. Specify: pig, green, red, blue, tan, or brown. 3⅞x3⅛x1⅜". **38W12-410** . . . . . Retail $5.95
(As above, square) 3¼x3x1⅜". **38W11-410** . . . . . Retail $5.95

He means business!!

This is the tough little bronc-buster who means *big business* for you and for us!

This is the little hombre who is *all* business when it comes to knowing what he wants in authentic westerns . . . and year after year his demand for *Service* holster sets becomes greater and greater!

See the exciting **SERVICE** line for **1957**

TOY FAIR ROOM 515
HOTEL NEW YORKER

- KING of the WILD WEST
- WYATT EARP
- DING-A-LING KID
- B-BAR-U

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manufacturing co., inc.

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SERVICE HOLSTER SETS ARE LOADED FOR BUSINESS IN '57!

Attractively Packaged In Rugged Clear-Vinyl Window Boxes.

WYATT EARP

Service Style 2443: Beautifully designed reindeer color sueded leather holster set. Distinctive chrome conches and buckle. Special adjust-o-matic belt feature. Suggested list (with pistols) . . . **$2.98**

DING-A-LING kid

Service Style 2415: Popular pre-school age holster set of genuine shearling and leather. A *scaled-down* version of an authentic two-gun western holster set with *scaled-up* profits Suggested list . . . **$1.98**

KING of the WILD-WEST

Service Style 2444: Sturdy, stylish, black and silver holster set. Complete with jumbo jewels, silver bullets, and adjust-o-matic belt. . . . Also available, 2444x—same as above in black and gold—gold bullets. Suggested list prices on both (with pistols) . . . **$4.98**

KING of the WILD-WEST

"TV" SADDLE SEAT

Service Style 437:
Natural russet unfinished cowhide with white leather trim. Priced to sell. Suggested list, **$5.95**
. . . Black cowhide DeLuxe Model (#436—**$9.95**) also available.

SERVICE
manufacturing co., inc.

135 Saw Mill River Road, Yonkers, New York
Permanent Showroom: Room 112 Arcade, 200 Fifth Ave., New York ORegon 5-0444

9779Z14X4200T ELEGANT LOUIS XV SYROCO WALL CLOCK Decorative and practical, this wall clock blends with both traditional and modern wall decor. The jeweled 8-day front-wind movement is guaranteed by Syroco, an outstanding name in timepieces. Metalgold Entire piece is 25" in diameter. Dial is 6¼" in diameter ..... **Retail: $60.00**

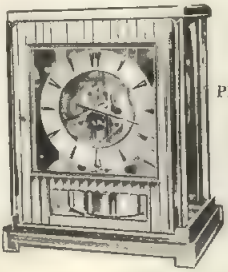
6526M10X2100T As above, same white with gold Metalgold. 19" diameter; dial, 5⅛" diameter ..... **Retail: $30.00**

6527M6X2300T SYROCO TRADITIONAL WALL CLOCK American made and guaranteed by Syroco, this decorative and useful wall clock contains the Syroco 8-day jeweled movement. It's hand-wound, from the front. It makes the finishing touch to tasteful living room decoration, and the ideal gift for young, as well as seasoned, homemakers. It's 26" high and 9" wide The dial is 5⅛" across . . . **Retail: $33.00**

9780Z15X4200T SYROCO SUNBURST WALL CLOCK Rich and elegant, in deep-carved Metalgold, this is a versatile piece that compliments every living room design Features the 8-day jeweled front-wind Syroco movement American-made and American guaranteed. The brilliant sunburst is 23" in diameter The contrasting dial is 6¼" in diameter ..... **Retail: $60.00**

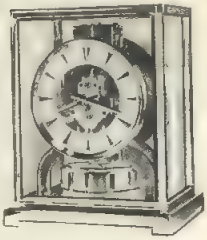
6528M9W1800T BRADLEY SUNBURST WALL CLOCK Similar to above, 8-day jeweled front wind movement. 16" in diameter **Retail: $29.95**

SYROCO ATMOS and Herman Miller Clocks of Outstanding Beauty and Distinction



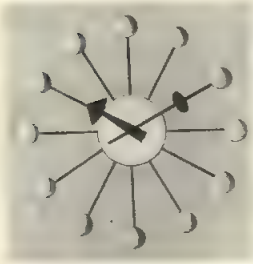
LE COULTRE ATMOS

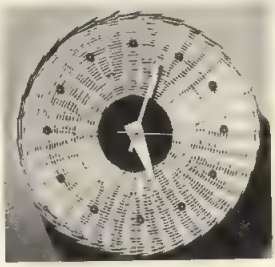
PERPETUAL MOTION CLOCK

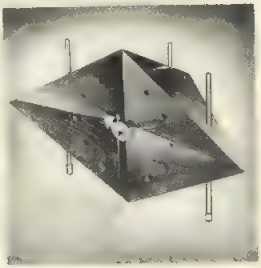


1240A20X7500T NEW ATMOS "CENTURY" (right) A perpetual motion clock that never needs winding No electricity or other power source. The unfailing changes in temperature keep this modern classic timepiece operating Simple styling in gilt case with 4⅞" dial Overall size 8⅞" x 7" x 5¼" deep **Retail: $110.00**

1241A25X10000T ATMOS "MODERNE". (left) Le Coultre's fantastic perpetual motion movement in a decorative gilt case A 2-degree temperature change is enough to keep the Atmos running for 48 hours. 4⅞" dial Overall size 8⅞" x 7" x 5¼" deep. **Retail: $165.00**







6585M6W2250T HOWARD MILLER'S "BALL CLOCK" is the most famous creation of George Nelson, renowned designer. 14" in diameter. Available with black balls and brushed brass center; natural birch balls and brushed brass center, or multi-colored balls and white center 8-day wind movement or electric movement. (specify choice of color and movement.).... **Retail: $30.00**

6586M6W1500T BASKET CLOCK, designed by George Nelson for Howard Miller. 12" diameter case of woven natural wicker with black markers and center. Electric movement, with choice of 8 foot electric cord, or plug-in socket for wall outlet box This decorative clock will fit any room of the modern-designed home or interior. Precision clock movement . **Retail: $19.50**

6587M6W1875T MODERN TABLE OR DESK CLOCK is an outstanding piece from the distinguished Howard Miller collection of fine electric clocks. It stands 7" high [illegible] wide and 5½" deep. Available in walnut case with black hands and white [illegible] markers, or in black and gray case with white hands and markers (Specify choice.) Stands on three metal legs **Retail: $25.00**

6459M8W5056T 6459/6M8W4146T (6 or more). "BRADFORD" WESTMINSTER CHIME CLOCK. Time-honored Westminster melody chime in an elegant new contemporary setting. Hand finished solid block of imported wood. Solid brass bezel. Slate gray dial. White numerals and hands. Brass sweep-second hand. Available in Mahogany, Ebony or Blond (Specify choice) 5 5/16" x 17½" x 4½" . . . . **Retail: $79.00**

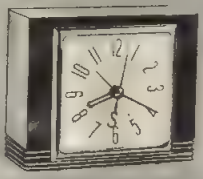
Electric Clocks Sessions

Bedroom and Boudoir

6460M5W1597T 6460/6M1497T (6 or more). SESSIONS "AQUARIUS" is an amazing clock that brightens the dullest room, and breaks the ice as a conversation piece. The Angel fish seem to be swimming in lifelike circles in an "underwater" setting. Switch lights up the clock. The bowl is 9" in diameter. On its own pedestal, the clock and aquatic scene stand 11" high. . . . . **Retail: $24.95**

6461M2W385T 6461/6M2W365T (6 or more). "PEEK" is a new buzzer alarm at a budget price. Plastic molded dial in Navy Blue, with luminous hands and numerals. It's a sure fire getter-upper, and it looks good on any bed table or dresser. 4" in diameter **Retail: $5.95**

6462M2W381T 6462/6M2W314T (6 or more), same as above, without luminous numerals and hands. Bermuda blue dial, contrasting hands and numerals. . . . . **Retail: $4.95**



6463M3W509T 6463/6M3W454T (6 or more), "BRAVO" is a new wood desk alarm in a light-mahogany finish case. The bezel is polished brass, and it surrounds an off white dial and clean contrasting modern numerals and hands. Sweep-second hand. This is the office alarm that keeps executives from missing important engagements, and it's invaluable for at happers. The alarm is a pleasant buzzer. It's 5" wide and 4" high. . . . . **Retail: $7.95**

6464M3W405T 6464/6M3W576T (6 or more). "INTERLUDE" Graceful silhouette with tilted front and tapered top. Slim brass feet. Blond mahogany-finish case with matching wood grain dial. Interlude is a popular time-piece that adds a note of elegance to any living room or den. Overall size, 4⅝" x 5¼" . . . . . **Retail: $9.45**

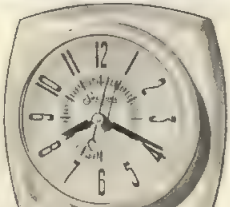
6465M3W560T 6465/6M3W637T (6 or more), same as above in dark mahogany with luminous numerals and hands **Retail: $10.45**

6466M3W387T 6466/6M3W355T (6 or more). "BELLAIRE" is a handsome swept-back design in an Ivory plastic case with open-faced metal dial of fabric design. The alarm is an effective buzzer. Arms and numerals stand out against face. Sweep-second hand. 4" high, 4⅝" wide. . . . . **Retail: $5.95**

6467M3W445T 6467/6M3W426T (6 or more), as above, but with dark dial, luminous numerals and hands. . . . . **Retail: $6.95**

6468M3W321T 6468/6M3W314T (6 or more). TEA PARTY by Sessions is the most popular kitchen clock in America. It's a big, easy-to-read clock that looks good on any kitchen wall and it comes at an economy price. The plastic case is 8¼" wide, and 7" high. The metal dial is 4" in diameter. Choice of red or white case. (Specify color)

Retail: $4.95



6469M3W327T 6469/6M3W385T (6 or more). FAVOR. Here is a smart, tapered plastic case of perfect simplicity. It has a white circular metal dial, with clean contrasting numerals and hands. It's an accurate time-keeper than can be seen from any kitchen position. 7¼" in diameter. Choice of red or white case for smart decorating. (Specify color).

Retail: $5.95

6498M5W1021T 6498/6M5W957T (6 or more) SESSIONS ELECTRIC OFFICE WALL CLOCK with big easy-to-read dial, 13¼" in diameter. White dial and contrasting hands and numerals provide across-the room visibility. Chrome case. 110-120 volts 60 cycles, AC.

Retail: $15.95

6499M5W829T 6499/6M5W777T (6 or more) As above in choice of blue-gray or brown case. (Specify color)

Retail: $12.95

Scores high when you're dry...this

fresh, clean taste!

Have yourself a bottle of 7-Up—you'll really feel like cheering!

That special 7-Up taste alone wins big ovations. But there's more: While you're enjoying it, the dryness in your mouth and throat just fades away. No sticky taste or come-back thirst, either. You're ready to out-shout 'em all again!

And say—when you're eating during the game, or afterwards, have a 7-Up. Goes great with everything from popcorn to pizza!

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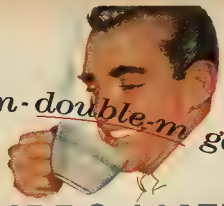
Nothing does it like Seven-Up!



"m-m-double-m good!"

MIRRO-MATIC

completely automatic

electric percolators

You'll get that same rich, deep-down coffee goodness from any one of the four MIRRO-MATIC's, any time and every time. That's because they all work exactly the same, simple way and all are *completely* automatic. All *you* do is put in coffee and cold water and plug in the cord. Then, the dependable MIRRO-MATIC takes over. It perks automatically, stops automatically when the flavor peak is reached, then changes automatically to low heat, keeping the coffee drinking-hot till you pour. Select the MIRRO-MATIC Percolator that's just right for your family, at department, hardware, and home furnishing stores—wherever dealers sell the finest aluminum

Poetry

Wife's Song

Some women's hearts beat faster
At singers on TV
Or handsome movie-stars but, oh,
The man who'll always be
My hero is the one who helps
With dishes after supper,
And who, when babies cry at night,
Is the getter-upper!

—*Elizabeth-Ellen Long*

We Often Forget

We speak of them as heroes, pioneers,
Who marked the lonely pathway to the West;
We recollect their courage, letting years
Add luster to only what was proud and best.
We forget their humanness . . . the little things,
Like blistered feet, the summer sun that burned
Their cheek and back; the sight of circling wings,
And alien mountains where the long trail turned.
We often, too, forget that sorrow's blade
Could pierce their hearts as quickly as our own;
We forget their grief at a swiftly made
Small grave where no familiar flower had grown;
How, seeing the desert, lonely and windswept,
They thought of gardens and of home . . . and wept.

—*Christie Lund Coles*

Soliloquy

I wonder if the guy who coined
That priceless little phrase,
"The patter of small feet," had kids
To brighten up his days.

My darling's feet scuff, scrape, and stomp,
Rattle, bang and clatter,
But in all the time I've heard them,
Never did they patter.

— *Jessie Lancaster*

Wider Skies

Though science, pondering on a super-nova,
May challenge the legend thunder of Jehovah,
It cancels God no more than the mountaintop
Cancels the heavens as they seem to drop
Stars to our fingertips. Shall we with eyes
Permitted to scan a wider range of skies
Grow faithless now merely from being taught
That God is vastly bigger than we'd thought!

—*Georgie Galbraith*

Oneida Community

Solid Sterling Silver

Quality has been the tradition of Oneida Community Silversmiths for more than a century. The artistry of their patterns makes them nationally-advertised pace-setters in distinctive design. All pieces are reinforced with pure silver at points of wear.

Sterling Silver—the most precious and decorative of metals, always graces your table. The stamp, "STERLING" indicates that the silver which bears it meets the 925/1000-fine government standard. No Sterling is greater in styling, artistic creation, or value than Oneida Community Sterling.

6-pc. place settings consist of 1 knife, 1 fork, 1 teaspoon, 1 cream soup spoon, 1 salad fork, and 1 butter spreader. Mirror stainless steel blades.

5-pc. place settings consist of the above without the butter spreader.

Engagement

30-60001-1772	6-pc. Set, Luncheon Size. Retail	32.50
30-60019-1527	5-pc. Set, Luncheon Size. Retail	28.00

Melbourne

30-60027-1772	6-pc. Set, Luncheon Size. Retail	32.50
30-60035-1527	5-pc. Set, Luncheon Size. Retail	28.00

Open Stock

Engagement

Description	Stock No.	Retail Each
Teaspoon	30-60100-232	4.25
Luncheon Fork	30-60118-355	6.50
Luncheon Knife	30-60126-314	5.75
Ind. Salad Fork	30-60134-327	6.00
Cream Soup Spoon	30-60142-300	5.50
Flat Hndl. Butter Spr'dr.	30-60159-245	4.50
H. H. Butter Spreader	30-60167-245	4.50
Iced Tea Spoon	30-60175-300	5.50
Cocktail Fork	30-60183-205	3.75
Butter Knife	30-60191-355	6.50
Cold Meat Fork	30-60209-545	10.00
Gravy Ladle	30-60217-545	10.00
Pie Server	30-60225-518	9.50
Sugar Spoon	30-60233-300	5.50
Tablespoon	30-60241-545	10.00
2 pc. H. H. Steak Set	30-60258-1091	20.00

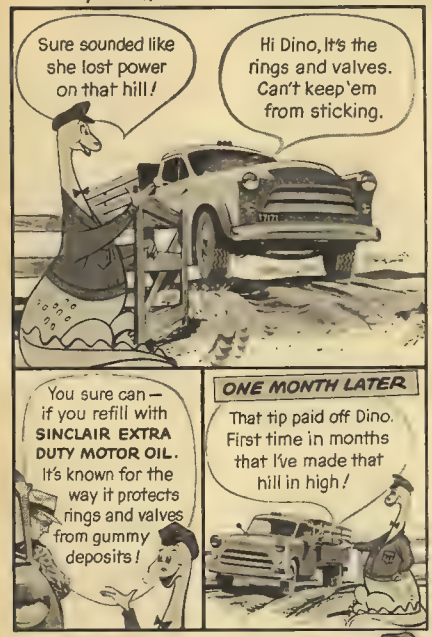
Melbourne

Description	Stock No.	Retail Each
Teaspoon	30-60308-232	4.25
Luncheon Fork	30-60316-355	6.50
Luncheon Knife	30-60324-314	5.75
Ind Salad Fork	30-60332-327	6.00
Cream Soup Spoon	30-60340-300	5.50
Flat Hndl. Butter Spr'd'r	30-60357-245	4.50
H. H. Butter Spreader	30-60365-245	4.50
Iced Tea Spoon	30-60373-300	5.50
Cocktail Fork	30-60381-205	3.75
Butter Knife	30-60399-355	6.50
Cold Meat Fork	30-60407-545	10.00
Gravy Ladle	30-60415-545	10.00
Pie Server	30-60423-518	9.50
Sugar Spoon	30-60431-300	5.50
Tablespoon	30-60449-545	10.00
2 pc H. H. Steak Set	30-60456-1091	20.00

Retail Prices Shown Include Federal Excise Tax

TIPS ON TRUCKS

by DINO, the Sinclair dinosaur



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Petroleum Products for every farm need

Sinclair Refining Company, 600 Fifth Avenue, New York 20, N.Y.

LIVESTOCK *last-minute report*

mycin, tend to improve carcass quality.

"We've gotten an average of 2% more fat *laid in carcasses* of stilbestrol-treated steers when they were fed antibiotics," he said. "The marbling has been better. And we have rather consistently averaged faster gains over and above stilbestrol alone. Apparently antibiotics add something.

"So if you're feeding for market top or have a sensitive grading situation you may find it to your advantage to feed an antibiotic when you use stilbestrol. We feed 80 milligrams daily to our feedlot cattle at Purdue."

F. X. Gassner of Colorado State University reported enthusiastically on tests with 30,000 head of cattle using combinations of male and female hormones in a *paste* preparation for implanting.

"These combinations are better than anything else we've seen so far," Gassner declared. "Carcass quality of steers has been as good or better than control animals, dressing percentage has usually been 1% to 2% higher. Feeding time to reach grade *has been cut* an average of 15%. Feed conversion has stepped up from an average 11 to 1 on controls to 7 or 8 to 1 on the treated animals. There have been no side effects."

Why do the growth boosters speed

Peter Tumbledown

Peter Tumbledown was so upset as to be practically demoralized over the size of the President's $72 billion budget. The only solution Peter could see was to cut the value of the dollar in half again, so as to reduce the budget to a mere $36 billion. If Congress won't do this, said Peter, I'm through. Meanwhile Peter's own budget, such as it is, is in worse shape than Ike's. It looks very much as if Mrs. T. will have to pay the taxes again.

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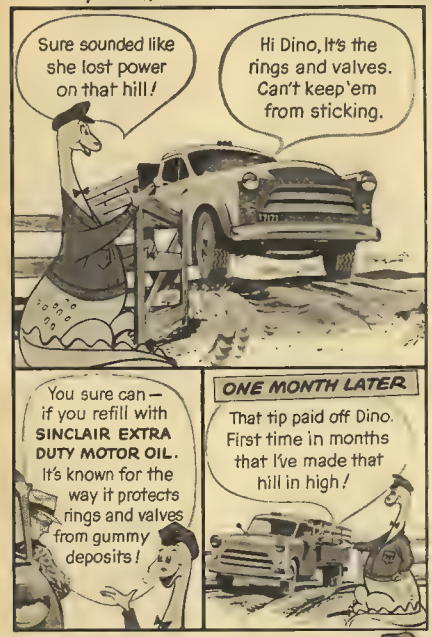

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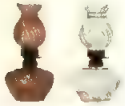
Lovelites...

OIL LAMPS FOR MODERNS

Lovelites — The Latest! Create an exquisite atmosphere for your next "candlelight" dinner or patio party. Safety chimney. Wick and burner included. *Starlight* pattern. 10½ in. high. In pairs only. Wt. 3 lbs.
5634M3W465–Pair ... Retail $7.00



Courtin' Lamps. Oil burning antique reproductions. Choose genuine milk or cranberry glass. 8½ in. high. Wt. 1½ lbs.
5636M2W335 Cranberry Retail $5.00
5635M2W300–Milk White ... Retail $4.50

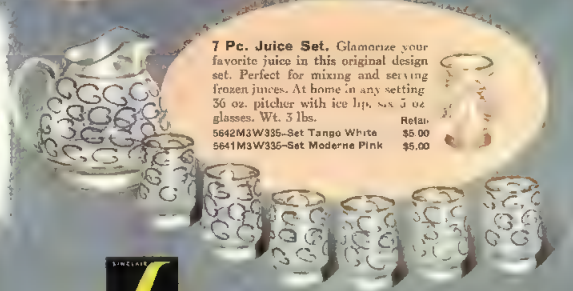
Sinclair Exclusive Oil Lamps . . .
Attractive decoration for many places in the home . . . perfect substitute for dinner candles . . . wonderful illumination for modern outdoor living . . . practical, too, for use in those out of the way places or in cases of electrical failure.
An ideal gift for everyone.

Exquisite Beverage Sets

Hand wrought clear crystal pitchers . . . Chip-proof sham bottom tumblers . . . all individually decorated with raised enamels and 22k gold.

7 Pc. Beverage Set. Striking 86 oz. pitcher with ice lip and six 11 oz. tumblers in Exclusive Silhouette shape. Cooling gold and white *Snowflake* pattern. Wt. 6 lbs.
Set, pitcher, 6 glasses:
5637M6W865 . . Retail $10.00
Set, 3 tumblers only:
5638M5W600 . . . . . Retail $ 9.00

7 Pc. Beverage Set. Unique decorations to color accent your newest serving pieces. 80 oz. pitcher with ice lip, six 11 oz. tumblers. *Tango* or *Moderne* pattern. Wt. 6 lbs.
Retail
5639M6W400–Set Tango White $6.00
5640M6W400–Set Moderne Pink $6.00



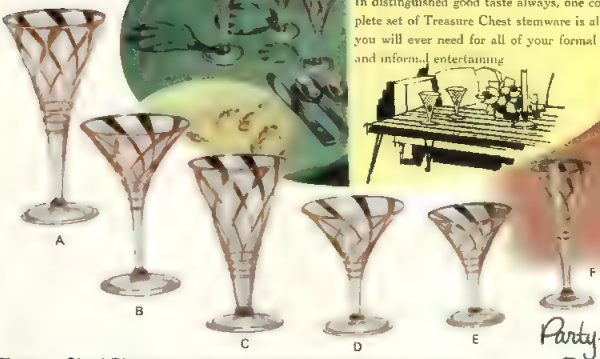
7 Pc. Juice Set. Glamorize your favorite juice in this original design set. Perfect for mixing and serving frozen juices. At home in any setting. 36 oz. pitcher with ice lip, six 5 oz. glasses. Wt. 3 lbs.
Retail
5642M3W335–Set Tango White $5.00
5641M3W335–Set Moderne Pink $5.00

Sinclair Glass Company—glass originals

Sinclair Treasure Chest Stemware

Startling New Golden Crystal

Graciously elegant for formal settings . . . or smartly casual for informal affairs . In distinguished good taste always, one complete set of Treasure Chest stemware is all you will ever need for all of your formal and informal entertaining



Treasure Chest Stemware. Brilliant hand blown crystal in graceful tapered shape Gold *swirl* decoration with gold accent on base In sets of 4 Wt 3 lbs

5655M3W400–Set of 4	Goblet, 8 oz.—(A)	Retail $6.00
5656M3W400–Set of 4	Champagne, 6 oz.—(B)	Retail $6.00
5657M3W400–Set of 4	Tumbler, 8 oz.—(C)	Retail $6.00
5658M3W400–Set of 4	Sherbet, 6 oz.—(D)	Retail $6.00
5659M3W400–Set of 4	Cocktail, 3 oz.—(E)	Retail $6.00
5660M3W400–Set of 4	Wine, 3 oz.—(F)	Retail $6.00

Party-Perfect Hand Decorated Bar Ware

Generous glasses. Hand applied, raised enamel decorations. Permanent colors Choice of *Ballet Turquoise* or *Moderne Pink* patterns

Sets furnished in either *Moderne Pink* or *Ballet Turquoise* patterns. Select one color for your entire drink service

8 Pc. Old Fashioned Set. Eight 7 oz. gold rim glasses with sham bottoms Wt 5 lbs (G)

5652M5W365–Set Ballet	Retail $5.50
5651M5W365–Set Moderne	Retail $5.50

8 Pc. Double Old Fashioned Set. Eight 13 oz gold rim glasses with sham bottoms. Wt 6 lbs. (H)

5650M6W400–Set Ballet	Retail $6.00
5649M6W400–Set Moderne	Retail $6.00

8 Pc. Highball Set. Eight 10½ oz glasses with gold rims and sham bottoms. Wt. 5 lbs. (I)

5648M5W335–Set Ballet	Retail $5.00
5647M5W335–Set Moderne	Retail $5.00

8 Pc. Zombie Set. Eight tall 13 oz. gold rim glasses with shell bottoms. Wt. 5 lbs. (J)

5654M5W365–Set Ballet	Retail $5.50
5653M5W365–Set Moderne	Retail $5.50

8 Pc. Cocktail Set. 32 oz shaker, chrome top with strainer, and six 3½ oz cocktail glasses Wt. 4 lbs.

Ballet Turquoise 5646M4W435–Set	Retail $6.50
Moderne Pink 5645M4W435–Set	Retail $6.50

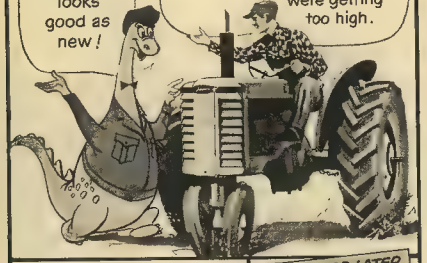
8 Pc. Martini Set. 28 oz pitcher, muddler and six 3½ oz. cocktail glasses. Wt. 4 lbs.

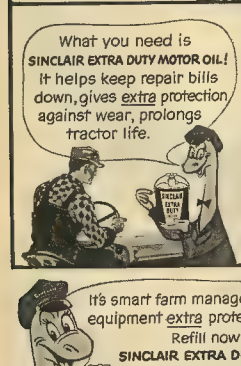
Ballet Turquoise 5644M4W365–Set	Retail $5.50
Moderne Pink 5643M4W365–Set	Retail $5.50

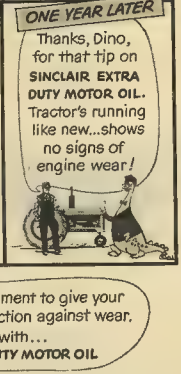
Sinclair Glass Company

TIPS ON TRACTORS

by DINO, the Sinclair dinosaur







Get the finest for your car, too! Ask your Sinclair Representative about Sinclair Extra Duty Triple X Multi-Grade Motor Oil.

SINCLAIR

Petroleum Products for every farm need

Sinclair Refining Company, 600 Fifth Avenue, New York 20, N.Y.

★★★ *last-minute report*

Will State Controls Help Dairymen?

Is state milk price control—from cow to doorstep—the answer to milk's problems? The answer, apparently, depends on your experience with this kind of pricing.

A few midwestern states who don't have state milk price control are trying to get it. Some other states who do have it are openly agitating to get rid of it.

▶ Indiana has just come close to passing a price-fixing bill. It passed the Senate but was killed by the House. Opponents called it a "little OPA."

▶ Ohio is considering one bill now to set minimum *farm* prices only. Backed by the Ohio Farm Bureau and the Ohio Milk Producers Federation, it would establish a farm price—based on the cost of production—in areas where farmers voted for such a marketing set-up. Another bill has been introduced in Ohio that would set retail prices and require the retailer to post these prices.

▶ Minnesota is holding "hearings" on a price control bill. Main pressure comes from labor unions—probably because increased store sales have been responsible for 2,000 milk routes being dropped in the past few years.

▶ Missouri is also considering a bill which would set prices at farms, wholesale and retail.

▶ Michigan is considering a bill to set prices across the board. It is backed by the Michigan Milk Producers (MMPA). Glenn Lake, president of MMPA, charges that Federal Orders are "cumbersome and that it takes four to six months to get a price change."

Among the 15 states that have state price control, this is happening:

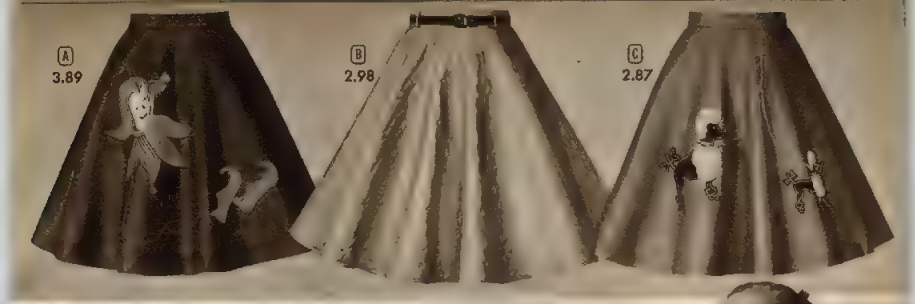
● New Hampshire's governor has recommended to the legislature that *retail* milk price control be abolished by July 1 (11 states control retail prices).

● Rhode Island is considering a bill to abolish the retail and wholesale price-fixing powers of the State Milk Control Board.

● Virginia's State Milk Commission has had the embarrassment of turning down a request of one milk distributor to sell milk in the Richmond area for 78 cents a gallon. This would be 16 cents a gallon cheaper than the present state minimum price.

● The Massachusetts governor told his legislature recently that he hoped it would review all their milk laws and "then legislate with a view to protecting the dairy farmer and the consumer, and let the dairies and dealers enjoy the benefits of reasonable competition."

End



Holiday Favorites

A "Jester" Felt. Jolly Jester, wearing tinkle bells, is appliqued in contrasting color on Felt Skirt of 50% Wool, 50% Rayon. Side zipper. Dry clean.
Colors: Black or Red.
Sizes: 7, 8, 10, 12, 14.
State size and color.
ET 1522—Wt. 1 lb. . . 3.89

B Cotton Quilt. Graceful swing Skirt she'll wear through Spring. Back zipper, finished hemline. Accented with contrasting Neolite belt. Hand wash.
Coral, Red or Turquoise.
Sizes: 7, 8, 10, 12, 14.
State size and color.
ET 1521—Wt. 1 lb. . . 2.98

C "Poodle" Felt. White Nylon Fleece Poodles decorate this 65% Rayon, 35% Wool Felt Skirt. Elastic-back waist. Side zip. Charcoal Gray, Medium Gray or Turquoise. Dry clean. *State size and color.*
Sizes: 7, 8, 10, 12, 14.
ET 1503—Wt. 1 lb. . 2.87

D Sheer Trim. Pert White Dacron Pique Blouse has Red and White embroidered sheer trim on collar, yoke front. Pearl-like buttons. Hand wash; little, no ironing. Gift-box.
Sizes: 7, 8, 10, 12, 14.
Ship. wt. 6 oz.
ET 1287—*State size.* 1.98

E Embroidered Posies. Dacron Pique Blouse is enhanced by dainty floral motifs on a sheer panel. Lace-edged collar. Little or no ironing. Gift-boxed. White, Pink. Hand wash.
Sizes: 7, 8, 10, 12, 14.
State size and color.
ET 1299—Wt. 6 oz. . . 1.98

F Ruffled Front. Snowy-White Dacron Pique fashions this richly styled, hand washable Blouse. Dainty lace trimmed, double ruffled front. Attractive pointed collar. Gift-boxed.
Sizes: 7, 8, 10, 12, 14.
Ship. wt. 6 oz.
ET 1298—*State size.* 1.98

G Chromspun Acetate Taffeta Jumper. Rustles as she walks, perfect for parties! Neckline, pockets have self-fabric trim. Self-belt has novelty bow front and back buckle. Button back. Neat hemline.
Colors: Navy Blue or Red. Dry clean.
Sizes: 7, 8, 10, 12, 14. Ship. wt. 12 oz.
ET 3009—*State size and color* 3.98

H Ruffled White Cotton Broadcloth. In Spring Mill's "Bounce." Ruffles and embroidery enrich Blouse front, are repeated on ¾-length elasticized sleeves for a truly festive air. Contrast color Velvet bow trim. Button back. Washable.
Sizes: 7, 8, 10, 12, 14. Ship. wt. 6 oz.
ET 1203—*State size* 2.98

J Cotton Velveteen or Corduroy Jumper. Popular Princess style; button trim Empire bodice. Self-fabric buckle-back belt. Back zip closing. Neat hemline.
Colors: Black or Red. Ship. wt. 12 oz.
Sizes: 7, 8, 10, 12, 14. *State size, color.*
ET 3010—Velveteen. Dry clean . . . 6.98
ET 3011—Corduroy. Hand wash. . 3.98

K Lacy Dacron Pique. So-sweet Blouse for special occasions. Triple layers of lace front collar, ¾-length balloon type sleeves. Glitter button front with posy trim tie. Needs little or no ironing.
Colors: White or Pink. Hand washable.
Sizes: 7, 8, 10, 12, 14. Ship. wt. 6 oz.
ET 1201—*State size and color* 2.98

Girls' Fashions shown on this page are shipped direct from Chicago. Send your order to and pay postage only from the Montgomery Ward Mail Order House nearest your home.

Outing Pals

(L) Large Portable Coolers. Keep foods freezer fresh, drinks ice cold wherever you go . . . on picnics and vacation, camping, fishing or hunting trips. New "Spintex" insulation all around guarantees low K-factor; holds cold longer. Refrigerator type lid latch opens at a touch, locks automatically. Seamless gasket makes perfect fit when lid is closed, keeps cold in. All inside corners rounded to make cleaning easy; no odor traps. Soldered leak-proof seams. Rust and corrosion resistant galvanized steel inner liner. Adjustable tray provides wet and dry compartments. Drain plug can't get lost. Green hammerloid steel finish resists scratches.
804-328 C1464 75 lb. food capacity (13x22x16"). 33 lbs **$21.95**
804-336 C997 50 lb. food capacity (10½x18x13½"). 20 lbs..... **14.95**

(M) Party Model Portable Cooler . . . a smaller, lighter outdoor "refrigerator" for foods and drinks. Fully insulated with new "Spintex"; keeps food cold longer. Self-locking refrigerator type lid opens at a touch. Rounded corners inside are easy to clean, odor free. Non-pinch carrying handles. Rust and corrosion-resistant galvanized steel inner liner and adjustable tray. Green hammerloid steel finish. Recessed drain plug.
804-724 C730 35 lb. food capacity (3x16½x12½"). 15 lbs **$10.95**

Fold it up . . . it's a suitcase. Open it . . . your picnic table is ready . . . and so steady!

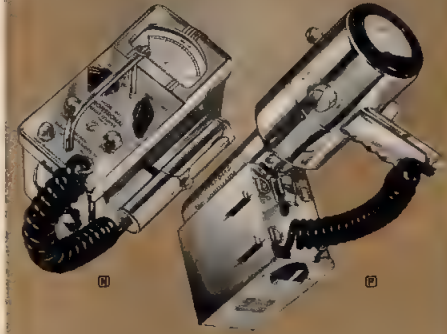
Folding Picnic Table . . . Set of 4 Folding Camp Stools to Match. The most ingenious table ever built! Closed: it looks and carries like a suitcase; has room inside for pots, pans, packages . . . for the stools and detachable steel legs too. Packs everything compactly, fits easily into the car trunk. . . . takes up little space on your trip to the picnic ground, camp site or beach. And when you get there . . . simply open it up. Your table's ready . . . and so steady! 28" square, 26½" high . . . seats four with room left over; line for eating or for games. Couldn't be handier on vacation jaunts, on fishing, hunting, camping trips. Keeps food off the ground, away from dirt, litter, insects. Handy at home . . . it's a utility table for sewing, hobbies, homework, games. Green baked enamel finish. Rugged handle and trunk-type latches. Detachable legs are rubber tipped. All steel.
804-443 C863 Table. Folds to 28x14x6". Wt. 20 lbs..... **$12.95**
804-450 C599 Folding Camp Stools with canvas seats. Match table above. Each 17" high; 21x13¼x1" when folded. Set of 4 stools..... . **$9.00**

Add to the fun of your next camping trip . . . take along a chance to strike it rich!

Prospect for Uranium

with a PRI Geiger Counter or Scintillator

Don't pass up your chance for fabulous fortune.
These sensitive instruments may help you make a Uranium discovery worth hundreds of thousands of dollars!



(N) Professional Model Geiger Counter. First model with Per Cent Meter—makes it possible for you to determine value of ore right on the spot! Four sensitivity ranges. .04, .2, 2.0, 20 milliroentgens per hour full scale. Accurate—maximum error 10%. Two time constants, fast for rapid readings; slow for assaying ore. Meter, flasher, earphones indicate radio activity. Directional probe. Life in excess of 100 million counts. Dyan-Mu circuit. Tropicalized, waterproof. Aluminum case. 3½x4⅝x7⅝". Coiled probe cable. Includes batteries, earphones, strap, case calibrated radio active sample, and instructions.
805-143 D10730 Ship. wt. 6 lbs. Shipped from California..... . **$149.50**

(P) Scintillator . . . 100 times more sensitive to gamma rays than any geiger counter. Provides advantages of "gun-type" probe . . . attaches to battery box or you can point it like a pistol. Per Cent Meter estimates value of ore right in field. Two controls, range switch and time constant switch. Five sensitivity ranges .025, .05, .25, 2.5, 5 milliroentgens per hour. Provides counting rates of 115,000 counts per minute in 1 milliroentgen field. Photo-multiplier tube magnetically shielded. Waterproof, tropicalized probe. Photo tube and crystal shock mounted. 1x1" crystal. Includes carrying case, radio-active sample, assay container.
802-380 D28290 Ship. wt. 14 lbs. Shipped from California.. .. ...**$399.50**

(R) Special Scintillator . . . 60 times more sensitive than any geiger counter! Easy to use—only 2 controls. Detects uranium down to hundreds of feet, gamma rays as low as .01 M.E.V. Operates in a moving vehicle. RCA 6199 photo tube and large 1½" sodium iodide crystal. Waterproof steel case. 4½x7½x7"; 6¾ lbs. Use 4 flashlight cells, two 45v "B," one 22½v hearing aid battery. Includes radium sample, strap, batteries, tubes.
805-135 D21950 Ship wt. 11 lbs. Shipped from California **$299.50**

(S) Snooper Pocket-Size Geiger Counter. Fits in your hip pocket! As sensitive as many larger instruments . . . produces loud clicking noise in earphones when near radio-active material . . . the closer you get, the louder it clicks. Powered by single hearing aid type 22½ volt battery and a flashlight battery. Batteries can be replaced without tools, cost only $1.45. Set includes headset, batteries, radio-active sample, instructions.
802-306 D2165 Ship. wt. 2 lbs. Shipped from California... ... .**$29.95**

UNDERWOOD PORTABLES

DELUXE QUIET TABULATOR . . . Underwood's finest portable! Designed with big standard machine features that combine attractiveness, typing ease, dependable performance and extra quiet efficiency. Complete keyboard operation includes the "Exclusive Key-Set" tabulation which enables you to set, clear and operate the tabulator accurately from a normal typewriting position . . . eliminating stretching and fatigue. "See-Set" margins are visible and easily accessable to give you speed, accuracy and dependability for setting in scale or inches. Has push-button top plate.

Finger-form keys cushion your fingers for effortless, untiring typing. And there's a newly improved line space lever for single, double and triple spacing plus a "push-in" variable line spacer. Keyboard has 84 characters. Automatic ribbon reverse.

Typewriter has modern two-tone finish in Horizon Blue and Dawn Gray with matching two-tone carrying case fitted with paper and envelope holder attachment. Weight 14 lbs.

797-274 C10188 Pica Type. With case **$126.88**
797-282 C10188 Elite Type. With case **126.88**

"LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed portable is the ideal family typewriter . . . perfect for mother's correspondence, dad's family finance work or the children's school work. Standard-size, 84-character keyboard includes arithmetic signs especially useful to the student.

Loaded with features for easy operation . . . It is an outstanding value at this very moderate price! Has balanced segment shift for perfect alignment, faster shifting; full 8-inch writing line, finger formed keys that cradle your fingers, easy-action back spacer. Other features include right and left shift key, shift lock, carriage and paper release lever, adjustable hand margins with right hand bell indicator. Automatic line finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Has manual and automatic ribbon reverse, adjustable paper fingers. Single, double and triple spacing.

Handsome 2-tone Yosemite Blue crackle finish and attractive 2-tone carrying case. Weighs 12 lbs., 14 oz.

797-316 C6382 Pica Type. With case **$79.82**

REMINGTON PORTABLES

"QUIET-RITER" WITH MIRACLE-TAB SET . . . sets, clears tabulator stops from the keyboard. Locked segment shift for faster shifting; high speed escapement and accelerated type bar action. Contour keys; visible margin stops. Includes synchronized carriage scales for centering paper, semi-automatic ribbon reverse. Simplified ribbon changer. 88 characters. New larger-size cylinder has 3-position bail. With case and Touch-typing Method Book. French Gray finish. 17 lbs.

797-373 C10500 With Miracle Tab. Pica Type. With case **$129.00***
797-381 C10500 With Miracle Tab. Elite Type With case **129.00***
797-399 C8620 Without Miracle Tab. Pica Type. With case. **106.20***
797-407 C8620 Without Miracle Tab. Elite Type. With case. **106.20***

"Quiet-Riter" with miracle tab portable typewriters can be furnished in three additional colors: Mist Green, Desert Sage and White Sand. Retail price $129.00. Full information available upon request

"TRAVELRITER" . . . Low Cost Family Portable. The Travelriter has been created for those who want a low priced portable typewriter, but who want traditional Remington Rand quality. Designed especially for the whole family to use, this newest member of the Remington line is a magnificent example of engineering skill. Despite its surprisingly small price, it has all the essential features to help make your home typing easy, accurate. Has full 42 key, 84 character keyboard. Business symbols too. Light French Gray non-glare finish. Sturdy carrying case. Weighs 15 lbs., 2 oz.

797-415 C6896 Pica Type. With case. **$84.96***
797-423 C6896 Elite Type. With case. **84.96***

*Sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained

SMITH-CORONA SUPER-SPEED PORTABLES

SILENT "SUPER" MODEL with KEYSET TABULATOR and PAGE GAGE . . . Smith-Corona's newest and very best portable! It incorporates a host of the finest features available today.

The fabulous new Keyset Tabulator sets and clears with a finger flick from the keyboard. No reaching or stretching. You set tab stops, clear them individually or clear the entire set, all from the keyboard and with the same hand. Exclusive Page Gage indicates within 2½ inches from bottom of page the amount of space remaining.

Floating shift (only the type segment moves for capital letters). Quadruple choice Touch Selector gives you "custom-touch" typing ease. Non-glare keys molded to finger shape. Acoustical vents absorb typing clatter. Quickset margins; one stroke ribbon reverse.

Retractable paper supports; removable platen. 2-position paper bail. Skid-proof feet; margin retaining line. Handsome Sapphire Gray finish with green Color-Speed keyboard.

This same model is also available in Sea-Foam Green, Alpine Blue or Desert Sand, retail priced at $129.00. Write for information.

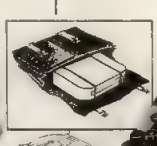
797-068 C10500 Pica Type. With case 17 lbs.....**$129.00**
797-076 C10300 Elite Type. With case. 17 lbs..... **129.00**

"STERLING" PORTABLE TYPEWRITER . . . WITH PAGE GAGE. Exclusive Page Gage takes the guesswork out of page-end typing. Red figures on gage indicate amount of space remaining within 2½ inches from bottom of page. "Sterling" boasts other super features: quadruple choice Touch Selector (gives you "custom-touch"); feathertouch back spacer; self aligning paper feed; Floating shift (only the type segment moves for capital letters).

Synchronized line space lever. automatic ribbon reverse. Tabulator key for indenting paragraphs and listing figures. Retractable paper supports. Removable platen for easier cleaning; 3 position paper bail. Margin retaining guide.

Here's a small machine that gives you big machine performance. A lifetime of trouble-free operation. A portable with many of the efficient, time-saving features of an office typewriter . . . the very same touch and action. Standard full-size keyboard makes it easy to practice touch-typing at home while studying typing in school. Sapphire Gray finish. Weighs just 17 lbs. with case.

797-084 C8895 "Sterling," Pica Type. With case. **$110.95**
797-092 C8895 "Sterling," Elite Type. With case.... .. **110.95**



Weight? Hardly any . . . a mere 8 or 9 lbs!

HERMES

"ROCKET" . . . the lightest portable made! Stronger than machines twice its weight, it travels with you around the world or works full time at home. Swiss-built with the finest precision workmanship, it weighs only 8 lbs. including its shockproof all-metal case. Slips easily into briefcase, desk or dresser drawer.

Less than a cigarette length in height, yet it has a standard keyboard . . . does everything a full-size typewriter does. Takes full-size stationery, makes up to 6 clear carbons. Ball-bearing carriage moves smoothly. Left and right margin stops; single, double spacing; automatic ribbon reverse. Gray finish.

797-233 C5777 Pica Type. With case.....**$73.67**
797-241 C5777 Elite Type. With case..... **73.67**

SMITH-CORONA

"SKYRITER" . . . weighs just 9 lbs.! So light and compact, you can carry it easily wherever and however you go, by plane, train or car. Only 3" high, 11" wide, 12" long . . . Skyriter tucks away in your briefcase, suitcase or desk drawer. Practical for home use too, where work space is very often at a premium.

Like Smith-Corona office typewriters . . . Skyriter has a full-size keyboard, takes full-size stationery. Has many big machine features: Page Gage, Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster, Touch Selector. Gray crackle finish.

797-126 C5877 Pica Type. With case.....**$73.77**
797-134 C5877 Elite Type. With case..... .. .. **73.77**

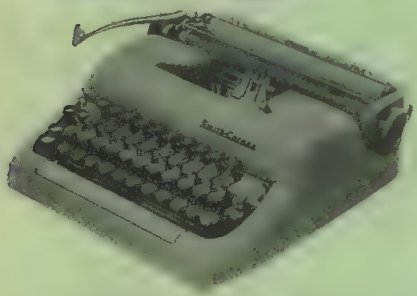
Smith-Corona OFFERS THE WIDEST SELECTION OF TYPEWRITERS IN THE WORLD!

THE FAMOUS

SMITH-CORONA *Skyriter*

America's first and finest lightweight portable typewriter, the *Skyriter* weighs only nine pounds, yet has a full-size keyboard, and takes regular-size business stationery. A favorite of authors, journalists, sportswriters, and students, this precision-built lightweight is also the lowest-priced typewriter in the Smith-Corona line.

each $63.25



SMITH-CORONA "STERLING" PORTABLE

Top performance at medium price. Has all the features listed for the Clipper, plus Line Retainer, Paper Guide, Retractable Paper Supports and cushioned, manually set Tabulator. Designed and built to offer maximum value in terms of performance, dependability and long life.

each $94.57

SMITH-CORONA "SILENT-SUPER"

All of the advantages of the Silent, the Sterling and the Slipper are found in the *Silent-Super*. In addition, an *eighty-eight* character keyboard, and *the finest key-set tabulator in portable typewriter history*. It is available in five decorator-styled two-tone color combinations: Alpine Blue, Seafoam Green, Coral Pink, Sapphire Gray, Desert Sand, and comes with the smart, new slim-line *Holiday* carrying case.

each $102.00

Kravitz & Rothbard

100 N. GREENE ST., BALTIMORE 1, MARYLAND

Smith-Corona

The Silent

- Numerous Sound Deadening Devices
- Acoustical Vents
- Page Gage
- Colorspeed Keyboard
- Super Speed Escapement
- Quickset Margins
- Synchronized Line Space Lever
- Tip-touch Back Spacer
- Typebar Speed Booster
- Skidproof Feet
- Piano Key Action
- Floating Shift
- Line Retainer

727N9128—The Silent. The Silent Platen is easily interchanged with a harder Platen for manifolding or card and label writing. Non-glare grey-crackle finish, contrasting green keyboard, paper table, and scales. Blue houndstooth carrying case. Ship. wt. 20 lbs. Choice of PICA or Elite type—Please Specify.

Estab. Retail $119.40

Specify Choice of Type
This is ELITE Type
This is PICA Type

727N9128
The Silent
Estab. Retail **$119.40**

R. C. ALLEN STANDARD OFFICE TYPEWRITER

759N12554—Fully standard in every respect, brand new with regular factory guarantee offers many "plus" features at less than standard cost. Has 11" carriage, 11" paper capacity, standard 42 key 84 character keyboard. Features instant sight-set margins with the exclusive window, which lets you see the margin setting. Keyset tabs mechanism, single paper adjustment, automatic ribbon reverse, two color ribbon control, 1 2 3 line spacing perfect grip feed rollers, quick release for all tab stops, 3 position touch control, plus individually adjusted key tension controls, visible margin and carriage index. Soft green color. Available in pica or elite types. Specify Type choice. Wt. 19 lbs.

Estab. Retail **$164.29**

3481F3563—End typing backaches with adjustable height typing stand. Heavy steel, with natural finish vinyl plastic top. Converts to desk when typewriter platform will accommodate any standard typewriter. Non scratch caps on legs. Rigidly braced rounded radius corners, smooth edge trim. Will not rust. Color: Executive Beige with matching plastic top. 30½" high. Typewriter platform adjusts from 26½" to 30½". Ship. wt. 70 lbs. F.O.B. St. Louis Factory.

Suggested retail $58.50

DELUXE STAND

4628F2944—Heavy duty welded tubular steel stand offers safer, more rigid base for any office machine. 4 rubber base domes over ball-bearing casters serve as brake by means of simple reacting lever under plywood table top, providing a fixed working platform. Includes adjustable grips and guard-rail for typewriters. Colors: Gray, Green, or Brown. Specify. Size of top: open 17 x 38, closed 17 x 20. Height 26½". Ship. wt. 47 lbs. F.O.B. Missouri Factory. Mfr's. Sugg. Retail $43.50

COLE STAND

6400F1088—The "all-purpose" stand. Use it as a Typewriter table or work table. Four quality Casters makes for easier rolling. Table made of heavy gauge steel and strong piano hinges for lasting durability. Convenient shelf for books or storage space. Opens to 36 x17. Center desk drawer for Supplies. Fold-a-way Leaves, solid walls. Colors: Olive Green or Cole Gray. Specify. Baked enamel finish. Shipping wt. 22 lbs. F.O.B. Pennsylvania factory. Sugg. Retail $13.95

HEAVYWEIGHT STAND

6401F3316—Heavyweight Stand with Non-Skid top holds those costly Bookkeeping machines or typewriters firmly in place.—Shelf for books or personal belongings.—Heavy gauge steel electrically welded. Cannot tip or tilt. Lever controls retractable ball bearing casters. Spring action Button controls drop leaves. Leaves open up to 48 x28 x26" high. Colors: Green or Cole Gray. Specify. Shipping wt. 68 lbs. F.O.B. Pennsylvania factory. Sugg. Retail $41.95

A
Smith-Corona
Super-Portable

B Royal
Deluxe

Typewriters

...by Smith-Corona, Royal, Remington and Underwood...

A. SMITH-CORONA SILENT "SUPER". Finest keyset tabulator in portable typewriter history! New 44 key 88 character keyboard. Beautiful grey finish. Vinyl-tie carrying case. Specify Pica or Elite type. Ship. wt. 20 lbs.

S84 A9610 Retail $129.00

Also available in: Pine Blue, Seafoam Green, Coral Pink, or Desert Sand. (Specify color and type)

S747 A9610 Retail $129.00

B. NEW ROYAL QUIET DELUXE. With twin Pak Ribbon' Speed selector, Magic Margin exclusive on Royal, 88 character keyboard. Fiberglas carrying case. Specify Pica or Elite type. Ship. wt. 20 lbs.

S768 A9675 Turquoise Retail $129.85
S226 A9675 Grey Retail $129.85
S769 A9675 Green Retail $129.85

TWIN PAK ROYAL PORTABLE RIBBON. Black or Black/Red

S780 A110 Retail $1.85

C. NEW UNDERWOOD UNIVERSAL. "Exclusive Key-set" tabulation! 84 characters, automatic ribbon reverse, 3-position ball, finger form keys push button top plate. Combining Horizon Blue and Court Grey color styling with matching two-tone carrying case. Specify Pica or Elite type. Ship. wt. 20 lbs.

S781 A8945 Retail $116.28

D. ROYALITE PORTABLE. Only 3" high, full-size keyboard, turns out professional looking work. Beautiful letters, Royal's Pica Director. Heather green grain. Luggage tan carrying case. Ship. wt. 13 lbs.

S770 A5985 Retail $74.50

E. UNDERWOOD LEADER Office-size typewriter, beautifully styled portable. Full 8" writing line. Tan-tone color styling. Carrying case. Ship. wt. 20 lbs.

S220 A6445 Retail $83.60

F. REMINGTON TRAVEL-RITER. Full 42 keyboard. 4 rows, 84 characters, 5 educational characters. Beautiful french gray finish. Brown grained fabric carrying case. Specify Pica or Elite type. Ship. wt. 14 lbs.

S231 A6610 Retail $84.95

G. DANSEN MIMEOGRAPH. Automatic feed and inking. 60 copies per minute. Any size from post card to 8½" x 11" letter size. Rugged steel chassis. Ship. wt. 10 lbs.

S424 A1950 Retail $39.00

SUPPLY KIT for Dansen Mimeograph. 6 Stencils, 1 stylus pen, ½ lb. ink, signature plate, bottle correction fluid. Ship. wt. 1¼ lbs.

S401 A225 Retail $3.50

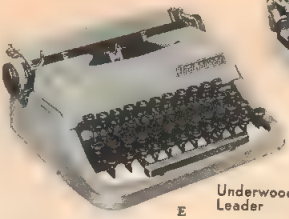
H. SMITH-CORONA ADDING MACHINE. The adding machine for small business! Single stroke total or sub-total, repeat key, keys for clearing any column and non-add key. Capacity of 99,999.99. Ship. wt. 28 lbs.

S68 A8290 Retail $100.79

FOR MORE COMPLETE INFORMATION ON ANY OF THE MACHINES SHOWN ON THIS PAGE PLUS OTHER MODELS . . . PLEASE REFER TO SPORS ANNUAL CAT. No. 86.

C Underwood
Universal

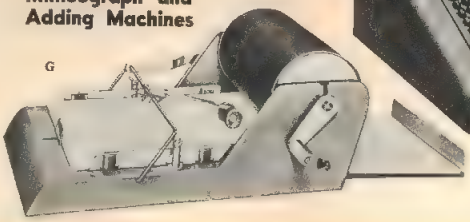
Royalite
Portable
D



E Underwood
Leader

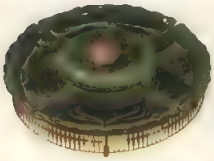
F Remington
Travel-Riter

Mimeograph and Adding Machines

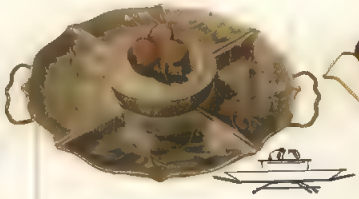


G

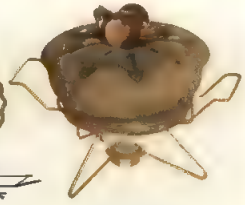
H



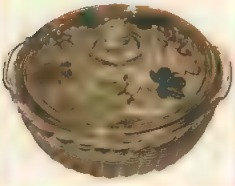
REVOLVING LAZY SUSAN. Delightful crystal-glazed California pottery dishes rotate on a pierced, brass plated base. Sectional dishes are softly tinted . casserole cover is topped with red apples. 12x5¾".
716-829 B470 Leaf Green $6.95
717-793 B470 Dawn Gray 6.95



REVOLVING 18" LAZY SUSAN.. 4 sectional dishes of crystal-glazed California pottery... exquisite handmade apple motif on casserole lid. Brass-plated revolving stand has graceful handles, rubber-tipped legs.
716-506 B810 Leaf Green . $11.95
717-801 B810 Dawn Gray 11.95



2-QT. CASSEROLE with WARMER . matches pieces at left with its handmade apple motif. Food stays deliciously hot in the California pottery casserole over the brass plated warmer. Candle incl. 12½x10".
717-819 B470 Leaf Green $6.95
717-827 B470 Dawn Gray 6.95



GIFTS

Exciting new treasures that pleasantly recall the gift-occasion every time they serve!

2-QT CASSEROLE in WICKER BASKET. from the famous Gay Fad Studios. Pyrex dish with its attractive hand painted ivy lid...slips from oven into basket. Food stays hot, basket stays cool. Use basket too, for serving rolls and fruit
710-533 B300 Casserole and Basket $4.50

SUNDIAL CASSEROLE . combines modern mirror-finished black semi-porcelain with contrasting sundial lid and brass warmer. Oven proof semi-porcelain 2 qt. casserole. Uses candle, sterno or alcohol. 8½" high
716-795 B468 Pink and Black $6.95
716-803 B468 Turquoise and Black 6.95

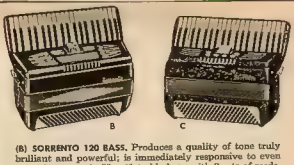
To clever hostesses thrill family and friends by serving cocktails hors d'oeuvres, casseroles, salads and snacks of any kind in these fascinating party air accessories . they're so colorful, so versatile

8-PC "VINTAGE" MIXER SET...by Gay Fad. Includes 32-oz. martini mixer, stirrer and six 3½-oz. footed cocktail glasses. Rich intaglio effect design, hand-decorated in turquoise blue. 24K gold and white against crystal glass backgrounds
710-764 B535 Mixer Set $7.95

KENWOOD SAUCY SUSAN . adds a piquant touch to the party! Brass holder revolves smart black and white oven-proof semi-porcelain pieces. 4 covered condiment jars with white plastic serving spoons, salt and pepper shakers, oil and vinegar cruets.
716-811 B665 Size . 2x8x9' $9.95

7-PC BEVERAGE SET . of finest Solana Ware pottery. Its modern style, exquisite colors create a party atmosphere every day. Set includes: gracefully shaped, 100-oz. aqua pitcher with ice guard and six 16-oz. tumblers in a rainbow of colors.
717-835 B625 Beverage Set $9.95

A



B C

(B) SORRENTO 120 BASS. Produces a quality of tone truly brilliant and powerful; is immediately responsive to even the lightest touch. Has 41 treble keys with 2 sets of reeds, 120 basses with 4 sets of reeds. One (two-lever) fully automatic treble switch. Available in medium size (15½ lbs.) or small size (14 lbs.). *Please specify size and color when ordering.* Gladstone case. Shipping wt. 31 lbs.
531-30010-13400 . . . . . Retail **240.00**

(C) SORRENTO BABY GRAND. Ideal for women and youngsters . . . weighs only 14½ lbs. Treble key pads are staggered over an additional reed battery, thus reducing keyboard size by one-third. Hand-made type reeds, tuned and voiced to perfection. 41 treble keys with 2 sets of reeds. One (2-lever) automatic treble switch. With Gladstone, silk-plush-lined case. Case wt. 7 lbs., shipping wt. 27½ lbs. *Specify color.*
531-30002-13400 Retail **240.00**

D E

Mellow Toned Sorrento Accordions

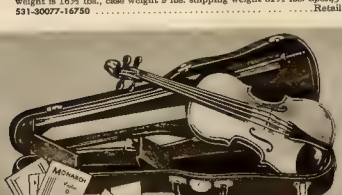
The Sorrento accordions shown on this page are made throughout of finest quality materials. Each is the work of skilled experts with years of experience in the craft of making high fidelity musical instruments. Tones are rich and mellow. The keyboards respond swiftly. All come complete with an attractive alligatorette Gladstone carrying case. Accordions are available in **Jet Black, Gray, Red or White.** *Please give first, second and third color choices when ordering.* **All accordions shown on this page are shipped FOB New York.**

(A) MODEL N3 ACCORDION. Full 120-bass with two sets of reeds in the treble and 41 treble keys . . . 4 sets of brass reeds. One-2 lever, fully automatic treble switch. Special bass shift and 3 treble shifts permit a wide variety of tone-combinations. Accordions available in the medium or small size. The small size is ideal for ladies or young accordionists. *Please specify color and accordion-size desired when ordering.* Complete with Gladstone silk-plush lined carrying case. Weight 16½ lbs.
531-30093-16750 Shipping wt 31 lbs . . . . . Retail **300.00**

SORRENTO DELUXE 120 BASS. A medium size, deluxe accordion; precision built of the finest materials throughout. Will provide magnificent tones. With all the features listed above including alligatorette covered carrying case. Accordion weight is 16½ lbs., case weight 9 lbs. shipping weight 31½ lbs. *Specify color.*
531-30077-16750 . . . . . Retail **300.00**

(D) MODEL 115 ACCORDION. With 41 treble keys, 120 basses, 4 sets of treble reeds, 5 sets of brassreeds, 11 treble switches, 5 bass switches and 1 master switch for the treble. All reeds are hand-finished and hand-turned. The tone is easily commanded . . . from a crescendoed blast to soft, flowing smoothness. Gladstone case. Wt. 17 lbs. *Specify color and size.*
531-30085-30300 Shipping wt. 32 lbs. . . Retail **550.00**

(E) SORRENTO BEGINNERS. Hand-type reeds, warp-proof Walnut fingerboards. Gladstone case *Specify color.*
531-30036-3640 25 treble keys with 1 set of reeds. 12 basses with 2 sets of reeds. 17½ lbs. Wt. 32 lbs Retail **65.00**
531-30044-4765 25 treble keys with 2 sets of reeds, 12 basses with 4 sets of reeds. 18½ lbs. Wt. 32 lbs . Retail **85.00**

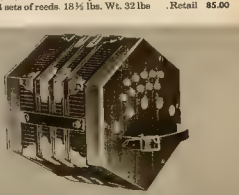


MONARCH VIOLIN OUTFIT. Great care and attention has been given to the making of this fine violin ensemble. Perfect for the beginning young master. Ensemble consists of a Stradivarius model violin, finished in rich, golden-red amber, and of the best materials and workmanship. The finger-board, frog, pegs, chinrest and tail piece are all finished in beautiful ebony. Also included in the ensemble is a Bausch model bow of Pernambuco, a handsome silk plush lined case, resin and complete instruction for easy playing. Shipping weight 10 lbs.
31-31000-3460 . . . . Retail **65.00**

VIOLIN BOW. Bausch model. Pernambuco wood, sterling silver mounted, ebony frog with pearl eye encircled in silver ring, pearl slide and divided button.
31-31059-1400 . . . . Retail **25.00**

VIOLIN BOW. Brazilwood, ebony frog, mother-of-pearl eye, slide. Nickel silver lined.
31-31042-395 . . . . . Retail **7.00**

VIOLIN CASE. 3-ply veneer shell, keratol covering, lined with silk plush. With 2 silk bow ribbons. Nickel plated, locks, clasps and bumpers.
31-31067-1430 . . . . Retail **25.50**



MAHOGANY CONCERTINA. Imported from Italy. Has 20 buttons, 40 reeds, air release button, polished solid wood frame, 11 bellows with 2 center frames. Aluminum mechanism with genuine accordion type reeds. Opens to 17 in. 8 x 6 in. FOB Chicago.
31-31208-1710 Wt. 3 lbs. **28.50**
AS ABOVE. Red Pearl finish
31-31216-1920
Retail **32.00**

All items except Concertina are FOB N.Y.

How a Clinton Chainsaw featuring *Straight line* cutting handles and operates better

SEE AND FEEL THE CUTTING DIFFERENCE

The words "Straightline Cutting" mean nothing to you until you try a Clinton Chainsaw yourself. You must experience and be able to compare the clear vision cutting—the ease of handling—the perfect saw balance of a Clinton. 5 models to choose from—both direct drive and reduction belt drive with patented TORSION DRIVE.

The Direct Drive Clinton feeds itself through the wood—no heavy pressure needed. The Clinton with Reduction Belt Drive lets you apply all the leverage or pressure you want in the cut. Patented TORSION DRIVE absorbs tremendous load shocks preventing engine damage and sudden load shocks.

Check the features below—then try the Clinton of your choice and see the cutting difference for yourself

▼ QUICK STARTING ▼ FAST CUTTING
▼ LIGHTWEIGHT ▼ BALANCED
▼ EASY HANDLING ▼ LOW CUTTING
▼ TESTED, PROVED ▼ SERVICE EVERYWHERE
▼ REPLACEMENT ENGINE

Quick starting and Anti-Flood Designed Engine

This powerful, supreme quality, Clinton jewelled air-cooled gasoline engine with dust-proof, moisture-proof, high output magneto and sealed ignition points gives positive quick starts in any weather. Another plus in quick starting . . . the exclusive Clinton Recoil Starter needs only a minimum pull and prevents compression kickback. Contoured dome and porting plus hot fire ignition prevents flooding.

Grouped Controls

All controls are grouped for instant response to simple fingertip operation. Maximum safety provided by positive "ON-OFF" switch.

Series D4-1 available with 16", 20" and 26" guidebars. Also available with float-type carburetor (D3-1).
Series D2-1 available with float-type carburetor and 16" and 20" guidebars. Also available with diaphragm carburetor (D2D).
Series 327-1 available with 20", 26", 30", 36" and 42" guidebars or 14" and 18" bars. Available with ½" and 9/16" pitch chain.
Series 323A available with 20", 26", and 30" standard guidebars. Available with ½" pitch chain.

THE ONLY CHAINSAW WITH THE 15 MINUTE ENGINE REPLACEMENT

This means you never need an expensive, time-wasting engine overhaul. You simply bring your chainsaw to your Clinton Service Center and, in the time it takes to drink a couple of cups of coffee, the trained Clinton Serviceman installs a brand new engine. He gives you liberal trade-in for your old engine unit, too.

Clinton Machine Company
Dept. 161-S • Chainsaw Division
Clinton, Michigan

Please send me your fact-packed, 3-color brochure on Clinton Chainsaws and the name of my nearest dealer where I can get a free Clinton Chainsaw trout.

Name _____
Address _____
City _____
State _____

Follow the Arrow CLINTON

★★★ *last-minute report*

members. Houck says that he has handled only money enough in 1957 to account for 40,000 members.

Barnes says that of approximately $79,000 collected by the organization in 1957, about $33,000 has been paid to directors and officers to run the NFO. "An organization has got to do something for the members it represents, and so far the NFO has done nothing but try to collect dues. That's another reason why I resigned," Barnes said. ■

What the Plowing Champions Used

You've probably already heard who won the National and World Plowing Contests at Peebles, Ohio last week. But do you know what they won with?

You probably can't see it at your local machinery dealer, but the new world's champion Willem De Lint, Holland, used a Ransomes Litrac plow. He pulled it with a Fordson Major Diesel.

Lawrence Goettemoeller, Ohio farmer who again won the national level land plowing match and placed ninth in world competition, used an International Harvester No. 8, Little Genius.

National contour winner, Duane Mootz, another Ohioan, plowed with a John Deere No. 44. Last year's contour winner John Daniels, Illinois, was the second U.S. entry in the world event. He sliced furrows with an Oliver No. 4240, placed 21st.

"If those foreigners don't plow any faster than that, it's no wonder they're short of food. They'd never get the land broke," quipped one farmer. But they had to go slow to please the eagle-eye judges who watched for uncovered stubble, loose seedbed and for the depth and straightness of the furrows. **End**

$10,000 Contest Closes October 31

Better hurry and send in your completed entry for the $10,000 Home Improvement Contest, sponsored by FARM JOURNAL and the National Lumber Manufacturers Association.

The contest closes Oct. 31. The completed entry form and other material required for entering must be post-marked no later than midnight of that date.

Any remodeling project, no matter how small, is eligible for one of the 48 cash awards.

NEW ECONOMY You'll notice you're getting a new standard of gas economy from *all* your engines when you replace worn plugs with new sets of Champions. That's because worn plugs often misfire, wasting fuel—while full-firing, 5-rib Champions fire every drop. Why not install them now?

Now is the time to make your farm engines 4 ways newer with Champion Spark Plugs

NEW HORSEPOWER

Get "new tractor" power in your old tractor—and in all your engines—by replacing power-wasting old plugs with Champions. Tests in autos proved that changing worn, misfiring plugs for Champions increases power substantially.

NEW QUICK STARTING

To get race-car response when starting your engines, put in Champions. The exclusive 5-rib design cuts flashover shorting, gives quick, battery-saving starts every time. Tests showed new Champions averaged 39% faster in starting.

NEW ENGINE PROTECTION

The fair's old-car parade shows what good care can do to make cars last. Good care for your engines includes replacing misfiring, gas-dripping plugs with full-firing Champions to keep raw gas from diluting protective engine oil.

Full-firing 5-rib

CHAMPION

SPARK PLUGS

CHAMPION SPARK PLUG COMPANY • TOLEDO 1, OHIO

4 good reasons for putting new Champion Spark Plugs in all your farm engines

1. MORE USEFUL ROAD HORSEPOWER: Loads like this call for plenty of power. Tests show that new Champions—replacing plugs that have gone about 10,000 miles—increase useful road horsepower an average of 24%.

2. BETTER ENGINE PROTECTION: Oil can be diluted by misfiring plugs dripping raw gas into crankcase. New Champions fire every drop, help prevent costly repair bills.

3. QUICKER STARTING: In any weather, 5-rib insulator cuts flashover, saves battery. Tests show new Champions start an average 39% quicker when worn plugs are replaced.

4. GREATER ECONOMY: See how new Powerfire electrode performs in today's engines, delivering full power from every drop of gas long after ordinary electrodes are burned away.

Any one of these four reasons makes it worthwhile to replace worn, misfiring plugs with new, full-firing Champions. But you can get them all—more power, better engine protection, quicker starting, and greater economy—when you install 5-rib Champion Spark Plugs.

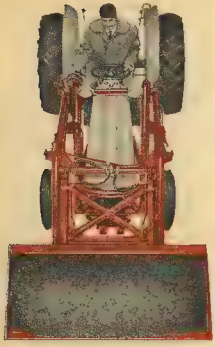
To be sure that you are always getting peak engine performance, check spark plugs regularly. If you find worn, pitted electrodes, replace the entire set with dependable new Champions. That way you will get the best possible service from *all* your farm engines.

Dependable 5-rib

CHAMPION

SPARK PLUGS

CHAMPION SPARK PLUG CO.
TOLEDO 1, OHIO



MOST VERSATILE EQUIPMENT ON ANY FARM...

A Rugged Wagner Loader and Attachments

Eliminate much of the hard work from tough farm jobs — digging and loading sand, earth and gravel — with a rugged Wagner Tractor Loader. For Wagner tractor equipment is specifically designed to do tough jobs faster and better. What's more, quickly-mounted attachments make the Wagner loader the most versatile tool on your farm — ideal for clearing land, loading manure and ensilage, lifting logs, stumps and posts. Check with your nearby Wagner dealer today.

FOR FULL INFORMATION AND COMPLETE CATALOG WRITE DEPT. 54

wagner
TRACTOR EQUIPMENT

1905 South 1st Street
Milwaukee 1, Wisconsin

ment would then go on holding the bag. This will be hard, if not impossible, to sell to non-farm Congressmen.

Fighting over the corn program will be hot and heavy and probably will continue right up to planting time, same as last year. Some Congressional commodity groups likely will try to load any corn bill with enough special provisions and gimmicks to sink it. It's a risk the Administration has to take

The picture for other commodities is considerably more settled. Aside from corn, no real upsets or surprises are in store this year.

In the case of the all-important Soil Bank, you'll be able to plant spring wheat, cotton, rice and tobacco knowing exactly what help you can expect. Peanuts, a "basic," and extra-long-staple cotton are not eligible for Soil Bank help this year because there's no surplus of either of them.

Incidentally, you can ignore some of those complaints that the Soil Bank helps big, or little, or middle-sized farmers more than others. All farmers profit from any improvement in the market—those who don't sign up as well as those who do.

Exports Are Booming

Keep your eye on farm exports, if you want to know where prices will be headed a year or so from now. We're shipping our surpluses abroad at a record rate.

From July through November, exports were 36% higher in value and 42% higher in quantity than in the preceding year. Beginning last March, exports consistently exceeded the corresponding month a year earlier. (In November we had a slight dip from the month before, but not the year before, due to a dock strike.)

How long we can keep it up is a question, of course. We aren't the only country anxious to get rid of surpluses. Canada, for example, is unhappy about our wheat export program.

Despite what you've heard about giveaways or sale for "funny money" (soft currencies) —60% of CCC's disposals since 1953 have been for hard dollars. In the first three months of this fiscal year the percentage rose to 70%.

That Big Budget

The President's budget of a record $5.3 billion for agriculture is another indication of the high cost of carrying a surplus hoard that has built up over the years

Nearly half of the sum goes to the combined CCC ($1.0 billion) and Soil Bank ($1.2 billion) operations—one to handle the surplus and the latter to cut production and borrow time while we whittle down the surplus pile.

Slightly more money is being allocated for research, extension, conservation, watershed development and flood prevention. The Farmers Home Administration is getting more money for loans to farmers, and the Great Plains Program gets a regular spot in the budget for the first time. **End**

SEEMS LIKE WE COULD FIX THAT

NEW! Translucent!

Spaulding

DECORATED

MOLDED OF MELAMINE

BREAK-RESISTANT DINNERWARE

These new translucent decorated patterns are molded in cannot wear or chip off Safe in boiling water—guaranteed by certificate for two full years against breaking—cracking—chipping Available in two elegant designs that complement any home The delicate color of the designed pieces are reflected in the cups, bowls, and service pieces

ADVERTISED IN LIFE

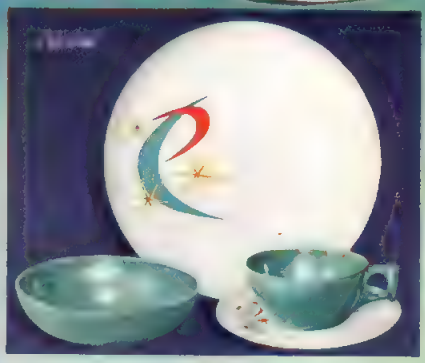
Guaranteed by Good Housekeeping

16-Piece STARTER SET—Has 4 each—cup, decorated saucer decorated 10" dinner plate, coupé soup/cereal bowl Two color combinations are available—turquoise or coral cups and soup/cereal bowls, with white decorated saucers, and white decorated dinner plates Specify color—coral or turquoise. Shipping Wt. 6 lbs

10H99D1077—Celestial ..... *Retail* **$17.95**
10H100D1077—Spring ..... *Retail* **$17.95**

47-Piece Set—Service for 8—(*not illustrated*). Contains 8 each—cup, decorated saucer, bread/butter plate, decorated dinner plate, soup/cereal bowl, 1 each of creamer, sugar bowl with lid, vegetable bowl, pair of jumbo servers, 15½" decorated serving platter Shipping Wt. 15 lbs State color—coral or turquoise—and pattern

10H101D3597—Celestial ..... *Retail* **$59.95**
10H102D3597—Spring ..... *Retail* **$59.95**



7-Piece SERVING SET—These colorful serving pieces blend perfectly and enhance any table setting Contains—large 15½" white decorated platter, pair of white jumbo servers, sugar bowl with lid creamer, and divided vegetable bowl. State color—coral or turquoise—and pattern desired

10H103D897—Celestial ..... *Retail* **$14.95**
10H106D897—Spring ..... *Retail* **$14.95**

OPEN STOCK

ITEM	STOCK No.	RETAIL
Cup	10H107D34	.90
Decorated Saucer	10H109D90	1.50
Bread/Butter	10H110D34	.90
10" Dinner Plate Decorated	10H118D177	2.95
Coupé Soup/Cereal Bowl	10H119D75	1.25
Lug Soup/Cereal Bowl	10H120D81	1.35
Salad/Utility Bowl	10H123D75	1.25
Dessert Dish	10H124D34	.90
Vegetable Bowl	10H125D255	4.25

ITEM	STOCK No.	RETAIL
Divided Vegetable Bowl	10H126D270	4.50
Creamer	10H127D90	1.50
Sugar Bowl w/Lid	10H128D120	2.00
Large 15½-in. Decorated Platter	10H130D357	5.95
Medium 12½-in. Platter	10H129D225	3.75
12-oz. Tumbler	10H131D60	1.00
Pair Jumbo Servers	10H132D147	2.45
8-oz. Juice Tumbler	10H133D51	.85
Large 11-in. Salad Bowl	10H134D297	4.95

Decorated pieces are patterned on gleaming translucent white. All other pieces are available in any of these lovely decorator colors Turquoise, Coral, or White Be sure to specify pattern and color.

Magnificent Modern

Capri®

BREAK RESISTANT DINNERWARE

BY *Spaulding* MOLDED OF MELAMINE

ELEGANT—PRACTICAL Virtually unbreakable, each piece is molded under exacting conditions to give you the smoothest, most lustrous, most colorful, dinnerware ever. The sparkling colors are clear through . there to stay. This light and sturdy Capri dinnerware can be washed in the hottest water, even in the automatic dishwashers.

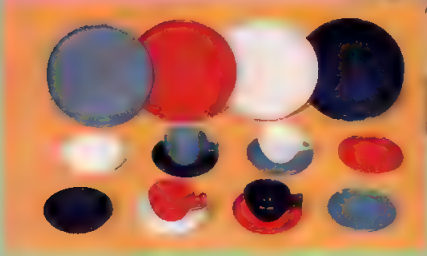
Guaranteed by certificate for 2 full years against breaking. .cracking...or chipping under normal household use.

LIFE

Guaranteed by Good Housekeeping

NEW Lustrous Modern COLORS

- Hawaiian Red
- Catalina Blue
- Polynesian White
- Samoa Navy



16 Pc. STARTER SET—The introduction to modern dinnerware service! Has 4 each, cup, saucer, bread/butter, and large dinner plate. Ship. Wt. 6 lbs. In solid, dual or rainbow pack. Please specify.

10H135D897 .....*Retail* **$14.95**

47-Pc. Service for 8

The Family set designed to give lasting beauty for every occasion Includes 8 each, cup, saucer, bread/butter, dinner plate, soup/cereal bowl, 1 each, creamer, sugar w/lid, vegetable bowl, serving platter and pair of jumbo servers Shpg Wt. 18 lbs In solid, dual or rainbow pack Please specify

10H136D2997 .....*Retail* **$49.95**

35-Pc. Service for 6. (*Not illustrated*)

Has 6 each, cup, saucer, bread/butter, dinner plate, soup, cereal, 1 each, creamer, sugar w/lid, vegetable bowl and platter In solid color or fiesta pack Shpg Wt 12 lbs

10H137D2397 .....*Retail* **$39.95**

7-Pc. Serving Set. (*Not illustrated*)

Contains sugar bowl, w/lid, creamer, 15" serving platter, divided vegetable bowl and pair of jumbo servers Solid colors or rainbow pack Shpg Wt. 4 lbs.

10H138D837 .....*Retail* **$13.95**

TINY DINE. (*Not illustrated*)

Child's Dinner Set An ideal child's dinner set Has soup, cereal bowl, dessert dish, child's dinner plate, child's tumbler Colorful hygienic . . break-resistant Shpg Wt 2 lbs Solid colors or rainbow

10H139D237 .....*Retail* **$3.95**

47-Pc. Service for 8

OPEN STOCK

Item	Stock No.	Retail Ea.	Item	Stock No.	Retail Ea.
Cup	10H140D54	.90	Divided Vegetable Bowl	10H148D270	4.50
Saucer	10H141D54	.90	Creamer	10H149D90	1.50
Bread/Butter	10H142D54	.90	Sugar w/Lid	10H150D120	2.00
Dinner Plate	10H143D108	1.80	15" Serving Platter	10H151D270	4.50
Soup/Cereal Bowl	10H144D81	1.35	12-Oz. Tumbler	10H152D60	1.00
8" Salad Plate	10H145D72	1.20	Jumbo Servers (Pair)	10H153D147	2.45
Dessert Dish	10H146D54	.90	8-Oz. Juice	10H154D51	.85
Vegetable Bowl	10H147D255	4.25	Large 11" Salad Bowl	10H155D297	4.95

Available in Hawaiian Red, Catalina Blue, Polynesian White, Samoa Navy

GREAT NECK, NEW YORK • CLEVELAND • NEW ORLEANS • BROOKLYN • LOS ANGELES • SAN FRANCISCO • SEATTLE
IN CANADA • SPERRY GYROSCOPE COMPANY OF CANADA LIMITED, MONTREAL, QUEBEC
Visit our booths C230 and C231, National Motor Boat Show, January 19-27.

NOTHING HOLDS LIKE SPERRY TOP-SIDERS

FOR STORMY WEATHER

FOUL WEATHER BOOT

New half-length over-the-shoe boot. Feather light, top snap adjustment. Black. Men's 6-12.

$9.95

KNEE LENGTH

Pilot worn over shoe. Lightweight, stowable, knee-strap adjustment. Black. Men's 5-13.

$12.50

KLINGTITE

—worn over sock. Rugged, stand-up top, cushion in-sole. Black. Men's 7-12. $13.50

$18.95 (extra-large higher)

WATERPROOF FOUL WEATHER SUIT

New safety suit for recreational boating—opens with a pull. Lightweight oil-resistant neoprene—every seam vulcanized water tight. Strong, fine woven cotton protective lining. Faded blue in x-small, small, medium, large, x-large.

FOR THE CASUAL SAILOR

$8.95

NEW! TOP-SIDER PUMP

New favorite fashion with real safety! Elasticized edge hugs low—permits even suntan. White, red, sand and blue. Women's narrow 5-10. Medium 4-9.

$19.95

LEATHER OXFORD

Soft hand-crafted, water resistant elk—so light it actually floats. Genuine steel shank. Men's 6-13, narrow or wide.

$8.95

LIGHT-BUOY*

New floating sole! Easy-on, easy-off slipon with firm arch support. Greatest grip ever. Navy. Men's 5-13. Women's 3-10.

*Sole Construction Patented

$8.95

COMMODORE OXFORD

Insulating cork heel and platform. Smart, but comfortable! Special shank gives firm support. White or navy duck, faded blue denim. Men's 5-13, Women's 3-10.

for your personal safety afloat and ashore

FOR THE ACTIVE SAILOR

$8.95

$7.95 Junior

CANVAS OXFORD

Amazing flexibility, double-deep heel cushioning. Loose-lined for breezy non-chafing comfort. White, navy. Men's 5-14. Women's 2½-10½. Junior 1-4½.

$8.95

RACQUET OXFORD

Sponge-cushioned arch. Reinforced at toe and sides for extra long wear. White. Men's 4-14.

$16.95

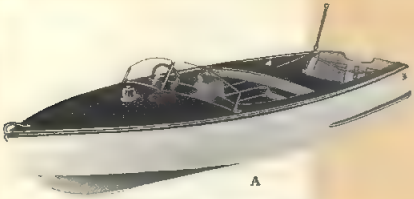
ELK MOCCASIN

Soft, water-resistant elk, hand sewn for "old shoe" comfort on ship or shore. Brown—narrow or wide. White—men's widths. Women's narrow. Men's 6-13, Women's 4-9.

At leading Marine, Sports, Shoe and Dept. Stores —write for dealer name.

SPERRY TOP-SIDER®

11 Main Street, Beacon Falls, Conn.



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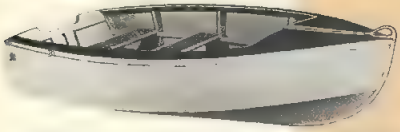

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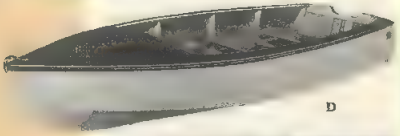
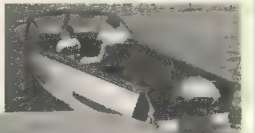
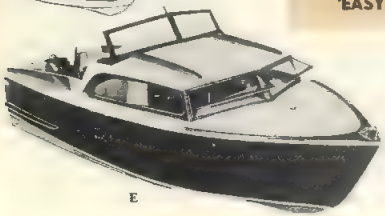


D

Build Your Own Boat

...with a TAFT 'EASY-DO' KIT





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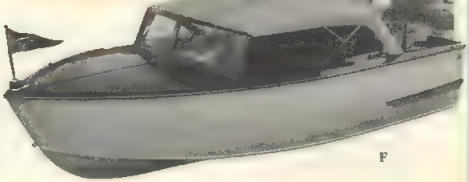


F

A. DELUXE 14' RUNABOUT BOAT KIT. Length 13' 6", width 56", depth 26" 3 seats, 56" forward deck All frame parts of select oak Transom is of ply-wood, oak reinforced Galvanized screws and glue are furnished. For motors from 3 to 25 HP Without windshield and accessories. Wt. 215 lbs.
G2030 A12750 Retail $155.00

B. 12' DELUXE RUNABOUT BOAT KIT. Length 11' 6", width 54", depth 26" Versatile conical bottom permits use of large range of power from 3 to 22 HP. Sturdy oak frame construction and 44" mahogany forward deck 14" center deck and spray rails Sides and bottoms are ¼" fir marine plywood ¾" fir plywood transom is oak reinforced. 2 seats. Without windshield and accessories Ship wt. 180 lbs.
G2026 A9550 Retail $115.00

12' STANDARD RUNABOUT BOAT KIT. — Same as above, but without center deck and spray rails Ship wt. 180 lbs.
G2027 A8750 Retail $106.00

C. 14' STANDARD RUNABOUT BOAT KIT . . . 44' Deck, 3 seats. Length 13' 6", width 56", depth 26". All frame parts of select oak. Transom is of plywood oak reinforced. Galvanized screws and glue are furnished. Mahogany decks. For motors from 3 to 25 HP Ship. wt 190 lbs.
G2032 A11850 Retail $142.00

14' DELUXE RUNABOUT BOAT KIT. — Same as above with Center Deck Ship wt. 195 lbs.
G2033 A11750 Retail $142.00

OPTIONAL EQUIPMENT AVAILABLE. — Please request catalog for complete details FOB Minn

D. 12' SPORT BOAT KIT. Length 11' 6", width 54", depth 26", 3 seats. Identical to 12' Runabout except for deck, seat arrangements and material used in frame Mahogany replaces oak in all rails and frames to reduce weight to 92 lbs. Motors up to 15 HP. may be used. 24" forward deck and 3 seats appeal to sportsmen who like to fish as well as speed. Wt. 154 lbs.
G2029 A6450 Retail $104.00

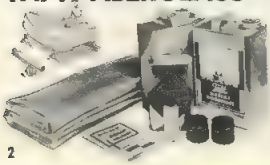
E. 18' OUTBOARD CRUISER BOAT KIT. Length 17' 3", width 7' 1", depth 42", freeboard 32", cabin headroom 55", cockpit length 93". Complete mahogany frame assembled and fitted ready for bolting together Sides and bottoms are ¾" five-ply, full length fir marine plywood Transom, partitions, and cabin sides are mahogany Decks plywood fiberglass covered, cabin top of molded fiberglass For single or dual motors 8 to 50 HP, speeds to 27 m p. h. Kits include all wooden parts, screws, glue, etc., except the head and gully enclosures, bunk lids and flying bridge. Ship wt 900 lbs.
G2028 A42875 Retail $545.00

F. NEW OFFSHORE 18' CRUISER KIT. Similar in dimensions and designs to G2028 Forward deck is 72" long, side deck 7" wide. Cockpit is 132" long, 67" wide, depth 37", Standard equipment one mahogany helmsmen's chair, two compartment seats at transom. For outboard motors 7-50 HP Ship. wt. 748 lbs.
G2567 A32950 Retail $399.00

OPTIONAL ACCESSORIES FOR G2567 18' CRUISER KIT.

G2568 A4475	Windshield	Retail $53.00
G2569 A5495	Tan Top	Retail $67.50
G2570 A1995	Side Curtains	Retail $24.50

TAFT FIBERGLASS COVERING KITS... for new and old boats



Kits are furnished with clear resin when painting is desired, however, color may be added to the clear resin and the painting omitted. Painting over clear resin is recommended where a fine finish is desired Order colors listed below. COMPLETE INSTRUCTIONS ARE INCLUDED . . . The only tools required are a 3" paint brush and a pair of scissors.

12' BOAT COVERING KIT . . . Includes 2 gallons of resin, 8 vials of hardener, 10 yds. of 44" chrome cloth, and 1 qt. of solvent Wt. 31 lbs.
G2034 A2575 Retail $33.00

14' BOAT COVERING KIT . . . Includes 2½ gallons of resin, 10 vials of hardener, 11½ yds. of 44" chrome cloth, and 1 qt. of solvent Wt. 32 lbs.
[redacted] Retail $39.50

RESIN COLORING FOR BOATS . . . Red, White, Blue Green, O. D. (Please specify color when ordering.) 2 oz. jar . . . (use 1 jar per gal. of resin)
G2036-2A145 Retail $1.95

THREE POPULAR FIBERGLASS FISHING BOATS...

FIBERGLASS BOATS

12' ROAMER
14' TRAVELER
16' LAKEMASTER

Experienced Boat Makers...
Quality
Safety
Performance
Engineering
Appearance

This boat line has everything desired in a fishing boat. An attractive boat, built by experienced boat craftsmen. A fine family boat for cottage-dweller and resort owner. Excellent in performance, quality and construction. Improved and Tested! Keel and hull all one piece, heavy aluminum keel moulded to hull. No screws below water line Transom supports motor, not the fiberglas frame of stern. Transom is anchored to frame of boat, 15½" transom inset. Fiberglass eliminates maintenance, painting, deterioration, etc. Stronger, no leakage, weathering, non-absorbant, quiet and non-metallic. Styro-foam under each seat for safety. Color: Aqua Green. All boats have oar locks, can't slip motor plate, aluminum gunwales, splash rail and bow plate. See Specification Chart below

Number	Name	Lgth	Max HP	Beam	Depth amid	Trans	Seats	Ship wt	Load Cap	Crate Chg	Retail
G2614 A20500	Roamer	12'	1.	52"	21"	18½"	3	138	485	7 50	$249.50
G2615 A23250	Traveler	14'	18	54"	21½"	18½'	3	196	585	7 50	$284.50
G2616 A25500	Lakemaster	16'	25	60"	23"	21"	4	225	850	8 50	$319.50

FOB Minnesota

SLEEK FAST FIBERGLASS ARISTOCRATS...

15' ARISTOCRAT DELUXE. Safe, fast and very attractive, especially when fully equipped with the deluxe accessories The hull is built with the full flared "V" type bow, for speed and strength. Handles any size outboard with complete freedom and safety Ideal family boat, speedy as they come, light to handle, a wonderful boat for fishing pleasure, riding, water skiing or aquaplane towing SPECIFICATIONS 15' length, Max HP 50, Width amid 61", width trans 58", Depth bow 33", depth amid 24½", trans depth 21" Full width walk thru front seat. 60" deck Load cap 800 lbs Fully equipped Includes factory installed hardware set consisting of 1 pr stern handles 1 pr 4" cleats, 1 pr. chocks, bow handle, 1 bow light Steering wheel with rigging, includes 8 pulleys and tiller rope guides, springs, straps, 35 to 40 ft. of tiller rope and steering wheel Motor remote control mounting block, 15" windshield fitted, but crated inside boat Ship. wt. 368 lbs

Crating charge $8.50 extra FOB Minn

G2613 A49300 Fully Equipped Retail $576.25

15' ARISTOCRAT (Standard). Not fully equipped, but optional equipment can be purchased and added according to choice Ship wt. 348 lbs. FOB Minn

G2607 A39950 Retail $450.00

OPTIONAL EQUIPMENT.

15" HEIGHT WINDSHIELD.

G2608 A3300 Retail $44.00

HARDWARE SET. Includes 1 pr stern handles 1 pr. 4" cleats, 1 pr chocks, 1 bow handle, bow light. Ship wt. 6 lbs

G2609 A1750 – Retail $22.50

STEERING WHEEL SET. Complete with riggings, pulleys rope guides, springs, straps, and tiller rope Ship wt. 17 lbs.

G2610 A3450 Retail $45.50

REMOTE CONTROL MOUNTING BLOCK.

G2611 A375 Ship wt. 2 lbs. Retail $4.75

STERN LIGHT ONLY. Ship wt. 2½ lbs.

G2612 A775 Retail $9.50

Sports presents...

Sportglas

FIBERGLASS BOATS

...THE BOATS OF TOMORROW TODAY!

Fiberglass has revolutionized the boat industry. Here's tomorrow's boat today! Fabulous fiberglass gives you a one-piece moided shell, stronger than any other material per weight. Never leaks, never needs painting or upkeep, will not absorb moisture ... will not rust or corode. These qualities plus beautiful design, workmanship, mahogany and aluminum trim make Sportglas the finest boat on the market today!

Aristocrat RUNABOUTS

CHOOSE A LEADER FOR '57

19' CLEARWATER

BOTH THE 16-FOOT AMERICANA AND THE 19-FOOT CLEARWATER CLOSE IN COMPLETELY FOR OVERNITE CRUISES — SLEEP FOUR — HAVE TOILET — SPEEDS OVER 30 MPH — BEAUTIFUL TU-TONE FINISHES

Visit our booths, 959-960-961 at Chicago National Boat Show, February 8th thru 17th.

Stamas
BOAT WORKS
Tarpon Springs, Fla.

WRITE DEPT. M FOR LITERATURE & NEAREST DEALER

RED WING HAS NEW METEOR 100

A new six-cylinder gasoline engine, the Meteor "100", will be introduced into the Red Wing line, and a number of new features have been added to the tried and true D4-45 and D6-100 of the Red Wing diesel series.

The new Meteor "100" will enable small boat owners to utilize six-cylinder power Light and compact, the new engine offers rugged performance and stamina. It has a bore and stroke of 3-7/16" x 4-1/8" and 230-inch piston displacement. The Meteor "100" also offers such standard Red Wing features as fully enclosed flywheel, long-life manifold with ¼" water jackets, full pressure lubrication to all working parts, and a seven main bearing crankshaft for extra durability and long service.

The Meteor "110" now offers 115 hp, the "150" is increased to 160 hp, and the "60" is rated at 65, all without additional engine weight.

The Meteor line also includes the 4-cylinder "20" and "65" and six-cylinder models of 115 and 160 hp

A new specially designed spherical combustion chamber which minimizes exhaust smoke will feature the Red Wing diesel D4-45 and D6-100.

Full information may be had from Red Wing Marine Corporation, Red Wing, Minn.

WIDE RANGE OF MARINE DIESELS

Lister-Blackstone's range of propulsion and auxiliary marine diesel engines runs from 3 to 600 hp. The maximum speed of these engines up to 77 hp is 1800 rpm, and above this horsepower it is 750 rpm.

The Freedom Range of water-cooled marine diesel engines develops 9 hp per cylinder. These engines are manufactured in sizes from 1 to 6 cylinders and incorporate many outstanding features. They are fitted with the dual combustion chamber which allows them to be started easily by hand. Also the cylinder liners are chrome hardened in order to produce the most effective wear-resisting surface yet discovered.

On show for the first time is the Lister LDM-1G single cylinder and LDM-2G twin cylinder propulsion air-cooled diesel engines. These are rated at 3½ hp and 7 hp, respectively, at 1800 rpm. They are compact in design, light in weight, and economical in operation

They also show for the first time the Rootes-Lister TSM-3 diesel engine. This is a 3 cylinder direct injection, horizontally opposed piston, water-cooled, two stroke diesel engine with a blower assisted scavenge system. It is rated at 77 hp at 1800 rpm.

Lister engines are handled by Lister-Blackstone, Inc., 42-32 21st St., Long Island City, N. Y

Sterling-Trimmed Crystal in "Wild Duck" Pattern

Beautiful, streamlined Crystal, hand-decorated in Sterling Silver, kiln-fired for lifetime wear. Rhodium-treated for tarnish prevention. Sterling bands protect edges of glasses and pitcher from chipping

"Wild Duck" Cocktail Shaker
57368665—Generous 1 quart capacity. Bright Chrome-plated cover with spout. Mfr's. Sugg. Retail $10.95

"Wild Duck" Martini Pitcher
57378400 Well-proportioned Full 24 oz. capacity Mfr's. Sugg. Retail $6.95

Chip-Resistant Edges

"Wild Duck" Glasses
(Sold as packed, in sets of four, only)

Cat. No.	Article	Capacity	Mfr's. Sugg. Retail
57385500	Set of 4. Cocktail	3½ oz.	$8.32
57395500	Set of 4. Old Fashion	9 oz.	$8.32
57405500	Set of 4. Highball	14 oz.	$8.32

Exquisite "Moss Rose" China with Delicate Sterling Silver Trim

This lovely blend of *ROSENTHAL Imported China* with *Sterling Silver* recalls the rich charm of old world art treasures. The delicate "Moss Rose" pattern in soft shades of Rose Red, and Green contrasts beautifully with the translucent Ivory China background all complemented by the gleaming Sterling trim. bases and rims have simple, embossed borders Sterling tops and flat serving pieces are in plain or harmonizing design, the Salad Servers are Mahogany with harmonizing Sterling handles Each item is packed in an attractive gift box for presentation to the bride or veteran hostess.

(A) **5610S833—"Moss Rose" Salt and Pepper Shakers, pr.** Simple, graceful lines. Sterling screw-type caps and bases. Ht. 5". **Sugg. Retail $12.50 Pair**

(B) **5609S1667—"Moss Rose" Cake Plate.** Smooth surface plate 12" in diameter—large enough for party-size cakes. **Sugg. Retail $25.00**

(D) **5615S667—"Moss Rose" 3 Pc Smoker's Set.** Dainty cigarette urn 3" high and 2 ash trays 4¼" in diameter. **Sugg. Retail $10.00**

(E) **5611S833—"Moss Rose" Candy or Nut Dish.** Beautiful covered candy or nut dish with Sterling knob on cover and Sterling base Dia. 5", ht. overall 4" **Sugg. Retail $12.50**

(F) **5613S2067—"Moss Rose" 3 Pc. Salad Set.** Large bowl, 9½" in diameter Mahogany and Sterling fork and spoon **Sugg. Retail $31.00**

(G) **5619S1135—"Moss Rose" Marmalade or Mustard Jar.** Well shaped condiment jar with Sterling base, cover, and spoon Ht. with cover 5½", dia. 4". **Sugg. Retail $17.00**

(H) **5616S733—"Moss Rose" Coaster Set** Four coasters stack for storage. Will double as ash trays. Diameter 4½". **Sugg. Retail $11.00**

(J) **5614S633—"Moss Rose" Cheese Set** Attractive plate ½" in diameter Harmonizing Sterling server **Sugg Retail $9.50**

(K) **5629S300—"Moss Rose" Utility Plate.** A useful dish for many purposes—for snacks, for bread and butter plates, for desserts, or even as larger ash trays. 5" diameter. Individually gift boxed. **Sugg. Retail $4.50**

(L) **5612S633—"Moss Rose" Lemon Set.** Translucent 5½" plate with slender, harmonizing fork **Sugg. Retail $9.50**

STERLING SILVER HOLLOW-WARE

Amston

Sterling Silver 925/1000 fine is combined with delicate crystal glass in this nationally advertised Amston hollowware For those who seek ideal serving accessories

(A) 5636S515—Lemon and Relish Set Four fine pieces include crystal relish dish and lemon dish with rims in "Floral" pattern Dia. 4½" each "Shield" pattern lemon fork and relish server each 4½" long Gift Boxed **Mfr's. Suggested Retail $9.75**

(B) 5637S456—Console Sticks, Pr. Sterling in beautiful "Athene" pattern Weighted bases 3⅝" dia Ht 3" **Mfr's. Suggested Retail $7.75, Pr.**

(C) 5638S426—Mayonnaise Set. Crystal bowl with graceful Swan handle. Mounted on Sterling base Dia. 4½"; Sterling Silver ladle, length 5". **Mfr's. Suggested Retail $7.25**

(D) 5644S588—Consol-Relish Combination. "Athene" Sterling Silver Console stick with removable four-compartment relish dish in dainty floral cut design Weighted base. Overall ht 4⅝" Diameter of top 8½" **Mfr's. Suggested Retail $10.00**

(E) 5639S162—Cigarette Lighter Smartly styled Sterling Silver and crystal lighter adds attractiveness and convenience to your dinner table. Ht 2½" **Mfr's. Suggested Retail $2.75**

(F) 5640S162—Cigarette Urn. Practical and ornamental this Sterling Silver and crystal cigarette urn is a lovely gift Height 3½" **Mfr's Suggested Retail $2.75**

(G) 5641S441—Coaster Set Six Sterling Silver and crystal coasters most completely Use them as coasters, ash trays, tea or dishes in trimmer or lemmer trays Dia. 3⅞" **Mfr's. Suggested Retail $7.50**

(H) 5621S647—Consol-Compote, Pair. Combination Sterling console stick and crystal compote top Base unscrews from glass top and can be used alone as a console stick Popular "Athene" pattern Overall ht 9½" Dia of compote 6". Dia of base 3¼". Weighted base **Mfr's. Suggested Retail $11.00**

(K) 5606S617—Pepper Mill. Pepper retains freshness and good flavor longer when it is ground as needed Sterling Silver with fine imported mechanism Ht 3¾". **Mfr's. Suggested Retail $10.50**

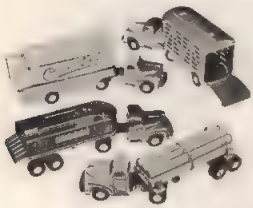
(L) 5642S250—Mustard Set Fine hand cut crystal glass jar with Sterling Silver cover and spoon will add much to your table setting Ht 3¾". Length of spoon, 4". **Mfr's. Suggested Retail $4.25**

(M) 5323S426—Jam Jar Set. A welcome addition to any homemaker's possessions. Beautiful hand cut crystal jar with Sterling cover and spoon Ht. 5½", Dia. 3", Length of spoon, 5⅝" **Mfr's Suggested Retail $7.25**

(N) 5643S647—3-Piece Snack Set. Beautiful "Athene" pattern in three handy articles for the home. Utility knife and cheese server have Stainless Steel blades with Sterling Silver handles. Utility knife length 8⅝", server 6½". Graceful Large Serving Fork of Sterling, length 8½" Gift Box. **Mfr's. Suggested Retail $11.00**

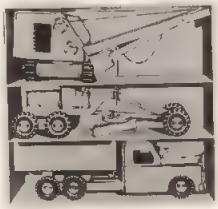
Prices Do Not Include 10% Federal Excise Tax

STURDY TRUCKS FOR MAKE-BELIEVE HAULING



HEAVY DUTY TRUCK & TRAILER ASSORTMENT—1 Livestock Van with ramp and folding loading support, 1 Moving Van with rear door action; 1 Log Hauler with 8 logs and wrap-around chain and 1 Grain Hauler with 8 heavy-duty wheels Each with friction Cab.

2T68X530 (Sh. wt. 6 lbs.) . **List $7.95**



STRUCTO 3-PIECE ROAD BUILDING ASSORTMENT—A set of all-steel equipment . 18" Road Grader with blade that rotates, raises, lowers, tilts; 20" Dump Truck raises, unloads automatically; and a 26½" Steam Shovel with revolving cab, 'working' shovel and boom.

2T70X660 (Sh. wt. 14 lbs.) ... **$9.95**

11-PIECE TRAILER & TRUCK ASSORTMENT—3 friction Cabs; 5" Van Trailer, 5" Livestock Trailer both with rear ramps; 5" Lumber Trailer with logs, chains; 5" Dump Truck with action body; 6½" Auto Carrier with 2 cars; 5" Power Shovel with action boom, bucket.

2T67X330 (Sh. wt. 2½ lbs.) **List $4.98**

27' Long

25"x16¾"x10¼"

25½" Long Overall

BUDDY "L" ARMY TRANSPORT W/SHOOTING HOWITZER FIELD PIECE—Big, sturdy . . . tows accurate shooting Howitzer with harmless 'ammunition' pellets, supplied. All-heavy gauge steel thruout, heavy-duty tires and removable tarpaulin cover. 27" long, 8¾" high.

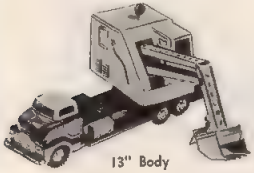
2T69X365 (Sh. wt. 7 lbs.) **List $5.50**

ACTION-PACKED METAL SERVICE STATION — Elevator raises car to rooftop; 2 Gas Pumps hold water to fill cars; movable Grease Rack; Auto Laundry that actually washes cars and two realistic Cars. Authentically lithographed thruout. Size: 25"x16¾"x10¼"

2T71X330 (Sh. wt. 7 lbs.) **List $4.98**

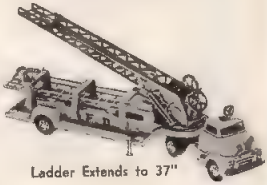
P·I·E EXPRESS WITH 2 TRAILERS & CAB — A husky "king of the highways" . . . with 6½" friction Cab pulling two detachable 9½" Trailers. Both have side and rear door action. Trailers in a realistic, glistening silver color. Sturdy steel, baked enamel finish

2T66X330 (Sh. wt. 3 lbs.) . **List $4.98**



13" Body

18½" Long



Ladder Extends to 37"

AUTOMATIC POWER DIGGER—Here's action-filled, realistic performance! Power shovel bucket opens as boom lowers, cab makes a complete circle. 13" Truck body operates on long-running friction motor. Rust-proof baked-on enamel finish. Sh. wt. 2½ lbs.

2T65X265 .. .. **List $3.98**

DELUXE TRANSPORT WITH FOUR CARS —For the active "young car dealer" . . . Transport Cab, 2 Sedans, 2 Station Wagons, all powered by long-running friction motors. Includes: drop tail gate, rear pull-out ramp, siren. Baked-on enamel finish. Sh. wt. 2½ lbs

2T64X265 ... ... **List $3.98**

DELUXE FIRE ENGINE W/EXTENSION LADDER — Heavy steel extension ladder extends to 37" and makes a 360° pivot. Includes friction detachable Cab with light, 16" auxiliary ladder, driver's rear seat, authentic Fire Department markings. Baked-on enamel finish

2T63X398 (Sh. wt. 3 lbs.) . **List $5.95**

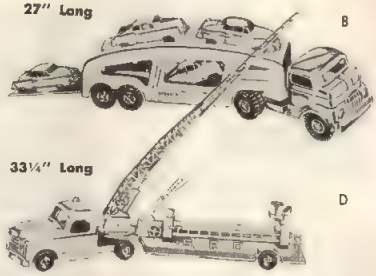
STRUCTO — DOEPKE — NYLINT HEAVY DUTY TRUCKS

18" Long

A

21" Long C

27" Long B



33¼" Long D

(A) DOEPKE AMERICAN-LA-FRANCE PUMPER—Works like a real one! Rubber hose unreels, connects to pump-operated tank shoots stream of water high in air. Scaling ladders, fire extinguishers, bell, *steering* wheel Red enamel
2T158X1063 (Sh. wt. 8 lbs.) **List $15.95**

(B) STRUCTO DELUXE 27" AUTO TRANSPORT WITH 4 CARS — 6 toys in one! Transport has chrome plated aluminum cab, heavy-gauge steel trailer, ramp extended at rear and 4 die-cast metal Sedans 10 rubber tires Sh. wt. 6 lbs.
2T15X395 **List $5.95**

(C) STRUCTO HYDRAULIC-LIFT 21" DUMP TRUCK—Body raises, dumps load automatically by means of a real HYDRAULIC cylinder, dumping action slow. Hydraulic liquid non-toxic
2T13X395 (Sh. wt 7 lbs.) **List $5.95**

(D) STRUCTO HYDRAULICALLY-OPERATED HOOK AND LADDER TRUCK—With Siren and Flashing Signal Light Extension Ladder extends to 34", swivels completely around. Movable tiller seat, auxiliary ladders Holds 2 batteries (not included). Sh. wt. 10½ lbs.
2T61X1060 **List $15.95**
2R34X10 Batteries **List 0.15**

SCALED TO SIZE FOR YOUNG OPERATORS . . .

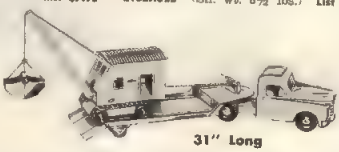
21⅝" Long

STRUCTO DELUXE CATTLE TRANSPORT — Complete with 10 hand-painted metal Animals. Front half of transport separated by gate for hauling cattle, while rear half is double-decked for smaller stock. Chrome-plated aluminum cab, heavy-gauge steel trailer 30⅞" long
2T12X525 (Sh. wt. 8 lbs.). **List $7.95**

STRUCTO READY-MIX CONCRETE TRUCK — Fun and action . . . mixer is geared to axle, rotates as truck moves and makes 'mixing' noise, raises by crank for loading and unloading. Simulated storage tank and "Diesel" motor, 10 rubber wheels, chrome-plated hub caps.
2T60X525 (Sh. wt. 9½ lbs.) **List $7.95**

NY-LINT 19" SPEED SWING — A *working* scale model of one of the most versatile of modern machines. Bucket can be raised and lowered, swung to any position, and tripped to dump Broad, sturdy chassis has steerable wheels. All-steel, 3¾" rubber tires Ht. 11¼"
2T62X525 (Sh. wt. 8½ lbs.) **List $7.95**

21" Long



31" Long

STRUCTO TRANSPORT TRUCK — An accurate scale-model featuring heavy-gauge steel construction, built to last a childtime of play! 2 retractable rubber dolly wheels, floating tandems, all-rubber wheels with chrome-plated hub caps and assorted "play" cartons for loading
2T59X265 (Sh. wt. 6 lbs.) . . . . **List $3.98**

STRUCTO CLAM BUCKET & MACHINERY-HAULING TRUCK—Actually two toys in one! Double cranks raise, lower, open and close clam bucket and cab revolves. Trailer Truck has hinged loading ramp, crank operated steel chain winch, 5 wheels, and coupler connecting tractor to trailer
2T58X525 (Sh wt 9 lbs.) **List $7.95**

SCALE MODEL ACTION TRUCKS

28 PAGES OF PROFIT!

*906 Guided Missile Launcher

*266 Hydraulically Operated Hook and Ladder Truck

*106 Power Shovel

*27½ Roll-Mix Concrete Truck

CONTAINS BEAUTIFUL, FULL COLOR REPRODUCTIONS OF ALL STRUCTO TOYS. YOURS FOR THE ASKING.

Lets You Make Many Extra Sales

Yes, if you have a Structo catalog on hand, you can make many extra sales. Glamorized photography in full realistic color shows off the better quality, finer finish of all Structo items. Mail in the coupon.

Send for this FREE Catalog

Full color catalog showing all the latest line, including sets. Complete details, dimensions and packing information.

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Freeport, Illinois

☐ Send catalog.
☐ Have your representative contact me.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS • DISPLAY ROOMS: NEW YORK, Rm. 1003, 200 Fifth Ave.; CHICAGO, Rm. 1442 Merchandise Mart; LOS ANGELES, 2320 W. Third St.; DENVER, 1657 Pennsylvania St.; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

Fleet Sales are Sweet Sales

You Sell Three Toys When You Sell One Set!

[redacted] sets build sales! The 5 piece STRUCTO No. 510 Highway Builder Set features 3 best-selling realistic miniature reproductions of actual highway maintenance and road building equipment. Set includes one each of Power Shovel, Dump Truck and Deluxe Road Grader, plus two road barriers. All trucks are of heavy steel construction, built to last a child-time. Structo Sets sell fast at a profitable price. Take the step towards bigger profits by getting and featuring the complete line of quality-built Structo Toys in your store.

No. 271 Ready-Mix Concrete Truck

No. 906 U.S.A. Guided Missile Launcher Truck

No. 270 Mobile Communications Center

"LIVE-ACTION"
STRUCTO
TOYS

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Toronto, Canada, Foot of Federal St.

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YEARS AHEAD IN SAFETY

Sumnercraft

Guaranteed

Incomparable SAFETY in 1957 Sumnercraft

ONLY SUMNERCRAFT IS GUARANTEED LEAKPROOF • CRASH RESISTANT • NON-SINKING — BY THE STRONGEST WRITTEN WARRANTY EVER OFFERED TO THE BOATING PUBLIC!

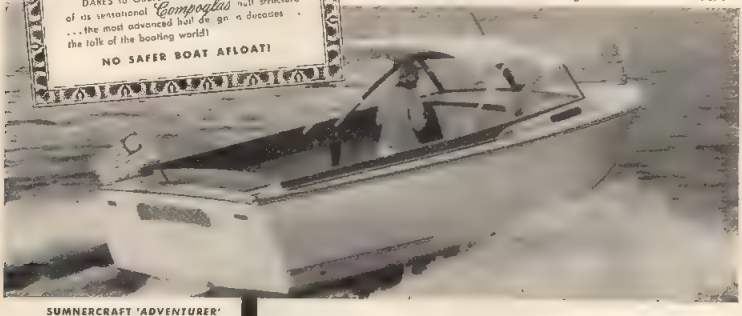
ONLY SUMNERCRAFT . . . designed for Years Ahead Safety and a lifetime of boating pleasure DARES to Guarantee the safety performance of its sensational *Compoglas* hull structure . . . the most advanced hull design in decades . . . the talk of the boating world!

NO SAFER BOAT AFLOAT!

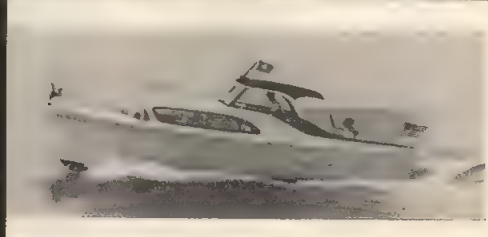
Only SUMNERCRAFT 1957 . . . featuring the exclusive *Compoglas* hull protects your boat investment. Be Years Ahead in safety, performance and value.

OWN A SUMNERCRAFT 1957 . . .

designed to be NEW in 1967!



SUMNERCRAFT 'ADVENTURER'
23' Cabin Skiff . It's NEW—fast, sturdy, safe. Sleeps 2. Complete with Galley and CG equipment
Priced from $4790 with 115 H.P



SUMNERCRAFT 'EL PRESIDENTE'
33' Cabin Cruiser Pride of the Sumnercraft Fleet Long, luxurious—safe and smooth cruising by design! Sleeps 6.
Priced from $19,500

FREE! WRITE FOR COLORFUL BROCHURE ILLUSTRATING AND DESCRIBING THE COMPLETE SUMNERCRAFT FLEET FOR 1957

SUMNERCRAFT 'CRUSADER'
New 28' Cabin Cruiser. Cruising luxury at a modest price. Sleeps 4.
Priced from $7490

SUMNER BOAT CO. INC.

SKIFFS • CABIN SKIFFS • STOCK CRUISERS • CUSTOM CRUISERS

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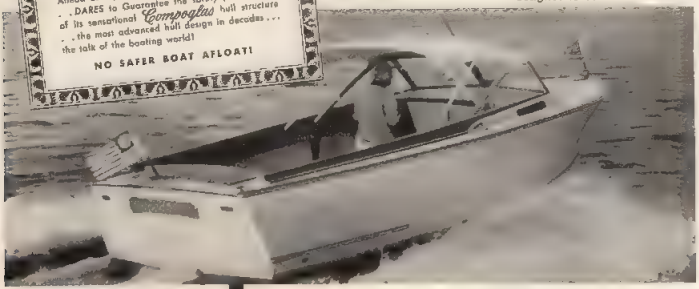

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Priced from $4790 with 115 H.P

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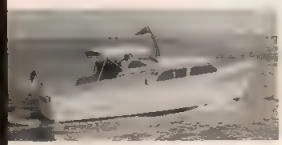

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Priced from $7490

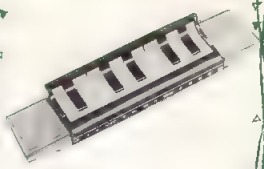
SUMNER BOAT CO. INC.

SKIFFS • CABIN SKIFFS • STOCK CRUISERS • CUSTOM CRUISERS

334 SOUTH BAYVIEW AVENUE, AMITYVILLE, N. Y.

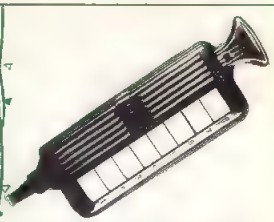
TG690 COWBOY BAND

- Roy Rogers Cowboy Band Harmonica
- Smartly designed, 10 hole instrument
- 20 precision tuned solid brass reeds
- Engraved metal covers add resonance
- Individually packed in attractive box
- With Roy Rogers' picture and autograph
- Fact. #350-R 79¢



TG695 PIANO HARMONICA

- Distinctively styled harmonica
- Designed to resemble piano keyboard
- Twenty-six perfect tuned reeds
- Plays full range of musical scale
- Measures 10" long, 2 1/8" wide
- Complete with song book and case
- Fact. #360 98¢



TG699 BLOW ACCORDION

- Piano-key blow accordion for all ages
- With eight ivory-like piano keys
- Sixteen precision plastic reeds
- 2 full scales, chord & single notes
- 9" x 2 3/4" x 1 3/4". Instructions
- Individually packed in blister bag
- Fact. #820P 98¢

DOLL STANDS

- Gives dolls extra selling appeal
- All metal construction, nickel plated
- Fully adjustable. For store use only

TH10 9"-14" DOLL STAND
TH11 12"-20" DOLL STAND
TH12 16"-28" DOLL STAND

TH114 9" BOY DOLL

- Attractive 9 inch latex boy doll
- Vinyl head molded with boy's features
- Cotton stuffed with glassine eyes
- Has a crying voice when squeezed
- Dressed in printed cotton sunsuit
- Trimmed with binding and buttons
- Fact. #86 95¢

TH117 9" GIRL DOLL

- An attractive 9 inch latex girl doll
- Vinyl head molded with girl's features
- Cotton stuffed with glassine eyes
- Has a crying voice when squeezed
- Dressed in printed cotton sunsuit
- Trimmed with binding and buttons
- Fact. #85 95¢

TH125 TOD-L-TOT

- A flesh colored, 10", Tod-L-Doll
- Entirely molded of vinyl in one piece
- Wears a diaper and has nursing bottle
- She drinks & wets. Has squeeze voice
- Stationary eyes are securely fastened
- In transparent bag with colorful tag
- Fact. #14033 $1.19

TH132 SO-WEE

- "So-Wee" - the tiniest, jointed, doll
- Flesh colored and only 10 inches tall
- She drinks, wets, cries when squeezed
- The head, arms and legs are turnable
- She's dressed in a bright diaper
- And has her own bottle to drink from
- Fact. #10040 $1.95

TH145 SUNNY TEARS

- 13 1/2" all vinyl, molded hair doll
- Washable. Moveable head, arms & legs
- Sleeping eyes & lashes, crying voice
- When she drinks she wets her diaper
- Tears will flow when patted on back
- Dressed in shirt, diaper, bib & bottle
- Fact. #10070 $4.95

TH150 13" SUNNY TEARS

- Rooted poodle style hair, vinyl doll
- Washable, Moveable head, arms & legs
- She drinks, wets, sleeps and cries
- Dressed in shirt, diaper and bib
- Dress, panties, booties, bottle, soap
- Sponge, cloth, bubble pipe, in layette
- Fact. #10072 $7.95

TH156 18" SUNNY TEARS.

- Beautiful, all vinyl, molded hair doll
- Moveable head, arms & legs. Washable
- She drinks, wets, sleeps and cries
- Wears shirt, diaper & monogrammed bib
- Included in layette:dress, panties
- Booties, wiping bib & nursing bottle
- Fact. #10076 $7.95

TH161 18" SUNNY TEARS

- Big 18" vinyl doll with rooted hair
- Jointed head, arms & legs are moveable
- Completely washable with cooing voice
- She sleeps, drinks & wets her diaper
- Dressed in shirt, diaper & wears bib
- Gift packaged with dress-up layette
- Fact. #10077 $9.95

TH215 PLAY-MATE DOLLS

- Vinga's 8 inch playmate series dolls
- Dynel hair can be shampooed, combed
- Molded of plastic with bending knees
- Moveable arms, legs, eyes and head
- Dressed in assorted styles and colors
- Packed assorted dolls in a carton
- Fact. #P-801-836 $1.98

TH220 DELUXE PLAY-MATES

- 8 inch deluxe Playmate series dolls
- Dynel hair can be shampooed & combed
- Molded of plastic with bending knees
- Moveable arms, legs, eyes and head
- Dressed in assorted styles & colors
- Dolls are assorted in each carton
- Fact. #P851-888 $2.98

TH225 PLAYMATE CLOTHES

- "Use to make many dolls out of one"
- All ensembles with matching accessories
- Each set in cello-wrapped window box
- Clothes fit all 8" play-mate dolls
- Asst costumes & dresses per carton
- Fact. #C801-836 95¢

TH235 11" GIRL DOLL

- Smartly dressed, hard vinyl girl doll
- Moveable legs, arms and swivel waist
- With realistic moving eyes and lashes
- Washable rooted hair, assorted styles
- Dressed in assorted styled outfits
- Fact. #1615-11 $3.95

TH252 BRIDE & TRUNK SET

- 11" hard vinyl girl doll in trunk
- Moveable arms, legs and swivel waist
- With realistic moving eyes and lashes
- Washable rooted hair, assorted styles
- With outfits for different occasions
- Includes toy dresser set & make up
- Fact. #2100/119 $6.98

BABY'S SQUEEZE TOYS

COAST-TO-COAST STORES

TJ860 TUB TOYS

- Assorted vinyl plastic floating toys
- Decorated with safe, harmless colors
- Doused they squak, whistle or gurgle
- Includes: Cleo, Donald & Dippy duck
- Enjoyment for bath, nursery & pool
- Packaged in a handy polyethylene bag
- Fact. #14105 98¢

TJ870 CORKY THE PUP

- "Corky" the playful rubber toy pup
- Flexible, high gloss urethane coating
- Makes the colors safe and washable
- Sterilize by dipping in boiling water
- A durable and harmless toy for Baby
- Packed in a colorful display box
- Fact. #R-40 98¢

TJ877 "DRAKY" THE DUCK

- A colorful designed latex rubber toy
- Protected by the new urethane coating
- Gives a flexible high gloss finish
- Cover whistle & see his hat pop up
- Sterilize by dipping in boiling water
- Packed in a colorful display box
- Fact. #R-38 98¢

TJ881 "BANTY" THE ROOSTER

- "Banty" the proud rubber toy rooster
- Protected by the new urethane coating
- Gives a flexible high gloss finish
- Makes rubber toys truly colorfast
- Sterilize by dipping in boiling water
- Packed in a colorful display box
- Fact. #R-39 98¢

TJ884 THE RUNAWAY

- Wonderful image of child, just spanked
- Leaving home with his favorite toy
- Made of the finest soft vinyl plastic
- 11 inches tall & permanently scented
- Each packed in transparent container
- Fact. #S-81 $1.89

TJ889 SANDY 'N' ANDY

- The attractive rubber toy dolls
- With a flexible, high gloss coating
- Brilliant, fast colors are washable
- Sterilize by dipping in boiling water
- Each measure 8 7/8 x 8 x 3 inches
- Packed in poly. bag with colorful tag
- Fact. #R-50 $1.95 Pair

TJ893 CHUNKY & FRIEND

- Pert little girl and frisky lambkin
- Made of fully molded vinyl plastic
- Decorated with safe, washable colors
- Have an appealing voice when squeezed
- Hours of fun for the "Tiny Tots"
- Packaged in a window display box
- Fact. #14070 $1.95

TJ901 BUNNY RATTLE

- A dainty little rattle and teether
- Assorted colors of non-toxic plastic
- Sterilize by dipping in boiling water
- Safe, with no rough or sharp edges
- Provides many hours of entertainment
- 8 inches overall, in a clear poly. bag
- Fact. #4 39¢

TJ353 HOUND DOG

- 24" sturdily constructed hound dog
- Made of quality high pile rayon plush
- Softly stuffed with new cotton
- Beige color with squeal inside body
- With securely fastened safety eyes
- Dressed up with bow around his neck
- Fact. #1578 $4.95

TJ358 TV DOG

- 23" floppy dog is a huggable companion
- Also a comfortable seat for television
- Made of fine quality, silky rayon plush
- Combined with colorful plaid flannel
- Coy sleeping eyes, sewed in tongue
- Dressed up with a bow around his neck
- Fact. #406 $4.95

TJ363 ALGY BEAR

- A loveable Algy Bear, 16 inches tall
- Has a soft "Real-As-Life" Vinyl Face
- In sleeping position with moving eyes
- "Algy" is covered with pastel plush
- The body is completely softly stuffed
- A gay ribbon bow tied around his neck
- Fact. #7152 $4.95

TJ390 MUSICAL BABY

- Cuddly stuffed 14 inch musical baby
- Made of fine quality bright plush
- Sweet, sleepy handpainted vinyl face
- Vinyl hands, foam rubber stuffed
- Contains a wind up Swiss music box
- "I am a musical toy" printed on ribbon
- Fact. #1302/14 $5.98

TJ395 LEONY LION

- 12" beautifully designed sitting lion
- Smiling expression on his vinyl face
- Made of a combination of bright plush
- With extremely long pile lion's mane
- Sprayed with different shades of brown
- Cotton stuffed. With a growler voice
- Fact. #793/12 $5.98

TJ400 MONKEY

- 21 inch monkey, silky soft rayon plush
- Cheerful vinyl face, big floppy ears
- Realistic hands are molded of vinyl
- Wire in hands permits bending fingers
- Hangs by hands from rod or projection
- 24 inch arm reach, white vinyl shoes
- Fact. #650 $5.98

TJ405 COLLIE

- 29" beautifully detailed Collie dog
- Made of fine quality rayon plush
- Realistic vinyl face and lens eyes
- Collie color adds to "real fur" look
- With red plastic collar on his neck
- Loveable companion for girls or boys
- Fact. #280 $5.98

TJ843 HAPPY CHAPPY

- The smiling "Little Boy" squeeze toy
- Made of safe, durable vinyl plastic
- Has a concealed whistle at the base
- Gaily colored with harmless paints
- Gift boxed in "Clear-View" container
- Fact. #S-18 95¢

TJ847 BUSY BODY

- Busy body is shaped like "Little Girl"
- With bath towel & telephone in hand
- Made of safe, durable vinyl plastic
- With a concealed whistle at the base
- Each in decorated "Clear View" tube
- Fact. #S-19 95¢

SUNNY TEARS' unique tear mechanism* is an original and exclusive Sun development of simple design — no working parts — nothing to fail!

SUN *Introduces...*

sunny tears

Cries big sparkling tears **naturally**, right from her beautiful eyes, just like a real baby!

COMMENDED BY THE PARENTS' MAGAZINE

. . . cries happy tears naturally!

So, *naturally* millions of "Little Mothers" clamor for this latest Sun Doll Creation!

Build your 1957 doll promotion plans around SUNNY TEARS! Compare her, feature for feature, with other dolls and you'll agree she has more customer appeal, more wholesome beauty, greater play value!

She comes in the right sizes at the right prices! Nationally advertised to spark that extra store traffic you need to build a larger, more profitable toy department!

Write for new Sun Doll Catalog, and ask your Sun representative to show you SUNNY TEARS today — seeing is believing!

SUNNY TEARS is available with both molded hair and beautiful, rooted Saran hair to wash, brush and comb.

SUN

THE SUN RUBBER COMPANY • *Barberton, Ohio*

World's Largest Manufacturer of Rubber and Vinyl Dolls, Balls, Toys, Playthings

NEW YORK	CHICAGO	ATLANTA	LOS ANGELES
200 Fifth Avenue Rooms 1208-1210	Merchandise Mart Bldg. Room 14-125	F. J. Boyan 4866 Carol Lane, N. W.	Victor Petrone Room 507A Merchandise Mart Bldg. 712 S. Olive St

* PATENT APPLIED FOR

SUN

Sun Dolls

HAVE ALL the FEATURES Little Mothers Want!

AND

SUN'S MERCHANDISING PROGRAM HAS ALL THE SELLING FEATURES YOU WANT!

Sun Dolls Are:

COMMENDED BY PARENTS MAGAZINE

BEAUTIFULLY DESIGNED!
DYNAMICALLY PACKAGED!
NATIONALLY ADVERTISED!

to assure Volume Retail Sales and Excellent Profits!

Cries tears naturally — like a real baby! Has sweet "coo" voice.

Beautiful, rooted, curley hair to wash, dry, brush and comb.

Sits in natural position. Drinks, wets cries, sleeps, blows bubbles!

Fully jointed arms and legs. Movable head Easy to change, bathe, and dress. Completely washable.

See Sun's Complete Line of Dolls, Balls, Toys and Playthings at the TOY FAIR SUN SHOW ROOMS 1208-1210 200 5th Ave., NEW YORK

WRITE FOR NEW 1957 SUN DOLL CATALOG

THE SUN RUBBER COMPANY • *Barberton, Ohio*

WORLD'S LARGEST MANUFACTURER OF RUBBER AND VINYL DOLLS, BALLS, TOYS, PLAYTHINGS

NEW YORK
200 Fifth Avenue
Rooms 1208-1210

CHICAGO
Merchandise Mart Bldg.
Room 14-125

ATLANTA
E. J. Bryan
4866 Carol Lane, N. W.

LOS ANGELES
Victor Petrone — Room 507A
Merchandise Mart Bldg., 712 S. Olive St.

Cries tears naturally —
like a real baby!
Has sweet "coo" voice.

Sun Dolls

HAVE ALL the FEATURES Little Mothers Want!

AND

SUN'S MERCHANDISING PROGRAM HAS ALL THE SELLING FEATURES YOU WANT!

Sun Dolls Are:

COMMENDED PARENTS MAGAZINE

BEAUTIFULLY DESIGNED!
DYNAMICALLY PACKAGED!
NATIONALLY ADVERTISED!

to assure Volume Retail Sales and Excellent Profits!

Beautiful, rooted, curley hair to wash, dry, brush and comb.

Sits in natural position
Drinks, wets, cries, sleeps, blows bubbles!

Fully jointed arms and legs. Movable head. Easy to change, bathe, and dress. Completely washable.

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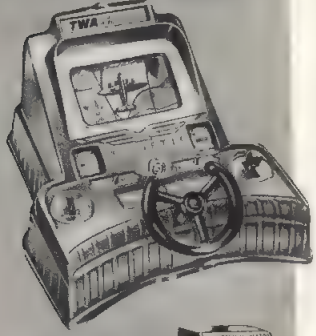
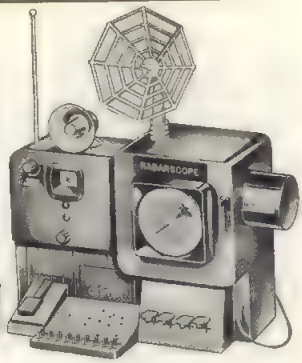
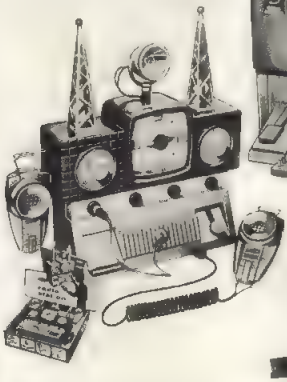
LOS ANGELES — Victor Petrone — Room 507A, Merchandise Mart Bldg., 712 S. Olive St.

6020M3W484 TWA ELECTRONIC JR. PILOT TRAINER Now he can really fly! With real plane controls to pilot a TWA plane over turning world map. Electronic radar system buzzes and red light flashes when plane is steered off its exact flight course. Has working altitude meter, fuel gauge, compass, telegraph buzzer key. Heavy duty motor works off 2 flashlight batteries **Retail: $6.95**

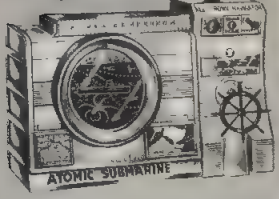


5412M5W697 ELECTRONIC RADAR CD CENTER. A real operating radar station to spot planes in sky, rotate antenna, sound alarm, send messages, identify planes. Big 14" x 14" x 8" center will fascinate several children with flashing lights, buzzers, maps, etc. Complete with manuals, codes, Civilian Defense information. .....**Retail: $9.95**



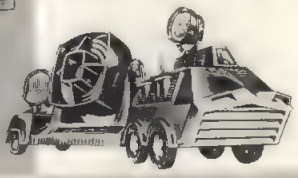


5792M2W484 REMCO ELECTRONIC RADIO STATION, sends and receives up to ½ mile! Complete with 2 microphones, switchboard type transmitter, professional telegraph key, powerful remote controlled searchlight. Transmits both voice and code—includes all accessories: batteries, log book, etc. Big, colorful, study. .....**Retail: $6.95**

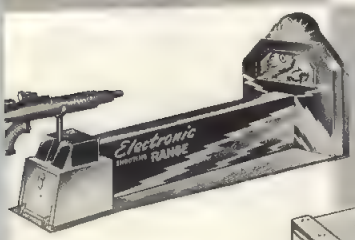


6030M3W484 ATOMIC SUBMARINE and ELECTRONIC NAVIGATOR Steers, dives, surfaces; buzzes like a real submarine sonar system when off course, and red light flashes to alert the crew. Steering wheel turns to make sub surface or dive; steers it through waterways of the world. Has telegraph buzzer key; blue sparks show atomic reactor at work. .. ..**Retail: $6.95**

5793M4W697 ELECTRONIC MOBILE LOUDSPEAKER and Signal System Powerful microphone transmits booming voice over amplified loudspeaker. Has revolving searchlight controlled from trailer; loud buzzer signal. Big two foot trailer; complete with batteries, wire, etc.—ready to operate. **Retail: $9.95**

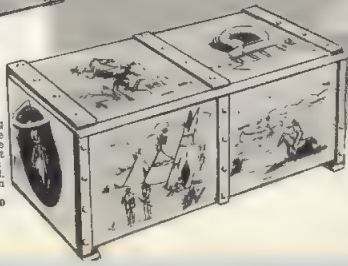


6033M6W697 GENE AUTRY DOUBLE HOLSTER SET of genuine top grain cowhide. Looks so real—with fancy nickel spots, diamond shaped conchas and jewels. There are bullets, bullet clips, trophy buckle, leg ties—just everything—including two foot-long repeating six shooters. Embossed with Gene's 'Flying A' brand. .**Retail: $9.95**



9207Z22X1000 WESTERN TOYCHEST Big 31" x 17" x 14" size holds all their toys teaches orderliness while presenting a fine appearance in the children's room or play room. All wood handsomely designed and finished in your choice of plain waxed birch or maple finish, or silk screened design on birch or maple finish. Please specify **Retail: $19.95**

6033M8W490 ELECTRONIC SHOOTING GALLERY. Operates on the electric eye principle. Hit the revolving jungle scene target and the "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Teaches coordination and shooting skill. Battery powered electric motor driven target. Lithographed metal. **Retail: $7.00**



9208Z16W697 'CIRCUS PONY' SHOO-FLY of selected hardwood on an improved design platform. Colorful Carnival Red enamel finish with polka dots and blocks to catch the fancy of youngsters. There's a safety seat that's absolutely foolproof so the child cannot possibly slide or slip off. 25" high 36" long, 13" wide. .....**Retail: $14.95**

CAPRI

Modern Formica Tables in Walnut or Limed Oak with Black and Brass

M **STEP TABLE** . . . with drawer. Team two of these well-designed tables with your couch . . . and presto—you revitalize your entire living room! Roomy drawer holds cards, score pads and pencils. Tiered shelves are sized right for magazines, lamp and ashtray. Measures 18x28x21" high. Specify finish: Walnut or Limed Oak. From Ohio.
783-001 D3495 Weight 30 lbs.....**$49.95**

N **CORNER TABLE.** A fresh, exciting new furniture concept, designed for today's living—easy, relaxed, casual! Excellently constructed—has sturdy black legs, brass ball feet and genuine Formica top with Walnut or Limed Oak finish. Measures 32x32x22" high. Be sure to specify finish on your order. Shipped from Ohio.
783-027 D3495 Weight 38 lbs.....**$49.95**

P **COCKTAIL TABLE.** Modern design at its functional best, in a table topped with eye-appealing, easy-to-keep-sparkling Formica. Choice of rich Walnut or Limed Oak finish . . . with in-vogue ebony legs, brass ball feet. Spacious top measures 22x48" . . . table is 14" high. Be sure to specify finish on your order. Shipped from Ohio.
783-019 D2995 Weight 30 lbs..... ..**$44.95**

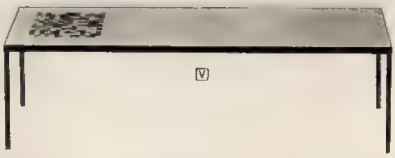
CAPRI presents tables of functional beauty! Take genuine Formica that lets you wipe away spills, forget about stains and burns . . . finish it in glowing Walnut or lustrous Limed Oak . . . add black legs and a touch of brass! And there you have modern magic, functional and delightful!

R **CLASSIC STEP TABLE.** Simple, beautiful . . . slips right into your decorating scheme—quietly reflecting your sense of values! Masterfully crafted, black angled legs are smartly tipped with shining brass balls. Choice of rich Walnut or Limed Oak finish. Table measures 18x28x21" high. Be sure to specify finish. Shipped from Ohio.
783-035 D2995 Wt. 25 lbs.....**$44.95**

S **CAPRI COCKTAIL TABLE.** A honey of a design, this Formica-topped cocktail table has an elegant Walnut or Limed Oak finish. Clean swept design features spacious drawer—ideal for housing cigarettes, cards, pads, pencils. Slanted legs are tipped with brass balls. Measures a spacious 22x48x14" high. Specify finish. Shipped from Ohio.
783-043 D4995 Weight 50 lbs.....**$69.95**

MOSAIC TABLES

with Black Wrought Iron



Mosaic tables are designed for trend-setting contemporary interiors! Each dramatic masterpiece combines the age-old beauty and color of Italian imported mosaic . . . with striking black wrought iron!

In addition to their exquisite beauty the hand-set mosaic tops are functional for today's carefree, easy living. Mosaics clean in a flash . . . will never stain, scratch or burn!

Here we feature nested tables—two with white, one with black mosaics; a cocktail table and 2 sizes of stack tables with white tops. Each is festively sprinkled with multi-colored tiles!

T **3 NESTED TABLES.** 1 black, 2 white with multi-colored tiles.
783-050 D2495 Overall size. 12x16x18". 45 lbs. From N.Y.....**$39.95**

V **MOSAIC COCKTAIL TABLE.** White top, multi-colored island.
783-068 D4995 Size: 60x18½x16" high. Wt. 75 lbs. From N.Y...**$79.95**
783-076 D4495 Size: 48x18½x16" high. Wt. 55 lbs. From N.Y... **69.95**

W **STACK TABLE or STOOL.** White with multi-colored mosaics.
783-084 C695 Size: 12½x12½x16" high.....**$10.95**
783-092 C995 Size: 15x15x16" high..... **14.95**

SERV-SET OF 4 SNACK TABLES...attractively designed to please your most fastidious guest. Handy too, and sturdy...they're made of steel with bronze-plated legs. Rustproof tops in choice of traditional needlepoint design or modern charcoal tweed pattern. 17x14x24" high, tables fold into storage rack.
781-328 C1095 Needlepoint Set $15.95
781-336 C1095 Tweed Set 15.95

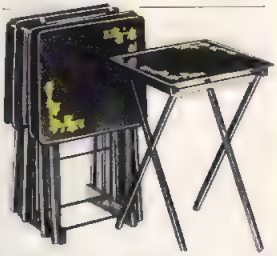
HOSTESS TABLE SET...priced so inexpensively, you'll want several sets to use for your big parties! There are 4 tables (one acts as a nesting rack for other three) with gold bordered metal tops and slim, black wrought iron legs that are rubber tipped. 24" high, tray is 12x17". Set of 4 in rainbow colors. One each in yellow, green, black and red.
782-433 C750 Hostess Table Set.....$9.95

FOUR "NEST-A-WAY" TABLES...light in weight, yet very substantial with black wrought iron legs and frames. Decidedly modern in design...Velwood tops have a lovely limed oak effect finish that's marvelously resistant to stains and cigarette burns. Tables set up or stack in seconds. Set of four; each table measures 12x16x24" high.
781-377 C1095 Set $15 95

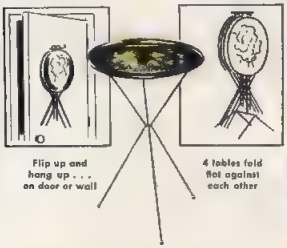
PALETTE TABLES...colorful fiesta fare certain to liven any party, make serving a "snap." Four tables with heat-and-alcohol resistant lacquer finish...one each in red, yellow, chartreuse and black, with black legs. Conveniently sized, they're 13½x18x17½" high. Space-saving black rack stores folded tables out of the way. 4 tables to a set.
781-369 C795 Set of Palette Tables. .$10.95

Time to relax

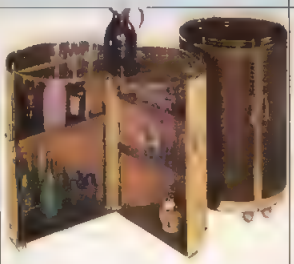
A glorious collection of little tables, stools, even a rolling bar to please you with a multitude of services. All are fine achievements in decoration...and store in a minimum of space.



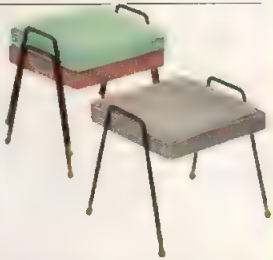
IVY DECORATED HOSTETTE TABLES...pretty backgrounds for buffet suppers, small meals or just "places to set things." The ivy is effectively stylized in gold on thick, non-warping masonite tops that have been finished with alcohol resistant black lacquer. Sturdy wooden legs. 16x18" top; 25" high. Set includes 4 tables and stand.
782-441 C1695 Set of Tables $24.95



FLIP-UP, HANG-UP TABLES. .stand strong and steady to hold snacks, drinks, ash trays, books...yet can be flipped up and hang up. You'll find hundreds of uses for them...indoors, on the patio, at picnics. Black metal with golden flowers on 16" round tops. Finish resists alcohol and heat damage, cracking and peeling. 21" high. Set of 4 with stand.
782-458 C595 Set of Tables..... $8.95



PORTABLE BAR...rolls right out for a royal welcome! Rigid steel frame on casters with handsome bamboo textured plastic covering. Glasses, bottles, shakers fit on 3 adjustable shelves. Gallaried trays fit top. When open, hinged dropleaf doubles serving surface. 30" high. Walnut or Blond finishes, brass trim. Wt. 42 lbs. From Illinois.
781-435 D4495 Specify finish $69.95



STACK-UP STOOLS...just pile right up to store! They're wonderful foot rests, seats or trays ...a "must" wherever and whenever the crowd gathers. Buy the set of 3 and save $1.90. Steel frames; tweed Boltaflex coverings. 15x17x14". Shipped KD; mailable. Pink, Charcoal or Turquoise. Set of 3 stools.
782-474 C1295 Set. Specify colors $18.95
782-466 C450 Each. Specify color.... 6.95

TEXAS WARE *Unbreakable* MELMAC DINNERWARE

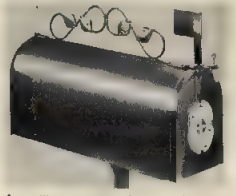
Never before has fine dinnerware been so durable and so beautiful. Bang it—ball it—even drop it. Safe in automatic dishwasher. Guaranteed for two full years against chipping, cracking, or breaking. Decorations cannot wear away—are molded into the dish. All flat pieces are decorated—cups and bowls are colored on the outside and white on inside. Made by Texas-Ware's exclusive color-on-color process of bonding two colors together.

FLOURISH 45-PIECE DINNER SET. (ABOVE). Dinner plates, salads, saucers and platter decorated with a graceful scroll design in turquoise with white background. **Set contains:** 8 each decorated 10" dinner plates, 7" salads, saucers 8 each Turquoise color-on-color cups and cereals, 1 each large decorated platter, Turquoise serving bowl, creamer and sugar with white lid. Ship. wt. 15 lbs. Complete service for 8

543A64-3597.....RETAIL **$59.95**

RIO VISTA 45-PIECE DINNER SET (RIGHT). Complete service for 8. Graceful square shape. **Set consists of:** 8 each 10" dinners 7" salads, cups, saucers, cereals, and 1 each large platter, serving bowl, creamer and sugar bowl with lid. Colors: Pink and Gray mix-matched. Pink dinners salads, platter and creamer, all other items Gray), Turquoise and White mix-matched. White dinners saucers, platter and creamer all other items Turquoise) Rainbow consisting of Pink, Gray, Turquoise and White as illustrated above. Ship. wt. 15 lbs.

543A51-2097 Pink and Gray.....RETAIL **$29.95**
543A52-2097—Turquoise and White.....RETAIL **29.95**
543A53-2097 Rainbow.....RETAIL **29.95**



Mail Boxes

RURAL MODEL

An exciting new personality in rural mail boxes. Rugged oven baked wrought iron finish. Decorative Gold-based solid medallion will never rust. Charming hand fashioned ornamental scroll work provides elegant trim, making this a suburban or R.F.D. box of great beauty. (Approved by the postmaster general.) Guaranteed not to rust. **Size:** 19x6½x8". Ship. wt. 10 lbs.

551A2-3X475/495.....RETAIL **$7.95**

RANCH MODEL

SOLID BRASS

Ranch Type Mail Box. Made of solid brass, beautifully styled in rich satin finish. Weather resistant. **Size:** 3¼x5¼x14¼". Will hold any magazine. Screws for attaching included. Ship. wt. 3 lbs.

551A1-4X600/645.....RETAIL **$9.95**

CLUB ALUMINUM HAMMERCRAFT WATERLESS COOKWARE

The cookware that does everything. Not only is it efficient waterless cookware but you can roast, broil and even bake on top of the stove.
Gift Boxed "Homemaker" set includes 1½- and 2-quart covered sauce pans, 10" fry pan, 10" round griddle 4½-quart covered dutch oven. (Cover fits fry pan or griddle.) Ship. wt. 17 lbs.

50A5-6X1707/1786.....RETAIL **$26.95**

Divided Fry Pan. One of the most popular items in Club Aluminum. Now at a very special price for this supplement only. 8½" diameter—divided in 3 sections. Ind. boxed. Ship. wt. 2 lbs. **Regular retail $4.75**

50A291-245.....RETAIL **$3.49**

Teakoe Teamakers

Make and serve the most delicious tea you ever tasted!

HERE'S THE EXCLUSIVE SECRET!—Only Teakoe Teamakers have this stainless steel infusion basket—the real secret of brewing delicious tea every time. Boiling water is poured over the tea leaves in the basket—leaves have ample room to expand so as to bring out their full, rich flavor. Basket is easily removable at exactly the right time to insure tea of uniform strength EVERY TIME!

TEA BAGGER SET

2735H252 Ends mess of wet, soggy tea bags. Makes 2 cups. Visual taste control. Stainless steel with removable, washable Pyrex bowl. Two in gift box.
Estab. Retail $3.95 pair

$6.95
Established Retail Price

Genuine Pyrex Glass and Stainless Steel

2462H443—This remarkable new Teamaker is practical, beautiful—and extremely efficient for brewing the most delicious tea you have ever tasted. Distinctively styled for table use of heat-resistant Pyrex Brand Glass with a brilliantly polished protective shell of heavy stainless steel. Handle and cover knob of lustrous, black, heat resistant Bakelite. Hinged cover. Brews from 3 to 8 cups. Ship. wt., in carton, 2 lbs.
Established Retail **$6.95**

Stainless Steel Insulated Model . . .

2463H1207—A superb gift! This fine Teamaker brews perfect tea and keeps it hot for hours without reheating. Highly polished stainless steel shell with Pyrex brand glass inner liner and thick Fiberglas insulation. Outside is always cool. Gleaming black Tenite Handle and cover knob. Hinged cover. Ideal serving decanter—will keep any beverage hot or cold all during meal. Brews 2 to 8 cups. Ship. wt., in carton, 3 lbs.
Estab. Retail **$18.95**

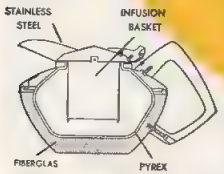
keeps tea hot for hours!
Established Retail Price **$18.95**

SPECIAL ½-GAL. ICED TEAMAKER

may be had with
4 "Famous Clipper" 14 oz. glasses
Established Retail Price For Iced Teamaker Only **$8.95**

2465H570—Extra large ½ gallon capacity Teakoe Teamaker brews enough iced or hot tea for the whole family—or for entertaining friends. Brilliantly polished Stainless Steel protective guard. Pyrex Brand brew., black Bakelite handle and cover knob. Shipping weight, in carton, 3 lbs.
Established Retail **$8.95**

2464H698—A perfect gift combination—Teakoe ½ gal Teamaker and 4 tall, 14 oz. glasses made exclusively for this set. Each glass illustrates a different famous American Clipper Ship. Attractive gift package. Shipping weight, in carton, 5 lbs.
Established Retail Price, per set **$10.95**



4 Cup Pyrex Glass and Stainless Steel

2502H316 Here's a bright new addition to the teakoe family. Brews and serves one to four cups of delicious tea. Styled with Platinum Banded Pyrex brand glass. Gleaming black Bakelite handle & cover. Inchpiece Tea Tie. Ship. Wt. Approx. 3 lbs.
Estab. Retail **$4.95**

NOW IT'S EASY TO MAKE AND SERVE PERFECT TEA FOR EVERY OCCASION!

Simple to Prepare

No Mess or Waste

Cool Handle—Hot Tea for smart serving

Ann Sheridan enjoys iced Tea during Lux Video Theatre

INLAND BRINGS NEW BEAUTY TO THE TABLE

Utility Combined with High Fashion Provides an Aura of Graciousness to the Most Discriminate.

GOLD EMPRESS CARAFE AND ELECTRIC TRIVET

2851H559—8-Cup Carafe with Electric Trivet. New styling in lustrous brass and gold. This elegant coffee server has the classical lines to stand out as a superb show piece on any dinner table, buffet or coffee table setting. Made of heat resistant glass, with 22-carat Gold decoration fired in for permanency. White plastic handle provides proper balance for easy pouring. Trivet has antique brass finish with gleaming black plastic frame. 7" warming surface assures proper serving heat for any type utensil. Complete with cord attached.
2851/6H544—Six or more. . . . . .Retail $9.00

2852/H617—12-Cup Gold Carafe with Electric Trivet.
2852/6H603—Six or more.....Retail $10.00

2853/H319—Electric Trivet only with cord.
2853/6H309—Six or more .. . .Retail $5.00

COPPER ELITE WAFFLE SET

2708/6H304—Unique table servers for hot syrup and melted butter, each trimmed in copper with matching hinged cover. Copper double candle warmer base. Four 4-hour smokeless candles included.
2708/6H304—Six or more.....Retail $3.00

COPPER TRIMMED CARAFE SET WITH WARMERS

2854H911—8-Cup carafe and 4 individual two cup carafettes with warmers. The rich gleam of ruddy copper enhances the crystal clear brilliance of the glass body. Cool black plastic handle. Candles included.
2854/6H883—Six or more.....Retail $14.50

2854H941—12-cup carafe and 4 individual two cup carafettes with warmers.
2854/6H941—Six or more.....Retail $15.00

GOLD EMPRESS CARAFE AND BOWL WARMER

2858H314—8-cup gold carafe with brass plated warmer. A handsome adjunct to your table for every occasion. White plastic handle. Truly, a sight to behold and a joy forever.
2856/6H304—Six or more Retail $5.00

2857H372—12-Cup Gold Carafe with Brass plated warmer.
2857/6H383—Six or more.....Retail $6.00

2-CUP COPPER CARAFETTES AND WARMERS

2858H314—2 two-cup carafettes and warmers. A handy set for individual servings. Copper trimmed heat resistant glass. Copper tone candle warmer. Cool black plastic handles.
2858/6H304—Six or more .. .... Retail $5.00

2600H627—4 two-cup carafettes and warmers.
2600/6H608—Six or more ..Retail $10.00

COPPER TRIMMED CARAFE AND WARMER

2585H284—8-cup carafe and warmer. The lustrous sheen of ruddy copper enhances the clear brilliance of the glass body. Cool plastic handle. Candles included.
2585/6H274—Six or more . . .Retail $4.50

2586H314—12-Cup Carafe with Warmer
2586/6H304—Six or more .. Retail $5.00

PHILCO ANNOUNCES HYPER-POWER TELEVISION

. . . a picture so much better it demanded a new kind of sound!

You need power to make a TV picture bright and clear—power to give you true-natural sound—power to bring in distant channels—knock out interference.

Philco found the way to add tremendous power to TV. It's called Hyper-power . . . or HTV.

Turn on a new Philco HTV set. You'll see a better, clearer, more powerful picture. And you will see why HTV demanded a new kind of sound . . .

WRAP-AROUND SOUND

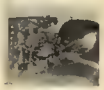
Three separate harmonically balanced speakers, one in front and one on each side, create a feeling of *presence* you've never before experienced in TV. It's the world's first three-speaker, wide-diffusion TV sound system!

See and hear new *dependable* Philco HTV. Available in your choice of fine wood cabinets. You can own Philco HTV for as little as **$179.95***!

PHILCO "MISS AMERICA" HTV! Most beautiful set of all.

New Wrap-Around Sound! Fullestone No blast, no blare—you feel you're there! Equipped with phono jack. Hear it!

New Hyper-power Tuner So sensitive it needs no dial at all! You simply touch the panel to change the channel! Amazing!



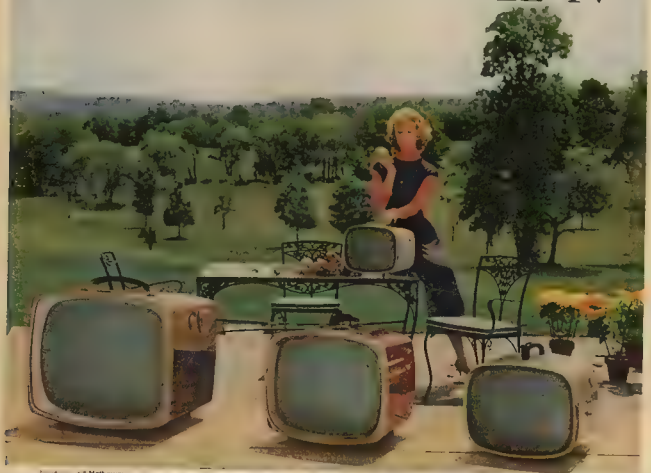
New Hyper-power Chassis Long-life permanently sealed circuits. Even weak fringe signals come in clear! Power to spare!

*PRICES SLIGHTLY HIGHER SOUTH AND WEST.

LOOK AHEAD . . . and you'll choose

PHILCO.

RCA VICTOR ANNOUNCES NEW "FLIGHT-LINE" PORTABLE TV



* Hathaway [illegible] $229.95. [illegible] * Socialite [illegible] $189.95. [illegible] * Nassau [illegible] $139.95.

Compact new easy-to-carry design with "Mirror-Sharp" picture in every wanted size—from $129.95

Here's portable TV with a slender, space-saving design that's breezy and easygoing as a southbound swallow. It goes anywhere, fits anywhere, plays on any 110 AC outlet. Your ideal second set.

There's powerful excitement in the new "Mirror-Sharp" picture, too. It's crisp and clear as the picture on a console. Yet "Flight-Line" prices are really down-to-earth. So see your RCA Victor dealer soon. He's got a new "Flight-Line" portable TV in exactly the size and color you've been wanting.

CELEBRATE NATIONAL TV WEEK, SEPTEMBER 8-14 WITH YOUR RCA VICTOR DEALER.

RCA's 110° tube makes tapered "Flight-Line" TV inches shorter. The already slim 14" models have 90° tube.

New Sun Visor helps keep "Mirror-Sharp" picture, even in bright sunlight. Opt. ext. on 14"*, 17"* models.

RCA VICTOR
Trade Mark
RADIO CORPORATION OF AMERICA

Mfr's nationally adv. VHF list prices shown. UHF opt. ex. Slightly higher far West and South. Prices, specifications subject to change. RCA Victor Factory Service available in most areas, set only to RCA Victor owners. Contracts as low as $14.95.

* Picture tube, overall diagonal inches	14	17	21
Square inches of viewable picture area	108	156	202

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New Wrap-Around Sound! Fullest tone No blast, no blare—you feel you're there! Equipped with phono-jack. Hear it!

New Hyper-power Tuner So sensitive it needs no dial at all! You simply touch the panel to change the channel! Amazing!

New Hyper-power Chassis Long-life permanently sealed circuits Even weak fringe signals come in clear! Power to spare!

*PRICES SLIGHTLY HIGHER SOUTH AND WEST, UHF SLIGHTLY HIGHER.

LOOK AHEAD . . . and you'll choose

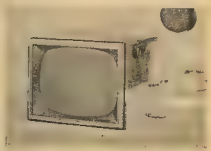
PHILCO®

You name the place—any place in your home

RCA Victor has the TV to fit it—perfectly!

Puts the show on the patio—or any place else you like. Smallest, smartest TV of all with sharp 36 sq. in.* picture, handle, antenna connection. *"Personal."* Ebony. (8PT701) $99.95.

Makes light of the laundry! Pleasure is as automatic as the washer with this compact, easy-to-carry portable. "Living Image" 108 sq. in.* picture. *Wayfarer.* Red. (14S707) $149.95.



Serves you in the kitchen—with easy lookin' while you're cookin'. In good taste on any table. 261 sq. in.* screen. *Dixon.* Limed oak grained finish. (21T715) $229.95. Other finishes $219.95.

Saves space in small apartments—in a big way. This sleek Deluxe table model is ideal—makes any room roomier. 261 sq. in.* picture, many extras. *Bailey.* Tawny gold. (21D717) $239.95.

Sits pretty in the playroom, fits in with the fun perfectly. Terrific value in console styling. 261 sq. in.* picture. Balanced Fidelity Sound. *Eaton.* Mahogany grained finish (21T735) $249.95

Aims to please—anywhere. Swivel TV makes every seat front row center. Phonojack for record player. Balanced Fidelity Sound, 261 sq. in.* picture. *Enfield.* Mahogany grained finish. (21T738) $299.95.

Rolls entertainment into the sickroom. Good medicine on rubber-tired wheels! Deluxe sound, tuning and 329 sq. in.* picture. *Oakmont.* Limed oak grained finish. (24D729) $299.95.

Goes formal in your living room. Handsome is and handsome does this Deluxe TV with 3-speaker Panoramic Sound and 261 sq. in.* picture. *Whitman.* Mahogany grained finish. (21D744) $349.95.

Puts a man-size picture in your den. You'll get the picture bigger-than-life (329 sq. in.*) and superlative 3-speaker sound, too! *Ellsworth.* Mahogany grained finish. (24D754) $369.50.

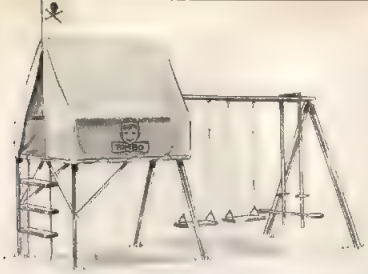
See black-and-white TV from $99.95 and Big Color TV from $495 at your RCA Victor dealer's

RCA VICTOR

Trademark ® RADIO CORPORATION OF AMERICA

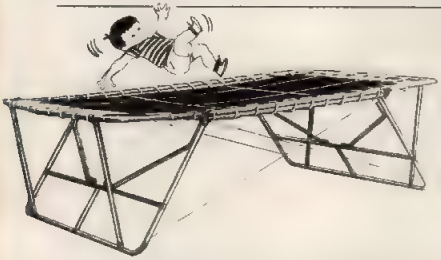
Manufacturer's nationally advertised VHF list prices shown. Prices and specifications subject to change. UHF optional, extra list available on "Personal"!. Some sets slightly higher for West and South. Most models available in Canada. **At your service:** RCA Victor Factory Service Contracts available in most areas but only to RCA Victor owners. Special low-cost 1-year contract on "Personal" or portable—only $14.95.

*Square inches of viewable picture area	36	108	261	329
Picture tube, overall diagonal	8"	14"	21"	24"



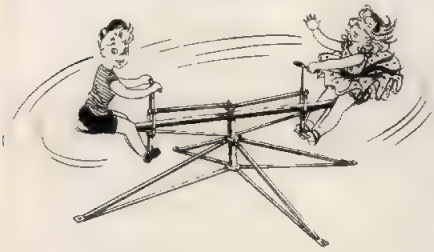
GYM and TENT-HOUSE. Sturdily constructed gym has top bar and legs of heavy 2" steel tubing with red and yellow weather resistant aluminum vinyl finish. Welded sockets (no bolts) speed erection. Comes with 2 swings, bars, 2-seat Air-Flite swing, trapeze. Tambo tent house can be attached to any gym. Weather-proof steel tubing frame with rope ladder. Yellow coated fabric tent is 46" high, has 4x4 ft. floor of heavy flooring lumber; stands 4 ft. above ground.
898-445 D5150 Gym and Tent House. From Ohio. Wt. 153 lbs..$72.50
898-452 D2650 Tent House only. From Ohio. Wt. 85 lbs..... 37.50

ROBIN HOOD UMBRELLA TENT . . . the largest play tent available! Measures a spacious 7x7x5 ft. high. Makes the perfect hide-away for your young Sherwood Forest hero . . . and a safe place for all the neighborhood youngsters to play. Durably constructed of high count vinyl-coated, water-resistant tent sheeting in Nottingham Tan color . . . decorated to appeal to young adventurers with forest green and brown pictures of Robin Hood and his band of merry men. Complete with stakes, ropes, poles and easy-to-follow instructions.
898-148 C895 Robin Hood Tent $12.95



TUMBA-LEEN . . . big, bouncy trampolin for young acrobats of all ages! Built for healthful playtime exercise . . . provides a wonderful way for your youngsters to give vent to their boundless energy, while developing muscles and coordination. Has strong, bouncy canvas laced with sturdy shock cord to polished aluminum tubing. Durable plated hardware. Tumba-Leen folds for storage. 102x65x30"
898-478 D6995 Ship. wt., 46 lbs. From Florida.....$99.95
898-486 D2795 Tumba-Leen for children up to 8 years. 60x60x20" high. Ship. wt., 15 lbs. From Florida.....$39.95

TO-PLAY GYM SET . . . completely equipped for healthful fun. Keeps children happy, safe and in sight . . . right in their own back yard! Includes: six-foot galvanized slide with steel stand and ladder, two swings with non-tilting seats, two chinning bars, two-seater Air-Flite swing, trapeze. Durably constructed for long, hard wear. Has extra sturdy 2" steel tubing throughout. Bolts, chain and hardware are zinc plated. Has bronze bearings in moving points . . . baked-on red and green enamel finish. 8½ ft. long, 7½ ft. high.
898-320 D2795 Shipping weight, 90 lbs. From Missouri.....$39.95



NEW "GYM-DANDY" WHIRLWIND . . . can be operated by one or two children—indoors or out. Provides carnival fun right at home. Easy push-pull handle action sends youngsters whirling 'round and 'round with squeals of delight . . . a thrilling, exciting activity that's perfectly safe! Has rigid metal seats and rubber-grip handles to provide a secure perch. Gym-Dandy Whirlwind is sturdily constructed of all-steel . . . has nylon and steel bearings. Finish is red enamel baked on for durability. 6 ft. wide, 20" high. Weighs 35 lbs.
898-072 C1350 Gym-Dandy Whirlwind $18.95

DELUXE GIANT MERRY-GO-ROUND . . . perfect year 'round ride—indoors or out. A push of the foot keeps it spinning noiselessly for minutes at a time. Fun for everyone, even strong enough for adults. Solid plywood floor carries riders too. Features realistic full-formed, chip-proof molded plastic Delphos horses. Lifetime steel and hardwood construction; wood and metal parts in bright weather resistant colors. Revolves in 6 ft. circle on ball thrust bearings. Assembles easily by 1 person. Total ht. 52", floor ht. 12½".
898-239 D8995 Ship. wt., 120 lbs. From Ohio.....$129.95

All-American and Imported English Bicycles

New Rollfast Arch-Bar Middleweight

Best bike value anywhere at this low price! New Rollfast Arch-Bar middleweight frame. U.S. Rubber 1.75" tires. Battery powered headlight. White top saddle, plastic handlebar grips. Full length chainguard. Standard coaster brake. Kick stand. Men's and boys' are red with white trim; ladies' and girls' blue with white. From N.Y. or Mich.

835-827 D3550 Men's 26". 48 lbs .. **$42.95**
835-850 D3550 Ladies' 26". 48 lbs..... **42.95**

24" Models for Boys and Girls. Same colors as above with 24x1.75" tires.

835-835 D3375 Boys' 24". 43 lbs.....**$40.95**
835-876 D3375 Girls' 24". 43 lbs..... **40.95**

20" Models for Boys and Girls. Trainer wheels included. 20x1.75" wheels. Colors as above.

835-843 D3225 Boys' 20". 38 lbs.....**$38.95**
835-884 D3225 Girls' 20". 38 lbs..... **38.95**

New Rollfast Streamline Tank Middleweight

Bikes with a new lightweight look. Easy-riding, thanks to 26x1.75" tires, streamlined fenders, slimmer forks . . . all the good American features for strength, comfort, safety. Coaster brake; battery powered head lamp; streamlined tank; full length chainguard. Men's and boys' are red; ladies' and girls' blue. From N.Y. or Mich.

835-785 D3995 Men's 26". 54 lbs.....**$49.50**
835-801 D3995 Ladies' 26". 54 lbs..... **49.50**

24" For Boys and Girls. Same as above, except 24x1.75" U.S. middleweight tires.

835-793 D3850 Boys' 24". 47 lbs.....**$47.50**
835-819 D3850 Girls' 24". 47 lbs..... **47.50**

20" for Boys and Girls. Same as above, except 20x1.75" tires. Trainer wheels incl.

835-934 D3695 Boys' 20". 42 lbs.....**$45.50**
835-942 D3695 Girls' 20". 42 lbs..... **45.50**

New Rollfast Spring Fork 26" Middleweight

Smoothest riding, easiest pumping Rollfast bicycle ever! Dependable middleweight frame has slimmer fenders, narrower forks that chop off excess weight, yet retain full strength. U.S. Rubber 1.75" tires mean less friction, less road drag . . . white sidewalls. Safety coaster brake lets you keep gliding along long after you stop pumping . . . slight pressure on pedals activates braking action. Shock absorbing spring fork flattens bumps, gives you a ride you can't believe until you give it a try. Battery powered horn built into tank; head lamp on front fender; rear reflector. Kick stand. Chrome rims. 2-tone saddle, luggage carrier, deluxe chainguard. Men's is black; ladies' mist green; both red/white trim. From N.Y. or Mich.

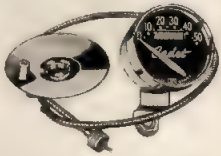
835-769 D4895 Men's. 57 lbs **$59.50**
835-777 D4895 Ladies'. 57 lbs..... **59.50**

Troxel Bicycle Saddle . . . the finest name in saddles. Stitchless, waterproof, tan vinyl plastic top. Fully padded for extra comfort. Heavy duty double coil, chrome-plated springs and crash rail at rear of saddle, flexible nose coil at front flattens out the bumps and bounces . . . makes the toughest going smooth. ⅝" Universal seat post clamp.

835-157 B265 Troxel Saddle **$3.79**

Twin Light Bicycle Generator Set. Produces constant power for head lamp, tail light, at all speeds—even when walking bike. 4" chrome-plated head lamp has polished reflector, safety lens, switch on top, double beam. Red tail light has approved lens. Generator can be disengaged from tire contact when not in use. Bracket, wires, instructions.

835-967 B485 Complete Outfit **$6.95**

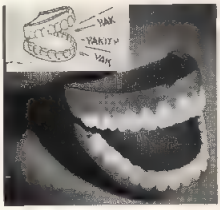


Stewart-Warner Speedometer . . . tells how far, how fast you go. Works like regular automobile speedometer . . . indicates speeds from 0 to 50 miles per hour, registers mileage up to 10,000 miles. Blue dial with easy-to-read white lettering, red pointer. Hammered aluminum case; chrome rim. Speedometer cable, fittings, instructions included.

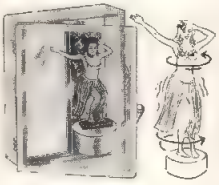
835-975 B385 Complete Kit **$5.50**

Talking Teeth

seen by millions on TV!



Talking Teeth is the novelty sensation featured on many network shows! They chatter, move around and cause peals of laughter. Regulation size false teeth wound by spring motor. Packed individually in self-selling box. No. 618



HULA DANCER DOLL

Doll dances and revolves when mirror is set before it. Hand-painted figure and Magic Mirror in clear-acetate box. No. 673

See Many Other New Novelties

Shown For First Time At

TOY SHOW

Rooms 919 & 926, Hotel New Yorker

H. FISHLOVE & CO.

Since 1915—America's Largest Makers of Novelties That Amuse"

712-20 N. FRANKLIN ST., CHICAGO 10, ILL.

we'll be seeing you at the Toy Fair

NEW WARDROBES!

NEW MERCHANDISING IDEAS!

AND

ANOTHER FIRST FOR THE DOLL INDUSTRY!

THE *terrikee* **FAMILY**

ROOMS 552–553

HOTEL NEW YORKER

TEXACO FIRE CHIEF GASOLINE, with superior power for low-cost operation *is* supplied to farmers around Orangeburg, S C., by Texaco Consignee G. P. Gilbert, shown here with L. L. Griffith of the Caw Caw plantation and B. A. Gilbert. The Gilbert brothers are well liked for their dependable, neighborly deliveries.

HE BUILT A UNIQUE SMOKEHOUSE!

Texaco Consignee R. J. Davis admires the ingenious smokehouse constructed by Rod Breaux, who farms 850 acres near Welsh, La. He simply put together an abandoned water tank, a door from an old house, and an empty Texaco oil drum to contain the wood fire. Cost practically nothing, and turns out delicious smoked meats!

Mr. Breaux is the inventor of several labor-saving devices to make operation of his big farm easier and more economical.

Mr. Davis has been a Texaco Consignee for 39 years, and has a steady customer in Mr. Breaux, who has found that *it pays to farm with Texaco products.*

MARFAK LUBRICANT is delivered regularly by Texaco Consignee Vance Hutchison to Johnnie Walden, farmer of Enterprise, Ala. Mr. Walden agrees that Marfak is superior because it won't drip out, wash out, dry out or cake up – adds to the life of farm machinery and prevents repair bills. Marfak lubricated bearings can *take* it!

FOR 27 YEARS Texaco Consignee J Ben Chase has been supplying the 2600-acre Goldman Plantation, Goldman, La., with Texaco products exclusively. H. T. Goldman, Jr. (right) has found that Advanced Custom-Made Havoline Motor Oil wear-proofs truck and tractor engines – gives added power and longer engine life.

IN TOWN OR ON THE HIGHWAY – in all 48 states – there are Texaco Dealers with top-octane Texaco Sky Chief gasoline, supercharged with Petrox, for maximum power and to cut engine wear, and Texaco Fire Chief gasoline at the *regular* price, both 100% *Climate-Controlled* . . . Havoline Motor Oil and Marfak lubricant.

ON FARM AND HIGHWAY IT PAYS TO USE

TEXACO

PRODUCTS

DIVISION OFFICES: Atlanta, Ga., Boston 16, Mass., Buffalo 9, N. Y.; Butte, Mont.; Chicago 4, Ill.; Dallas 2, Tex.; Denver 3, Colo.; Houston 2, Tex., Indianapolis 1, Ind.; Los Angeles 15, Calif.; Minneapolis 3, Minn.; New Orleans 16, La.; New York 17, N. Y.; Norfolk 2, Va.; Seattle 1, Wash.

Texaco Products are also distributed in Canada, Latin America, and Africa.

THE TEXAS COMPANY

For each, retailers can expect added business if they make definite, workable plans. Most merchants in the toy field seem to recognize the potentials of Easter, but fall down on ideas for St. Patrick's Day or Baby Week. Colorful displays of green shamrocks will convert most any toy item into an item of appeal to all of the "ould sod." Baby Week is just a natural, but the food and apparel retailers seem to be the only ones on the band wagon. Let's start thinking!

How much for promotion?

This is a prime question that confronts all retailers, and its importance is brought out in a survey recently completed by a Philadelphia advertising agency. Arndt, Preston, Chapin, Lamb & Keen points out that most retailers solve the problem in one of three ways.

34 per cent of those responding to its questionnaire base their budget on the combined per cent of past and estimated sales.

24 per cent established it by estimating the cost of the objective and setting a figure.

22 per cent plan their budgets by basing it on the per cent of estimated future sales.

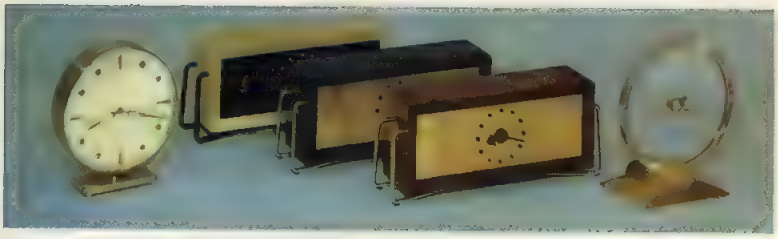
Replies to the survey list storewide sales, department sales and special attractions as attention-getters to bring in the customers. Demonstrations are practiced more than any other in-store activity. Storewide promotions are preferred by 65 per cent rather than sales. Over 80 per cent tie-in with national advertising and television campaigns.

New robot frees thinking time

More than ten years' work on the part of "a hard core" of Associated Merchandising Corp. merchants was revealed this month with the announcement of a new electronic brain to "take the drudgery out of retailing."

The device, called Bizmac, was developed by the Radio Corporation of America in conjunction with 26 members of AMC. Bizmac will speed the compilation of routine reports and "advise us not only of what to buy, in what quantities, when, and at what price, but also aid in such problems as the prompt and accurate tabulation of sales at the counter, the recording of charge accounts and control of credit," says Harold D. Hodgkinson, executive head of Filene's of Boston. First pilot model R.C.A. installation is at Higbee's, Cleveland.

Purpose of Bizmac, says Hodgkinson, is "freeing the merchant for creative thinking." We say, "amen." With the growth of electronics and automation that's about the only thing left a robot hasn't been able to do.



IMPORTED BATTERY CLOCK ..distinctive, beautiful design of the utmost simplicity...a treasure in rich solid brass! This lovely clock never needs winding one standard flash light battery drives it for over a year. Use it anywhere for it requires no outlet or cord. 15 jewel Swiss movement ..accurate, dependable always. Case, hands and hour divisions are lustrous golden brass, plain silvered dial. Diam. 8¾", 7¾" high
227-991 A5325 Battery Clock **$85.00**

JEFFERSON CONTEMPORAIRE.. brilliant new electric clock, skillfully created to blend with modern decorating motifs. Pre-tested for split second accuracy. Available in choice of 3 rich, hand-rubbed wood finishes, all with solid brass trim. Handsome legs carry out clean, modern design. Superb for home or office. Size: 5½x3½x12" AC
227-751 A1719 Mahogany case **$27.95**
227-769 A1719 Limed Oak case **27.95**
227-777 A1719 Ebony case **27.95**

THE GOLDEN HOUR, an electric clock that's the breath-taking zenith of Jefferson's designing genius! Dramatic golden circle has hands that seem to "float" in clear crystal with no apparent source of movement Rich, satin-finished 24K gold plated dial and base Makes a gift of true distinction...adds elegance to desk, table or TV, any home or office It enters 110-125 volts, 60 cycle, AC. 8⅞" high, 7-7/16" diameter
228-197 A1495 Golden Hour **$24.95**

T HERSCHEDE CHIME CLOCKS. ..mark the passing hours with charming grace notes, a source of beauty in any home. The case is an elegant curve of beautiful mahogany with gold bezel. Silvered dial has easy-to-read black numerals. 8-day key wind, accurate imported movement. Choose it with deep, rich Westminster chimes that sound each quarter hour, or with melodious hour and half-hour strikes. 8x18¾x5¼" deep.
Westminster Chimes, all quarters
228-007 A4080 .....**$68.00**
Hour and Half-Hour Strikes, on 3 rods
228-064 A2820 .....**$47.00**

V ELECTRIC CHIME CLOCK by REVERE. A lovely treasure to have, or to give for that really special occasion. Beautiful self-adjusting Westminster chimes, softly reproduced in deep, golden tones, sound each quarter hour...tell you the time melodiously, wherever you may be in the house. Stunning tambour case and dial insert are of rich, lustrous Honduras mahogany. Gold color hands on silvered dial with clear black numerals. Famous Telechron movement. ..accurate, quiet, dependable for years of faithful service. 6¾x16¾" wide. AC
228-031 A3300 Electric Chime Clock **$55.00**

PILGRIM ..electric or key wind. Melodious Westminster chimes reproduced on full-toned tubular bells. Honduras mahogany case, authentically colonial, has beaded columns, rich ornamental overlay. Gold dial with raised numerals on silvered band, moving moon dial shows lunar phases. Stationary weights 21x12x80" From Ohio.

Electric...by Revere. Telechron movement.
228-049 D31900 Wt. 240 lbs. **$550.00**

Key Wind ..by Herschede. 8-day chime clock with imported movement.
228-056 D38860 Wt. 210 lbs. . **$670.00**

W REVERE ELECTRIC CLOCK ..lets you keep accurate track of time with melodious Westminster chimes that sound their beautiful melody every quarter hour The case is a fine Honduras mahogany inlaid with panels of taffy toned bird's eye maple...fits in perfectly with modern or conventional decor Silvered dial with raised gold numerals and hands. Reliable Telechron movement never needs winding, always accurate to the second 8" high, 20¼" wide AC
228-023 A4380 Revere Clock **$73.00**

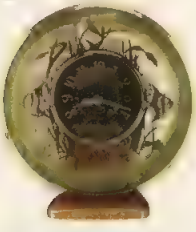
X IMPORTED CHIME CLOCK. An exquisite design that retains the dignity and charm of a famous 18th Century English clock adapts to any setting. Melodious Westminster chimes sound their full toned, beautiful melody every quarter hour. Richly burnished mahogany case with crotch mahogany sides door, top and base ..adds a warm, glowing note of elegance to any mantel. Antique brass dial, polished top handle 8-day key wind movement 7¼x10¾x14½" high
228-452 A4500 Chime Clock **$75.00**

RETAIL PRICES on this page do not include Federal Excise Tax

NEW ELEGANCE ..so bright and beautiful, it adds a look of new elegance to the whole kitchen! Simple, round case of gleaming chrome frames the clear white dial . blends perfectly with any color scheme. Numerals and hands are soft toned charcoal. .smarter, newer than the usual black, and just as easy to read. 7½" in diameter 5½" dial
225-649 A387 New Elegance $5.95

SESSIONS SAUCER KITCHEN CLOCK. Considerately priced for budgeteers, yet smartly styled for the most fastidious decorator. Thin, white plastic case with easy-to-read numerals and hands in contrasting color: large sweep second hand. 8½" diameter
225-581 A315 White dial $4.50
225-599 A313 Red dial 4.50
225-607 A315 Bamboo Yellow dial 4.50

SESSIONS KITCHEN CLOCK . a bold, easy-to-read timepiece in an eye-appealing modern design. Have it with 5½" metal dial in spun copper: with white numerals and hands, brass sweep second hand...or with white dial, black numerals and hands. White plastic case measures 7½" in diameter.
225-672 A387 Copper dial $5.95
225-680 A331 White dial 4.95



SESSIONS AQUARIUS. An intriguing occasional clock that adds a friendly, warm glow with its lifelike angel fish that swim lazily in circles through a tropical underwater setting in the illuminated glass bowl case. Gleaming brass embellishes both case and dial. Large numerals and hands, brass sweep second hand on a black ground. 9" diameter
225-698 A1597 Aquarius Clock . . $24.95

Sessions Electric Clocks

New designs and treasured old favorites ..you'll find electric clocks for every room in your home...office, school factory . built by Sessions to give you years of accurate timekeeping All with cord and plug For 110v AC

SESSIONS COMMERCIAL CLOCK . tops in performance and good looks for school, office or factory. Has easy to-read black numerals and hands, red sweep second hand. Available in choice of attractive blue-gray metal . or gleaming chrome case White dial measures 12¾"...clock is 13½" overall
225-722 A1021 Chrome Case $15.95
225-730 A829 Blue-Gray Case 12.95

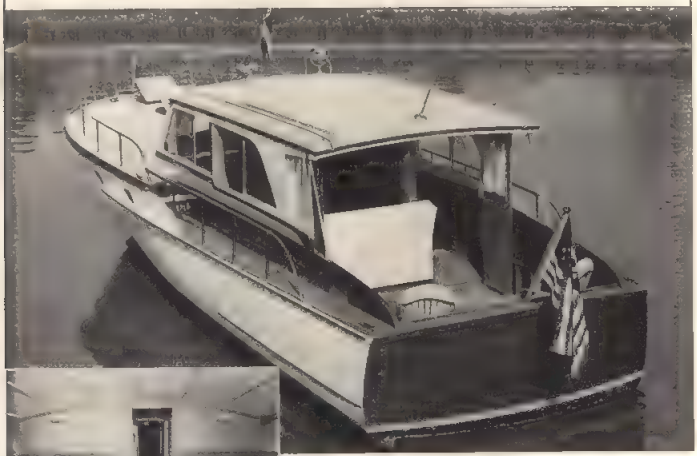
SESSIONS NEW BRAVO BEDROOM ALARM...has a pleasant sounding "time to get up" buzzer alarm to awaken you ever so gently. Hand some wood case is finished in light mahog any to blend perfectly with any decor Polished brass rim sets off the off-white dial has contrasting numbers, hands and sweep second hand. 5 inches wide, 4 inches high.
225-706 A509 Bravo Clock $7.95

MADISON OCCASIONAL CLOCK.. in striking, contemporary tambour design to graciously highlight your mantel, TV or bookcase. Light mahogany finished wood is a perfect setting for the gleaming silvery bezel...the spun metal dial with its raised numerals, delightful new hands and decorations. Clock measures 16" long stands 6½" high
225-714 A1021 Madison Clock $15.95

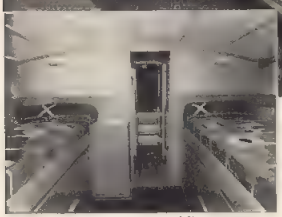
BELLAIRE ALARM. .to decorate your boudoir to pleasantly awaken you with its gentle buzzer tone. Has interesting open face dial of fabric textured metal in a rhythmic, swept-back ivory plastic case. Made with a dependable Sessions movement you can count on for years of service. 4" high, 4½" wide
225-532 A387 Plain dial $5.95
225-540 A445 Luminous dial 6.95

RETAIL PRICES on this page do not include 10% Federal Excise Tax

COME ABOARD AMERICA'S FAVORITE...
THE "42" *Convertible* SEDAN



The wide walk-around side decks assure perfect safety for guests and children Side decks are teak.



Plan A, shown, is one of five different interior arrangements to sleep six persons.

The new walk-around model provides more usable deck space with protecting side rails

So many yachtsmen have chosen the "42" Convertible Sedan during the past four years that it has become, by far, the most popular model afloat.

You, too, will prefer its features The snug deckhouse opens wide to join the aft cockpit for a 20-foot living and fishing space. Complete luxury for six—two toilets—hot water and shower if you like—and a host of other comforts.

All of this in the huskiest round-bottom hull built today is your assurance that you have chosen the finest stock cruiser you can own

Four other models are also available
"42" Martinique "42" Flying Bridge Double Cabin
"42" DeLuxe Sedan "42" Sport Fisherman

We'll gladly mail you a catalog on any model. Write today!

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST TO COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Blvd.
See it at New York—Chicago—Miami Boat Shows.

"Wherever you cruise › › › you'll find a Matthews"

REMINGTON Portables with "BIG MACHINE" Features

the NEW REMINGTON *Letter-riter*

Visible Margins . . . Simplified Ribbon Changer

• with every operating feature of the *Quiet-riter* (see back of this page) except has no *Miracle Tab* and has 42-key keyboard.

French Gray only

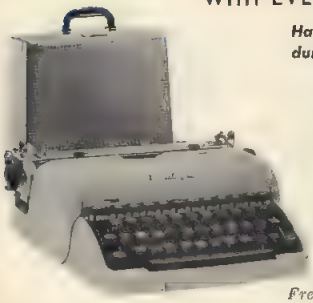
For home and school use . . . a complete portable typewriter at an economical price. Sturdy construction and fast key action provide smooth, quiet operation. Has visible margins (you see where to set both margins) and simplified ribbon changer. Has standard 42-key keyboard. Exclusive larger size cylinder with sure-grip paper feed that gives clearer printwork and positive feeding of paper, cards and envelopes. Finger speed keys—right and left shift keys and locks and all controls located just as on standard typewriters. Super-Strength Frame construction adds years of service, keeps every working part in perfect alignment. In new French Gray non-glare finish. Touch method typing instruction book and elegant carrying case included. Designed for those who want a medium priced portable typewriter with traditional Remington Rand quality. Specify either Elite or Pica type. (See sample, back of this page.)

LETTER-RITER — 20K130-8550
Retail $114.43
All Prices include Federal Excise Tax

the NEW REMINGTON *Travel-riter*

WITH EVERY NEEDED TYPING FEATURE

Has beautiful styling, is light in weight, durable, speedy and produces superb printwork.



French Gray only

The new REMINGTON TRAVEL-RITER is priced within the reach of every family, and it has all these features: 42-key keyboard with non-glare speed keys . . . types arithmetic signs, degree mark, exclamation point, business symbols. Left and right shift keys, back space key . . line finder for typing out of regular spacing . . . single and double line spacing . . . carriage centering and locking device . . . automatic and manual ribbon reverse . . . weighs only 15 pounds in case. Instruction book and handsomely styled carrying case included. The TRAVEL-RITER is a magnificent example of engineering skill—it has all the needed features to make your typing easy and accurate. Specify either Pica or Elite type. (See sample on back of this page.)

TRAVEL-RITER — 20K121-6916
Retail $89.74
All Prices include Federal Excise Tax

WT1441 PRINTED IN U.S.A.

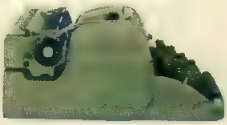
REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

THE NEW REMINGTON® Quiet-riter

THE ONLY PORTABLE WITH AMAZING *MIRACLE TAB!*

FOR TYPING PERFECTION AND COLOR TOO!

Desert Sage rich, exceptionally appealing



Mist Green – extremely versatile tint

White Sand – in the modern mood

French Gray harmonizes with any decor

Tests by leading educators prove that students who type get up to 38% better marks. No wonder . . . a typewriter makes everything *easier to read* and *easier to write!* The REMINGTON QUIET RITER is the perfect portable for home and school . . . the *modern* portable that gives you more in performance, more in style and beauty than any other portable!

Check these advanced Features!

Complete touch typing instruction booklet and operating manual plus elegant carrying case included at *no extra cost!*

MIRACLE TAB — Sets and clears tabulator stops right on the keyboard. The easiest, most efficient tabulator ever invented.

Simplified Ribbon Changer — Ends smudgy fingers. Old ribbon lifts out, new ribbon slips in instantly.

Larger Size Cylinder—With extra-grip paper feed. Holds everything from small cards to large envelopes securely in place.

Super-Strength Frame — Protects the vital parts of your *Quiet-riter* for years of extra service!

This is PICA type
This is ELITE type

All *Remington* Portables come in either *Pica* or *Elite* type.

PLUS 44-key, 88-character keyboard as found on the latest and finest office typewriters . . . Handsome, *non-glare* finish . . . Single, double and triple line space selector . Visible margin sets . . . Carriage centering lever . . . Full 12-yard, 2 color ribbon as on office typewriters . . . Automatic ribbon reverse . . . Shift key and lock, right and left . Positive action back spacer . . . Touch control lever.

AND MANY MORE FEATURES TOO!

QUIET-RITER — 20K132-10292

Retail $137 75

State Color, Type Face

All Prices include Federal Excise Tax

REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

Lithographed
METAL TOYS
SOFT POLY
and
RUBBER-LIKE VINYL
CALIFORNIA OR BUST!
FRONTIER DAYS
PRAIRIE WAGON
WE'LL BE AT THE TOY FAIR
IN ROOMS 803-808 AT
THE NEW YORKER HOTEL
"THE QUALITY LINE SINCE 1909"
NEW YORK OFFICE, 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
THE OHIO ART CO.
BRYAN, OHIO
Manufacturers of Metal LITHOGRAPHED and Rubber-Like VINYL Toys

The New Automatic Polaroid 104

Polaroid introduces a Color Pack Camera for $\frac{1}{2}$ the price of the original model

Think of it! You formerly had to pay nearly $120 for a Polaroid Color Pack Camera. Now you can get one for half that price! The same great film, the same fast (7 seconds) loading . . . big 3¼x4¼ prints (8 to the pack) . . . and all the fun and excitement of seeing your color pictures on the spot in 60 seconds (your black and white in 10). Transistorized electronic shutter automatically figures your exposures outdoors (automatic indoors too, with flash). Rangefinder focusing. Hi-impact plastic body.

830V778 W4750 Model 104 Camera. 5 lbs. $54.95
831V131 W419 Type 108 (color) film. 6 oz., 5.19
830V786 W619 Flash Gun 6 oz. $7.95
831V222 W195 Type 107 (b&w) film. 6 oz. 2.55

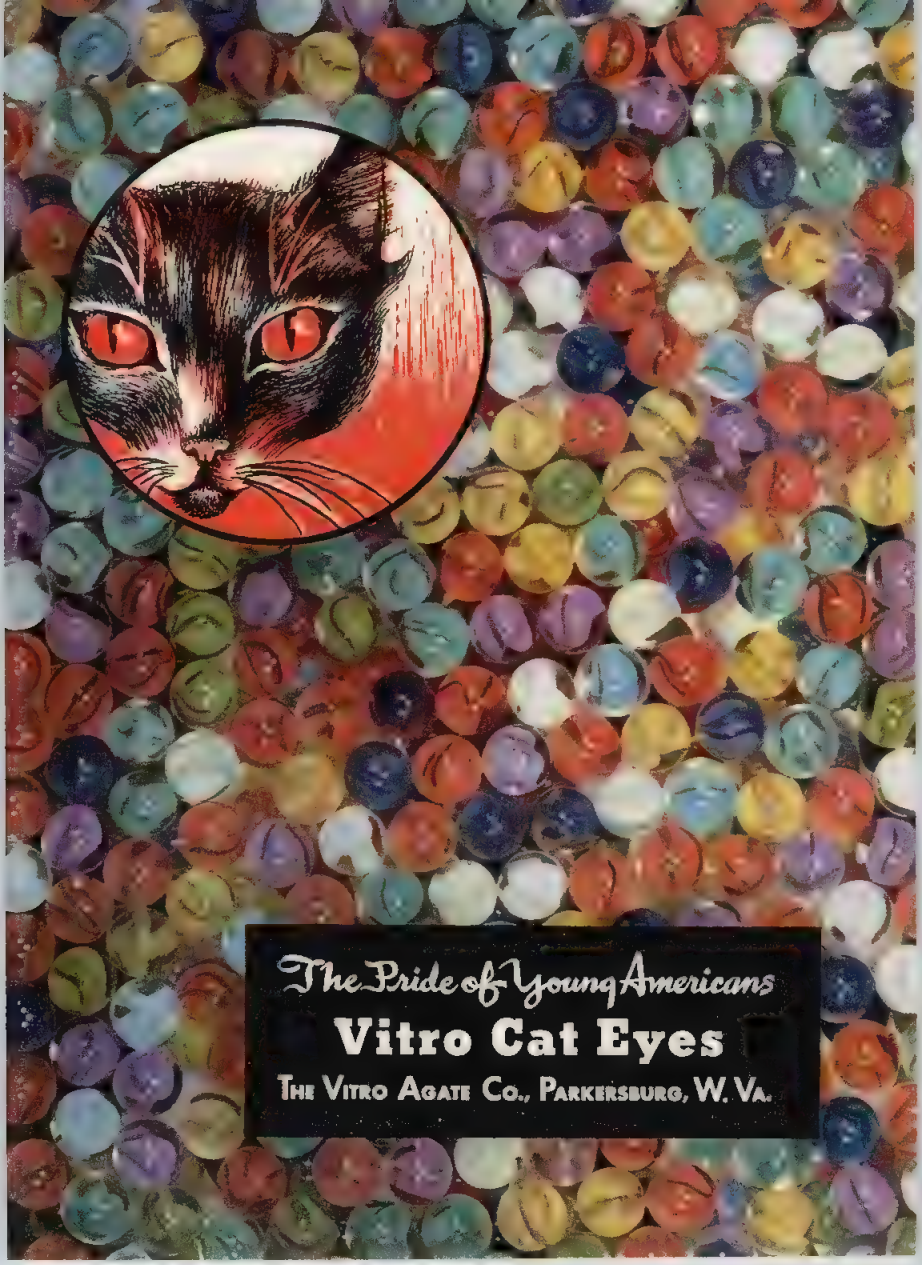
The Swinger

. . . a Polaroid Land Camera for less than $20

Now you can swing over to instant photography on a box camera budget. The Swinger is ready to give you a crisp black and white photo ten seconds after you take it. Just remember "red, white and blue." Turn a red knob as you sight your subject . . . when the word "yes" appears in the viewfinder the lens is all set for a perfect exposure. Then push a white button to snap the picture. Push a blue button to release the film. Pull it out, wait ten seconds, peel apart a perfect black and white picture. Shoot eight pictures. Reload in seconds. Take pictures indoors with AG-1 flash-bulbs. The Swinger is set for any action at any distance. Shutter speed is 1/200 second for all pictures. The lens is set for anything from close ups to long distance scenes. Uses new Polaroid Type 20 black and white film to take eight 2½x3¼-in. pictures per roll. The flashgun is built-in. Twenty ounces of picture-taking fun for $19.95

830V919 S1650 The Swinger (Model 20) Camera. Wt. 2 lbs . $19.95
830V992 S164 Type 20 (b&w) 3000 Film. 8 exp roll. Wt. 4 oz 1.99
831V040 S324 Carrying Case for The Swinger. Wt. 1 lb. 3.99

This camera will not be available until Oct. 1, 1965


The Pride of Young Americans
Vitro Cat Eyes
The Vitro Agate Co., Parkersburg, W. Va.

this year—step up to a Thompson
for the finest in all-around boating

Why envy the proud owner of a Thompson boat when it's so easy to be one yourself! There's a model and size just right for you at a price that's probably less than you think! See your Thompson dealer now—just for the fun of it!

Free Catalog in full color—write for it

THOMPSON BROS. BOAT MFG. CO.
341 Ann St., Peshtigo, Wis. • 341 Elm St., Cortland, N. Y.

Thompson BOATS
first—and finest—for family boating

STOCK BOATBUILDERS

(*Continued from page* 157)

LAKEMASTER BOATS, INC.
1624 NATIONAL BANK BLDG.
— *LAKEMASTER* —
OUTBOARD CRUISERS . . . 14' to 18'
MATERIAL USED . . . WOOD

LANCER INDUSTRIES
N. MIAMI, FLA.
— *SEA LANCER* —
INBOARD CRUISERS . . . 22'
MATERIAL USED . . . FIBERGLASS

LANE LIFEBOAT & DAVIT CORP.
8920 26th AVE., BROOKLYN 14, N. Y.
— *LANE* —
INBOARD CRUISERS . . . 16' to 22'
INBOARD RUNABOUTS & UTILITIES . . . 14' to 22'
OPEN OUTBOARDS . . . 8' to 18'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD FIBERGLASS

LARSON BOAT WORKS
LITTLE FALLS, MINN.
— *LARSON* —
OUTBOARD CRUISERS . . . 18' to 21'
OPEN OUTBOARDS . . . 12' to 20'
MATERIAL USED . . . WOOD, FIBERGLASS

LAWRENCE BOAT CO.
4975 W. WASHINGTON ST., P. O. BOX 5151, ORLANDO, FLA.
— *LAWRENCE LINE* —
INBOARD CRUISERS . . . 19' to 21'
INBOARD RUNABOUTS & UTILITIES . . . 16' to 19'
OUTBOARD CRUISERS . . . 16' to 21'
OPEN OUTBOARDS . . . 15' to 19'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD

LAWRENCE PLYCRAFT, INC.
39 SOUTH CANAL ST., LAWRENCE, MASS.
— *PLYCRAFT* —
OUTBOARD CRUISERS . . . 17' to 21'
OPEN OUTBOARDS . . . 17' and 21'
PRAM . . . 8'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD, FIBERGLASS

OLE LEE, JR.
SOMERS, MONT.
— *LEE CRAFT* —
INBOARD CRUISERS . . . 16' to 20'
OUTBOARD CRUISERS . . . 16' to 20'
OPEN OUTBOARDS . . . 12' to 16'
KIT BOATS . . . 12' to 20'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD, FIBERGLASS

C. P. LEEK & SONS INC.
RFD No. 2 LOWER BANK, EGG HARBOR CITY, N. J.
— *PACEMAKER* —
INBOARD CRUISERS 29' to 33'
MATERIAL USED . . . WOOD

LIPPINCOTT BOAT WORKS
RIVERTON, N. J.
— *LIPPINCOTT* —
SAIL BOATS . . . 16' to 22'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD

LONE STAR BOAT CO.
BOX 698, GRAND PRARIE, TEX.
— *LONE STAR* —
INBOARD CRUISERS . . . 21'
INBOARD RUNABOUTS & UTILITIES . . . 16'
OUTBOARD CRUISERS . . . 16' to 23'
OPEN OUTBOARDS . . . 12' to 16'
MATERIAL USED . . . METAL, FIBERGLASS

HIRAM LOWELL & SONS
AMESBURY, MASS.
RUNABOUTS & UTILITIES . . . 16' to 20'
OUTBOARD CRUISERS . . . 20'
OPEN OUTBOARDS . . . 14' to 18'
BANKS DORIES
MATERIAL USED . . . WOOD

LOWELL, PERT
See Town Class

LUDERS MARINE CONST. CO.
STAMFORD, CONN.
— *LUDERS* —
INBOARD CRUISERS . 13' to 200'
CUSTOM BUILT BOATS
MATERIAL USED . . . WOOD, FIBERGLASS, METAL AND MOLDED PLYWOOD

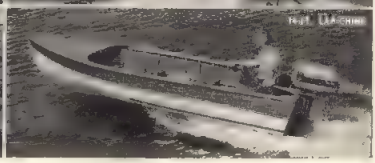
LUGER INDUSTRIES INC.
3404 LYNDALE SO., MINNEAPOLIS 8, MINN.
— *LUGER* —
INBOARD CRUISERS . . . 18'
RUNABOUTS & UTILITIES . . . 14' to 18'
OUTBOARD CRUISERS . . . 18'
OPEN OUTBOARDS . . . 12' to 18'
KIT BOATS . . . 8' to 18'
MATERIAL USED . . . WOOD

HENRY LUHRS SEA-SKIFFS, INC
MORGAN, N. J.
— *MORGAN SEA-SKIFF* —
INBOARD CRUISERS . . . 21' to 30'
MATERIAL USED . . . WOOD

LYMAN BOAT WORKS
1621 FIRST ST., SANDUSKY, OHIO
— *LYMAN* —
RUNABOUTS & UTILITIES . . . 18' to 23'
OPEN OUTBOARDS . . . 13' to 18'
MATERIAL USED . . . WOOD

(*Continued on page* 354)

this year—step up to a Thompson for the finest in all-around boating



Why envy the proud owner of a Thompson boat when it's so easy to be one yourself! There's a model and size just right for you – at a price that's probably less than you think! See your Thompson dealer now—just for the fun of it!

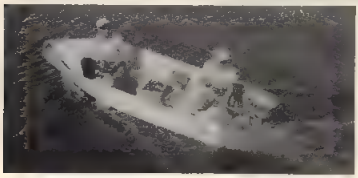
Free Catalog in full color—write for it

THOMPSON BROS. BOAT MFG. CO.

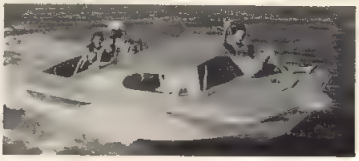
351 Ann St., Peshtigo, Wis. • 351 Elm St., Cortland, N. Y.

Thompson BOATS

first—and finest—for family boating



Lone Star's Angler is a simple 14' fishing boat for $350



Lone Star 19' fiberglass "Caribbean" Cruisette

LONE STAR STYLING DEPARTURE

► The 1958 Lone Star line of aluminum and Fiberglas outboard boats offers a complete selection of 22 models, priced from $195.000 to $2195.00, FOB plants in Grand Prairie, Texas, or Bremen, Ind. Most radical departure from traditional styling is shown in the Balboa and Caribbean, 19' Fiberglas runabout and cruisette.

Another feature of the '57 line is the optional color styling, allowing purchasers to choose from seven two-tone color combinations, including Newport Green, India Black, Normandy Blue, Arabian Yellow, Shantung Red, Corsair Tan, and Aquamarine

Even though Lone Star has developed an entirely fresh style in many of its boats, president D. O. Tomlin emphasizes that while a number of the traditionally popular models have been retained for those who prefer them, the line as a whole features styling inspired by the new models.

All semi-V's have the Lone Star "Power-Bar Transom" for larger power applications. Larger 23' and 19' boats have the "Power-Lift Transom," an aid to more effective power

LONE STAR BOAT CO., Box 698, Grand Prairie, Texas

CULVER CRAFT OFFERS BUILDING PLANS

► Complete building plans, full-size patterns and frame kits for 23 different models in small pleasure craft ranging from 10' to 25' for both inboard and outboard power are offered by Culver Craft. The newest is a 21'10" inboard cruiser, known as the Whee Two, which has accommodations for two, an enclosed toilet room, a hanging locker, a complete galley, and a large self-bailing cockpit. The Whee Two adapts itself to any of the automobile conversion engines, according to the builder, since the motor is located directly over the center of buoyancy. A catalog illustrating complete Culver line costs 50c

CULVER CRAFT, P. O. Box 381, Downey, Calif.

The Regatta Clock and Corvette Barometer make an ideal combination SALEM CLOCK CO., 51 East 42nd St., New York 17, N Y

FIRESTONE
CHAMPION GROUND GRIPS®

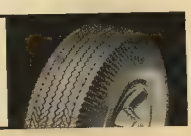
pull consistently, won't cake up or slip!

"The best costs less" is a time-worn tale, but with Firestone Champion Ground Grips it's true—the proof is in the performance! Extra tread plies protect against breaks; extra tread rubber gives longer life. Weather and aging—two enemies of rubber that cost you money—have been beaten by Firestone research. Special ingredients now assure longer rubber life, more tire life. You just can't get as good a buy.

Champion Ground Grips pull harder and handle easier in any soil, with husky high traction bars and broad powerful shoulders that dig deep and come out clean. Flared tread openings take full advantage of rotating tire forces as well as flexing action to toss out mud quick—dependable traction action that keeps you working when the work can't wait.

Your Firestone Dealer or Store wants to trade tires with you—ask him for his high trade-in allowance on your used tractor tires.

For passenger car comfort . . . new Firestone De Luxe Champion — With greater mileage, quieter operation, tomorrow's styling and assured safety!



Firestone

BETTER RUBBER FROM START TO FINISH

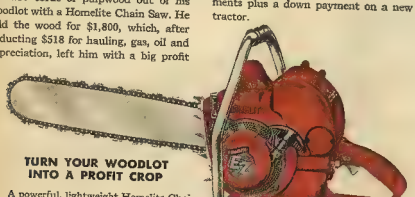
Enjoy the Voice of Firestone on radio or television every Monday evening over ABC.

Copyright 1957, The Firestone Tire & Rubber Company

"$1,282 Net Profit in 5½ Days"

Homelite Chain Saw

It took just 5½ days for Mr. J. Edwin Boozer of Prosperity, South Carolina to cut 180 cords of pulpwood out of his woodlot with a Homelite Chain Saw. He sold the wood for $1,800, which, after deducting $518 for hauling, gas, oil and depreciation, left him with a big profit of $1,282. With this extra income, Mr. Boozer plans farm and home improvements plus a down payment on a new tractor.



TURN YOUR WOODLOT INTO A PROFIT CROP

A powerful, lightweight Homelite Chain Saw can help you turn your trees into money — quickly, easily. It will give you more production at lower cost, because you cut more wood in less time and with lowest maintenance.

For instance, the Homelite EZ gives you 5 horsepower, weighs only 19 pounds. It does *every* cutting job around farms, estates, ranches, camps. Zips through 8" Oak in 5 seconds, 16" Pine in 14 seconds . . . brings down trees up to 3 feet in diameter.

$1600 4-H FORESTRY SCHOLARSHIPS
Ask your Homelite Dealer

Homelite builds and sells more chain saws than any other company in the world

4 models available 3½ to 7 horsepower, 19 to 29 pounds, straight blades, bows, brush cutter and clearing attachments.

HOMELITE — *a division of Textron Inc.*
4503 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

☐ Please call me about a free demonstration. ☐ Please send me further information. ☐ Please send me name of nearest Homelite Dealer.

Name .....
Address .....
Town/City ..... County ..... State .....

America Was Born

(Continued from page 81)

was the thriving Virginia capital, enjoying a profitable commerce and a social life surpassed only by the Court of England. Then the capital was moved to Richmond, and Williamsburg slipped into decay. Many beautiful public buildings and homes burned or fell into ruin.

Williamsburg relives today because of John D. Rockefeller Jr., who has restored nearly 100 buildings. From candlelit inns and craft shops to the stately Governor's Palace, rebuilt Williamsburg is unforgettable.

Here Patrick Henry helped sow the seeds of the Revolution. Here George Mason won adoption of the Declaration of Rights. Here Jefferson was educated and rooted in the democratic ideas which sparked his writing of the Declaration of Independence.

Williamsburg was also the mother of American education, with the first schools of law, social science, the first elective system, the first honor system, and Phi Beta Kappa.

From this leisured, wealthy plantation life sprang an aristocratic culture that Thomas Jefferson called the "finest school of manners and morals" in America. Men and ideals—that was Williamsburg's gift to the world two centuries ago.

For me, this era lives again in the clip-clop of a phaeton drawing up of an evening by the Wythe House. At the most famous of the hostelries, Raleigh Tavern, I can still recapture the excitement of the Burgesses after Patrick Henry's ringing appeal.

Washington's tall figure was well-known at the Raleigh. He came there often, and listened to the latest news in a room blued by the smoke from long clay pipes, or danced at the balls in the Apollo Room. And it was here he returned the victor of Yorktown!

You can readily retrace the decisive battle from the batteries of muzzle-loading cannons long since turned green in the redoubts of Yorktown—or by driving a marked trail along leafy lanes.

Lafayette's troops had backed Cornwallis and 1,500 men into the Yorktown peninsula. A French squadron had routed a British fleet speeding to the Redcoat's relief. The British were pinned against the York River on September 28 when Washington issued the order to advance. Three weeks later the British surrendered all in America.

I turned back from the grass-grown bunkers of Yorktown, drove through the mellow grandeur of Williamsburg, past the ancient, whispering forest of Jamestown, and returned again to 1957.

It had been a *"faire"* journey indeed—through 176 years of greatness. I think you'll find it—as I did—a tonic for the American spirit. **End**

Cedar Strip Fishing Boats

Smoother, Faster, Safer, Butyl Sealed! Compressed seam construction, molded strips fit perfectly to form a water-tight seam that compresses even more tightly in water! Between each strip seam is a layer of butyl rubber adhesive, water-tight insurance for the soundest, safest, sleekest strip boats ever. Greater load carrying capacity and smoother outboard performance. New improved planing-type hull. Broader beam means more useful load space. Double-ribbed bottom and sturdier bracing

CORMORANT 15 FT. Beam 61", Transom width 53", Transom depth 18", 4 seats, capacity 1,000 lbs Max H. P. 18. Ship. wt (uncrated) 235 lbs. Wt. (crated) 295 lbs.

G2618 A23275 Retail $289.00

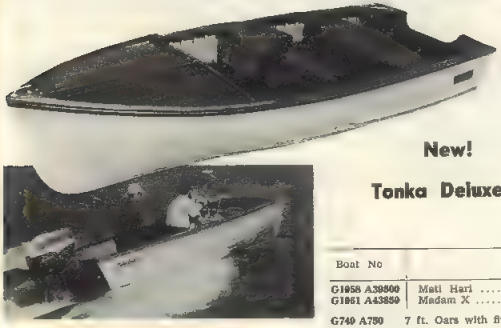
PELICAN 13 FT. Beam 59", Transom width 53", Transom depth 17½", 3 seats, capacity 750 lbs Max. HP which handles motors up to 10 HP. Ship. wt. (uncrated) 185 lbs. Wt (crated) 235 lbs.

G2617 A21650 Retail $260.00

FOB Minn Boats Shipped Uncrated Special Crating add $12 50

Sleek Tonka Lapstrakes

Sleek, beautiful runabouts with gleaming white and mahogany hull, smooth graceful lines, all the class in the world, ruggedly built in round bilge design, meets the challenge of any water anywhere. Huge open cockpit, convenient walk-thru center deck, seating comfort for 4 to 6 passengers. Plenty of room for duffel storage beneath deep forward deck. Superb performers with the largest outboards. 12 lapped seams on either side crate 24 lifting edges that plane smoothly even in rough water. Water-tight as a canteen, each plywood plank is permanently bonded with special Thiocl Rubber Sealer as strong as a metal weld. All fastenings are brass and fittings of polished chrome hardware Two exciting models The Mati-Hari 14 Ft. Runabout, or the glamorous Madam X 16 Ft. Cruisette which takes motors up to 50 HP. See Specification Chart below



New!

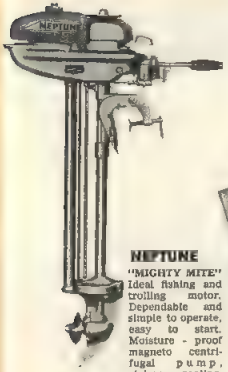
Tonka Deluxe

Boat No		Lgth.	Beam	Depth Amidship	Seats	Ship. wt lbs	Retail
G1958 A39500	Mati Hari	14 ft.	62"	25½"	3	275	$495.00
G1961 A43850	Madam X	16 ft.	65"	27½"	3	360	$545.00

G740 A750 7 ft. Oars with fittings — for all Tonka Boats Retail $10.00

FOB Minnesota. Boats Shipped Uncrated. Special Crating Add $17 50

Fishing Motors



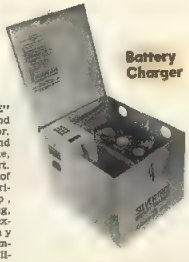
NEPTUNE

"MIGHTY MITE" Ideal fishing and trolling motor. Dependable and simple to operate, easy to start. Moisture - proof magneto centrifugal pump, siphon cooling, underwater exhaust. 90 - day guarantee 4000 RPM Propeller aluminum semi-weedless. Carburetor Tillotson automotive type non-flooding. Dimensions Length 33½ , width 6½", stern height 15 . Gas tank. 1.7 HP. Ship. wt. 18 lbs.

G1756 A8750 Retail $89.50

NEW SILVERTROL ELECTRIC TROLLING MOTOR. Effortless operation, easy steering, economical, lightweight and instant starting! Operates on standard heavy duty 6 or 12 volt auto battery. Speeds 1¼ to 3 m. p. h. on 6 volt battery Greater speeds on 12 volt. 2 speed switch Will run 8 to 12 hours on one battery charging. New streamlined handle adjustable to 4 positions. Full reverse 360 degree directional steering Motor Direct current, sealed, water-cooled, life lubricated, efficient Fully guaranteed. Ship. wt. 28 lbs (less battery)

G1549 A8715 Retail $89.50



Battery Charger

SILVERTROL BATTERY CASE AND CHARGER. 6-12 volt. Plug cord into any 110 volt, 60 cycle outlet to charge battery in a few hours. Charger is convenient carring case for Silvertrol battery Can be used to start outboard motors a source of electricity for emergency light. Can be used to re-charge your auto battery. Ship wt. 14 lbs.

G2360 A2275 Retail $29 95

SILVERTROL electric trolling motor

OUTBOARD MOTOR TOOL KIT. Includes all tools needed for emergency repair of any outboard motor. All tools are good, dependable and durable for long time service. Kit in plastic bag plastic envelope for extra small parts. Ship. wt. 1½ lbs

G2618 A245 Ret. $3.95

CONTINENTAL SPORT OUTBOARD MOTOR. 2½ HP. Air-cooled! Cruising speeds from 1 to 8 MPH Forward and reverse steering, full 360 degree Automatic pilot. Quiet underwater exhaust. Double transom clamps, high speed anti - friction bearings. Semi-weedless propeller, aluminum, steel and bronze. Ship wt. 23 lbs

STANDARD "SPORT". Without automatic rewind starter

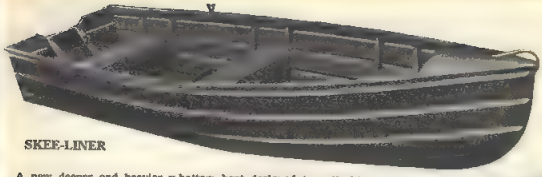
G2620 A5597 Retail $79.95

DELUXE "SPORT". With automatic rewind starter.

G2621 A6295 Retail $89.95

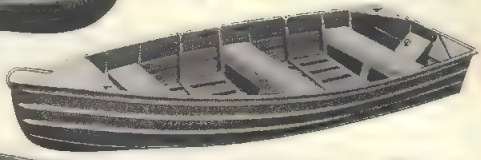
Vio Holda

ALUMINUM BOATS



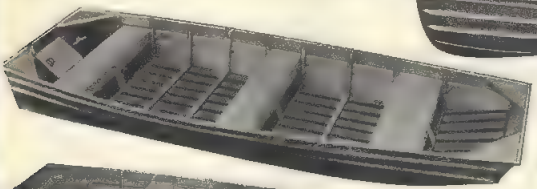
SKEE-LINER

A new deeper and heavier v-bottom boat designed to pull skis and for heavy duty boating. Non-rigidized. Bottom of .064 gauge; sides .051. Recommended for motors up to 25 horse. Inside painted with Shur-foot non-skid paint. Anchor cleats on bow and stern. See specification chart



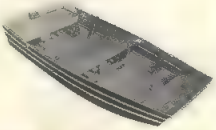
PEARL-LINER

RUNABOUT



FLOATER'S DE-LITE

DREAM BOAT



LITTLE MARVEL

STUDEBAKER

VIO HOLDA'S SECRET

re's the secret to Vio Holda's revolutionary trength without weight" aluminum boats gid-Tex, the new 3-dimensional metal that res 108 per cent greater rigidity, 70 per cent ater bucking strength, 92 per cent greater tile strength, 39 per cent greater impact distance

VIO HOLDA BOATS — LIGHT . . . TIGHT . . . RIGID

nerica's only rigidized aluminum boats! All sided construction throughout, unconditionally aranteed watertight. Vio Holda boat bottoms e heavy . .032 flat aluminum on the 8 ft odel, .040 gauge on the 9 ft. and 12 ft. models d .050 on the 14 ft. models. Inside bottom of models is painted with Shur-foot non-skid inted to provide better traction, reduce sound and eliminate reflection of light Braces seats, inside oar-locks with yoke, are welded into position Triple splash rails, stem has eye loop for motor lock All models have Styrofoam flotation blocks under each seat providing ample buoyancy to support occupants and motor if capsized

Boat No	Whlse	Boat	Lgth	Width Beam	Depth Beam	Seats	Ship wt	Retail
G2434	189.30	SKEE-LINER	14 ft.	59"	18½"	3	148 lbs	$250 00
G1631	189.85	PEARL LINER	14 ft.	58"	18"	3	106 lbs.	$236.50
G1916	156 50	RUNABOUT	12 ft	51"	16"	3	87 lbs	$208.50
G1627	176.50	FLOATER'S DE-LITE	14 ft	55"	15"	3	115 lbs	$239 00
G1628	139.50	DREAM BOAT	12 ft	51"	13 '	3	85 lbs.	$186.50
G1629	117.75	STUDEBAKER ..	9 ft	48"	14"	3	58 lbs.	$154.50
G1630	106.75	LITTLE MARVEL .	8 ft	43½"	13½"	3	45 .bs.	$139 50

1 Vio Holda Boats are pack-wrapped for shipping at no extra charge. FOB Minnesota or Kansas

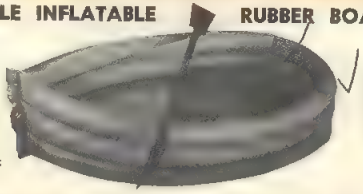
STEERING WHEEL ATTACHMENT. For all 1955-57 Vio Holda V-Bottom Boats. Easily attached. Only 4 holes to drill. Made of heavy .064 aluminum Made for right or left side of boat. In ordering, please specify If not specified, right side bracket will be shipped (Less steering wheel) Ship. wt 7 lbs.

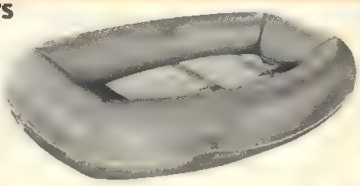
G2435 A1095 Retail $15.00

VERSATILE INFLATABLE RUBBER BOATS

For . . .

- Hunting
- Fishing
- Skin Diving
- Spare Life Raft
- Swimming Pool
- Shelter Tent
- 22 Gauge Bolta Flex





ONE-MAN COLLAPSIBLE BOAT. 5' Long, 3' Wide, 12" Deep A One-man pointed prow boat, excellent for close in fishing and towing gear Ideal for use as a dingby on small boats. 3 Inflated tubes. Heavy gauge vinyl construction. Ship. wt. 5½ lbs.

G2004 A795 Retail $12.95

TWO-MAN COLLAPSIBLE BOAT. 8' Long, 4½' Wide, 14" Deep Extra heavy laminated 22 gauge vinyl plastic Easily inflated and assembled. Fits into knapsack!

G2003 A2370 Less Seat and Oars Wt. 15 lbs. Retail $39.50
G2436 A3250 With Safety Liner, Seat and Anchor. Wt. 22 lbs. Retail $50.00

"I WANNA SEE TOO!"

You'll want to see more of the amazing new Tonka Toy line for '57 too. This year every single model's been restyled. There's a multitude of new models plus an exciting new group of 7 accessory packages. It's the biggest, most complete, Tonka truck line yet. And at new low prices too. Everyone's going to be talking about new Tonka Toys . . . and buying them. For that better look, stop in and see the new Tonka Toys at room 729-730 Hotel New Yorker and room 208, 200 5th Ave. Or you can write for the new catalogue . . . 16 pages in full color. Tonka Toys Inc., Mound, Minnesota.

Tonka Toys

NATIONALLY ADVERTISED

authentic **SCALE**
strong in **METAL**
roll on **RUBBER**
color, baked **ENAMEL**

6800 Farm Set

Country life! Farm Tractor, disc harrow, manure spreader. 2 bottomed plow, dozer-bladed Jeep, truck . . . all real-action toys, perfect scale. Plenty of animals. Color gift box.

15¾ x 11¾ x 2¾
1 doz. 29 lbs. **$3**

6000 Road Building Set

Real scale! Real action! Caterpillar Bulldozer and Road Grader, Mack Dump Truck, Machinery Hauler and Cab, plus Road Signs. Bright full color gift box.

16 x 11 x 2½.
1 doz. 26 lbs. **$3**

5211 Fire Department Set

Modern fire fighting at it's best! Aerial ladder raises, revolves. Latest pumper rig plus ladders, hose, shovel, axe, helmets, big badge. Smart Chief's Car, Fire Ambulance, too!

13 x 10 x 2½.
2 doz. 39 lbs **$2.50**

7000 Playtime Set

Fun galore! Latest in "hot" planes . . . cars, trucks and a jet dream car. Youngsters "live it up" with this richly colored, versatile set of true scale models. Handsome box.

16 x 12 x 2½.
1 doz 34 lbs. **$3.50**

"So Real" **TOOTSIETOYS** Dowst Mfg. Co.
600 N. PULASKI, CHICAGO 24, ILL.

. . . yes, don't miss the boat for 1957, see the style-setting, breath-taking, all-new Topper line of outboard luxury liners. The '57 Topper is the newest from stem to stern . . . gleaming, beaming beauty of the waterways. From the moment you step aboard, you'll thrill to the extra, years-ahead features of the '57 Topper. Thrill to the expansive cockpit, solid mahogany side decks, superbly appointed and ventilated cabin that will comfortably accommodate a family of four, ample storage space, complete galley, hide-away marine toilet, and many, many more features . . . found only in the '57 Topper.

See the all-new, 1957 TOPPER

1957 Topper 20' Outboard Sedan Cruiser—20' length, 8' beam speeds up to 20 MPH using a 35 HP motor, designed for either single or twin outboards priced at $2295 painted and varnished, complete with full galley foam rubber mattresses, fold-away all-purpose table, marine toilet magazine and chart racks glass and dinnerware rack, complete steering arrangement splash-tested hatchways a seat with back and foot rest full-width cockpit seat, navigational lights wiring and switches

1957 Topper 20' Outboard Deluxe Sports Cruiser—20' length, 8' beam, speeds up to 20 MPH using a 35 HP motor, designed for either single or twin outboards priced at $1895 painted and varnished complete with foam rubber mattresses, chart and magazine rack, marine toilet complete steering arrangement, full-width cockpit seat navigational lights, wiring and switches

1957 Topper 20 Outboard Hardtop Sportsman 20 length 8 beam, speeds up to 25 MPH using a 35 HP motor, designed for either single or twin outboards priced at $1495, painted and varnished, complete with chart and magazine racks, full-width cockpit seat navigational lights, wiring, and switches

1957 Topper 20 Outboard Utility – 20' length, 8' beam, speeds up to 25 MPH using a standard 35 HP motor designed for either single or twin outboards priced at $1095 painted and varnished complete with walk-through seat onward full-width cockpit seat aft, chart table and glass rack wind shield navigational lights, wiring and switches

See the '57 Topper Cruiser at the Boat Shows: New York, January 19th-27th, Booth A-59, Chicago, February 8th-17th, Booths 60-71

Get the Topper story first!

ATTENTION DEALERS: Protected territories available, write for full particulars or see us at either show.

TOPPER BOAT COMPANY B. J. LeGoullon, Owner · 5816 Ritchie Highway, Baltimore 25, Md.

CAPT. BUILTRITE says, "Here is

A helpful guide

for the selection of a new boat."

Get the facts about BAYCRAFT pre-assembled boats

PREASSEMBLY is a method of cutting, bending, fitting and fastening the various parts into the completed assembly. This system assures you of a substantial savings in both time and money. The frames are completely erected, all parts marked and fastenings secured. All planking is cut from preinstalled patterns. Deck and cabin framing completely precut and in some models installed. The various parts are then disassembled and carefully crated. You can reassemble all parts easily and perfectly by replacing fastenings in pre-located holes. When buying a Baycraft you don't build a frame yourself but only reassemble one that was previously assembled on our mechanically perfect jig. REMEMBER, every boat is separately cut and assembled, not mass produced.

PROVEN DESIGN: With Baycraft you take no chance of an untried design. Many years and thousands of dollars have been spent designing, lofting and sea-trialing to develop boats of proven characteristics. Hundreds of successful builders have testified to the beauty, strength and seaworthiness of our models.

SELECTED MATERIALS of the highest quality are used on all models, including selected air dried life-time Northern White Oak, genuine Philippine Mahogany and Everdur Bronze fastenings. These materials are cut, shaped and fastened by craftsmen of many years experience.

CAN'T GO WRONG: From our half century of precut and preassembled boat building experience, we know what the amateur can do. Many amateur builders encounter great difficulty in assembling so called "Kit" boats and often end up with something entirely un-seaworthy. It is because of this that we go farther in service and prefabrication than do the kit boat manufacturers. Where kit boats stop, we begin.

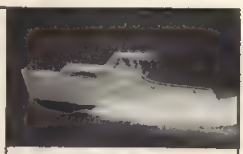
INSTRUCTIONS are complete, detailed, and easy to understand. They have been on-the-job tested hundreds of times. We wish to stress that every boat owner has FREE access to our complete engineering service to answer any problem that may arise. Baycraft works on the assumption you have no special tools and no boat building experience. If you really want a boat, success is guaranteed with Baycraft.

PAY AS-YOU-BUILD is the most practical method of ownership ever offered the amateur boat builder. It means that you have money invested in only that portion under construction. Your dream boat can begin with the first down payment We can accomodate every budget large or small. By eliminating dealer mark-up and supplying our customers their fittings, engines and equipment at an average discount of 30%, our prices are kept competitive. This in spite of superior materials and workmanship.

3 easy steps to Baycraft ownership...

1 ORDER factory preassembled frame built by master craftsmen.

2 REASSEMBLE frame work and install precut planking finish and custom equipment



3 THEN LAUNCH this fast rugged BAYCRAFT boat

Baycraft

52nd ANNIVERSARY YEAR

BAY CITY BOATS, INC.

DIV. 1017 • 1833 First • Bay City, Michigan

Models available from 17' thru 34'

FOR FURTHER DETAILED INFORMATION WRITE
BAY CITY BOATS, INC

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ADDRESS _____

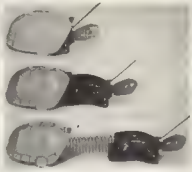
CITY _____ STATE _____

SPRING TOYS — SLATES

MR. WIGGLE'S APPLE JACK

At Last—A "Jack-In-The-Box" That's Really Different!
The most enticing apple since Eve! An all-time favorite toy in a brand new form! Customers can't resist squeezing the bright red apple . . . to see the wiggly worm pop out with a squeal. Pk. 2 dz.

6T4395 . . . . . List 98c 87601 Dz.



MR. WIGGLE'S TURTLE

An enchanting new toy for the toddler set. As Mr. Turtle is pulled along he lengthens out revealing a complete set of red "longies". Then he bobs the head and the realistically painted shell catches up. Truly packed with irresistible sales appeal. Pack 1 dz.

6T4396 List $1.98 . . . . . 215206 Dz.

MR. WIGGLES CATA-PULLER

The toy slithers and wiggles and is made of colorful high impact plastic with coiled springs. Boxed, Pk. 1 dz.

6T4397 . . List $1.98 . . . . 215201 Dz.

MR. WIGGLES LEAP FROG

The liveliest, friskiest dollar pull toy of all! Actually hop—hop—hops along the floor . . . has the natural action of a real frog! Captivates youngsters and grownups alike . . . wins customers who want something really different! Packaged in colorful gift box. Pk. 2 dz.

6T4398 List 98c . . . . . 87601 Dz.

MR. WIGGLES COWBOY

Cowboy swings 'n sways in the saddle . . . Pony twists and turns! Made of colorful high-impact plastic and finest quality Mr. Wiggle springs! Excitingly gift packaged! 13½x8½x2¼". Pk. ½ dz.

6T4399 . . . . . List $2.98 . . . . . 322809 Dz.

MAGIC SLATE BLACKBOARD

New Features. LARGER 4 color indexed copy cards containing writing, alphabets, numerals, drawing, and Magic Fun. LARGER writing surface with 10x13" Magic Slate. Overall size 11¼ x17". Pk. 2 dz.

6T4425 List 98c . . . . . 98001 Dz.

MAGIC SLATE ASSORTMENT

Walt Disney's star performers on big, colorful magic slates. 2 dz. assorted in display ctn. 8½ x 13". Each a different color scheme with the ever popular magic slate. Pk. 2 dz. N.B.

6T4420 List 25c . . . . . 32007 Dz.

MAGIC SLATE ACTIVITY BOOKS

Brand new . . . these four delightful Drawing Books . . . are based on TV's famous Mickey Mouse Club. Its tremendous following reaches across the country. Sales volume "is there," millions of devoted boys and girls enjoy activities with their TV pals through the magic of the Magic Slate. Pk. 2 dz. asstd. N.B.

6T4422 List 25c . . . . . 32007 Dz.

SLINKY

SLINKY SEAL

Red-hot newcomer! Shiny, stretching circus seal spins colored ball round an' round. Pk. 2 dz.

6T4384 . . . . . List 98c . . . . . 87602 Dz.

SENSATIONAL, SLINKY TRAIN

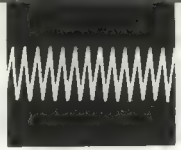
Slinky Train . . . A pull toy that is really different. Combines the old style locomotive with the favorite Slinky. Fun indoors or out. Brightly colored in sturdy plastic. 4½x4x8¼". Pk. 1 dz.

6T4388 List $1.98 . . . . 215208 Dz.

SUZIE, THE SLINKY WORM

18" long. Whimsical, high impact plastic head; colorful Slinky-spring body. Elastic pull cord makes him wiggle and weave. Boxed. Pk. 4 dz.

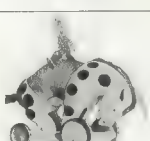
6T4387 . . . . . List 98c. . . . . 87601 Dz.



TOMMY, THE SLINKY PUP

He's 12" long, with a durable plastic head . . . Slinky-spring body and tail. Contrasting black ears, nose and eyes. Colorful neck ribbon. Tinkle bell on tail. Boxed. Pk. 1 dz.

6T4389 . List $1.98 . . . . . 215208 Dz.



SLINKY BUCKO

Eccentric wheels make the rider buck and twist as toy is pulled or pushed. Lots of exciting action. Pk. 1 dz.

6T4390 . . . . . List $1.98 . . . . . 215201 Dz.

SLINKY JR.

The most dynamic spring on the market—dances, jumps, coils, walks down a board! A delight for youngsters of every age. Boxed. Pk. 4 dz.

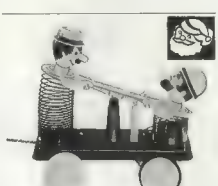
6T4392 . . . . List 39c . . . . . 43106 Dz.

TOYS

SLINKY SPIRAL

A twist of the handle makes the extra-long, tangle-proof Slinky Spring perform eye-popping tricks. Must be seen! Durably made for longest wear. Pk. 2 dz.

6T4393 List 98c . . . . . 87602 Dz.



SLINKY HANDCAR

Fascinating, full-color action as Pat an' Mike bob along on their hilarious handcar! Pk. 1 dz.

6T4383 . . . . List $1.98 215208 Dz.

SLINKY, THE WALKING SPRING

Customers stop, look — and buy — when you display this amazing toy. "Slinky" uses little space, moves fast the year 'round. "Slinky" walks by itself down stairs and slopes. Boxed. Pk. 4 dz.

6T4391 . . . . List 98c . . . . . 87209 Dz.

SLINKY

SLINKY SEAL

Red-hot newcomer! Shiny, stretching circus seal spins colored ball round an' round. Pk. 2 dz.

6T4384 . . . . . List 98c . . . . . 87602 Dz.

SENSATIONAL, SLINKY TRAIN

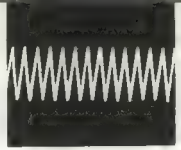
Slinky Train . . . A pull toy that is really different. Combines the old style locomotive with the favorite Slinky. Fun indoors or out. Brightly colored in sturdy plastic. 4½x4x8¼". Pk. 1 dz.

6T4388 List $1.98 . . . . 215208 Dz.

SUZIE, THE SLINKY WORM

18" long. Whimsical, high impact plastic head; colorful Slinky-spring body. Elastic pull cord makes him wiggle and weave. Boxed. Pk. 4 dz.

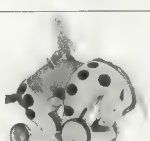
6T4387 . . . . . List 98c. . . . . 87601 Dz.



TOMMY, THE SLINKY PUP

He's 12" long, with a durable plastic head . . . Slinky-spring body and tail. Contrasting black ears, nose and eyes. Colorful neck ribbon. Tinkle bell on tail. Boxed. Pk. 1 dz.

6T4389 . List $1.98 . . . . . 215208 Dz.



SLINKY BUCKO

Eccentric wheels make the rider buck and twist as toy is pulled or pushed. Lots of exciting action. Pk. 1 dz.

6T4390 . . . . . List $1.98 . . . . . 215201 Dz.

SLINKY JR.

The most dynamic spring on the market—dances, jumps, coils, walks down a board! A delight for youngsters of every age. Boxed. Pk. 4 dz.

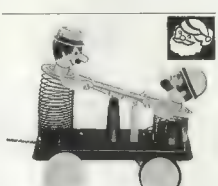
6T4392 . . . . List 39c . . . . . 43106 Dz.

TOYS

SLINKY SPIRAL

A twist of the handle makes the extra-long, tangle-proof Slinky Spring perform eye-popping tricks. Must be seen! Durably made for longest wear. Pk. 2 dz.

6T4393 List 98c . . . . . 87602 Dz.



SLINKY HANDCAR

Fascinating, full-color action as Pat an' Mike bob along on their hilarious handcar! Pk. 1 dz.

6T4383 . . . . List $1.98 215208 Dz.

SLINKY, THE WALKING SPRING

Customers stop, look — and buy — when you display this amazing toy. "Slinky" uses little space, moves fast the year 'round. "Slinky" walks by itself down stairs and slopes. Boxed. Pk. 4 dz.

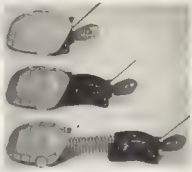
6T4391 . . . . List 98c . . . . . 87209 Dz.

SPRING TOYS — SLATES

MR. WIGGLE'S APPLE JACK

At Last—A "Jack-In-The-Box" That's Really Different!
The most enticing apple since Eve! An all-time favorite toy in a brand new form! Customers can't resist squeezing the bright red apple . . . to see the wiggly worm pop out with a squeal. Pk. 2 dz.

6T4395 . . . . . List 98c 87601 Dz.



MR. WIGGLE'S TURTLE

An enchanting new toy for the toddler set. As Mr. Turtle is pulled along he lengthens out revealing a complete set of red "longies". Then he bobs the head and the realistically painted shell catches up. Truly packed with irresistible sales appeal. Pack 1 dz.

6T4396 List $1.98 . . . . . 215206 Dz.

MR. WIGGLES CATA-PULLER

The toy slithers and wiggles and is made of colorful high impact plastic with coiled springs. Boxed, Pk. 1 dz.

6T4397 . . List $1.98 . . . . 215201 Dz.

MR. WIGGLES LEAP FROG

The liveliest, friskiest dollar pull toy of all! Actually hop—hop—hops along the floor . . . has the natural action of a real frog! Captivates youngsters and grownups alike . . . wins customers who want something really different! Packaged in colorful gift box. Pk. 2 dz.

6T4398 List 98c . . . . . 87601 Dz.

MR. WIGGLES COWBOY

Cowboy swings 'n sways in the saddle . . . Pony twists and turns! Made of colorful high-impact plastic and finest quality Mr. Wiggle springs! Excitingly gift packaged! 13½x8½x2¼". Pk. ½ dz.

6T4399 . . . . . List $2.98 . . . . . 322809 Dz.

MAGIC SLATE BLACKBOARD

New Features. LARGER 4 color indexed copy cards containing writing, alphabets, numerals, drawing, and Magic Fun. LARGER writing surface with 10x13" Magic Slate. Overall size 11¼ x17". Pk. 2 dz.

6T4425 List 98c . . . . . 98001 Dz.

MAGIC SLATE ASSORTMENT

Walt Disney's star performers on big, colorful magic slates. 2 dz. assorted in display ctn. 8½ x 13". Each a different color scheme with the ever popular magic slate. Pk. 2 dz. N.B.

6T4420 List 25c . . . . . 32007 Dz.

MAGIC SLATE ACTIVITY BOOKS

Brand new . . . these four delightful Drawing Books . . . are based on TV's famous Mickey Mouse Club. Its tremendous following reaches across the country. Sales volume "is there," millions of devoted boys and girls enjoy activities with their TV pals through the magic of the Magic Slate. Pk. 2 dz. asstd. N.B.

6T4422 List 25c . . . . . 32007 Dz.

PIRATE BANK

Cast metal bank, bronze finish. Captain Kidd on pirate chest. 4¾" x 5¾".

No. 557 ..... each $.75

U.S. MAIL BOX BANK

Bronze finish bank, replica of standard mail box. 2½" x 5⅞".

No. 558 ..... each $.75

HAPPY TIME CLOCK

Happy clock says, "Time To Save!" Bronze metal finish. 4¼" x 5⅛".

No. 565 ..... each $.75

SHOE HOUSE BANK

Old Woman In The Shoe bank, in bronze finish metal. 5¼" x 5½".

No. 553 ..... each $.75

HUMPTY DUMPTY BANK

Cast bronze metal Humpty Dumpty sitting on wall. 3½" x 5⅜".

No. 564 ..... each $.75

SLOT MACHINE BANK

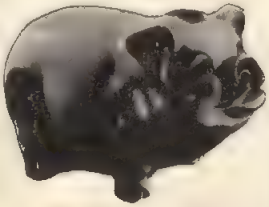
Here's a reproduction of the famous "One Arm Bandit" slot machine. Only—you save money in this attractive metal bank.

No. 568 ..... each $.75

FIRE HYDRANT BANK

Colorful replica of the corner fire hydrant. Made of heavy cast plaster. Finished in lively colors.

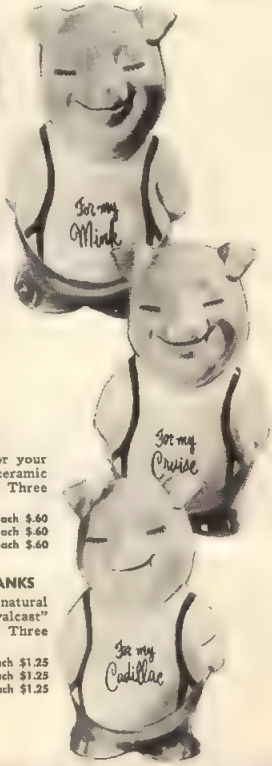
No. 50F ..... each $1.00
Giant size ..... each $2.00



PLASTER PIGGY BANKS

Giant size—as big as a watermelon! Holds over $1000 in coins. Pkd. 2 to a carton. Medium size, pkd. 4 to ctn.

Giant size ..... each $1.50
Medium size ..... each $1.00



CHINA PIGGY BANKS

Feed this happy-go-lucky pig for your savings dream. High glazed ceramic with colorful hand decorations. Three styles as illustrated.

No. 232 "MINK" ..... each $.60
No. 231 "CRUISE" ..... each $.60
No. 230 "CADILLAC" ..... each $.60

"SOFT TOUCH" ANIMAL BANKS

Touch this bank—it feels like natural fur! Molded of durable "Royalcast" with metal pry-out cap in bottom. Three styles as illustrated.

No. F805 "SAD SAM" ..... each $1.25
No. F807 "MR. SCRATCH" ..... each $1.25
No. F804 "LUCKY DOG" ..... each $1.25

A

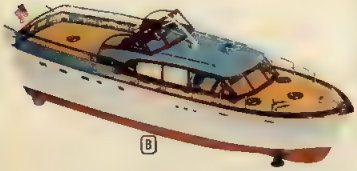
Build-it-Yourself

Hobbies for Every Age . . . 8 to 80

A SAIL YOUR OWN "SEA WITCH" CLIPPER SHIP. Construction kit. Build a 31-in. model of the first true clipper ship . . . famous in the golden era of sailing. You can actually launch and sail your model. Fully scaled, precise parts correct to the smallest detail—from hull to the top of the mast. All parts fit together exactly.

Hull, sails, everything of high impact plastic; rigging, masts, pulleys . . . even a colorful "crew" to complete realistic effect. Display stand, glue, instructions and historical resumé of sailing era included. Gift boxed.

48 T 2407—31x4½x23 in. high. Wt. 4 lbs. 4 oz. 8.95



B

Build a Seaworthy "Chris-Craft"

B SLEEK, STREAMLINED 33-IN. MODEL of a real Chris-Craft cabin cruiser. The "Jackie" can actually be "launched" for fun at the beach—floats right along like its magnificent prototype, the "Constellation."

Easy and fun to assemble the more than 200 accurately detailed plastic parts. Authentically scaled right down to the mast, over-the-side ladder, davits, life-lines, scuppers, portholes . . . even the at-the-ready dinghy. Comes with glue and special display stand.

48 T 2451M—Gift box. *Markable.* Wt. 6 lbs. 12.95

C

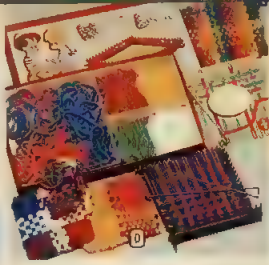
Seaworthy Cabin Cruiser Model

C "THE PATRICIA" ACTUALLY OPERATES in the water. Model Kit. Colorful 18-in. sea-faring beauty is actual replica of a real Chris-Craft. Powered by sturdy electric motor (uses flashlight battery, not included).

A flick of the switch sends cruiser forward or backward. Adjust rudder to determine course—straight line or circle. Motor is housed—all you do is put it in hull. Open stern, bilge vents, anchor, air horns. Assembling instructions, glue included. Display stand. Gift boxed.

48 T 2409—18x5½x5½ in. high. Ship. wt. 2 lbs. 3.79

62 W 23—Batteries. Ship. wt. 6 oz. . . . . 2 for 24c



D

Weave Colorful Gifts

D ADJUSTABLE WEAVING LOOM, metal construction. Patented 2-looms-in-1 feature—teeth spaced differently on each side. Easy to do, challenging and so much fun.

Made especially for Wards. Make pot-holders, place mats, any number of colorful and useful gifts with jersey loops, 320 jersey loops, wire looper, steel weaving needle and loom. Instructions. Gift box.

48 W 4668—15½x7½ in. Ship. wt. 1 lb. 4 oz. . . 1.79

E

Make Leather Gifts

E MAKE A BILLFOLD, COIN PURSE, stamp case, pen and pencil case, 4-hook key case, comb case . . . all out of genuine top grain leather!

Pieces pre-tooled in lovely designs, pre-punched holes. Ready to lace. Assorted colors. Strong steel lacing needle, lacing included. Gift Boxed.

48 T 2434—Ship. wt. 1 lb. 8 oz. . . 2.79

F

Authentic Jet Fighter Models

F THREE OF THE LATEST JET PLANES . . . Navy F 7U-1 "Cutlass", Air Force F 100 "Sabre" and F-88 "Voodoo". Build them of sturdy, high impact plastic . . . show them off on display stands (included).

Highly detailed replicas of actual fighter planes range from 10 to 15½ in. long. Accurate insignia, markings of colorful decals. Even have tiny plastic "pilots" in pilot seats. Instructions, glue. Gift box.

48 T 2475—Ship. wt. 1 lb. 12 oz. All 3 models for 2.49

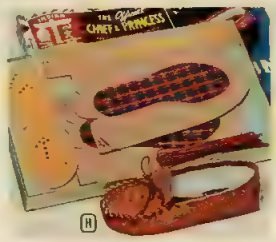
G

Doll-Making Is Fun

G MAKE MINIATURE DOLLS . . . it's fun to do and so easy to get good results. 3 in. high. Ideal for tree trims, party favors, etc. Kit has 24 doll heads, ribbons for doll clothes, stands, cement, etc. Instructions included.

48 T 2551—Ship. wt. 1 lb. 10 oz. . 2.69

48 T 2552—Smaller set like above; 15 doll heads. Ship. wt. 1 lb. 4 oz. 1.79



H

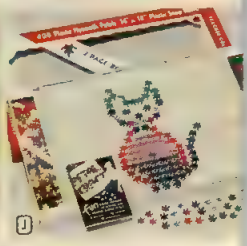
Make Indian Moccasins and Wear Them!

H EASY . . . PRE-CUT tan split cowhide leather. Foam rubber innersoles. Prebeaded design. Instr.

48 T 2432—CHILD'S KIT. *Size Kit Size.* Wt. 1 lb. 1.87

48 T 2433—ADULT'S. *Size Kit Size.* Wt. 1 lb. 8 oz. 2.87

Child's Kit	Shoe Size	Adult's Kit Size	Men's Shoe Size	Women's Shoe Size
Junior	9½ to 12½	Small	4 to 6½	6 to 7½
Small	13 to 1½	Medium	7 to 9½	8 to 9½
Medium	2 to 3½	Large	10 to 12	. . . . .
Large	4 to 5½			



J

Fascinating "Petal Craft"

J PLASTIC HYACINTH PETALS fit firmly into plastic snap board—won't fall out. Makes 3-D designs.

48 T 2467—MASTER. 14x18 in. 400 petals in 10 colors. Wt. 3 lbs. 6.49

48 W 2435—SENIOR. 12x12 in. 200 petals, 10 colors. Wt. 1 lb. 8 oz. . . . 3.59

48 W 2436—JUNIOR. 9x9 in. 120 petals in 6 colors. Ship. wt. 1 lb. 1.95

Faster, Safer Easy-Steering Sleds

"Shooting Star" $3.89 40 in.

H LOW-PRICED . . 3 POPULAR SIZES. Wards prices are low for this sled with its improved steering device. Built to take plenty of hard use. Hardwood struts reinforce sloping hardwood deck, steel knees; grooved steel runners with curled ends for safety. Wood parts finished in weather-resistant varnish, deck trimmed in striking red and green; metal parts in brilliant red baked-on enamel. *Mailable.*

Catalog No.	Length	Knees	Ship. wt.	Price
48 T 5617 MO	54 in.	6	11 lbs.	$5.98
48 T 5616 MO	45 in.	4	8 lbs.	4.89
48 T 5615 MO	40 in.	4	8 lbs.	3.89

USE YOUR CREDIT TO BUY ANY MERCHANDISE LISTED ON THESE TWO PAGES . . . SEE PAGE 328 FOR DETAILS.

Trail Breaker $4.89 40 in.

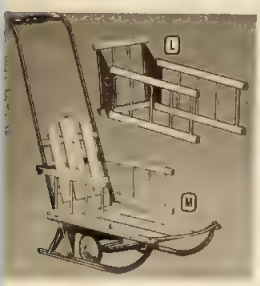
J MAKE LIGHTNING-QUICK TURNS, control sled more easily with improved patented "Y" steering. Steel runners with closed ends joined to deck for streamlined safety. Sloping deck, higher in front, lower in rear, for greater speed, faster getaway. Heavy stamped steel knees. Deck and struts of selected hardwoods, coated with weather-resistant varnish; eye-catching red, blue and silver enameled trim. Metal parts finished in baked-on aluminum. *Mailable.*

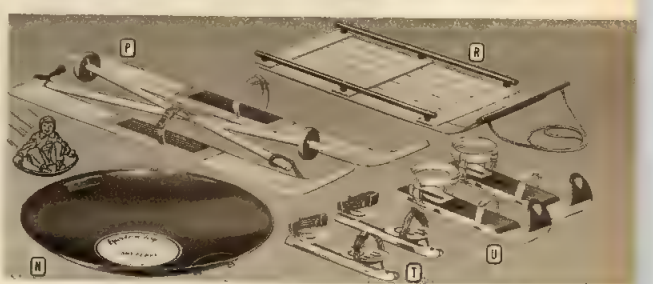
Catalog No.	Length	Knees	Ship. wt	Price
48 T 5614 MO	58 in.	8	12 lbs	$7.79
48 T 5613 MO	52 in	6	11 lbs.	6.89
48 T 5612 MO	46 in.	4	9 lbs. 8 oz.	5.89
48 T 561. MO	40 in.	4	8 lbs.	4.89

DeLuxe "Comet" $8.95 48 in.

K FOR DEFT CONTROL, LIGHTNING-FAST TURNS try faster, improved "Y" steering. One-piece deck. Streamlined steel shield acts as protective bumper. Steer bar with rubber grips protects hands. Extra-large decks of one-piece 5-ply veneer, screwed to cross beams . . . waterproof and weatherproof. Large wood side rails. Enclosed runner ends for safety and streamlined appearance. Wood parts enameled bright red and blue; metal parts aluminum finish with red and blue trim. Weather-resistant varnish. *Mailable.*

Catalog No.	Length	Knees	Ship. wt.	Price
48 T 5638 MO	60 in.	6	16 lbs	$10.95
48 T 5633 MO	54 in	6	15 lbs.	9.95
48 T 5634 MO	48 in	4	13 lbs.	8.95





Sleds for Baby

L SLED-GUARD. Fits most standard sleds. Varnished hardwood, metal hinges. 18 in. long; back 10 in. high. Hardware included. Easy to attach or take off.
48 T 5604 M—Wt. 2 lbs. 12 oz. *Mailable* . 2.29

M BABY SLED STROLLER. For snow or dry ground. Raise or lower 2 retractable 5-in. rubber-tired wheels at flick of toe. Smooth steel runners, varnished hardwood deck, 37x13½ in.; back 14 in. high, steel handle 34½ in. Handle, sides, back removable. *Mailable.*
48 T 5628 MO—Ship. wt. 15 lbs. 9.98

Winter Fun for Young Beginners

N "SAUCER SLED," red enameled. Shift weight to steer. Brake with 2 heavy cone washers under strong web hand grips. *Mailable.* Wts. 7 lbs., 4 lbs.
48 T 5625 MO—20-gauge steel, 27-in. diam.. 4.29
48 T 5637 MO—Fiber glass, 26-in. diam. 3.89

P 36-IN. HARDWOOD SKIS, two 30-in poles. Hand loops, wood rings. Rubber covered foot blocks.
48 T 3637 M-Leather toe straps. Wt. 3 lbs. 8 oz. 2.49

R SNO-BOGAN. Natural finish hardwood with red trim. Side rails, pull rope. 36x14 in.
48 T 5626 M—Ship. wt. 6 lbs. *Mailable* 3.39

Skates for Youngsters

T BEGINNERS' ICE SKATES. (For children 3 to 9 years old.) Double steel runners for easy balance. Fit shoes 6⅞ to 8⅝ in. long. Web straps and metal buckles hold skate securely to foot.
48 T 3652—Ship. wt. 1 lb. 4 oz. 1.29

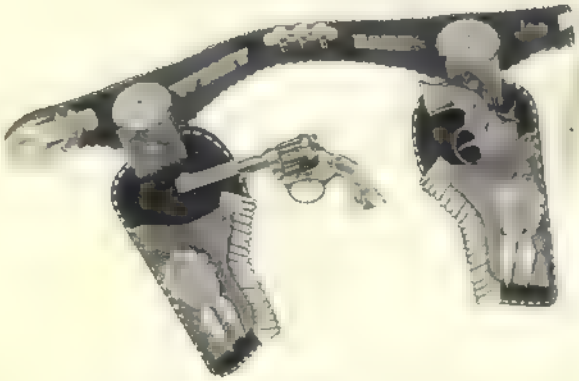
U SNOW SKATES. Natural finish hardwood, grooved bottoms. Glide over snow, no need for ice. Easy to skate on—children love them. Aluminum heel plates, adjustable straps. 2⅞x18 in. long.
48 T 3552—Fit all sizes. Wt. 1 lb. 4 oz. 1.55

USE YOUR CREDIT—BE SURE TO SEE PG. 328.

SERVICE HOLSTER SETS ARE LOADED FOR BUSINESS IN '57!

Attractively Packaged In Rugged Clear-Vinyl Window Boxes.

WYATT EARP



Service Style 2443: Beautifully designed reindeer color sueded leather holster set Distinctive chrome conches and buckle. Special adjust-o-matic belt feature. Suggested list (with pistols) . **$2.98**

DING-A-LING kid

Service Style 2415: Popular pre-school age holster set of genuine shearling and leather. A scaled-down version of an authentic two-gun western holster set with scaled-up profits. Suggested list . . . **$1.98**

KING of the WILD-WEST

Service Style 2444: Sturdy, stylish, black and silver holster set. Complete with jumbo jewels, silver bullets, and adjust-o-matic belt. . Also available, 2444x—same as above in black and gold—gold bullets. Suggested list prices on both (with pistols) . . . **$4.98**

KING of the WILD-WEST

"TV" SADDLE SEAT

Service Style 437: Natural russet unfinished cowhide with white leather trim. Priced to sell Suggested list, **$5.95**
. . . Black cowhide DeLuxe Model (#436—**$9.95**) also available

SERVICE
manufacturing co., inc.

155 Saw Mill River Road, Yonkers, New York

Permanent Showroom: Room 112 Arcade, 200 Fifth Ave., New York . ORegon 5-0444

He means business!!

This is the tough little bronc-buster who means *big business* for you and for us!

This is the little hombre who is *all* business when it comes to knowing what he wants in authentic westerns . . . and year after year his demand for Service holster sets becomes greater and greater!

See the exciting **SERVICE** line for **1957**

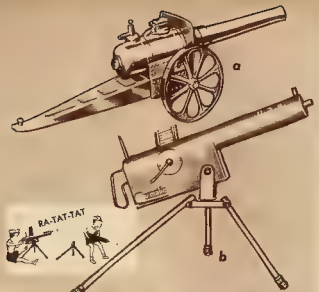
TOY FAIR ROOM 515
HOTEL NEW YORKER

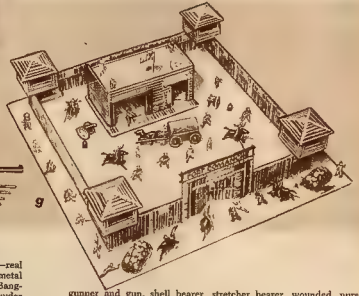
- KING of the WILD WEST
- WYATT EARP
- DING-A-LING KID
- S-BAR-M

SERVICE
manufacturing co., inc.

155 Saw Mill River Road, Yonkers, New York

Permanent Showroom: Room 112 Arcade 200 Fifth Ave., New York ORegon 5-4444





SOLDIERS AND GUNS

(a) **"BIG BANG" JUNIOR FIELD CANNON**—Celebrate with Big-Bang—real noise for real boys—yet completely safe. Striking olive drab metal gun is fitted with automatic charger and ignitor which uses "Bangsite"—a non-inflammable, non-poisonous, completely safe powder that produces a large "Bang" when set off. Cannon wheels are finished in red. Complete with charge, ignitor, and one tube of Bangsite. Overall length 17 in. Shpg. wt. 4 lbs.

36A395-2W550 *Junior Field Cannon* ***$7.35***
36A396-0W330 *12 Tubes of Bangsite* ***4.68***

(b) **TRU-MATIC MACHINE GUN**—Shoots 12 harmless rubber-tipped bullets with ra-tat-tat sound effects so important to the alert child. Machine gun swivels on rubber-tipped tripod or may be carried under arm. All-steel construction with smooth rounded edges in Olive Drab finish. Shoots by turning crank handle. Size 42 x 28 in. Shpg. wt. 7 lbs.

36A397-8W420 *With 12 Rubber-Tipped Bullets* ***$5.95***

(c) **"MUSTANG" MACHINE GUN**—Completely safe, yet so realistically styled it will please junior's vivid imagination! Moulded in bright nickel-chrome plated steel and high impact plastic. Snaps open for simple loading—shoots any kind of paper with a loud cracking noise. Complete with 40 rolls of paper ammunition. Shpg. wt. 2 lbs.

36A398-6W350 *With 40,000 Shots of Paper Ammunition* ***$4.95***

(d) **AMERICAN SOLDIERS**—Americans in action, a thrilling pastime for the young child! Imported hollow-cast figures in true-to-life poses, realistically hand painted. Includes infantrymen on guard, marching, at ease, charging, flame throwers, mine detectors, machine gunner and gun, shell bearer, stretcher bearer, wounded, nurse, tank and howitzer. Shpg. wt. 4 lbs.

36A393-7W560 *52-Piece Set* ***$7.95***

(e) **COWBOYS AND INDIANS**—Boy's delight—cowboys fighting Indians. Each hollow-cast figure is beautifully hand colored. Set consists of 13 mounted cowboys and Indians, kneeling and standing figures, buffalo, Indians in a canoe, war drummer, medicine man, and other western figures. Shpg. wt. 3 lbs.

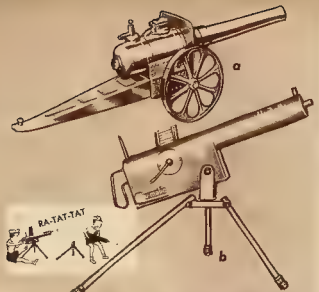
36A394-5W560 *35-Piece Set* ***$7.95***

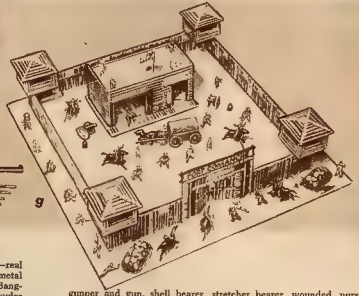
(f) **INDIAN RAID SHOOTING GAME**—Exciting shooting game that's completely safe! Game is equipped with a log cabin, five colorful Indians, bolt action repeater rifle, and harmless rubber-tipped bullets. As one Indian is shot at and hit, he automatically disappears and another Indian appears in a different part of the cabin! Make all the Indians disappear and end the game. Shpg. wt. 4 lbs.

36A400-0W280 *Size 24 x 12 in.* ***$3.98***

(g) **FORT COMANCHE**—Shades of the Wild West! Metal fort colorfully decorated, consisting of a complete stockade and gateway with four corner block houses and a metal headquarters building and stable. Loads of plastic cowboys, Indians, horses, western figures, plus an army wagon with moving horse and cannons which shoot bullets. Added attraction—riding figures all swivel on horses. Size 24 x 24 x 6¾ in. Shpg. wt. 4 lbs.

36A399-4W350 *Complete Western Set* ***$4.95***





SOLDIERS AND GUNS

(a) **"BIG BANG" JUNIOR FIELD CANNON**—Celebrate with Big-Bang—real noise for real boys—yet completely safe. Striking olive drab metal gun is fitted with automatic charger and ignitor which uses "Bangsite"—a non-inflammable, non-poisonous, completely safe powder that produces a large "Bang" when set off. Cannon wheels are finished in red. Complete with charge, ignitor, and one tube of Bangsite. Overall length 17 in. Shpg. wt. 4 lbs.

36A395-2W550 *Junior Field Cannon* ***$7.35***
36A396-0W330 *12 Tubes of Bangsite* ***4.68***

(b) **TRU-MATIC MACHINE GUN**—Shoots 12 harmless rubber-tipped bullets with ra-tat-tat sound effects so important to the alert child. Machine gun swivels on rubber-tipped tripod or may be carried under arm. All-steel construction with smooth rounded edges in Olive Drab finish. Shoots by turning crank handle. Size 42 x 28 in. Shpg. wt. 7 lbs.

36A397-8W420 *With 12 Rubber-Tipped Bullets* ***$5.95***

(c) **"MUSTANG" MACHINE GUN**—Completely safe, yet so realistically styled it will please junior's vivid imagination! Moulded in bright nickel-chrome plated steel and high impact plastic. Snaps open for simple loading—shoots any kind of paper with a loud cracking noise. Complete with 40 rolls of paper ammunition. Shpg. wt. 2 lbs.

36A398-6W350 *With 40,000 Shots of Paper Ammunition* ***$4.95***

(d) **AMERICAN SOLDIERS**—Americans in action, a thrilling pastime for the young child! Imported hollow-cast figures in true-to-life poses, realistically hand painted. Includes infantrymen on guard, marching, at ease, charging, flame throwers, mine detectors, machine gunner and gun, shell bearer, stretcher bearer, wounded, nurse, tank and howitzer. Shpg. wt. 4 lbs.

36A393-7W560 *52-Piece Set* ***$7.95***

(e) **COWBOYS AND INDIANS**—Boy's delight—cowboys fighting Indians. Each hollow-cast figure is beautifully hand colored. Set consists of 13 mounted cowboys and Indians, kneeling and standing figures, buffalo, Indians in a canoe, war drummer, medicine man, and other western figures. Shpg. wt. 3 lbs.

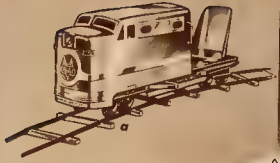
36A394-5W560 *35-Piece Set* ***$7.95***

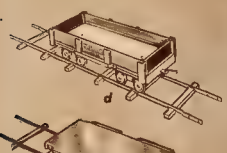
(f) **INDIAN RAID SHOOTING GAME**—Exciting shooting game that's completely safe! Game is equipped with a log cabin, five colorful Indians, bolt action repeater rifle, and harmless rubber-tipped bullets. As one Indian is shot at and hit, he automatically disappears and another Indian appears in a different part of the cabin! Make all the Indians disappear and end the game. Shpg. wt. 4 lbs.

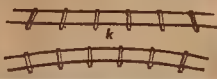
36A400-0W280 *Size 24 x 12 in.* ***$3.98***

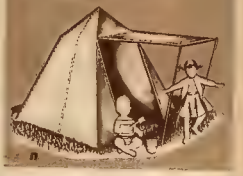
(g) **FORT COMANCHE**—Shades of the Wild West! Metal fort colorfully decorated, consisting of a complete stockade and gateway with four corner block houses and a metal headquarters building and stable. Loads of plastic cowboys, Indians, horses, western figures, plus an army wagon with moving horse and cannons which shoot bullets. Added attraction—riding figures all swivel on horses. Size 24 x 24 x 6¾ in. Shpg. wt. 4 lbs.

36A399-4W350 *Complete Western Set* ***$4.95***









OUTDOOR PLAY

Items A-K shipped F.O.B. Ohio factory. Allow 10 days for shipment.

(a) "DOSPKE" SUPER-YARDBIRD STREAMLINER—Powered with a real electric engine! Certain to thrill the young engineer. The Super-Yardbird easily pulls 3 cars loaded with freight or passengers. Features plenty of speed for thrills and excitement, but a governor holds it down to safe pace. Heavy gauge steel frame with reinforced steel and Fiberglas body, horn and headlight. V-belt drive through gear box to rear wheels. Enclosed electric motor is powered by 12 amp., 6-volt automobile storage battery (not included). Red and Silver finish. L. 45 in., W. 20 in., H. 19 in. Shpg. wt. 89 lbs

36A519-5Y15000 *With Safe Battery Recharger* **$225.00**

(b) ROAD SIGN SET—Authentic railroad signs add realism to the Yardbird train outfit. Large, easy to read directions. Shpg. w.. 5 lbs.

36A523-9Y330 *Set of 4 Signs* **$4.95**

(c) HANDCAR—Extra handcar provides twice the fun! Responds at a touch from tiny tots, yet it's tough enough to take rough play. 2-tone Blue with Red wheels. L. 27¾ in., W. 11⅛ in. Shpg. wt. 27 lbs.

36A520-5Y1530 *Hand Powered* **$22.95**

(d) FLATCAR SIDES ONLY—Sturdy hardwood sides convert (E) into a gondola car. Easily lifted off when dispatcher schedules a passenger run. Bright Red and Natural wood finish. Shpg. wt. 2½ lbs.

36A521-3Y330 *Size 28 x 12½ x 4 in.* **$4.95**

(e) FLATCAR—Couple on a few flatcars and really make up a train! Construction is so rugged, flatcar will haul passengers or freight. Blue with Red wheels. Shpg. wt. 23 lbs.

36A522-1Y1065 *L. 27¾ in., W. 12½ in.* **$15.95**

(f) RAILROAD YARDVILLE STATION—Sturdily constructed station for "passengers" with comfortable bench and protective roof. Makes the backyard an authentic railroad depot! Shpg. wt. 25 lbs.

36A524-7Y1065 *Size 55 x 48 in.* **$15.95**

(g) RAILROAD CROSSING SIGN—Tall, sturdy and realistic! Stresses safety value in play. Indicates crossing and stop sign. Shpg. wt. 4 lbs.

36A525-4Y265 *H. 50 in.* **$3.95**

TRACK LAYOUT

(h) SWITCHES—Opens a whole new territory for the young'uns play travel. Spur tracks, branch line sidings make Yardbird more realistic and more fun. Total assembled length 90 in. Shpg. wt. 28 lbs.

36A530-4Y1000 *Right Hand Switch* **$14.95**

36A531-2Y1000 *Left Hand Switch* **14.95**

4-SECTION TRACK—Makes 4 curved sections, 4 straight sections (2—64 in. long and 2—57⅝ in. long), 2 curved sections and 1 straight 64 in. long and 1 straight 57⅝ in. long. Shpg. wt. 26 lbs.

36A526-2Y800 *3 Standard Combinations* **$11.95**

CROSSOVER—For the center of a figure 8 layout or crossovers on other tracks. Fits any straight or curved section. Shpg. wt. 10 lbs.

36A529-6Y665 *Total Assembled Length 14½ x 29½ in.* **$9.95**

FILLER-TRACK SET—For use with 4 switches to form an oval around a figure 8. Contains 4 rails, 36¾ in. long, 6 hardwood ties and 12 clips. Shpg. wt. 8 lbs.

36A528-8Y330 *Complete Set* **$4.95**

(k) E-SECTION TRACK—Easy to assemble as either straight or curved sections each approximately 5 ft. long. Set includes 8 pieces of long rail, 64 in., 8 pieces short rail, 57¾ in ; 48 hardwood ties; 96 clips; 32 nuts and 32 bolts. Shpg. wt. 32 lbs.

36A527-0Y1265 *4 Standard Combinations* **$18.95**

(m) "THE CHIEF" TEPEE TENT—Satisfy your child's desire with this colorful Yellow canvas tepee. Complete with wood center pole and brackets of canvas for staking each corner. Decorated with Indian head Base size 4 ft. 6 in. square, 4 ft. 3 in. high. Shpg. wt. 6 lbs.

36A532-0W490 *With Extension Awning* **$7.00**

(n) UMBRELLA-TYPE TENT—Designed like larger camp-style tents of water-resistant Khaki canvas. Complete with wire frame suspension unit for umbrella top and wood center pole. Size 5 ft. 6 in. square with 4-ft. walls and 5-ft. center. Shpg. wt. 11 lbs.

36A533-8W836 *With Extension Awning* **$11.95**

$3.98

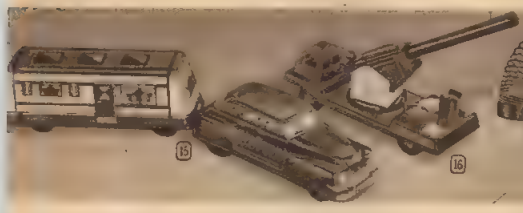
Toys "Go Places" and "Do Things"

12 MILITARY POLICE CAR. This big, shiny convertible speeds along with the siren sounding and tender light blinking on and off. Powered by strong friction motor which is activated by pressing down on top of car. Made of steel; brightly lithographed with authentic Military Police color and insignia. Abt. 20¼ in. long, 8¼ in. wide. Flashing light operates from 1 regular flashlight battery (not incl., sold separately under (6) opposite page).
48 T 2849—Ship. wt. 4 lbs. 12 oz..... 3.69

13 SKY SWEEPER. Beam of light projects 6 different images on wall; track down image with sighting device, then "fire" Rocket launcher fires 6 missiles (suction cup tips); rotates 360° and elevates 90°; mounted on trailer pulled by truck cab. Bright colored durable plastic. Abt. 24x6½x8¼ in. high. On-Off switch, focusing dial, knob for changing targets. Operates from 2 regular flashlight batteries (not incl., sold separately under (6) opposite page).
48 T 2855—Ship. wt. 2 lbs. 12 oz.....6.95

Electric Car With Filling Station

14 A TOY TO INTRIGUE THE WHOLE FAMILY. Just connect the "gasoline hose" from the station to the snappy red sports car with its "accumulator" battery which stores up power from the battery in the station. A 6-minute charge runs the car 3 minutes. Switch at rear for forward, reverse, stop. Requires 2 flashlight batteries (not incl., sold separately under (6) opposite page). Metal car about 8¼ in. long.
48 T 2933—Ship. wt. 1 lb. 12 oz.... . 3.98



15 FASCINATING CAR AND HOUSE TRAILER. Just the thing for imaginary vacation trips. No batteries—no winding! Just press down on top of the sleek, streamlined car and it speeds off, pulling the big house trailer behind it. Uncouple them and use each as a separate toy. Operates from strong friction motor. Brightly lithographed metal. Car and trailer about 27 inches long overall; durably constructed for long hours of fun.
48 T 2996—Ship. wt. 3 lbs... .1.98

16 ELECTRONIC CANNON TRUCK. Realistically built cannon sits on truck ready to fire its 2 harmless "rockets." Makes machine-gun sound when firing. Control buttons raise, lower, fire cannon; steering wheel swivels cannon around on its base. Just press down on top of truck to activate friction motor. Metal; baked-on enamel finish in Army colors. Abt. 19x6x5¼ in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) opposite page).
48 T 2874—Ship. wt. 3 lbs. 8 oz.....4.49

17 SLINKY—the toy that seems to be alive! It "walks" end over end down stairs and slopes or does amusing contortions in your hand. Brightly colored spring steel; resists corrosion, chipping.
48 T 2921—3-in. diam. Wt. 12 oz.....89c

18 SET OF 2 GYRO TOPS. Wind string on spindle; give brisk tug and away the top whirls. Perfectly balanced; made of silvery metal. About 3 in. high. 2 pieces string, 2 stands included.
48 T 2890—Ship. wt. 12 oz....2 Tops 89c

19 POPEYE THE WAITER. He hurries around on tiny roller skates—carrying a tray of spinach in his hand. Brightly lithographed steel with cloth pants, hat to match. Strong clockspring motor. Abt. 7¼ in. tall. From Japan. Ship. wt. 10 oz.
48 T 2869..... 87c

94c

$1.35

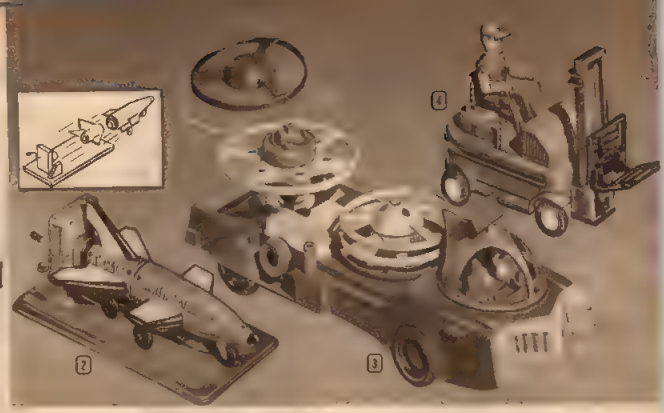
20 FLEET OF 8 ACTION CARS. Ambulance and Fire Chief cars have bells that clang; 2 Police cars have guns that bang; Taxi has revolving meter; 1 car has swishing windshield wipers; 2 cars have windows that go up and down. Each car 4 in. long, lithographed steel, rubber wheels. Car bottoms enclosed.
48 T 2815—Ship. wt. 1 lb.....8-Pc. Set 1.79
48 T 2816—Like (20) above except 1 each: Police car; Fire Chief car; Taxi; Windshield Wiper car. Wt. 8 oz.....4-Pc. Set 94c

21 "EXPLODING" BATTLESHIP. Hit battleship with bomber or submarine and it "explodes" in water or on land! Release lever drops 2 metal "bombs" from 7¼-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½ in. submarine. Hidden spring "explodes" ship when hit; easily reassembled. Both ship, submarine float.
48 T 2939—Ship 13 in. long. Wt. 1 lb. 4 oz..3-Pc. Set 2.19

22 CRAZY EXPRESS TRAIN wobbles, zig zags and turns. Colorful metal cars; plastic wind-up locomotive.
48 T 2930—Abt. 12½ in. long. Ship. wt. 10 oz.....94c

23 CRAZY JOE FROM KOKOMO. Pull cord, brightly colored plastic "Injun" spins around up the plastic totem pole; spins all the way down. Abt. 17½ in. high. Shipping weight 12 oz.
48 T 2877—
.... ..1.35

HE MOVES!
HE LIGHTS UP!



Mechanical Marvels for All Ages

1 ELECTRIC ROBOT WITH BABY. He's almost alive! His eyes light up and his head turns as he moves forward, backward, right or left. Controls in rear; special knob raises, lowers arms. He carries a 5-in. Baby Robot.

Morse Code and code buzzer; sliding aerial, drawer with tools pulls out at waistline. Runs on 4 concealed wheels. Made of plastic, brightly trimmed. Abt. 15 in. high, 6 in. wide. Requires 2 flashlight batteries (not incl., order separately under (4) this page).
48 T 2822—Wt. 3 lbs. 4 oz....5.39

2 TWO-STAGE EARTH SATELLITE. With siren sounding, the satellite shoots forth from the launching station for some distance; then, in true rocket fashion, the tail section drops off and stops while the nose section continues forward.

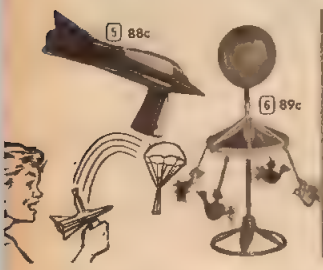
Satellite operates from strong friction motor which is activated by crank on launching platform; lever at side releases rocket for "flight." Brightly lithographed metal; rubber nose and wheels. Imported from Japan. Abt. 10¼x4½x4 in. high.
48 T 2875—Wt. 1 lb. 4 oz.....1.77

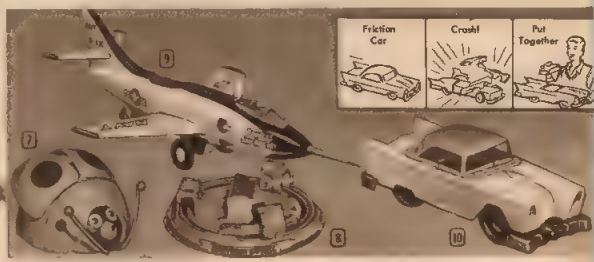
3 SATELLITE LAUNCHER. 4 pretty satellites soar into the air and spin around in graceful arcs when you press the release button on the mechanical launching device

Dial control tilts launcher 45° to send satellites in different directions. Launcher rests on sturdy plastic truck which provides storage space for satellites. Radar screen and clear plastic bubble over driver's cab; rotates 360° Made of brightly colored plastic with colorful, harmless plastic satellites. About 17x6¾x6½ inches wide.
48 T 2856—Ship. wt. 3 lbs.....4.49

4 FORK LIFT TRUCK. This animated little truck moves forward, touches an object, reverses itself and darts off in a new direction. Fork lift operates manually, truck operates from 2 regular flashlight batteries (not incl., sold separately below). Control lever at side for "Stop" and "Go".

Brightly lithographed metal; abt. 10 in. long incl. platform; 8 in high. From Japan.
48 T 2838—Ship. wt. 2 lbs..3.39
62 W 23 X—2 Flashlight Batteries. Ship. wt. 8 oz. . .2 for 24¢





5 PARA-JET PLANE. Exciting action! Just press trigger; canopy opens and pilot and seat are ejected high into the air. His colorful silk parachute opens and pilot drifts gracefully to the ground. Plastic streamlined jet; abt. 5¼ in. long.
48 T 2853—Ship. wt. 8 oz.....88¢

6 WHIRLY MERRY-GO-ROUND. 4 plastic figures swing jauntily as the jet merry-go-round whirls; powered by air from toy balloon. Colorful high-impact plastic. Abt. 10 in. high without balloon, 5¾ in. diam. 2 balloons included.
48 T 2878—Ship. wt. 8 oz.....89¢

SEE PAGE 328 FOR MONTHLY PAYMENT PLAN.

7 RADAR ACTION BEETLE. His nose lights up; his wings flap! He rolls along on 4 rubber wheels, touches an object, backs up and darts off in another direction. Brightly lithographed metal. Needs 2 flashlight batteries (not incl., see under (4). Abt. 7½x4 in. high. From Japan.
48 T 2876—Wt. 1 lb. 8 oz....2.69

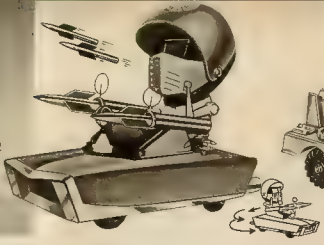
8 HONEYMOON EXPRESS. The little train roars off over the bridge, through the tunnels. Clockspring motor; key. Lithographed steel. Ship. wt. 1 lb. 4 oz.
48 T 2901—9¼-in. diam.....94¢

9 DOUGLAS SKYROCKET PLANE. Sparks show through transparent plastic hood over cockpit when plane is in motion. Just press down on top of plane to activate strong friction motor. Brightly lithographed steel; swept-wing design. Rubber tires, radar nose. 18 in. long; 10-in. wing spread. From Japan.
48 T 2870—Wt. 1 lb. 8 oz..1.79

10 WRECKMOBILE—the most startling toy of the season! It wrecks itself when it bumps into an object. Easily reassembled, parts snap into place. Brightly colored high-impact plastic; strong friction motor (just press down on car to set it in motion). Car can also be used without wrecking by setting lever on bumper. About 8 in. long
48 T 2834—Ship. wt. 12 oz...1.98

The Scenic Express—An All Time Favorite

11 A TOY THAT NEVER GROWS OLD. There's always excitement when you wind it up and the little 3-car train, abt. 11½ in. long, speeds around the track—through the tunnel and terminal. Semaphore, gate operate automatically. Metal base, lithographed scenic design. Plastic locomotive, metal cars. Strong clockspring motor. Base about 22x13x2¾ inches.
48 T 2848—Shipping weight 4 lbs. *Mailable*.....2.79



ELECTRIC ROBOT. Stands 7½-inches tall. All-metal battery operated robot walks all by himself! Simply turn the switch on and let him go. Powered by a type "C" battery (not included, see page 477). Features of the robot's face are illuminated by an ordinary flashlight bulb. Special heavy duty mechanism is designed to give long service.
21-25821-167 Wt. 1 lb. . . . . .Retail **2.50**

"THE BRAIN". Fabulous, amazing, exciting action! Preset controls and "The Brain" automatically moves in any pattern, fires harmless missiles at preset time and place by means of printed circuit construction. Made of strong plastic. Completely safe. Comes with batteries, lights, chart, target, and instructions for plotting courses included. Wt. 3 lbs.
21-25771-795 . . . . . .Retail **11.95**

ELECTRONIC CANNON. Swivel gun mount lowers, raises barrel by electronic pushbutton to exact elevation indicated on dial . . . a touch of the button fires harmless sponge-nose plastic missile. 20-gauge welded steel construction with battery-operated motor. 22½ in. long. Includes 2 missiles in clips. Needs 2 size "D" batteries. (See page 477).
21-25706-860 Wt. 11 lbs. Retail **12.95**

NEW ELECTRONIC TOYS

See Inside Back Cover For More Exciting Electronic Toys!

(A) 2-PHONE SWITCHBOARD SET. Talk, listen, ring and buzz switches on this adult size switchboard. 2 professionally-engineered "Zimphones", operator's and extension. 3 additional extensions may be added. 4 board lights, 4 switches, master on-off battery-saver switch. Batteries included. Secret code sender.
21-25797-730 Wt. 4 lbs. . . . . Retail **10.95**

(B) RADIO BROADCASTERS. Communicate up to 1 mile away by voice or code—has 2 carbon microphones, 2 earphones, and 2 telegraph keys. Both stations are molded of super impact Styron in Black and Silver and include station selector, circuit selector, electronic volume control, plate current meter with moving needle and Morse code. Each station measures 9½ inches long, 6 inches wide, 9 in. high. Needs 2 "D" batteries. (See page 477). Wt. 3 lbs.
21-25896-530 . . . . . .Retail **7.95**

(C) REMCO CRYSTAL RADIO SET. Construct your own fixed crystal radio set with this new educational toy. Includes all equipment needed to make a receiving set that picks up standard wave broadcasts . . . high impact plastic cabinet, super-sensitive fixed crystal, hi-impedance head phone, tuning coil, wire, instructions and other parts. Easy to build and fascinating!
21-25565-263 Wt. 2 lbs. . Retail **3.95**

(D) BEL-COM LOUDSPEAKER INTERCOM. Super sensitive microphones and RCA Alnico "V" loudspeakers provide two way communications. Ideal for use between the "hideout" and home. Also for family use. Uses 4 "C" batteries, not included (see page 477). Black and Silver super plastic.
21-25888-530 Wt. 3 lbs. . . . . .Retail **7.95**

(E) DELUXE 2-PHONE CRADLE SET. Talk loud and clear between these two battery operated cradle "Zimphones". Styled like regular instruments. Two buttons for ringing either or both phones. Coil of wire and batteries included. Wt. 3 lbs.
21-25789-595 Pair . . .Retail **6.95**

(F) JETRAIL EXPRESS. Streamlined monorail car is battery-operated to duplicate scale speeds up to 200 MPH. Made of durable high impact styrene. Steel towers and bases support 15 feet of monorail track in 10 sections. Control for stop, slow and start is in control tower. Car is 11-in. long. In bold Red with white trim. Needs 2 "D" batteries. (See page 477.) Wt. 4 lbs.
21-25854-662 . . . . . Retail **9.95**

(E) CLOWN POP-A-PART TARGET. Aim, fire! Hit the target and watch the funny clown pop his hat into the air. Plastic dart gun.
21-12084-132 Wt. 2 lbs. . . . Retail **1.98**

(F) ELECTRONIC SHOOTING GALLERY. Electric eye principle. Battery powered motor-driven revolving jungle action target. Litho metal futuristic plastic gun. Needs 3 size "D" batteries (not incl., see pg. 477). 22¾x9x11¾ in.
21-12043-540 Wt. 13 lbs. **7.95**

FAST-SHOOTING TARGET GAMES

(A) NEW KNOCKOUT! Excitement galore! Fighters move in every direction, throwing rights and lefts controlled by the players. One knockout punch . . . fighter goes down for the count! Bell for timekeeper, light and buzzer for knockouts. 12x12x8½ in. Use standard "D" battery (not incl. See page 477).
21-12068-463 Wt. 4½ lbs...Retail **6.95**

(B) MECHANICAL SHOOTING GALLERY. Features realistic moving targets operated by wind-up motor! Moving ducks drop when hit . . . show score, are automatically raised for next round. Revolving center target Constructed of heavy gauge lithographed steel with attractive wild-life scene. 14¼ in. wide, 10½ in. high With 2 plastic dart pistols, 4 rubber-tipped darts.
21-12050-263 Wt. 5 lbs... Retail **3.95**

(C) SPIN WHEEL DART GAME. Spin the 24-in. masonite target to test skill in 3 different dart games. Use indoors or outdoors—sets up on sturdy wood tripod with polyethylene tipped legs—use on floor, ground, or wall. Complete with 3 precision balanced throwing darts with plastic feathers, safe rubber suction cups.
21-12126-199 Wt. 2 lbs. Retail **2.98**

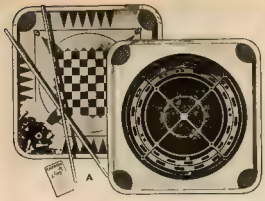
(D) MOTHER HEN TARGET GAME. 8 plastic eggs go into the funnel inside the hen, and every time the metal target is hit an egg drops into the basket. The target stands 17 x 14 in. and is realistically lithographed in full color. Packed in a handsome box with 4 darts and a Black Styrene plastic gun with Silver painted gun handle. Shipping weight 1 lb.
21-12100-199. . . . . .Retail **2.98**

DRAGNET SPINNING TARGET GAME. A true aim from either the dart gun or the cork gun and zing . . . one of the 4 brightly colored targets spins rapidly. Lithographed target plus plastic whistle and "gold" finish Dragnet badge Silver painted gun handles.
21-12092-199 Wt. 2 lbs.... .Retail **2.98**

ROCKET SOCK-IT. Rocket rifle shoots five safety-cupped darts at unique self-scoring target that registers score automatically. Rifle and darts of high impact plastic; target of heavy board, reinforced with metal. 13-in. rifle shoots 5 barrels at once, or singly.
21-12134-199 Wt. 2 lbs..... Retail **2.98**

FOUR STAR RING TOSS GAME. Tests skill in throwing rings over posts . . . plays 4 exciting games: Floor Toss; Sand Toss; Wall Toss and Lawn Toss; also floats in water for water and wading pool play. 3 brightly colored flexible plastic rings; 2 large bases with 5 posts.
21-12118-132 Wt. 2 lbs. . Retail **1.98**

DART BOARD. Brightly colored all-metal target 20-in. square tests the skill of young and old in aiming for the bull's-eye! 2 rubber suction-cup darts are big and heavy enough for "professional" accuracy! Graded scoring.
21-12076-132 Wt. 1 lb.
Retail **1.98**



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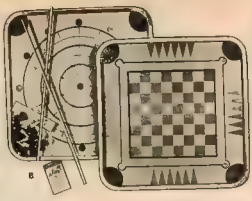

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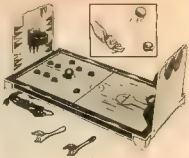


C

(A) DELUXE CARROM BOARD. Plays 95 games! High quality set includes provision for playing Carroms, Crokinole, Checkers, Backgammon plus many that are entirely new! Deluxe board is 28½-in. sq., with rounded corners, raised Crokinole panel, reversible net pockets, green felt cushions; complete equipment including 29 rings, ten pins, dice, cues, rule book, etc.
21-12209-727 Wt. 10 lbs.....Retail **10.95**

(B) STANDARD CARROM BOARD. Plays 85 games; made of smoothly finished, selected wood. Carrom side has reversible net pockets and green felt cushions. Official 28½-in. sq. size, with safe rounded corners. Plays the old favorites, such as Carroms, checkers, Backgammon, etc., plus many new ones! Complete playing equipment, plus 2 cues, rules.
21-12217-595 Wt. 9 lbs.....Retail **8.95**

(C) ELECTRIC BASKETBALL GAME. As fast and exciting as the real thing—players automatically move swiftly up and down the court, passing back and forth, shooting baskets for their side. 5 high-impact plastic players in Red; 5 in Blue. 3-dimension plastic shooters easy to operate. 25x15½-in. court, operates on 110 volts, AC.
21-12175-463 Wt. 5 lbs. ....Retail **6.95**

HERE'S FUN FOR ONE AND ALL

D

(D) ELECTRIC BINGO SET. Spinning action shoots balls in all directions. 2 to 4 players compete in trying to get all one color or matching colors for "Bingo." Unwanted balls are ejected by levers at side. High-speed, UL Approved motor; sturdy and dependable construction. About 15 in. square.
21-12308-750 Wt. 6 lbs.....Retail **10.95**

E

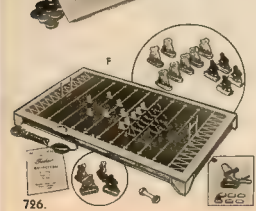
(E) CHINESE CHECKERS. Actually two fun-filled games in one! You can play Chinese checkers with 60 marbles, or turn board over and play regular checkers with 24 plastic men! Quick automatic lever control for Chinese checkers. Sturdy, all-metal combination set is 15½ in. in diameter.
21-13744-153 Wt. 3 lbs.....Retail **2.29**

H

(F) ELECTRIC FOOTBALL. Players automatically move from formation, runners go through the line, around ends; receivers go downfield to catch passes. Players block, tackle and kick just as in the actual game all on the electrically vibrating field. Sturdy playing board measures 25x15¾ inches, brightly colored for realism. Includes 22 players, goal kicker, rules. Fun!
21-12191-463 Wt. 5 lbs. ...Retail **6.95**

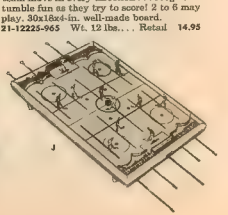
(H) FOTO-ELECTRIC FOOTBALL. Spectacular new version of this honored favorite! Designed for ages 10 to adult . . . provides endless fun for two players. Over 1000 possible play combinations based on authentic football records . . . see every play in action on the illuminated viewer! Electric light and cord; on-off switch; scoreboard; dice; chart.
21-12258-463 Wt. 4 lbs.....Retail **6.95**

(G) ELECTRIC BASEBALL. Teaches future stars baseball strategy—packs plenty of realistic diamond action! Players actually run the bases on electrically vibrating field. Equipment for pitching and batting magnetic ball. Well-made playing field is marked with bases, all outfield positions; measures 25x 15¾ inches. Includes players, equipment and rules.
21-12183-463 Wt. 5 lbs. Retail **6.95**



F

G



J

(J) POOSH-M-UP ICE HOCKEY. Same play, same rules as the real thing! 6 men on each team move in every direction . . . rough and tumble fun as they try to score! 2 to 6 may play. 30x18x4-in. well-made board.
21-12225-965 Wt. 12 lbs.... Retail **14.95**

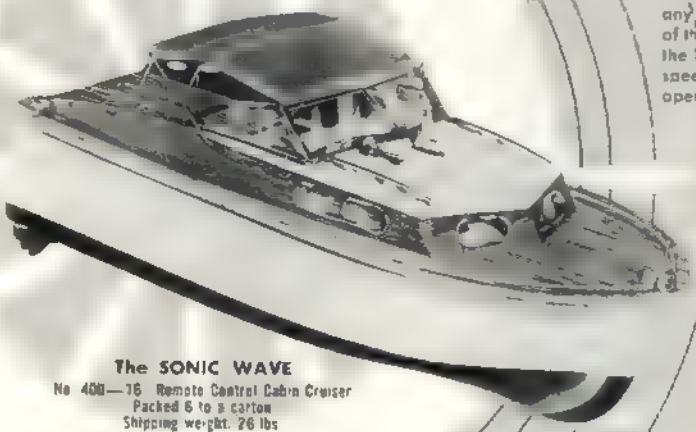
The Fleet Line

THE SONIC WAVE

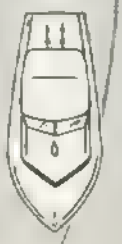
Remote Control Boat — *First of its Kind*

and Only $24.95

The Sonic Boat is controlled by a Sonic Gun which is included and can be easily operated by any age level. The impulses caused by the reports of the gun motivate the Sonic System which guides the boat in starboard and port turns, sends it full speed ahead, or brings it to a stop. The gun operates the boat within a range of 50 to 75 feet



The SONIC WAVE
No 400—16 Remote Control Cabin Cruiser
Packed 6 to a carton
Shipping weight. 26 lbs



HOTEL NEW YORKER
ROOMS 1280 & 1281

The SONIC WAVE features:

- High impact styrene plastic hull
- Special rubber motor mounting
- Gold plate on all Sonic system parts
- Specially designed electro-magnet, rotary switches, and relay

The Sonic Wave is powered by a newly designed motor with an internal switch, built in low vibration and low drainage factors—for longer life

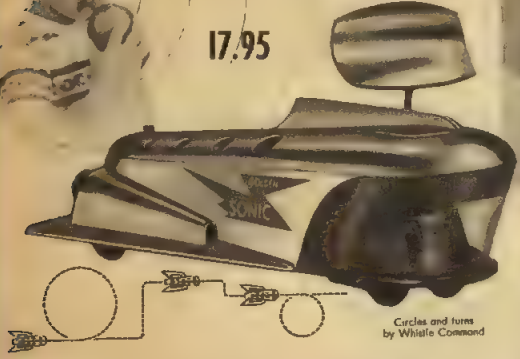
Ask your jobber today!
Full Freight PREPAID on 100 lb Shipment

K&O Models INC.

GOLDEN SONIC CAR

BLOW WHISTLE—CAR CHANGES COURSE

17.95



Circles and turns by Whistle Command

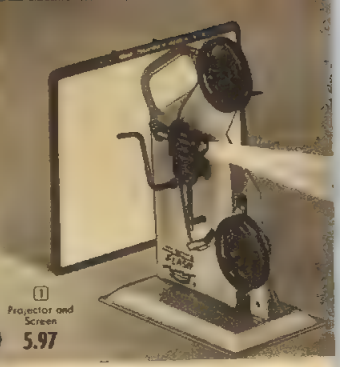
FUTURISTIC DREAM CAR—YOU DRIVE IT WITH A WHISTLE!

The most unusual toy this side of Mars! So unique, so different; fascinating fun for old and young alike. Responds instantly, magically to every command of the special sonic plastic whistle! Just give a "toot"—the Sonic will immediately change direction. Needs no wires, cables or connections of any kind.

Secret power is a sturdy electric sound-receiving motor operating on 4 D-cell batteries (sold on page 344). Runs on floors, rugs, even outside—can be controlled from up to 25 ft. away.

Constructed of bright, extra durable high impact plastic, 18x8x10 inches high. Has realistic rotating antenna on top for "picking up signals." Clear plastic windshield on front reveals intriguing mechanized motor and gears; "futuristic" seen at the controls. S-inch plastic whistle controls direction of sonic car. Mailable. Shpg. wt. 6 lbs.

R35 JP 5068. 17.95



1 Projector and Screen 5.97

Electric Wonders...

1 8MM KIDDIE PROJECTOR, SCREEN

Treat your youngsters to exciting new entertainment that's interesting, worthwhile and so economical! This set actually lets them show 8mm home movies safely, easily, in either Black and White or color.

All-steel projector has handsome Gray hammertold finish; stands 11 inches high, with 5x9 inch base. Battery powered—uses 2 C-cell batteries (included). Projects approx. 3 feet. Holds up to 200 ft. reels. Easy to thread and rewind, a small child can do it!

Film is passed before the precision lens and projected simply by turning crank. Turn forward, pictures flash on screen. Turn backward, fast or slow; you get such comic effects!

9x11-inch fiberboard table top screen has colorfully lithographed border, attached easel stand.

Wonderful for rainy days, parties, etc.—a gift they'll enjoy for years! See bottom of opposite page for a complete listing of exciting 8mm films.

35 J 5068. Shipping weight 3 lbs. 5.97

3 Electronic "Pom Pom" Gun 10.95

4 Electric "Dial" Phone 6.49

5 6.95

3 TWIN-MOTOR NAVY POM POM GUN

—realistic replica of Navy anti-aircraft guns! Press trigger, guns sound off with realistic "pom pom"—recoil like real thing. Control aiming from illuminated firing panel; 1 motor rotates gun full 360°, another gives firing action. 2 aluminum barrels elevate by hand gear—2 electric motors take 2 D-cells each. (sold pg. 344). Plastic 19x9x9 in. high

R35 JP 5073. Mailable. (4 lbs.) 10.95

4 DELUXE TELEPHONES

have the look, size, and performance of real phones—carry voices loud and clear from kitchen to garage, room to room, etc. Easy to move about and set up . . . merely fit plugs on insulated wire into each phone. When dial is flipped, opposite phone rings. High impact plastic with Black finish. 50 ft. of wire included. Operates on 4 D-cell batteries (sold on page 344).

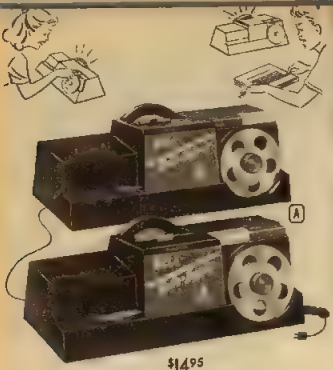
R35 JP 5074. (5 lbs.) Mailable 6.49

5 BIG MAX THE ELECTRONIC ROBOT

performs his duties by remote control! Use 4 lever control panel . . . direct him to turn full 360 degrees—scoop up ingots from bins with his powerful magnetized hands . . . place 'em on the motorized conveyor . . . electric conveyor dumps 'em into the beautifully styled 7-in. plastic truck! Light on head flashes while he's operating. Uses 4 D-cell batteries (sold pg. 344.) Sturdy plastic. Mailable.

R35 JP 5072. 12x12x8 in. high. (6 lbs.) .. 6.95

Budget Power...like having an extra month's pay at Christmas



$14.95

Toys from a World of Science

Encourage their hobbies—stimulate their interest in the exciting world of electronics and engineering! On these and following pages, Wards brings you the biggest selection ever of SCIENTIFIC TOYS to delight the inquiring minds of "Jet-age" youngsters. Designed both to entertain and instruct, they may be the foundation for an interesting and profitable career. There's something to appeal to every age—but especially for older children whose interests have outgrown conventional toys.

THE NEW "TELE-TYPER"

- Actually sends, receives PRINTED messages
- Operates electronically—by remote control
- Has 2 complete "Transmitter Stations"

A Here's the newest in Inter-Com systems—now you can send PRINTED news, weather reports, telegrams, other communications room to room—house to house or wherever wires will reach. Messages roll off the ticker tape at the receiving end to be posted down on telegram blanks—just like big newspaper offices and communication centers.

It's easy to operate. Simply plug in the cord, push the control levers and punch out the message. Takes little current. Built in transformer similar to those used for electric trains. UL Approved for 115-Volt 60 cycle AC only. Complete with 2 plastic send receive units, cord and plug, telegraph blanks, 50-ft. wire, 4 rolls telegraph tape, ink, applicator brush, sponges. Instructions. Each unit 12x5x6 in. high.

48 T 2320—Ship. wt. 6 lbs.....14.95

B "ROY ROGERS" TELEPHONE SET gives you your own personal communications system with the party in the next room or even next door. Just place the 2 old fashioned Western style phones in desired rooms (up to 35 ft. apart); turn crank on one phone; bell on other phone rings, lift receivers and enjoy a real telephone conversation. Set includes 2 phones, 35-ft. connecting wire.

Precision engineered; operates electronically. Runs on 4 flashlight batteries (included). Telephones are brown wood-grained plastic with realistic black plastic mouthpieces and receivers.

48 T 2323—Wt. 3 lbs.....Set 8.45

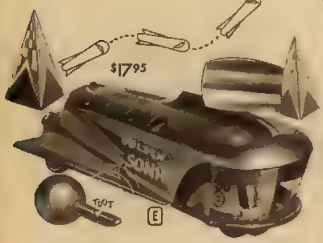
C HOME VOICE RECORDER. Enjoy fascinating hobby recording the speaking or singing voices of friends; preserve voices of loved ones; record baby's voice for the future.

Safe, easy to operate: place weighted pedestal, recording arm next to turntable of your portable or combination phonograph, put tracking disc, blank record on spindle. With recording arm (cutting head) on record, set turntable in motion and talk or sing into plastic microphone (operates from 2 Radio "C" batteries, not incl., order (2) opp. page). Records independent of phonograph; 33⅓, 45 or 78 RPM. Immediate playback. Blank records incl.: 3 vinyl-coated for permanent recordings; 6 fiber discs for play value. Cutting needle included.

48 T 2322—Carrying Case 9½x4½x15 in. Ship. wt. 3 lbs..12.75

D "DANCING DAN"—the rhythm man. Like magic, he dances in perfect rhythm to any music—even humming or whistling! Start or stop him at will with electronic "Mystery Mike". Sturdy plastic; microphone, wires incl. Needs 4 Radio "A" batteries (not incl., order (1) opposite page). 15 in. high.

48 T 2321X—See "Dan" in color Pg. 11. Wt. 3 lbs.....6.49



THE DRAMATIC "GOLDEN SONIC"

- Apparent Radar Screen Tracking!
- Obeys Special Super-Sonic Whistle
- Unique Sound-Wave Direction Control

E THERE WAS NEVER A TOY LIKE IT! The Golden Sonic with its sleek "space ship" design moves forward, backward, in circles—all in response to a hand-held whistle which is adjusted to a certain sound pitch!

When the special whistle note is sounded, the "magic" radar screen on top of ship turns and hunts for the sound wave, then automatically moves wheels in direction ordered by sound. Electro-magnetic relay controls synchronized driving and steering mechanism. Can be controlled up to distance of 30 ft.—indoors or outdoors. Runs on 4 Radio "A" batteries (included). Safe, easy to operate. 8x19x10 in. high.

48 T 2324—Ship. wt. 5 lbs.....17.95

252 WARDS CHAS Use your Credit to shop. Terms Pg. 328.

Walkie Talkie, Telephones, Inter-Com Sets . . . . Talk 50 Ft. or More

F MARINE CORPS WALKIE TALKIE. (Ages to 10) Carry on 2-way conversation and use "secret pad" to record messages—just like U.S. Marines in combat. Operates indoors or outdoors by electro-magnet; no batteries or plug-ins needed. Includes 2 plastic phones, 50 ft. twin insulated conductor wire; packed in handy carrying case.

48 T 2230—Ship. wt. 14 oz.....Set 2.67

G "TELECOM" INTER-PHONE. When you signal, the new greatly amplified buzzer really sounds in receiver phone; remarkable voice reception with new send-and-receive circuit. Two 8½-in. plastic phones—each with signal buzzer in base. Includes 50 ft. wire. Requires 2 Radio "A" batteries (not included, order (1) from chart on opposite page).

48 T 2213—Ship. wt. 2 lbs.....Set 5.47

H DIALMASTER TELEPHONES. They work like real telephones: just turn the dial, bell signals in other phone; pick up receivers and enjoy loud, clear 2-way conversation with party up to 50 ft. away (50 ft. twin insulated conductor wire incl.). Two regular full-size professional desk-type telephones in latest design; shiny black plastic. Instructions. Requires 4 Radio "A" batteries (not incl., order (1) opposite page). Sell Nationally at $8.98.

48 T 2231—Ship. wt. 2 lbs.....2-Phone Set 5.95

J TWO-STATION INTER-COM SET made by the Manufacturer of commercial Inter-Coms. Ideal for announcing, directing children's activities or for child play. Full size station cabinets, each with powerful 4-in. Alnico Speaker-Amplifier for loud, clear reception anywhere in average room. Safe, easy to install. Battery-operated; no plug-in necessary. Cabinets red hi-impact Styrene—damage-resistant, built to last. Includes 50 ft. connecting wire, instructions. Requires 4 Radio "C" batteries (not included, order (2) opposite page). A gift to fascinate youngsters. Buy at Wards and Save. Sells Nationally at $10.00.

48 T 2232—Ship. wt. 2 lbs. 8 oz.....2-Station Set 7.45

"Skil-Craft" Tools for Boys

17-Piece Tool Set $3.89

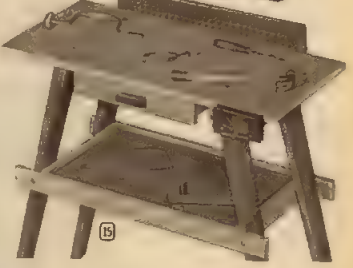
(12) LOW-PRICED TOOL SET for young Builders. In lithographed steel box 16x 8x3 inches. Includes: Curved Claw Hammer; tempered spring steel Saw with safety plastic handle; mechanic's type Pliers; 2 Screwdrivers (4 in. and 5 in.) with plated and magnetized blades; Plane; steel, reversible Tri-Square; steel calibrated Triangle; Handi-Pak assortment of Nails; Level; Mallet; Pencil; 12-in. Ruler; Sandpaper and a Project Manual in Comic Book style.

48 T 2457—Ship. wt. 5 lbs. . . .3.89

28 Piece Tool Set $5.79

(13) IN BRIGHTLY LITHOGRAPHED STEEL BOX 18x8x3 in. Includes: heavy Claw Hammer; 12-in. Hand Saw (tempered spring steel blade and safety handle); Forged Pliers; Tool Rack; 2 Screwdrivers (4 in. and 5 in.), plated, magnetized; Level; full sweep Brace; high speed Drill Bit, Plane; Coping Saw with blade (3 extra blades); Mallet; steel, reversible Tri-Square; Pencil; 12-in. Basswood Ruler; Sandpaper; 3 open-end Wrenches; Handy-Pak assortment of Nails; Tack Lifter and 16-page Project Manual in Comic Book style.

48 T 2458—Ship. wt. 8 lbs. 8 oz.....5.79



DeLuxe 33-Piece Tool Set $8.95

(14) EVERY TOOL A BOY NEEDS to do interesting odd jobs around the house—or to make hundreds of useful gifts. In lithographed steel cabinet 18x10x4 in.; can be mounted on wall. Has convenient carrying handle.

Includes: 14-in. Hand Saw—tempered steel blade, safety handle; 8-oz. heavy Claw Hammer; Tack Lifter; ¾-inch Chisel; forged slip-joint Pliers; 3 Screwdrivers (5 in., 4 in., 3 in.) with hardened, plated, magnetized steel blades; steel reversible Tri-Square; True Spirit Level; full sweep Brace and 2 Drill Bits; Plane with hardened steel blade; 3 double open-end Wrenches;-Mallet; 6-ft. Folding Rule; Carpenter Pencil; Nail-Pak; Sandpaper; Wrecking Bar; Coping Saw with blade (6 extra blades); Triangle; 16-Page Project Manual in Comic Book style.

48 T 2459 M—Ship. wt. 12 lbs. *Mailable*.....8.95

14-Piece Tool Set $1.89

(16) ECONOMICAL SET FOR BEGINNERS. In lithographed steel box 12x5x2 in. Includes: Claw Hammer, Hand Saw, tempered spring steel blade; 4-in. Screwdriver with plated, magnetized blade; steel Tri-Square; Coping Saw, blade; Wrench; Triangle; Compass; 12-in. Ruler; Pencil; Sandpaper; Manual.

48 T 2448—Wt. 2 lbs. 8 oz. . . . 1.89

Leather Tool Belt $3.98

(17) A HANDSOME, USEFUL GIFT for young "handymen." Tool Holster made of top-quality steerhide firmly lockstitched; nickeled steel rivets. Equipped with real full-size tools for boys: Hammer; Screwdriver; Pliers; adjustable Wrench; Tape Holder, Tape and adjustable flashlight belt. Flashlight incl. (batteries not incl., order under (4) opposite page).

48 T 2428—Ship. wt. 3 lbs. 4 oz.....3.98

Wood Work Bench With Vise $10.45

(18) FINE QUALITY WORK BENCH to add to his pleasure and skill in working with wood; teach him to build like a real craftsman! Bench is made of durable hardwood with large 32x15-inch working surface. Top is ¾ in. thick; 28 in. from floor. Top of pegboard tool rack 33 in. from floor. Handy gadget drawer 11½x11½x2 in. deep; tempered Masonite shelf for storage. Iron vise 2½x5 in.; opens 2½ in.; may be used at either end of bench. Bench is completely finished in bright colored non-toxic lacquers. Shipped knocked down to save postage; easily assembled; necessary bolts, screws incl. Instructions. Tools not included.

48 T 2427 MO—Ship. wt. 25 lbs. *Mailable*.....10.45

Electric Jig-Saw $9.95

(19) "JIG-SAW, JR." for children. Saws wood, aluminum, plastics. Simplifies making of bird houses, lawn ornaments and many other useful gifts. Safety-sealed rotary motor; cuts wood to ½ in. thick; saws to center of 19-in. circle. Lithographed metal base 9x6¾ in. Includes extra blades, 6 patterns. UL Approved for 110 to 120 volts AC.

48 T 2429—Ship. wt. 7 lbs.....9.95

Wood Craft Kit $2.65

(20) LEARN REAL CARPENTRY SKILLS with this 3-project kit. Make Wren House, Book Rack, Revolving-wing Duck; designs printed on 11½x16½-in. wood panels; just saw, assemble and paint. Includes saw, hardware and instructions (paint not incl.). Ship. wt. 4 lbs. 4 oz.

48 T 2430 ....2.65

HARMLESS, ACTION-PACKED TOY GUNS

The famous make toy guns listed below are designed to withstand the rigorous playing of children and are constructed of the finest materials. Packed with action features which teach children, at an early age, the importance of firearm safety

(A) DAISY FRONTIER SCOUTING KIT. Outfit your young scout with these frontier necessities: 32-in. harmless smoke rifle with detachable golden-magnifying scope, genuine leather "3-way" holster, handy snap-off canteen with leather holster and a cap pistol. Rifle makes loud noise
21-36018-663 Frontier set. Wt. 6 lbs. **9.95**
21-36026-330 Rifle only. Wt. 3 lbs. . . . Retail **4.95**

(B) MUSTANG MACHINE GUN. Be the envy of all the gang with this realistic paper-shooting machine gun. Constructed of sturdy bright nickel-chrome plated steel and high impact plastic Action toy operates with crank mechanism. Uses any kind of paper for ammunition 25-in. long, 6½-in. high, 2⅝-in wide. Snaps open for simple loading
21-36133-265 Shpg. wt. 2 lbs. . . . . Retail **3.98**

(C) DAISY HUNTER SAFETY OUTFIT. Teach junior the elements of hunting safety with this realistic 31-in. double barrel cork pop gun. Gold colored barrel, jacket, guard, trigger. Gun breaks just like dad's. Red safety cap, printed hunting license with clear plastic badge. Safety rules card.
21-36034-199 Wt. 1 lb. . . . . Retail **2.98**

(D) DRAGNET RIOT CAP GUN. Thrill to the excitement of quelling a riot with this realistic double barreled cap gun Decorated with the official Dragnet seal in silver on the mahogany plastic stock Realistic opening takes two wooden bullets, cap mechanism snaps down for easy loading of rolls.
21-36141-199 Wt. 3 lbs. . . . . Retail **2.98**

(E) ACK-ACK BURP GUN. Shoots single or up to 15 rapid fire shots. Ammunition is 1¼-in. tennis table type balls, included. Easy loading—just flip back rubber nozzle and drop in the balls Perfectly harmless. Makes real "ack-ack" sound. Made of aluminum and tough plastic. Targets on box.
21-36208-265 Wt. 2 lbs. Retail **3.98**

Extra balls for Ack Ack gun above. Bag of 15
21-36216-46 Shpg. wt. 1 lb. . . . . Retail **69c**

(F) ACK-ACK DELUXE TARGET. Made especially for competitive games with the Ack-Ack gun above Made of lightweight colorful plastic, heat sealed for permanent strength. 24x30-in. overall. Folds for compact storage. Captures balls. Wt. 3 lbs
21-36224-265 . . . . . Retail **3.98**

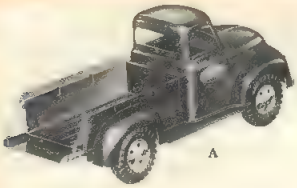
PLAY-PRETEND TOYS TO KEEP THEM CONTENTED

(G) SHERIFF'S OFFICE. Sturdy Western sheriff's office has one barred room for "Bad Guy", one for sheriff. "Wanted" signs, gun rack and stove. Printed heavy fiberboard. 35x28x62-in. high.
21-36497-332 . . . . Retail **4.98**

(H) SIREN-LITE. Powerful flashlight has siren whistle built in the rear. Uses 2 "D" batteries, (not included, see page 477). Colorful western Rodeo scene on side of light. Unbreakable safety lens. Ideal for signaling, hunting and camping Wt. 1 lb.
21-36489-65 Retail **98c**

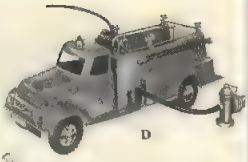
(J) OFFICIAL DRAGNET SET. Designed after the famous TV show detective's equipment. Only official Jack Webb, Sgt. Friday set with metal police revolver, 31 in leather belt with holster, bullet clip. Smooth metal hand cuffs. Metal police badge Wt. 2 lbs.
21-36158-199 . Retail **2.98**

(K) COMET LANTERN. The electric comet looks like a real kerosene lantern, but is operated by 2 standard size "D" flashlight batteries (not included, see page 477), and bulb (included) Height is 8½ in. Finished in Fire Engine Red "Raybakes!" enamel.
21-36471-199 Wt. 2 lbs. **2.98**



A

C



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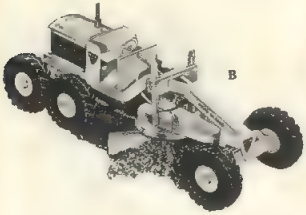
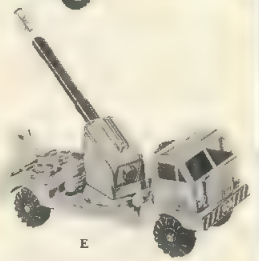


B

Toy Favorites for Little Boys

...by Tonka and Ny-Lint



E

A. PICK-UP TRUCK. Years and years of service are built into this tough, handy little model. Movable tail-gate is secured in open position or held shut by plated chains. Handsome, scale design, heavy, durable construction, all at an amazing low price. Length 12¾", height 5⅝", width 5½". Ship. wt. 18 lbs.
J1543 A195 6A1125 Retail **$2.98**

B. ROADGRADER. Extremely detailed, amazingly workable replica of the real roadgrader. Big, sturdy blade has six positive locking positions and can be raised, lowered, and tilted. Rear wheels are tandem pivoted to follow contours. Double-knuckle joints give real action steering. 19¼" long, 8" wide, 7¼" high. Ship. wt. 7 lbs.
J1165 A465 6A440 Retail **$6.95**

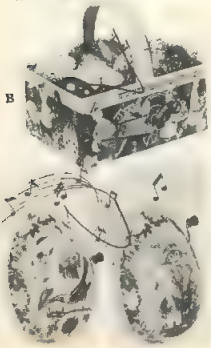
C. HI-WAY HYDRAULIC DUMP TRUCK. Not only does a hydraulic lifting mechanism dump load when lever is released, but the truck's two sides drop down for sanding or other maintenance work on junior highways. Tail-gate has 2-position regulator for straight dumping or spreading. Simulated flasher and road lights. Length 13", height 6½", width 6". Ship. wt. 4½ lbs.
J1841 A390 4A1500 Retail **$5.98**

D. SUBURBAN PUMPER. With a real hydrant! Actually shoots a continuous stream of water supplied by its own, operating hydrant. Hydrant connects to garden hose . . . pumps water! Beautiful detailed truck carries removable ladder, two 6" rubber hoses, 40" fire hose, wound on reel. Fire hose equipped with hook for attaching to top of Aerial Ladder, if desired. Length 17", height 6½", width 6". Ship. wt. 6 lbs.
J1838 A590 4A2250 Retail **$8.98**

E. ELECTRONIC CANNON. Swivel the gun mount, raise or lower the barrel by electronic pushbutton to exactly right elevation indicated on dial . . . load and fire! Harmless, colorful, plastic, sponge-nose missile. Requires 2 type D flashlight batteries (not furnished). 22½" long, 8½" wide, 16¾" high. Ship. wt. 11 lbs.
J1901 A830 6A820 Retail **$12.95**

'Musical' EASTER PARADE

A

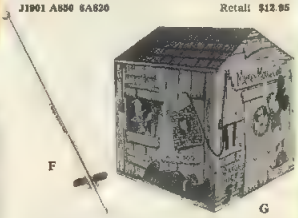


B

C

D

E



F

G

A. ROY ROGERS UMBRELLA TENT. Made of 4.00 oz. tent cloth painted a Desert Tan on bottom, Red top and Red awning extension. Roy Rogers stenciled in red. 6' x 6' x 5' center. 4' wall, 28½" square at eaves. Ship. wt. 10 lbs.
J2046 A890 Retail **$12.95**

B. EASTER BASKET. A surprise candy basket, plays real music of Peter Cottontail. Gaily colored Easter Eggs in exciting carnival basket. Ship wt. 8 oz.
J886-2A135 Retail **$1.00**

C. EASTER EGGS. Super rabbit sized 6" high. All metal, "Tuff-to-Break" musical Easter Eggs. Patented music box plays gay assorted tunes. Beautifully lithographed. Ship. wt. 8 oz.
J1537-2A135 Retail **$1.00**

D. MUSICAL BUNNY. All metal musical Easter Bunny with soft pink vinyl ears, litho'd in 4-colors. Music box plays real Peter Cottontail music when crank is turned. 12½" high, 4" wide. Shiip. wt. 8 oz.
J1606-2A135 Retail **$1.00**

E. MUSICAL DUCK. "Happy Go Lucky, The Musical Ducky." Musical unit plays favorite children's song at turn of crank. Colorfully litho'd on all metal, with polyethylene beak. 8" x 4½" x 2¾". Ship wt. 7 oz.
J2045 2A135 Retail **$1.00**

F. JET JUMPER. The only all aluminum full size "Pogo" jumping stick! Rubber top for safety. Foot pads are safe, non-skid rubber. 49½". Ship wt. 4½ lbs.
J1949 A440 Retail **$6.95**

G. MICKEY MOUSE CLUB HEADQUARTERS. Made of 4.00 oz. tent cloth. Sides yellow, red roof, stenciled three sides Mickey Mouse characters in 3-colors. 42" x 42", 4' 3" center, 3' 4" wall. Frame metal, no stakes needed. Ship. wt. 10 lbs.
J2047 A1080 Retail **$15.95**

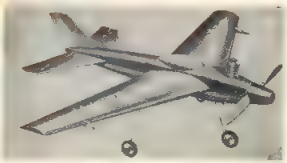
Engine - Powered Toys

JOHNNY PARSONS INDIANAPOLIS AUTOMITE. Nationally endorsed in-person by famous winner of the 500-mile Classic. The Automite is a thrilling reproduction of the Speedway's hand-crafted racers. Exclusive automatic recoil engine starter. Powered by real miniature 1-cylinder engine. Speeds to 35 mph in controlled circular pattern right on the width of your driveway All assembled, ready to race Uses glow plug fuel Ship wt. 1 lb

J787 A675 Retail $10.95

HILLER'S FLYING PLATFORM. Actual engine powered flying model. Flies up, down, or hovers at your slightest command. Miniature internal combustion engine operates the platform on the military's new "ducted fan" principle. All assembled and ready to perform. Uses glow plug fuel Ship. wt. 1 lb. 10 oz

J786 A685 Retail $13.95



TURBOJET AIRPLANE. Spectacular, swept-wing jet design. Trigger-fast action straps with exclusive automatic recoil engine - starter. New sensational three blade prop Bend wings double and they snap back for action. Thrills for beginner or expert Uses glow plug fuel Ship wt. 1 lb

J1822 A810 Retail $12.95

WANDERLUST CRUISING SLOOP KIT. All famous Monogram features. Complete sails, rigging, display stand, sculptured figures of skipper and crew. Completely assembled stands over 16" high Ship wt. 1¾ lbs.

J2043 A85 Retail $1.49 Kit

WEN-MAC MINIATURE ENGINE ACCESSORY KIT. (not illustrated) 6 items used for operating small engines used in airplanes, cars, and boats. Kit includes fuel, pouring spout, fueling tube, connector clip, battery wire, and engine wrench. Ship wt 1 lb.

J1823 A95 Retail $1.49

J1824-2A60 Glow Plug Fuel V73. Wt. 10 oz. Ret 65c

BEECHCRAFT BONANZA AIRPLANE. Fully assembled with engine installed. Duraflex plastic that will fly "forever". 2-tone colors "V-tail" design and clean sport plane lines. Flight controlled. Pull-cord starter equipped. Powered by a miniature 1-cylinder internal combustion engine Uses glow plug fuel. Ship. wt. 1 lb. 6 oz.

J785 A625 Retail $9.95

WATER DEVIL KIT. Rubber power equipment ready to go, provision for electric power for those who want to use battery and motor 3-colors of plastic in each kit, chrome plated fittings. Ship. wt. 1 lb

J2044 A160 Retail $2.49

ROY ROGERS DOUBLE HOLSTER SET. Combination of metal, leather and cowhide. Metal leather holster pockets, cross straps, western buckles. Simulated jewel trim. Adjustable belt Leather leg ties. Two "C-100" repeating pistols 10¼" long. Fires roll caps. Ship. wt. 2½ lbs.

J317 A325 Retail $4.95

STALLION 38 SIX SHOOTER. Comes complete with 6 cartridges in cylinder Full length 10½" Flash contained within pistol. Triple plated, chrome finish Ship. wt. 13 oz.

J1529 A130 Retail $1.98

J1539 A225 Caps (60 boxes) Retail 2 for 15c

J1540-6A150 Cartridges (6 sets) Retail 39c Set

ROY ROGERS CAP PISTOL. 50-shot repeating Die cast zinc alloy, cap feeding mechanism. Plastic grip handle. 8¾" long Ship. wt. per doz. 6 lbs

J1530-3A155 Retail 79c

NEW MATTEL'S BURP GUN. New improved only fully automatic cap gun made Safe! 1-50 shots at trigger touch. Noisy fire bursts and smoking barrel Easy to load-fire Use perforated roll caps only All metal working parts. 13" x 6¼" x 2" Ship wt 1 lb. 3 oz.

J897 A200 Retail $2.98

ROY ROGERS DOUBLE HOLSTER SET. Genuine leather double holster with adjustable western buckle. 2 "Star" pistols, repeater action. Ship wt 2¼ lbs.

J314 A130 Retail $1.88

MATTEL'S MACHINE GUN. Turn crank and fire one shot or a burst . . . a cap gun with machine gun action Durable construction, all metal safety polyethylene tipped tripod for gun to swing full circle Perforated caps only. 17" long, 8" high, 2½" wide Ship wt. 12 oz.

J844 A125 8A720 Retail $1.88

PAGE AFTER PAGE in Spors Annual Catalog. No. 86 make Spors the most complete source for toys and games. The finest names in toyland provide your selection. Use the "big book"... along side this spring and summer supplement... when choosing a gift for that special girl or boy.

PERFORATED CAPS. Multipack. Contains 25 rolls. Ship wt. 6 packs, 8 oz.

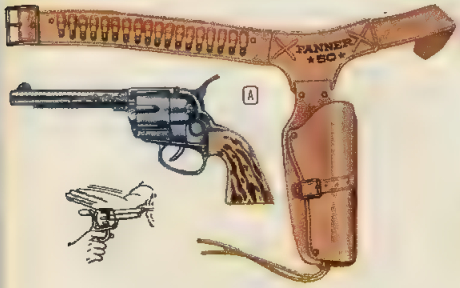
J1665-6A95 Retail 25c

Fifty shots to the roll, five rolls to the box. Must be shipped express. Ship. wt. box, 4 oz.

J19-5DA180 Retail 5c

BANG CAPS. Multi-pack. 20 rolls (1000 shots) in foil multi-pack box For use in toy cap pistols Ship wt. dozen 1 lb.

J563-2DA130 Retail 10c



Fanner 50 Marshal Single Holster Set $6.29

(A) One of the finest "shootin' irons" and holsters ever to appear on the backyard "range." Handsome natural top grain cowhide. Contour belt adjusts up to 34 in., thigh thongs. 18 all-metal "coppercladd" bullets in leather loops. 10½-in. "Fanner 50" smoking cap pistol permits fanning (see sketch) 50 roll caps can be fired continuously from the hammer, or single shots squeezed from the trigger. Gun also sold separately below.

48 T 3387—*Holster with cap-shooting pistol. Ship. wt. 1 lb. 14 oz. ...6.29
48 T 3386—*Cap-shooting pistol only. Ship. wt. 1 lb. 2.19

Kit Carson Double Holster Set $6.79

(B) One of our best sets for the fast-drawing buckaroos. Natural top grain cowhide with suede trim. Luxuriously decorated with nickel plated conchas and nail heads. Hip-huggin' contour belt adjusts 25-30 in., thigh thongs. 12 realistic two-piece cartridges "Kit Carson" embossed in silver on center plaque. 8-in. Stallion "32" pistols with black handles, loads and fires like a real six-shooter. Pull 2-pc. shells apart, insert single cap, load shell into cylinder (see sketch) and fire; cap fires inside bullet.

48 T 3403—*With cap-shooting pistols. Ship. wt. 2 lbs. 10 oz. ...6.79

Double Holster Set $3.89

(C) Banish the "villain" with this rugged "Pony Boy" double holster, pistol set. Genuine leather with screened "Western" design, metal conchas, "jewels," nailheads; buckle and 6 "silver" bullets. Belt adjusts 21-29 in. 6¾ in. "Injun" repeater pistols with break action. (Guns sold separately below.) Two sets of gold foil initials for monogramming guns. Wt. 2 lbs. 6 oz.

48 T 3417—*With cap-shooting pistols. . 3.89
48 T 3305—*Cap-shooting pistol only with set of gold foil initials. Ship. wt. 12 oz..... . 79c

Single Holster Set $1.79

(D) "Pony Boy" single holster, pistol set. Outstanding gift for the rugged "one gun" man or cowgirl. Genuine leather in white with buckskin trim. Low slung belt adjusts from 20 to 28 in., has large girdle in center, slide buckle. Belt and holster decorated with horse head conchas. Holster trimmed with buckskin leather fringe. 7¾ in. Lone Ranger "32" automatic break-open repeater pistols. Wt. 1 lb. 4 oz.

48 T 3409—*With cap-shooting pistol.....1.79
48 T 3410—With non-shooting pistol 1.79

Double Holster Set $2.89

(E) Watch 'em restore "Law and order" on the backyard frontiers with this genuine leather "Pony Boy" double holster, pistol set. Belt adjusts from 22 to 28 in. decorated with shiny metal conchas with "jewels", screened Pony Boy, slide buckle. Holsters have envelope pockets on molted back, cross tabs with metal conchas. 7¾-in. "Pony Boy Jr." repeater pistols with automatic break action. Ship. wt. 2 lbs. 4 oz.

48 T 3415—*With cap-shooting pistols..... 2.89
48 T 3416—With non-shooting pistols.....2.89

Toddler's Set $1.79

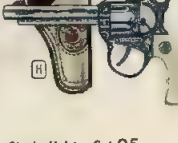
(F) Pony Boy Toddler Set. For the littlest cowboy. Top grain leather. Adjustable belt. Tough thongs. Set of gold foil initials for monogramming conchas on holsters. 4½-in. non-shooting guns. Case.

48 W 3327—Wt. 14 oz. 1.79

Double Holster Set $1.79

(G) Pony Boy Double Holster Set. Contrasting black genuine leather. White trim. Holster pockets tooled with nickel plated conchas, red "jewel" centers. Belt adjusts to 28 in. Leather girdle with 2 white wood bullets. Small shot 6¾ in. pistols.

48 T 3413—*With cap shooting pistols. Ship. wt. 1 lb. 6 oz. . 1.79
48 T 3414—With non shooting pistols. Ship. wt. 1 lb. 6 oz. ... 1.79



Single Holster Set 95c

(H) Buckaroo Set. Genuine leather with nickel plated concha and "jewel." Belt fits to 28 in. Slide buckle. 7½-in. Buckaroo pistol.

48 T 3407—*With cap-shooting pistol. Ship. wt. 1 lb. 95c
48 T 3408—With non-shooting pistol. Ship. wt. 1 lb. 95c
48 T 3372—*Cap-shooting pistol only. Ship. wt. each 7 oz. Each .....39c; 2 for 69c

Cavalry Holster Set $2.69

(J) Rin-Tin-Tin Set. Genuine leather holster, snap-over flap holds gun. Sam Browne style shoulder strap. Belt adjusts. Rin-Tin-Tin buckle. Loop for telescope (included). Pouch with 3 "silver" bullets, snaps over belt. Belt adjusts 25 to 30 in. Bronze color "Rin-Tin-Tin" break action repeater pistol 8¾ in. long. (Gun also sold separately below.) Wt. 1 lb. 14 oz.

48 W 3354—*With cap-shooting gun. 2.69
48 W 3307—*Cap-shooting gun only. Ship. wt. 12 oz.....72c

NOW! A NEW PACKAGE TO HELP INCREASE YOUR PROFITS

Keyston Bros., oldest manufacturer of fine leather products in the West, has commissioned internationally famous industrial designer Walter Landor to fashion an entirely new concept for its packaging and display program. These eye-catching boxes for our Holster and Junior Cowboy line will be on exhibit at the Toy Fair. They're designed to bring you large-size profits in the dynamic Junior Cowboy field. Come in and see our selection of more than 300 newly-created Jr. Cowboy items.

KEYSTON BROS.

735 MISSION STREET • SAN FRANCISCO, CALIFORNIA

LEATHER HOLSTERS
HATS • BELTS

COWBOY SUITS
WESTERN ACCESSORIES

TWO COMPLETE DISPLAYS

ROOM 649
Hotel New Yorker
ROOMS 202-204
200 Fifth Avenue Bldg.

★

The following representatives will be on hand to welcome you

Don DaCosta — *Louis Green*
Peter Fox — *Dick Morgan*
Dick Franken — *Robert Patterson*
Hy Friedman — *Chas. Searcy*
Bert Fuller — *Jack Stephens*
Ted Young

$3.98

Toys "Go Places" and "Do Things"

12 MILITARY POLICE CAR. This big, shiny convertible speeds along with the siren sounding and fender light blinking on and off. Powered by strong friction motor which is activated by pressing down on top of car. Made of steel; brightly lithographed with authentic Military Police color and insignia. Abt. 29¼ in. long, 8¼ in. wide. Flashing light operates from 1 regular flashlight battery (not incl., sold separately under (6) opposite page).
48 T 2849—Ship. wt. 4 lbs. 12 oz. 3.69

13 SKY SWEEPER. Beam of light projects 8 different images on wall; track down image with sighting device, then "fire." Rocket launcher fires 6 missiles (suction cup tips); rotates 360° and elevates 90°; mounted on trailer pulled by truck cab. Bright colored durable plastic. Abt. 24x6¼x8½ in. high. On-Off switch, focusing dial, knob for changing targets. Operates from 2 regular flashlight batteries (not incl., sold separately under (6) opposite page).
48 T 2855—Ship. wt. 2 lbs. 12 oz. 6.95

Electric Car With Filling Station

14 A TOY TO INTRIGUE THE WHOLE FAMILY. Just connect the "gasoline hose" from the station to the snappy red sports car with its "accumulator" battery which stores up power from the battery in the station. A 6-minute charge runs the car 3 minutes. Switch at rear for forward, reverse, stop. Requires 2 flashlight batteries (not incl., sold separately under (6) opposite page). Metal car about 8¼ in. long.
48 T 2933—Ship. wt. 1 lb. 12 oz. 3.98

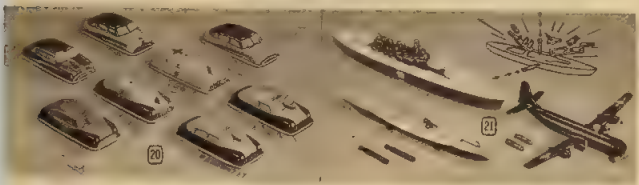
15 FASCINATING CAR AND HOUSE TRAILER. Just the thing for imaginary vacation trips. No batteries—no winding! Just press down on top of the sleek, streamlined car and it speeds off, pulling the big house trailer behind it. Uncouple them and use each as a separate toy. Operates from strong friction motor. Brightly lithographed metal. Car and trailer about 27 inches long overall; durably constructed for long hours of fun.
48 T 2396—Ship. wt. 3 lbs.. 1.98

16 ELECTRONIC CANNON TRUCK. Realistically built cannon sits on truck ready to fire its 2 harmless "rockets." Makes machine-gun sound when firing. Control buttons raise, lower, fire cannon; steering wheel swivels cannon around on its base. Just press down on top of truck to activate friction motor. Metal; baked-on enamel finish in Army colors. Abt. 19x5x5½ in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) opposite page).
48 T 2874 -Ship. wt. 3 lbs. 8 oz.... 4.49

17 SLINKY—the toy that seems to be alive! It "walks" end over end down stairs and slopes or does amusing contortions in your hand. Brightly colored spring steel; resists corrosion, chipping.
48 T 2921 -3-in. diam. Wt. 12 oz.....89c

18 SET OF 2 GYRO TOPS. Wind string on spindle; give brisk tug and away the top whirls. Perfectly balanced; made of silvery metal. About 3 in. high. 2 pieces string, 2 stands included.
48 T 2890—Ship. wt. 12 oz....2 Tops 89c

19 POPEYE THE WAITER. He hurries around on tiny roller skates—carrying a tray of spinach in his hand. Brightly lithographed steel with cloth pants, hat to match. Strong clock-spring motor. Abt. 7¼ in. tall. From Japan. Ship. wt. 10 oz.
48 T 2869.. .87c



94c

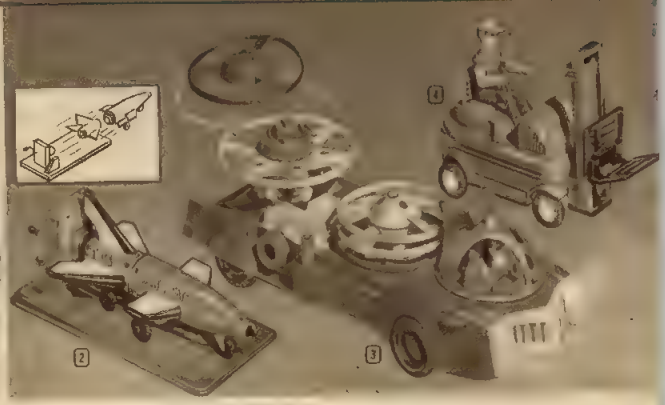
$1.35

20 FLEET OF 8 ACTION CARS. Ambulance and Fire Chief cars have bells that clang; 2 Police cars have guns that bang; Taxi has revolving meter; 1 car has swishing windshield wipers, 2 cars have windows that go up and down. Each car 4 in. long; lithographed steel, rubber wheels. Car bottoms enclosed.
48 T 2815—Ship. wt. 1 lb.... ...8-Pc. Set 1.79
48 T 2816 -Like (20) above except 1 each: Police car, Fire Chief car; Taxi; Windshield Wiper car. Wt. 8 oz.....4-Pc. Set 94c

21 "EXPLODING" BATTLESHIP. Hit battleship with bomber or submarine and it "explodes" in water or on land! Release lever drops 2 metal "bombs" from 7½-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½ in. submarine. Hidden spring "explodes" ship when hit; easily reassembled. Both ship, submarine float.
48 T 2939—Ship 13 in. long. Wt. 1 lb. 4 oz. .3-Pc. Set 2.19

22 CRAZY EXPRESS TRAIN wobbles, zig-zags and turns. Colorful metal cars; plastic wind-up locomotive.
48 T 2830—Abt. 12½ in. long. Ship. wt. 10 oz.. ... ..94c

23 CRAZY JOE FROM KOKOMO. Pull cord, brightly colored plastic "Injun" spins around up the plastic totem pole; spins all the way down. Abt. 17½ in. high. Shipping weight 12 oz.
48 T 2877— 1.35



HE MOVES!
HE LIGHTS UP!

Mechanical Marvels for All Ages

1 ELECTRIC ROBOT WITH BABY. He's almost alive! His eyes light up and his head turns as he moves forward, backward, right or left. Controls in rear; special knob raises, lowers arms. He carries a 5-in. Baby Robot.

Morse Code and code buzzer; sliding aerial; drawer with tools pulls out at waistline. Runs on 4 concealed wheels. Made of plastic, brightly trimmed. Abt. 15 in. high, 6 in. wide. Requires 2 flashlight batteries (not incl., order separately under (4) this page).
48 T 2822—Wt. 3 lbs. 4 oz... 5.39

2 TWO-STAGE EARTH SATELLITE. With siren sounding, the satellite shoots forth from the launching station for some distance; then, in true rocket fashion, the tail section drops off and stops while the nose section continues forward.

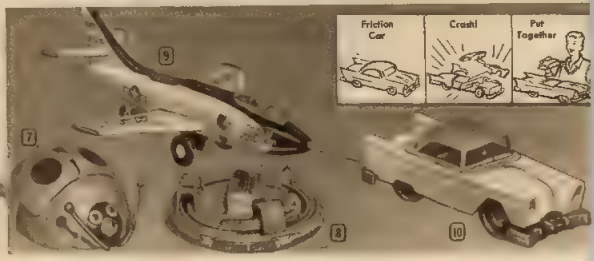
Satellite operates from strong friction motor which is activated by crank on launching platform; lever at side releases rocket for "flight." Brightly lithographed metal; rubber nose and wheels. Imported from Japan. Abt. 10¼x4½x4 in. high.
48 T 2875—Wt. 1 lb. 4 oz.....1.77

3 SATELLITE LAUNCHER. 4 pretty satellites soar into the air and spin around in graceful arcs when you press the release button on the mechanical launching device.

Dial control the launcher 45° to send satellites in different directions. Launcher rests on sturdy plastic truck which provides storage space for satellites. Radar screen and clear plastic bubble over driver's cab; rotates 360°. Made of brightly colored plastic with colorful, harmless plastic satellites. About 17x6¾x6½ inches wide.
48 T 2856—Ship. wt. 3 lbs... ...4.49

4 FORK LIFT TRUCK. This animated little truck moves forward, touches an object, reverses itself and darts off in a new direction. Fork lift operates manually; truck operates from 2 regular flashlight batteries (not incl., sold separately below). Control lever at side for "Stop" and "Go".

Brightly lithographed metal; abt. 10 in. long incl. platform; 8 in. high. From Japan.
48 T 2838—Ship. wt. 2 lbs...3.39
62 W 23 X—2 Flashlight Batteries. Ship. wt. 6 oz. ...2 for 24c



5 PARA-JET PLANE. Exciting action! Just press trigger; canopy opens and pilot and seat are ejected high into the air. His colorful silk parachute opens and pilot drifts gracefully to the ground. Plastic streamlined jet; abt. 8¼ in. long.
48 T 2853—Ship. wt. 8 oz.....88c

6 WHIRLY MERRY-GO-ROUND. 4 plastic figures swing jauntily as the jet merry-go-round whirls; powered by air from toy balloon. Colorful high-impact plastic. Abt. 10 in. high without balloon; 5¾ in. diam. 2 balloons included.
48 T 2878—Ship. wt. 8 oz.....89c

SEE PAGE 328 FOR MONTHLY PAYMENT PLAN.

7 RADAR ACTION BEETLE. His nose lights up; his wings flap! He rolls along on 4 rubber wheels, touches an object, backs up and darts off in another direction. Brightly lithographed metal. Needs 2 flashlight batteries (not incl., see under (4). Abt. 7¼x4 in. high. From Japan.
48 T 2876—Wt. 1 lb. 8 oz... 2.69

8 HONEYMOON EXPRESS. The little train roars off over the bridge, through the tunnels. Clockspring motor; key. Lithographed steel. Ship. wt. 1 lb. 4 oz.
48 T 2901—8¼-in. diam.....94c

9 DOUGLAS SKYROCKET PLANE. Sparks show through transparent plastic hood over cockpit when plane is in motion. Just press down on top of plane to activate strong friction motor. Brightly lithographed steel; swept-wing design. Rubber tires, radar nose. 18 in. long; 10-in. wing spread. From Japan.
48 T 2870—Wt. 1 lb. 8 oz...1.79

10 WRECKMOBILE the most star thing toy of the season! It wrecks itself when it bumps into an object. Easily reassembled; parts snap into place. Brightly colored high-impact plastic; strong friction motor (just press down on car to set it in motion). Car can also be used without wrecking by setting lever on bumper. About 8 in. long.
48 T 2834 -Ship. wt. 12 oz...1.98

The Scenic Express—An All Time Favorite

11 A TOY THAT NEVER GROWS OLD. There's always excitement when you wind it up and the little 3-car train, abt. 11½ in. long, speeds around the track—through the tunnel and terminal. Semaphore, gate operate automatically. Metal base, lithographed scenic design. Plastic locomotive, metal cars. Strong clockspring motor. Base about 22x13x2¾ inches.
48 T 2848—Shipping weight 4 lbs. *Available*.....2.79

ACTION - PACKED TOYS

REMOTE CONTROL BATTERY SEDAN WITH FLASHING LIGHT & SIREN

Exciting 8" remote control sedan that goes forward and reverse, left and right off a polyethylene steering wheel on the control box. While in motion, the car issues a light siren noise and has a flashing light on top. Boxed. Pk. 3 dz.

6T4942 . . List $1.98 216008 Dz.

PISTON-ACTION TRACTOR

Beautifully made and colored. Operates on 2 batteries. Goes backward and forward. In action 4 pistons move up and down in clear plastic cylinders that are lit up by a brite lite. Clear plastic front. Fan and fan belt spin around. 9¾" long. Pk. 24 ea.

6T4950 List $3.98 . . 32657 Ea.

FLASHING ACTION ANTI-AIRCRAFT JEEP

A clever action toy that goes rolling along the ground and then stops. The two guns start revolving and the lites in the tips of the guns (brite lites) flash on and off while realistic gun noises come out. Heavy rubber tires. Jeep operates on two medium flashlite batteries. Dimensions. Length 10", width 4½", and height 5½". Pk. 3 dz.

6T4953 List $2.98 . . . 324007 Dz.

REMOTE CONTROL DC-7

Huge scale model of the DC-7 commercial transport. 15" fuselage—19" wing span. The plane can be steered left and right and the propellers revolve while in motion There are two authentic wing tip lights that actually light. Boxed. Pk 12 ea.

6T4944 . . . . List $4.95 . . . 43306 Ea.

JET WITH AUTOMATIC ACCELERATING ACTION

Operates on two standard flashlite batteries. Authentic lithographed colors, and U.S.A.F. markings. Engine housings are plastic with green lites in two of them and red lites in the remaining two. Adjustable front wheels for changing directions. Fuselage is 12½" long and the wingspread is 14". In action the plane moves along the ground at a slow speed with the two green lites shining . . . the plane gradually picks up speed and the two red lites also go on along with the two green lites. The plane slows down and the two red lites go off . . . and the procedure is kept repeating- AUTOMATICALLY! Pk. 24 ea.

6T4951 . . . . List $3.98 . . . 32657 Ea.

FRICTION-ACTION HELICOPTER WITH TANDEM ROTORS

Collapsible rotor blades easily fit into position. In action (forward or backward) the 'copter rolls along the ground with the rotors revolving in opposite directions. Sturdily made with realistic lithographed design. Fuselage is 10" long. Pk. 4 dz.

6T4955 . . . List 98¢ . . . 98001 Dz.

BATTERY ATOMIC CANNON

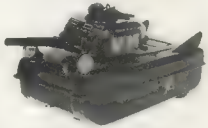
Replica of the Army's new atomic cannon. The cannon has four shells. By means of battery control the gun is raised and lowered and fires. Hand crank turns cannon in either direction. Power friction motor. Authentic detail. Boxed Pk. 12 ea.

6T4946 . . . . . List $3.95 . . . . . 54005 Ea.

'MAGIC ACTION' BULLDOZER

A kid's delight! Stops, backs off in new direction. Lited visible piston action. Driver jiggles levers. Operates on batteries. 9" long. Hours of fun! Pk. 24 ea.

6T4952 . . . List $3.98 . . . . . 32657 Ea.



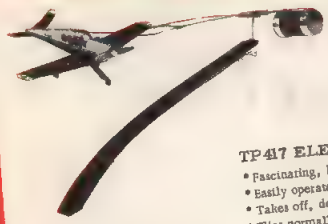
BATTERY OPERATED STOP & GO TANK

Measures: 8" long, 4" wide, 5" high. Metal construction in baked enamel finish. Complete with fully covered bottom allowing no sharp edges. Equipped with three rubber tires, make believe headlights, and a U S. Army soldier with a machine gun in his hands A standard size battery is inserted into battery box. It can be moved forward and back by releasing a lever. A second lever controls the direction to the right or to the left. When the tank is in motion the "gun turret" moves from side to side with a rat-tat-tat noise. Boxed Pk. 1 dz.

6T4964 . . . . . List $1.98 . . . . 216008 Dz.

FRICTION and BATTERY DRIVE TOYS

COAST TO COAST STORES



TP417 ELEC. LOOP PLANE

- Fascinating, battery operated plane
- Easily operated and performs amazingly
- Takes off, does loops, barrel rolls
- Flies normally & lands realistically
- Does this by careful movement of handle
- Metal constructed. Measures 7 x 9 in.
- Fact. #5533 $5.49

TP355 POWER DUMP

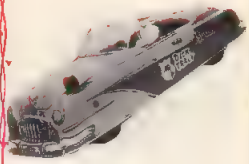
- A remote control power dump truck
- Motor runs on flashlight batteries
- True-to-life steering, forward, reverse
- Dumps by manual plunger on control box
- Of break resistant plastic, metal base
- Truck measures 8x3 1/2 x 3 1/2 inches
- Fact. #128 $3.95

TP360 M. G. SPORTS CAR

- Authentic replica of M. G. Sports Car
- Wheel action steering from battery case
- Will go left, right, forward or reverse
- Strong, durable plastic construction
- Brilliant colors with spoke wheel tires
- Lots of fun for everyone with this M. G.
- Fact. #141 $3.95

TP366 SPORTS CAR

- Sportscar powered by friction motor
- Bright lithographed steel construction
- Cockpit style body with plastic top
- Transparent windshield and windows
- Emits purring motor noises as it rolls
- Size 20 1/4" long, 8 1/4" wide, 5 1/2"H
- Fact. #2391 $2.89



TP371 SQUAD CAR

- Super power friction drive convertible
- All steel lithographed construction
- Dick Tracy figure at steering wheel
- Blinking light mounted on front fender
- Siren noise can be heard as car moves
- Size 20 1/4 inches long, 8 1/4 inches wid
- Fact. #2395 $3.89

TP395 SPARKLING JET

- Authentic design, supersonic sabre jet
- Constructed of strong, durable metal
- Emits two colored sparks from exhaust
- When friction motor is in operation
- Realistic colored, has USAF insignia
- Overall length of jet is 9 1/2 inches
- Fact. #10524 89¢

TP401 SPARKLING JET

- Large 19 inch USAF sparkling jet plane
- Metal constructed, with visible canopy
- Friction motor makes realistic sparks
- Along with a moveable radar antenna
- Modern design with needle point nose
- Brightly decorated. Individually boxed
- Fact. #20533 $1.89

TP411 ELECTRIC JET

- Realistic jet with accelerating action
- Is operated on two regular batteries
- It starts with 2 green engine lites on
- As it picks up speed 2 red lites go on
- Metal constructed with adj. front wheel
- 12 1/2" fuselage. Colorfully designed
- Fact. #4627 $3.69

AT AURORA
THE BIG NEWS COMES IN "TWO'S"
B-17 FLYING FORTRESS
Scan the skies... soon they'll be swarming with the new Aurora "Air Armada." A great array, and each an example of tremendous detail never before achieved in models so low-priced.
Neglect our Navy?... Never! The famous Forrestal is first of a fantastic array of big battle wagons on the way soon.
C'mon aboard . . . be prepared to man-the-cash-registers — Order Both Today!
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AURORA PLASTICS CORP.
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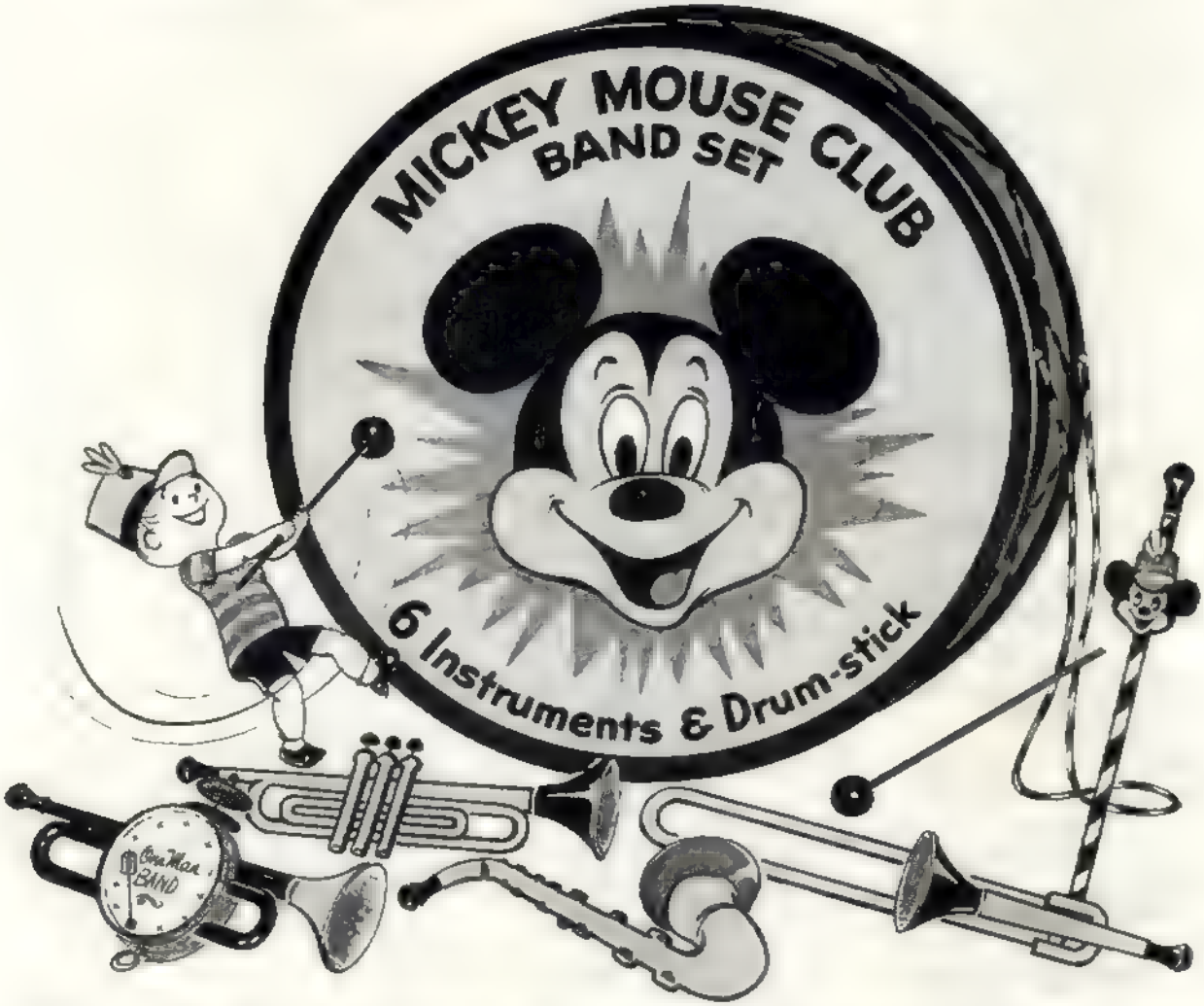
West Hempstead, L. I., N. Y.

Beat the drums! Sound the horns!

Hey Gang its

MICKEY MOUSE & SPECTOY

during TOY FAIR Time



Shown, Spectoys new, official Mickey Mouse Club band set. Features 6 toy instruments. Box is a toy drum with carrying cord attached. Retails $2.00.

SPECIAL FEATURE: Picture of DONALD DUCK on reverse side of drum. This and a host of new Mickey Mouse Club toys and other Spectoy *originals* are yours to view during Toy Fair Time. March 6 to March 17.

Showing at **SPEC-TOYS**

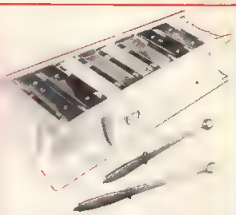
Spectoyculars Inc., 35-35 35th St., L. I. C., N. Y. AS 8-4808 200 FIFTH AVE. ROOM 1118, N. Y. C.

MUSICAL INSTRUMENTS

COAST TO COAST STORES

TG392 FLOOR MODEL PIANO

- Mello-tone, "Baby Grand", chime piano
- 30 plastic keys, 12 raised half notes
- With easy feather touch action keys
- Mahogany color with 10x6x8" bench
- Piano measures 23x17x18 inches
- Song and instruction book included
- Fact. #2730C $11.95



TG336 CONSOLE XYLOPHONE

- Beautiful table-top console xylophone
- With built-in fidelity tone chamber
- Eight varicolored metal-tone bars
- Plays complete full-scale melody
- Two hammers with two way heads
- Colored music book, 16 x 4" overall
- Fact. #805 $2.98

TG375 BABY GRAND PIANO

- Mello-tone, table model, chime piano
- Completely constructed of plastic
- 13 plastic keys, 5 raised half notes
- Full, clear, mello-tone chimes
- Complete with feather touch action keys
- Overall size is 7 x 10 3/4 x 5 inches
- Fact. P-18C $2.79

TG379 BABY GRAND PIANO

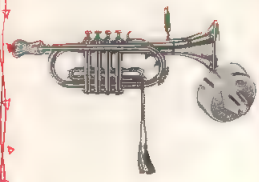
- A table model "Baby Grand" piano
- Completely constructed of plastic
- 20 plastic keys, 8 raised half notes
- Chimes are full, clear, mello toned
- Complete with feather action keys
- Size: 11 1/2 x 12 1/4 x 5 1/2 inches
- Fact. #820C $3.98

TG385 SPINET PIANO

- Table model Mello-Tone Spinet Piano
- Complete, all plastic construction
- 25 keys including 10 raised half notes
- Chimes are full, clear, mello-toned
- Feather-touch action keys, mello chimes
- Size is 14 1/2 x 7 x 9 inches
- Fact. #925M $5.98

TG400 JR. TRUMPET

- Golden plated trumpet made of plastic
- Four real valve keys, four tuned reeds
- Engraved and embossed valves and keys
- Trumpet measures 9 inches in length
- Includes song sheet with 16 melodies
- In a colorful display carrying case
- Fact. #150 $1.39



TG410 GOLDEN TRUMPET

- 13" break-resistant plastic trumpet
- Heavy gold finish; hand tuned reeds
- With sanitary, sealed mouthpiece
- Complete with mute and music book
- Easy songs, marches and bugle calls
- Handsome luggage type case included
- Fact. #531 $3.98

TG428 CLARINET

- Golden plated tube, plastic Clarinet
- Black keys, mouthpiece and bells
- 8 black plated keys, 8 tuned reeds
- Measures 15 inches overall length
- Includes songs by number system sheet
- Each clarinet is individually boxed
- Fact. #18G $1.39

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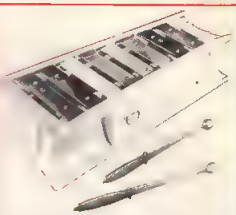

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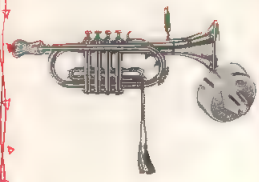

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- Measures 15 inches overall length
- Includes songs by number system sheet
- Each clarinet is individually boxed
- Fact. #18G $1.39

REMOTE CONTROL TOYS

FLASHING DOME LIGHT! SCREAMING SIREN!

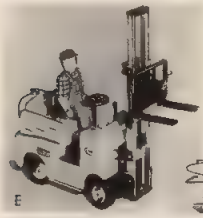
(A) REMOTE CONTROL CHEVROLET—4-door Hardtop with POWER STEERING! Two-toned, it starts, stops, reverses, steers by push-button. Has motor, holds 2 batteries (not included). Sh. wt. 2 lbs.
2T53X395 . . . . . **List $5.98**
2R34X10 Batteries List 0.15

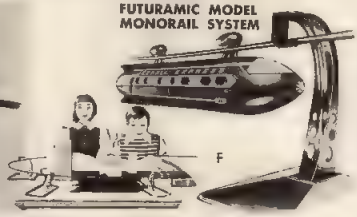
(B) REMOTE CONTROL FORD—Country Sedan with POWER STEERING! Like Dad's, it starts, stops, reverses, steers by push-button. Has motor, holds 2 batteries (not included). Sh. wt. 2 lbs.
2T52X395 **List $5.98**
2R34X10 Batteries List 0.15

(C) REMOTE CONTROL MG SPORTS CAR—Electric motor runs it forward, backward, control box steers it. Headlights glow, too. Size: 8¾"x 3½"x2¾". Holds 2 batteries (not included). Sh. wt. 2 lbs.
2T50X258 . **List $3.98**
2R34X10 Batteries List 0.15

(D) REMOTE CONTROL FIRE CHIEF CAR — *With Flashing Red Dome Light and Screaming Siren!* Goes forward, or reverse. Size: 9½" x3¾"x2½". Holds two batteries (not included. Sh. wt. 2 lbs.
2T51X195 . . . **List $2.98**
2R34X10 Batteries List 0.15

FUTURAMIC MODEL MONORAIL SYSTEM

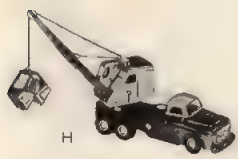




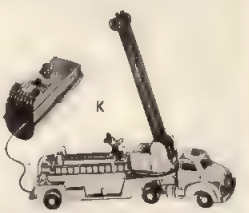
(E) BATTERY CONTROL FORK LIFT—Rugged scale model . . . goes forward, reverse, steers and fork lift moves up, down. 'Little worker' is removable. All-steel with baked enamel finish. Powered by two batteries (not included)
2T57X330 (Sh. wt. 2 lbs.) . . . . . **List $4.98**
2R34X10 Batteries . . . . . **List 0.15**

(F) REMOTE CONTROL MONORAIL TRAIN—*The Jetrail Express* . . . zooms around 15-ft track! Control Tower Switch for fast, slow, stop. 11½" hi-impact red plastic car, 2 overhead trolleys, 10 pylons. Holds 2 batteries (not included).
2T54X650 (Sh. wt. 4 lbs.) . **List $9.95**
2R34X10 Batteries . . . . . **List 0.15**

(G) ROBOT CONTROL LIGHTNING BRAINY BUG—Amazingly works himself out and around obstacles! Antenna "feelers" permit left, right direction or circle. Flashing nose light. Size: 9½"x14"x5". Holds 2 batteries (not included).
2T49X330 (Sh. wt. 3 lbs.) . . **List $4.98**
2R34X10 Batteries . . . . . **List 0.15**



- **PROPELLOR SPINS**
- **FORWARD—REVERSE**
- **LEFT OR RIGHT**

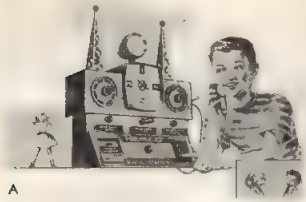


(H) BATTERY CONTROL 12" CRANE — 10 heavy duty Rubber Tires, one spare. Runs forward and reverse, full bucket action and automatic 360° pivot for shuttle cab. All steel with baked enamel finish Holds 2 batteries (not included)
2T56X395 (Sh. wt. 2 lbs.) . **List $5.98**
2R34X10 Batteries . . . . . **List 0.15**

(J) REMOTE CONTROL HELICOPTER—Here's exciting action! Touch of a button sends propellers spinning, and permits 'copter to go forward, reverse, left or right. Cabin lights up, too. All-steel Holds 2 batteries (not included).
2T55X265 (Sh. wt. 1 lb.) . . . . . **List $3.98**
2R34X10 Batteries . . . . . **List 0.15**

(K) MICKEY MOUSE LADDER FIRE TRUCK—16" remote control truck flashing red dome lights and sounding siren. Features separate motor for raising, lowering extension ladder. Goes back and forth, too. Holds 2 batteries (not included). Sh. wt. 2 lbs.
2T48X525 . . . . . **List $7.98**
2R34X10 Batteries . . . . . **List 0.15**

SUPPLIERS OF INCENTIVE PRIZES, GIFTS AND SALES PROMOTIONS



A

B

TOYS THAT REALLY WORK!

C

TOYS AS MODERN AS TOMORROW

(A) REMCO ELECTRONIC RADIO STATION—An exciting communication center . . . sends, receives up to ½ mile away! Two microphones transmit voice and telegraph codes, switchboard type transmitter with individual plug-ins for each activity. Telegraph key buzzes, clicks and sends searchlight signals. High-impact plastic Includes batteries, accessories, Automatic Recorder and Log Book.
6T25X450 (Sh wt. 1½ lbs.) . . . . . **List $6.95**

(B) HILLER'S FLYING PLATFORM By Wen-Mac—Flies UP! . . . DOWN! . . . HOVERS! Miniature internal combustion engine operates it and Throat Muffler makes it sound just like a real platform. Authentic colors, decals in "Dura-flex" construction. Sh. wt. 2 lbs
2T89X895 . . . . . **List $13.95**

MINIATURE ENGINE ACCESSORY KIT — For Flying Platform Contains: ½-Pint Fuel, Propeller, Pouring Spout, Fueling Tube, Battery Connector Clip, Battery Wire, Engine Wrench Sh. wt 1 lb.
2T78X98 . . . . . **List $1.49**

(C) FLITE-MASTER INDOOR FLYING UNIT—Fly scale model of the Navy F4U Corsair Fighter off a Carrier Deck. . . . then make realistic landings with the Arresting Hook. Electric motor powers 4-bladed propeller operated by 6 batteries. (Batteries not included). Plane of durable plastic
2T79D1325 (Sh. wt. 12 lbs) F.O B. Neb. . . **List $19.95**
2R34X10 Batteries . . . . . **List 0.15**

(D) REMCO ELECTRONIC RADAR ROCKET CANNON — For the "young General" . . . giant electronic cannon launches flying rocket plane, moving targets appear on TV screen, radar antenna rotates and picks up "beep" signals. Complete with microphone, head set and telegraph key Hi-impact plastic. Sh. wt. 3 lbs.
6T71X520 . . . . . **List $7.95**

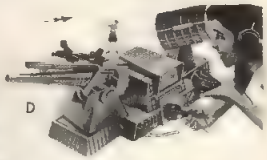
(E) MR. ATOM, THE ELECTRONIC ROBOT—His arms swing, head turns, he buzzes and lights up . . . touch of the Electronic Selector does it! 20" tall, high-impact styrene body, with steel understructure. His colors are red and aluminum
6T70X450 (Sh. wt. 3½ lbs.) . . . . . **List $6.95**

(F) GUIDED MISSILE BASE — Full instrument panel with all working parts; 6" Rocket and 4 Flying Pursuit Saucers can be fired up to 30-ft.; 5 adjustable Anti-Aircraft Guns; rotating Radar Antenna, launching platform, "make believe" microphone. Hi-impact plastic, 14"x9½"x5".
2T81X325 (Sh. wt. 2 lbs.) . . . . . **List $4.98**

(G) REMCO ELECTRONIC MOBILE LOUDSPEAKER & SIGNAL SYSTEM—Powerful microphone transmits booming voice over amplified loudspeaker. Electronic switches operate signal system and revolving searchlight beam. Includes 4 batteries, wire 6-wheel mobile is 2-ft long. Sh. wt. 4 lbs.
2T30X650 . . . . . **List $9.95**

(H) ELECTRONIC CANNON By Ny-Lint—Swivel gun mount, raise or lower barrel then FIRES . . . sending harmless sponge-nosed missile on its way! All done with a touch of electronic push buttons. Of 20 gauge welded steel, with reliable motor. Requires 2 batteries (not included). 22½" long. Sh. wt. 11 lbs.
2T80X840 . . . . . **List $12.95**
2R34X10 Batteries . . . . . **List 0.15**

(J) NEW ELECTRONIC RADAR CENTER — Amazing sound and light action! Five electronic controls, all operated by flashlight batteries, spot planes, rotate antenna, sound alarm, send messages, identify 18 planes. Has five hand-operated controls, too. Sturdy, realistic lustrous black cabinet with red, silver controls. Size: 13½"x14½"x6½". Sh. wt. 4 lbs.
6T101X650 . . . . . **List $9.95**



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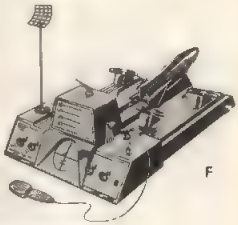

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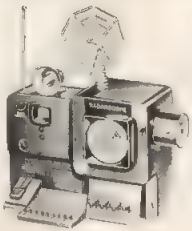
G

CIVIL DEFENSE CENTER

H



TOYS THAT FASCINATE CHILDREN AND GROWN-UPS ALIKE

J

Peerless Presents..

for 1957

AN ALL STAR STUDDED

"SPECTACULAR"

Featuring

ELVIS PRESLEY

in

★ *Paint Your Own Numbered Portrait of* ELVIS PRESLEY

★ *Make Your Own* ELVIS PRESLEY *Jewelry*

★ ELVIS PRESLEY *Sculpt-o-rama*

and

many other new HEADLINE presentations

SEE US
DURING TOY FAIR
March 6th to 15th
SHERATON-McALPIN HOTEL
Rooms 969 - 971

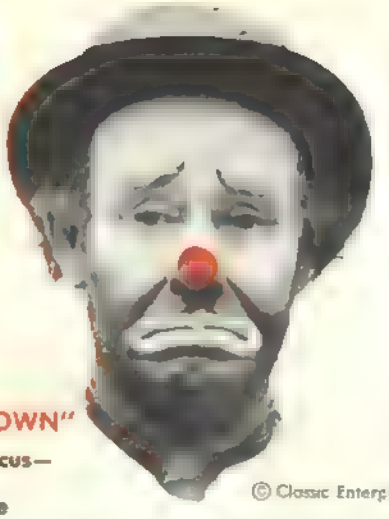
PEERLESS PLAYTHINGS CO., INC.,

Ridgefield Park - New Jersey

3

EMMETT KELLY DERBY

Style #282



"WILLIE THE CLOWN"
Star of TV—Circus—
Movies—Stage

© Classic Enterprises

Emmett Kelly — Derby, made from 100% New Wool-Blend felt, black only, exact shape and style hat worn by Emmett Kelly, "Willie the Clown," black plastic binding on edge and black band around crown. Official emblem with Emmett Kelly's picture on front.

Color: Black only

Packed: 1 dozen to Carton Approximate Weight: 3 lbs. to dozen

'DEM BUMS' SIGN EMMETT KELLY — World Famous clown to appear for Dodgers

Emmett Kelly has joined 'Dem Bums,' the Brooklyn Dodgers, National League Champs, to do his world famous pantomimes at Ebbets Field, starting with the Spring training games. He will be seen by millions of fans at the ball park and over television on televised ball games.

Only Newark Felt Novelty is licensed to make Official Emmett Kelly "Willie the Clown" Derby

REACHING MILLIONS OF VIEWERS EACH WEEK

Only NEWARK FELT NOVELTY is licensed to make:

"The Buccaneers" Hat — The "Broken Arrow" Hat and Band

"The Buccaneers" Ensemble — The "Broken Arrow" Ensemble

Emmett Kelly Derby, "Willie the Clown"

Order today. Contact your local distributor, or send us his name.

REPRESENTATIVES

MARION FARMER
712 South Olive
Los Angeles 14, Calif.

HARRY LEFTWICK
519 Governor Bldg.
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695 White Station Rd.
Memphis, Tenn

NEWARK FELT NOVELTY CO.

The Hats You Want, When You Want Them

★ Westerns ★ Novelties ★ Originals

from 29¢ to $1.98

12-24 Beacon Street Newark 3, N. J.

1

Style #927

DAN TEMPEST OFFICIAL BUCCANEERS HAT

PRE-SOLD for you on The Buccaneers CBS-TV Network Show. Over 40,000,000 listening audience.

Made of 100% new wool-blend felt. Authentic Buccaneer shape with genuine plume. One inch gold plastic binding around edge.

Official Dan Tempest emblem and picture on front.

Color: Black felt — assorted bright color plumes.
Size: Small, Medium Large Packed 1 dozen to carton.
Approximate Weight: 3 lbs. to dozen.

DAN TEMPEST OFFICIAL "The BUCCANEERS" HAT

Packed in a beautiful, colorful self-display kit.

Style #928

Contains following official "The Buccaneers" items.

1. Official Dan Tempest "The Buccaneers" Hat
   a) large genuine plume
   b) official "The Buccaneers" emblem
2. Official "Buccaneers" flint lock pistol
3. Official "Buccaneers" Silver 19" plastic sword
4. Official "Buccaneers" Black and Silver pull-out telescope with compass
5. Official "Buccaneers" black eye patch

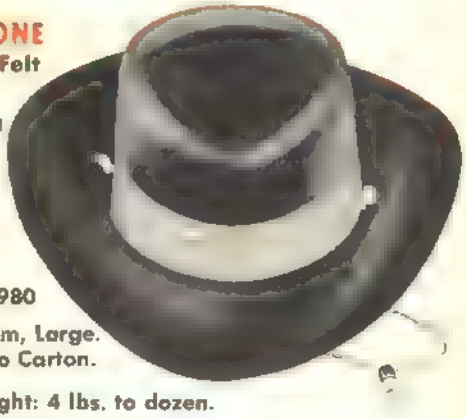
Only Newark Felt Novelty is licensed to make "The Buccaneers" Hat and Ensemble

2

TOM JEFFORDS, Indian Agent and Cochise, Apache Chief

Official "BROKEN ARROW" HAT and BAND

TWO HATS-IN-ONE
Hat 100% Wool Felt
Also authentic Cochise band, in Color with elastic back. May be worn around hat or by itself.



Style #980

Size: Small, Medium, Large.
Packed: 1 dozen to Carton.

Approximate Weight: 4 lbs. to dozen.

© TFC TV INC

PRE-SOLD for you on the "Broken Arrow" ABC-TV Network Show. Seen by over 40,000,000 weekly.

Official "BROKEN ARROW" Ensemble

Style #981

CONSISTS OF:

- **LARGE FINTLOCK BUFFALO RIFLE**
- **OFFICIAL HAT**
- **KNIFE — SHEATH AND BELT**
- **FEATHERED APACHE TOMAHAWK**

Only Newark Felt Novelty is licensed to make Official Broken Arrow Hat & Ensemble

MARINER .049 ENGINE. High quality inboard marine engine with new front flywheel and integral rear engine coupling. New type water jacketing for improved cooling. Short shaft permits low mounting and faster speeds. Comes complete with Installation Kit containing all accessories including 24K gold-plated bronze parts or as an individual engine. The Installation Kit is also available separately.

Mariner .049 Engine with Installation Kit — **12.95**

Mariner .049 Engine with Flywheel and Coupling — **7.95**

Installation Accessory Kit for Mariner .049 Engine — **5.95**

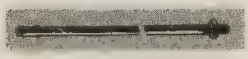
INBOARD .299 MARINE ENGINES. Front end flywheel makes starting easier. Heavy duty, dual-counterweighted crankshaft gives smooth performance. Ball type thrust bearing and cushioned Universal coupling adds to speed. Rollerized crankshaft, high compression piston. Precision engineered and built to last longer. **14.95**

CUSTOM QUALITY BRONZE STRUTS. Precision cast, streamlined—designed with 12 degree angle. Available in 1/4", 5/32" and 3/16" hole sizes. Four mounting screws and nuts included with each strut. **Each 1.50**

156M 1/8" Hole Marine Strut.
125M 5/32" Hole Marine Strut.
124M 3/16" Hole Marine Strut.

STUFFING BOX AND PLATE. Made of highest quality brass for 12 degree installation. Neoprene sealing collar prevents leakage between stuffing box and shaft. Six mounting screws included.

158M 1/8" Stuffing Box. Assembly **1.00**
122M 5/32" Stuffing Box. Assembly **1.00**
121M 3/16" Stuffing Box. Assembly **1.00**
123M Stuffing Box Plate. **.25**
132M Sealing Tube. **.10**
133M Sealing Tube Reducing Collar, used with 5/32" shaft only. **.10**
127M Propeller Locking Wire. **2/.05**
126M Shear Pins. **2/.05**



MARINE PROPELLER SHAFTS. Threaded on one end only so that shaft can be cut to proper length. Hex nut and propeller locking wire are included plus installation instructions. Available in 3 sizes. **Each .75**

157M Shaft—1/8" diam., 9" long
120M Shaft—5/32" diam., 12" long.
119M Shaft—3/16" diam., 12" long.

135M BALL TYPE THRUST BEARINGS. Reduces friction. Adds rpm's to engine performance. **1.00**

144M MARINE FLYWHEELS. Insures "wobble-free" running at all times. 1½" diameter, ¾" thick, weighs 4-oz. **1.50**

MARINE KITS. Includes prop shaft, strut, stuffing box and plate, shear pin, sealing collar lock nut and mounting screws. Available in three sizes. **Kit 3.00**

164M Kit for 1/8" diam. shaft.
165M Kit for 5/32" diam. shaft.
166M Kit for 3/16" diam. shaft.

MARINE PROPELLERS. Built to maintain smooth operation at high speeds. Accurately designed and cast of non-corrosive, high tensile bronze.

2-Blade Marine Props—1/2A. Each .95

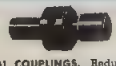
No.	Diam.	Pitch	Hole
160M	2⅛"	1"	1/8"
161M	1"	1"	1/8"
162M	1"	1"	5/32"

2-Blade Marine Props:

No.	Diam.	Pitch	Hole	Each
149M	1½	1 1/4	1/8	.95
150M	1½"	1¼"	5/32"	.95
128M	1¼"	1¼"	1/8"	1.00
129M	1¼"	1¼"	5/32"	1.00
151M	1½"	1½"	5/32"	1.25
152M	1½"	1½"	3/16"	1.25
153M	2"	2"	3/16"	1.75

3-Blade Marine Props. Each 1.75

No.	Diam.	Pitch	Hole
154M	1½"	2"	5/32"
155M	1½"	2"	3/16"



UNIVERSAL COUPLINGS. Reduces vibration and gives longer engine life. Available in shaft diameter and thread sizes shown below. Be sure to specify Stock No. and Thread Size when ordering. **Each 1.49**

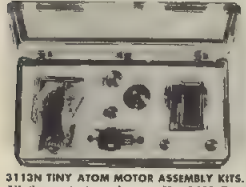
Shaft Diam.	Thread Size	Shaft Diam.	Thread Size
7/64"	is 4-40	3/16"	is 10-32
1/8"	is 5-40	1/4"	is 1/4-28
9/64"	is 6-32	5/16"	is 5/16-24
5/32"	is 8-32		

No.	Shaft Diam. At Ea. End	No.	Shaft Diam. At Ea. End
172	7/64 to 7/64"	105	9/64 to 5/32"
173	7/64" to 1/8"	106	9/64 to 3/16"
174	7/64" to 9/64"	107	9/64" to 1/4"
175	7/64" to 5/32"	108	9/64" to 5/16"
176	7/64" to 3/16"	109	5/32" to 5/32"
177	7/64" to 1/4"	110	5/32" to 3/16"
178	7/64" to 5/16"	111	5/32" to 1/4"
98	1/8" to 1/8"	112	5/32" to 5/16"
99	1/8" to 9/64"	113	3/16" to 3/16"
100	1/8" to 5/32"	114	3/16" to 1/4"
101	1/8" to 3/16"	115	3/16" to 5/16"
102	1/8" to 1/4"	116	1/4" to 1/4"
103	1/8" to 5/16"	117	1/4" to 5/16"
104	9/64" to 9/64"	118	5/16" to 5/16"

195A INSTALLATION WRENCH. **.25**

WILSON'S OF CLEVELAND

700 SUPER POWER MOTORIZING KITS. Handsome case contains Tiny Atom Motor with pinion pressed on shaft, sturdy gear housing for Variable Speed Power Applicator, 4 shaft brackets, shafts, friction, worm and crown gear drives, assortment of pulleys, gears, pinions, belt, screw driver and battery connections. For hobby items, barbecue spits, turntables, action signs, etc. **10.00**



3113N TINY ATOM MOTOR ASSEMBLY KITS. All the parts to make one No. 3-100 Tiny Atom Motor plus accessories including shafts, 3 pulleys, worm gear, 4 shaft brackets, 2 pinions set screws, washers and instruction book. Packed in handsome, hinged, clear plastic case. **Kit 3.50**

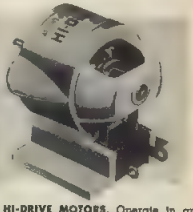
TINY ATOM ELECTRIC MOTORS. Small size —yet, powerful with great endurance. Plastic cased. Motor instantly reversible at any speed. Can be used to motorize toy trains, boats, cars, record players, etc. Field is Alnico V Permanent magnet. Double extended shaft. Uses flashlight batteries. 1"x 1¾"x 1½" high, 2" shaft length, with a 3/32" diam., 2-oz. weight. Available in two types.

3-100 Tiny Atom Motors with Phosphor Bronze Brushes. 1½ - 3 volts. **2.00**

6-100 Tiny Atom Motors with Graphite Brush Tips and special windings for 6-volt operation. **2.50**

88 PULLEY KITS. Assorted 8 pulleys and 2 tension belts in clear, plastic case. Sizes ¼" to ¾" diameter. Single to 3 step. Polished aluminum. Tube of set screws included. Used when applying Tiny Atom Motor or other 3/32" shaft motors to models, twin-screw boats, etc. **Kit 2.00**

3000 VARIABLE SPEED POWER APPLICATOR KITS. Consists of one Tiny Atom Motor, complete set of parts for a variable speed power applicator, 10 gears, 8 pinions, 2 drive shafts, pulley, supporting frame for motor and gears. Can obtain drive shaft speeds from 30 to 400 rpm. For turntables, moving signs, flashers, etc. **Kit 4.00**



8-100 HI-DRIVE MOTORS. Operate in any position on flashlight batteries from 3 to 6 volts; reversible. Thermosetting plastic housing, replaceable brush and terminal assembly, self-lubricating bearings, 3/32" balanced shaft, graphite tipped brushes. Speed is 4000 to 9000 rpm. 1-9/16" high, 1-13/32" wide, 1-1/8" long. Length over shaft 1 21/32"; weight 1.94-oz. Low noise level. Applicable to hobby, research, industry, portable recording and appliance fields. **2.50**

1300N POWER ACCESSORY KITS. Almost any combination of drive can be attained when used with Tiny Atom, Hi-Drive or other 3/32" shaft motor to power boats, planes, cars, etc. Each kit contained in a clear plastic box. Accessories include necessary parts for belts, direct connected, spur gear and worm drive, pinions, shafts. **Kit. 1.00**

3700 POWER DRIVE ACCESSORY KITS. Contains Kit No. 1300N plus four shaft bearing brackets, 5 spur gears, a crown gear for right angle drive, friction drive wheel and spring type power transmission belt Practically every type of drive can be constructed plus a wide range of speeds. **Kit 3.00**

4000 DELUXE MOTOR & ACCESSORY KITS. Contains all the units in Kits Nos. 1300N and 3700 plus one Tiny Atom Motor, motor leads and small screwdriver. Provides drives of different types for small Erector and Mechano sets, rotating toys, model railroad accessories, etc. **Kit 5.00**

NEW! Little Diamond

MIDGET SIZE PLAYING HORSESHOES

Horseshoe Pitching, a favorite of young and old for years, now becomes a family game. Here are genuine steel pitching shoes, just like Dad's, specially made for children.

Little Diamond Midget Shoes are shaped exactly like the Regulation Diamond Shoes that champions use, except smaller. They are drop-forged of the same high grade steel. Real shoes, real stakes, but lighter, so that children from 8 to 12, can use them easily. Weight, 1 lb.

Furnished in outfits of two pairs (A and B shoes) with two light weight stakes . . . or in pairs. Painted either red or green.

Ask your wholesaler for a catalog of the full line of Diamond Pitching Shoes including three different models, as well as a Junior shoe (for older young folks), and now this new Little Diamond Midget Size for children. The most complete line of accessories such as ready-to-install courts, also included. Or write

DIAMOND CALK
Horseshoe Co.

DULUTH, MINN. ESTABLISHED 1900 TORONTO, ONT.

U. S. SOLDIERS

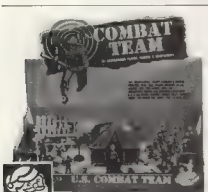
A full 30-pc. selection of infantry soldiers in all battle positions. Any young general can set up a battle command with this unbreakable soldier set. Pk. 2 dz.

6T8192 List 98c . . . . . 87802 Dz

ASSTD. HORSE AND COW PACKETS

One figure in each cellothene packet, assorted horse and cow 3¾" long. Assorted colors. Pk. 4 dz.

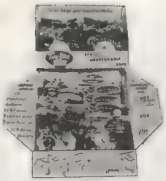
6T8185 List 10c . . . . . 8782 Dz.



COMBAT TEAM

Unbreakable combat soldiers; command post—roof and base; take-apart machine guns; take-apart rockets with launchers that work; pontoons (rafts) with paddles; cot, locker, stretcher; U. S. flag with base and pole; soldiers' accessories—helmets, rifles, bayonets, etc. Pk. 1 dz.

6T8178 . . . . . List $2.98 . . . 323407 Dz.



ACTION FIGURE ASSORTMENT

Realistic, unbreakable poly action figures in pre-packed display. Contains ten 98c bagged sets, fourteen 49c bagged sets, and twelve 29c bagged sets, assorted soldiers, cowboys, Indians, and farm sets. Pk. 1 asst. N 8.

6T8190 Total List $20.14 213338 Asst.

ASSTD. NORTH AMERICAN ANIMAL PACKETS

Six different cellothene packets of assorted native animals. In combinations and assorted colors of bear, bison, buck deer, doe, fawn, rabbit, raccoon, skunk, beaver, fox, squirrel, and human figure. Pk. 4 dz.

6T8184 . . . . . List 10c . . 8782 Dz

FARM FUN

Farm Fun includes horse and farm wagon, farmers, farm tools, farm animals with pens and coops. Child can dress farmers with hats, kerchiefs and tools; put animals into coops, stock coops on top of one another or onto wagon, etc. Farm wagon can be taken apart and put together. All parts unbreakable and interchangeable. Pk. 1 dz.

6T8177 List $1.98 . . . . . 215508 Dz.

JUNGLE ANIMAL ASSORTMENT

20 soft vinyl animals in assorted colors packed in window display box. Assorted monkeys, falcons, doves, leopards, gnu, rabbit, jackal, wild hog, camel, lion, elephant, crocodile, etc. Pk. 1 dz.

6T8186 . . . List 79c . . . . . 76103 Dz.

ASSTD. FARM ANIMAL PACKETS

Eight different cellothene packets each containing two like animals, up to 2½" long. Assorted sheep, calf, colt, pig, pony, billy goat, nanny goat, collie, in bright colors. Pk. 4 dz.

6T8183 . . . . . List 10c . . . . . 8782 Dz.

ASSORTED MILITARY SETS

Assorted poly bagged sets of military figures including Medics Corps, Ski Patrol, Assault Group, and Combat Soldiers with Weapons. Pk. 3 dz.

6T8176 . . . . List 98c . . . . . 87802 Dz.

MUSICAL TOYS

TG40 PHONOGRAPH

- Modernistic designed electric phono.
- Of high impact unbreakable plastic
- Balanced tone arm, permanent ser head
- With a Vani-Tone volume control
- Assorted colors. Lifetime guarantee
- Measures 12 x 10 1/4 x 4 1/2 inches
- Fact. #602 $11.95

TG45 CAROUSEL

- Metal carousel with music box inside
- Gaily prancing horses bob up and down
- Revolve around the candy-striped pole
- Crank plays a gay merry-go-round tune
- 4 polyethylene cowboy & Indian riders
- Colorful carousel is 9 1/2 x 10 1/4 inches
- Fact. #540 $2.98

TG50 MUSICAL CLOCK

- All metal clock with music box inside
- Crank plays "Hickory Dickory Dock"
- At end of song mouse "runs" up clock
- The clock hands whirl and a bell rings
- A delightful musical action toy
- Overall size 15 x 6 1/4 x 4 1/2 inches
- Fact. #539 $2.98

TG131 RECORD ALBUM

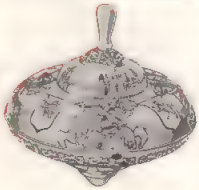
- Four unbreakable Children's records
- "Long Life" phonograph needle included
- Includes: Jack & Jill, Humpty Dumpty
- Old MacDonald, London Bridge, etc.
- Recommended age group 2 to 5 years
- Each in beautifully decorated box
- Fact. #600-B-4 95¢

TG138 PHONOGRAPH

- Sturdily constructed portable phono.
- Gray leatherette covered wood fibre
- Balanced tone arm for less record wear
- Durable diaphram for improved sound
- Plays kiddie & std. record. incl. 12"
- Measures 12 x 10 x 5 5/8 inch overall
- Fact. #2100 $9.98

TG145 7" MUSICAL TOP

- Easy spinning, plunger type top
- Top has high quality musical tones
- Beautiful four-color lithographed
- 7 inch diameter and 8 inches high
- The musical top has 3 tone reed
- Each top is individually packed
- Fact. #85 65¢



TG150 9" MUSICAL TOP

- Easy spinning, plunger type top
- Top has high quality musical tones
- Beautifully lithographed in 4-colors
- Musical top has 4 tone reed
- 9 inches high, 9 1/2 inch diameter
- Each top is individually packed
- Fact. #86 95¢

TG155 COLOR CHANGE TOP

- Musical reed top with 3 color discs
- Makes rainbow colors while spinning
- Colored foil arranged along stem
- Clear plastic shell with poly. stem
- Easy spinning, plunger type spiral
- 7 1/2" in diameter and 10" high
- Fact. #124 $1.49

Sensational New

cartoon-O-scope

No. 300
U. S. Pat. Pending

a laugh a minute for children of all ages

They love it!

Fascinating and fun . . . a new kind of toy! Children can dial 542,000 different combinations of funny human and animal characters on lighted screen . . . stay entertained for hours. All parts are enclosed . . . nothing to break or lose. And it's easy to play with!

EACH DIAL ADDS FUNNY FEATURE

542,000 different combinations of funny faces

Here's how Cartoon-O-Scope works.

- *Set master wheel to funny face front view or profile or funny animal.*
- *Dial different face, eyes, mouth and nose, and funny actions to create picture Each colorful dial controls certain funny features.*
- *Bright sturdy toy with colorful dials. UL approved.*
- *Size 14 in. wide x 8¼ in. high x 9 in. deep. Packed ½ doz. — wt. 16 lbs.*

Children dial a funny face, dial other features to create a funny character or animal Watch it through lighted self-screen. Character can also be traced and colored.

Cartoon-O-Scope will project funny faces on wall or ceiling Fun for several children

PRODUCT MINIATURE CO., INC. Pewaukee, Wisconsin

PMC
FUN TOYS FOR ALL AGES

SURE SALES-MAKER

RADAR CD CENTER

No. 200
U S Pat Pending

Amazing sound and light action in an operating radar station complete with wall-size maps and Radar Operator's Handbook. Operates on 3 flashlight batteries. Sturdy, lustrous black cabinet with red and silver controls. 13½ in. wide, 14½ in. high, 6½ in. deep. Packed ½ doz. — wt. 17 lbs.

5 ELECTRONIC CONTROLS

- *Spot planes on lighted scope*
- *Rotate radar antenna*
- *Sound alarm*
- *Send code messages*
- *Identify 18 friend or foe planes*

5 MANUAL CONTROLS

- *Dial to compare planes*
- *Locate and name 14 strategic defense areas*
- *Adjust radio antenna*
- *Plot cities on U. S. map*
- *Turn loud-speaker*

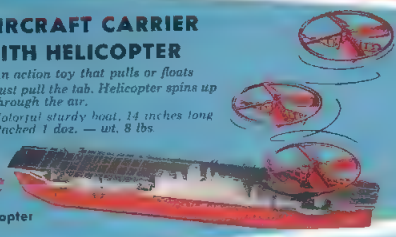
No. 201 De Luxe Radar Center with Power-Pac

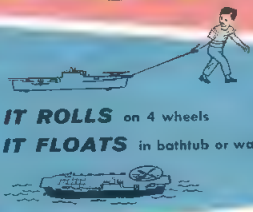
Action *sells* this toy and Power-Pac helps draw customers' attention quickly It provides constant source of electric power Ideal for store display Sure to multiply sales UL approved. Available with de luxe model only Individually packed — wt. 5 lbs.

NEW

AIRCRAFT CARRIER WITH HELICOPTER

- *An action toy that pulls or floats*
- *Just pull the tab. Helicopter spins up through the air.*
- *Colorful sturdy boat, 14 inches long Packed 1 doz. — wt. 8 lbs*





IT ROLLS on 4 wheels

IT FLOATS in bathtub or wading pool.

No. 170
Pull this tab ▼ to launch helicopter

REMOTE CONTROL • POWER STEERING*

TRAILWAYS THRU-LINER BUS

No. 630

- *Fun galore Bus speeds forward or backward can be turned right or left . . from the remote control box.*
- *Control box holds 2 flashlight batteries*
- *Two miniature precision motors supply quick, powerful action*
- *Double deck bus is two tone*
- *Interlocking steel chassis with high impact body Size 18 x 5 x 3¾ inches Packed 1 doz — wt 23 lbs*

1957 Scale Model Cars include a wide assortment of favorites . . at a new low price! Send for catalog sheet

*U S Pat Pending

New Look!

ELECTRIC JIG-SCISSORS

Safe vibrator cuts paper . . . can't cut fingers

Sturdy, table-like cutting surface . . . easy to use anywhere

New positive on-and-off switch

- *Simply guide paper through cutter . . . safe and easy*
- *Vibrating cutter can't cut finger. Is just noisy enough to be entertaining*
- *Seven different 3-D scenes to cut out are included in box*
- *Operates on 2 flashlight batteries. Packed 1 doz —wt. 14 lbs*

No. 110
U. S. Pat Pending

PRODUCT MINIATURE CO., INC. PEWAUKEE, WISCONSIN

Life in U S A

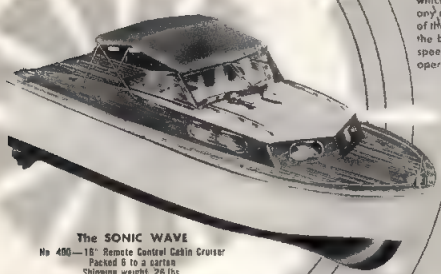
THE Fleet Line

THE SONIC WAVE

Remote Control Boat — *First of its Kind*

and Only $24.95

The Sonic Boat is controlled by a Sonic Gun which is included and can be easily operated by any age level. The impulses caused by the reports of the gun motivate the Sonic System which guides the Boat in starboard and port turns, sends it full speed ahead, or brings it to a stop. The gun operates the boat within a range of 50 to 75 feet



The SONIC WAVE
No 400—18" Remote Control Cabin Cruiser
Packed 6 to a carton
Shipping weight, 26 lbs

Hotel New Yorker
Rooms 1280 & 1281

The SONIC WAVE features

- High impact styrene plastic hull
- Special rubber motor mounting
- Gold plate on all Sonic system parts
- Specially designed electro-magnet, rotary switches, and relay

The Sonic Wave is powered by a newly designed motor with an internal switch, built in low vibration and low drainage factors—for longer life

Ask your jobber today!
Full Freight PREPAID on 100 lb. Shipment

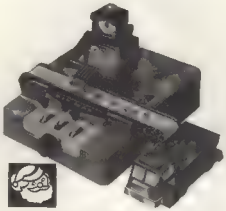
K&O Models, INC.

FASCINATING MECHANICAL TOYS

NAVY POM POM GUN

A dramatic, completely realistic emulation of the anti-aircraft action found aboard our mighty navy vessels. The Pom Pom Gun is completely motorized (operates on 2 motors). From a remote position on the gun emplacement, rotate the entire gun area 360 degrees by motor action in either direction . . . raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action . . . Depress the firing trigger . . . The double Pom Pom barrels fire and recoil in steady synchronization (by motor action) . . . The firing light on the panel is illuminated. Overall dimensions are 19" long, 8½" deep, 8½" high. Operates on 4 "D" flashlight batteries. Pk. 3.

6T8386 ..... List $12.95 ..... 98501 Ea.



BIG MAX ELECTRONIC CONVEYOR

Turns 360 degrees in any direction . . . Direct him to bend over and pick up metal ingots from the bins behind him with his electro-magnetic arms. . . . Light on head goes on when electro-magnet is operating. . . . Have him turn and place ingots on conveyor belt. . . . Operate motorized conveyor forward or reverse so that it will dump ingots into beautifully styled truck. Beautifully done in high impact plastic. Over-all dimensions 12" long, 12" deep, 8¼" high. Operates on 4 "D" flashlight batteries. Pk. 3 ea.

6T8387 ..... List $8.95 ..... 76603 Ea.

REMCO FIREBIRD "99"

Authentic modern automobile dashboard allows the child to insert and switch on the ignition key, turn on and operate the motorized windshield wiper, steer to the right or left, right and left directional signals blink in the direction you steer, real horn blows, adjust rear view mirror, check glove compartment for road maps and watch speedometer accelerate and decelerate. Overall dimensions 13¼" long, 6¾" deep, 9¾" high. Operates on 2 "D" flashlight batteries. Pk. 3.

6T8388 ..... List $7.95 ..... 65304 Ea.

"PIERRE" CHEF SKATER

Delightful mechanic chef skater, who, while carrying his tray, turns and spins in all directions as he skates along. Boxed. Pk. 6 ea.

6T8369 List 98c 87802 Dz.

BATTERY DRUMMER BEAR

11" high. Two flashlight batteries, remote control. Eyes light, head turns continuously from left to right. Arms move (drumming action). Walks forward. Plush with cloth pants. Pk. 24 ea.

6T8370 ..... List $3.98 ..... 32556 Ea.

TUBBY THE TURTLE

Amusing 7½" battery operated turtle that moves forward and upon hitting an object, backs up and moves in another direction. Boxed. Pk. 2 dz.

6T8371 ..... List $1.98 ..... 215508 Dz.

HAPPY SANTA

12" Santa Claus that walks forward, drums a drum and rings a bell and turns his head from side to side simultaneously. While in motion, a lighted star of Bethlehem shines in his cap. Boxed. Pk. 24.

6T8374 ..... List $3.98 ..... 32557 Ea.

ONE-MAN BAND DOG

10" dog and band combination. While in motion, the dog beats a drum with his arms, turns his head from side to side while his eyes light up and beats time on the base drum and on the cymbal. Boxed. Pk. 24.

6T8376 ..... List $4.95 ..... 43306 Ea.

PLAY DRILL KIT

Completely safe, 6" plastic toy drill with battery-operated motor which drives revolving chuck. Complete with plastic work bench and 6 plastic play tools that actually drive screws and bolts through work bench only, mix, polish, and grind flint ax to throw harmless sparks. Motor drives tools at normal speed but low power, cannot injure child, and for added safety stops when pressed against the skin. Teaches children manual skills. Boxed. Pk. ½ dz.

678338 .....List $2.98. .. 324007 Dz.

STRETCHY LOCOMOTIVE

7" long, 3¼" wide, 3½' high. Heavy gauge steel, stretchy locomotive, 8 rubber wheels, silver bell, smoke stack and mounted on separate platforms. The locomotive can be stretched to a length of 36 inches. The engine can be stretched from the caboose which is connected by a coil spring. Pk. 1 dz.

678341 .. List 98c.....98002 Dz.

COWBOY ON ROCKING HORSE

This 6½" mechanical toy has delightful action by means of a wind-up, with an attached key. The horse rocks backwards and forwards and the cowboy's hat moves up and down while in action. Boxed. Pk. 4 dz.

678364 .....List 98c..... 87802 Dz.

ELECTRIC ROBOT

Measures 15" high, 6" wide. Controlled Robot is driven by a miniature electric motor, operated by two standard flashlight batteries. All controls are at the rear of the Robot and consist of an ON and OFF switch, reversing and directional switch, which guides the Robot to the left or right or in a straight forward position. As the switch is turned on, the Robot's eyes light and as he moves along, the head turns from side to side. Control knobs at the shoulders raise and lower the arms. Code buzzer at the rear produces a buzzing sound. Robot also has a tool drawer, to store tools in the middle of his chest. Boxed. Pk. 3 ea.

678343 List $5.95 ..... 54005 Ea.

DISNEY WHIRLING TOYS

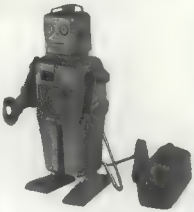
Three Disney characters, including Pluto, Donald Duck and Mickey Mouse. Three-dimensional. Donald measures 6" high, Pluto 5½" high and Mickey Mouse 7" high. Detailed figures molded of high impact unbreakable plastic, with long-running clockspring motor. Boxed. Pk. 1 dz.

678361.....List 98c 98001★ Dz.

AIRWAY TERMINAL WITH HELICOPTER

Amusing heliport with a helicopter that is activated by crank action. Upon release, the helicopter flies upward. The helicopter measures 6½" wide, 8" long, 5¾" high. Boxed. Pk. 2 dz.

678368. .... . List $1.98.....215508 Dz.



REMOTE CONTROL SPACEMAN

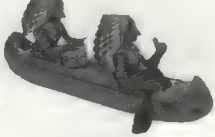
This novel 9" high spaceman walks forward by means of a battery motor. Both arms move manually, as does the antenna. Boxed. Pk. 6 dz.

678367.....List $1.49.....212008 Dz.

ROCKET RIDE

Twirly Whirly Rocket Ride. Battery operated. When in motion the red and green lights go on and off. Overall measurement 14" high and 12" wide. Each in an attractive display box. Pk. 24.

678358..... List $3.98.....32657 Ea.



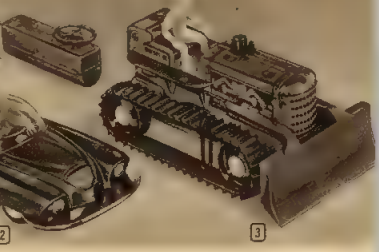
TOM-TOM CANOE

This fascinating canoe (friction powered) goes ZOOMING on the ground with one Indian paddling while the other Indian is beating the tom-tom. Gaily colored. 9" long. Pk. 6 dz.

678330 .... . List 98c ..... 98001 Dz.

1 ONLY $3.59

2



3

Remote Control and Mechanical

Remote Control Flying Helicopter

1 ALL THE EXCITEMENT OF REMOTE CONTROL in a helicopter that really flies! Fascinating for all ages. Turning the remote control handle starts the flexible propeller whirling and the helicopter lifts into the air; crank faster and it flies higher and higher. Made of metal, about 9 inches long. Cable about 39 inches long incl. housing. Imported from Western Germany.

49 W 2808—Shipping weight 1 lb. 4 oz. 3.59

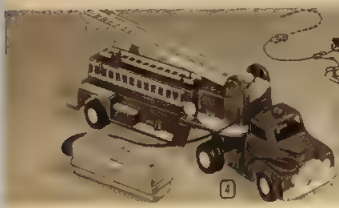
48 T 2976—Like (1) above but smaller; abt. 5½ in. long, cable 33½ in. long, incl. housing. Wt. 10 oz. . . 1.79

2 REMOTE CONTROL SPORTS CAR with transparent plastic astra-dome roof to give it that futuristic look. Makes "motor" noise and the dashboard lights up as car moves forward, backward, right or left. Steel with metallic color baked-on enamel finish; nickel plated bumper, grille. 4 heavy-duty tires. Abt. 12¼x5x3¼ in. high. From Japan. Requires 2 regular flashlight batteries (not included, order under (6) below).

48 T 2871—Ship. wt. 2 lbs. 2 69

3 SPARKLING, CLIMBING "DIESEL" TRACTOR with adjustable bulldozer scraper. This powerful little caterpillar-type tractor climbs steep hills, pulls loads and crawls over objects; harmless sparks fly from exhaust stack. Wide, sure-grip rubber treads; strong clockspring motor. Equipped with brake lever and rear coupling hook. Steel with sturdy plastic scraper. About 10x6x6½ inches high. Winding key included.

48 T 2866—Ship. wt. 1 lb. 10 oz. . . 2.69



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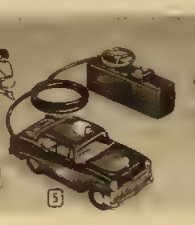

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6

7

4 REMOTE CONTROL FIRE ENGINE. This exciting bright red fire engine races off, full speed ahead; it stops—even backs around corners with realistic jack knife action; all done by remote control. Big, crank-operated aerial ladder extends to about 18 in.; raised, lowered manually. 3 removable auxiliary ladders. Bright flashing dome light, wailing siren. Travels smoothly on 10 dual rubber wheels. Red plastic with white trim. About 3¾x3¾x16 in. Powered by 2 regular flashlight batteries (not incl., see under (6) this page).

48 T 2994 –Ship. wt. 1 lb. 10 oz. 3.98

SHOP COMPLETELY . . . EASY TERMS, PAGE 328.

5 REMOTE CONTROL POLICE CAR. Looks like the police are coming as this exciting little car runs around with its signal light blinking and the siren sounding. Metal; green baked-on enamel finish. Nickel plated bumpers, hub caps, "headlights." 4 rubber wheels. Abt. 7½x3x2 in. high. From Japan. Requires 2 flashlight batteries (not incl., see under (6) at right).

48 T 2805 Ship. wt. 1 lb..1.57

6 "CAPITOL AIRLINES" PLANE. This big "queen of the airways" taxis along with propellers spinning; turns right or left. Red and green wing lights. Lithographed steel; 11¾ in. long, 14-in. wingspan. Requires 2 flashlight batteries (not incl., sold separately below). Imported from Japan.

48 T 2991—Wt. 1 lb. 12 oz..2.69

62 W 23 X 2 Flashlight Batteries. Wt. 8 oz. 2 for.....24¢

7 REMOTE CONTROL WALKING BEAR. His eyes light up as he walks along playing the xylophone; moves his head from side to side. Metal; fine quality black plush covering; white ears, nose, mouth; yellow metal shoes. Abt. 10½x4x4¾ in. "Walks" when you press button. Requires 2 flashlight batteries (not incl., see under (6) at left). From Japan.

48 T 2873—Wt. 1 lb. 4 oz..2.69

$2.64

8

9

10

11

8 "FLYING COMMANDO." Turn remote control crank; propeller spins, lifts durable plastic Commando into air. Turn faster, he flies higher. Flexible metal connecting cable. 8 in. tall. Ship. wt. 1 lb. 8 oz.

48 T 2867.....2.64

9 REMOTE CONTROL HELICOPTER. Scale model of well-known Army Piasecki Helicopter; 2 sturdy revolving rotary blades; steers right or left, moves forward, reverse by means of control box powered by 2 flashlight batteries (not incl., sold separately under (6) this page). 11½ in. long. Durably constructed of brightly lithographed metal. From Japan.

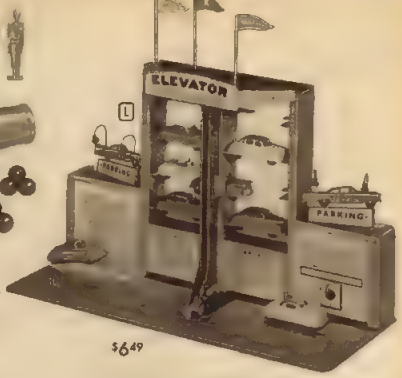
48 T 2872—Ship. wt. 1 lb.....2.59

10 RADAR JEEP The radar antenna revolves and lights flash alternately in the two radar screens as the jeep goes forward or in reverse; powered by 2 regular flashlight batteries (not incl., sold separately under (6) above). Steers manually. Brightly lithographed metal; authentically detailed. Four rubber wheels. Abt. 11 in. long. Imported from Japan.

48 T 2837—Ship. wt. 2 lbs. .3.29

11 ELECTRIC-POWERED SPARKLING COMBAT TANK. With a rat-a-tat sound, this fast-moving tank rolls along shooting harmless sparks from its "machine gun." Forward and reverse switch on hatch. Steel with wide, endless rubber tractor treads. Abt. 9¼x5¾x5 in. high. Requires 2 regular flashlight batteries (not included, order under (6) this page).

48 T 2847—Ship. wt. 2 lbs. 6 oz.....3.67



Army Truck with Cannon

(K) YOU'RE 100% TOP COMMANDER when you have your own cannon and ammunition, plus a transportation truck. Six plastic soldier "silhouettes" for "battle" practice included.

THE TRUCK IS A RUGGED AUTHENTIC military transport, used for transporting the soldiers to or from the "front." Constructed of durable heavy duty polyethylene, without sharp edges. Color will not chip or peel. Set about 26 in. long overall. The vinyl truck canopy is removable for added play.

THE CANNON can be attached to rear of the truck so that it can be towed easily and securely to its destination. This big Berthe cannon actually shoots the six harmless cannon balls that are provided. Cannon is about 10½ inches long.

48 T 1210—Shipping wt. 2 lbs. 12 oz. Army Truck and Cannon Set.....4.49

New Elevator Tower Garage With 8 Autos

(L) Fun to operate your own garage! One crank raises and lowers cars in elevator, another places them in their tiered parking space. Push knob for locating cars in and out of parking space. Equipped with elevator, ramp, roof signs, pennants, 8 easy-roll cars.

48 T 2748 M—Abt. 24x9 in.; 15¼ in. high. Assembled. Wt. 6 lbs. 6.49

Battery-Operated Machine Gun $4.69

(M) This new, big, rapid-fire machine gun on tripod has recoiling barrel, loud rat-tat-tat noise, flashing light, all working simultaneously as trigger is pressed. Operated by an electric motor, powered by 2 standard flashlight batteries (not included, order under (C) on opposite page). Front barrel recoils. Light blinks on and off intermittently, visual in barrel of gun. Fully detailed in durable black plastic. Mounted on 18-in. tripod steel legs. Gun swivels, tilts, and turns.

48 T 3376 M—Abt. 28¼ in. long. Wt. 2 lbs. 4.69

U.S.A. Guided-Missile Launcher $3.49

(N) Have a guided missile all your own just like the latest developed fighting weapon. Fully operative authentic reproduction. Actually launches missiles several feet into the air. Realistic controls on missile launching tube and range-and-direction finder.

Truck and cab heavy-gauge steel; Launcher of highly durable plastic, both olive drab. Two missile racks, complete with two plastic missiles. Truck equipped with 4 heavy-duty rubber tires. About 12¾ inches long.

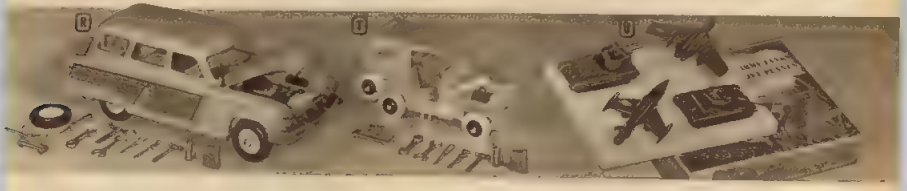
48 T 1239—Ship. wt. 3 lbs. 12 oz.....3.49

Telejector and 5 Stories $4.49

(P) Youngsters can show pictures for almost an hour! Projector with sliding door for quick threading, easy-focus tube, simple crank operation. About 100 black and white slides on film strip show 5 popular stories: Red Riding Hood, Ugly Duckling, 3 Little Pigs, Jingle Bells, Snow White. Easel back "screen." Projector in ventilated, high impact plastic case to prevent overheating. With bulb, cord. UL appr. 110 v. AC-DC.

48T2047—PROJECTOR 7x9x4 in. Wt. 2 lbs. 8 oz. 4.49

48T2032—3 EXTRA FILM STRIPS for above (with 15 popular children's stories). Wt. 8 oz.....1.98



Take-Apart Station Wagon $3.89

(R) Be your own automobile mechanic. Children 5 to 10 yrs. take small car apart, piece by piece, easily reassemble it. Plastic replica of Station Wagon in bright colors. Accurate design insures simplicity in taking apart, reassembling. Transparent motor block reveals V-8 cylinder type motor showing action of individual cylinders and pistons. Demountable wheels and tires. Tools, auto jack, instructions.

48T1287—Abt. 13½ in. long. Wt. 2 lbs. 6 oz. 3.89

Take-Apart Jeep $1.35

(T) Children 5 to 10 yrs. will have fun taking this apart and reassembling it. Motor, hood, seat, chassis, and wheels are removable. Jeep is made of sturdy high impact plastic, in bright colors. All parts highly detailed. Unit also contains tools to aid in "repairs"; Jack, spare-tire, hammer, monkey wrench, open-end wrench, box wrench, fire extinguisher, screw driver, gas can. Instructions included. Jeep about 7¼ in. long.

48 T 1256—Ship. wt. 12 oz. 1.35

Four-Piece Tank and Plane Set $1.66

(U) Set consists of two replicas of U.S. Army tanks, and two replicas of U.S. Army Jet planes. All pieces are highly durable plastic. One Super Jet, one Cutlass Jet, one Single Gun Turret tank, and one Twin Gun Tank. Tanks about 5 in. long, one plane 6 in., the other about 7½ in. long. Base of box forms "parking area" for each piece of "army" equipment.

48 T 1219—Ship. wt. 1 lb. 4 oz....1.66

Party Time for Little Girls

"Moss Rose" China Tea Set

(A) How proud and happy your little hostess will be to get this big, beautifully designed set—enough pieces to entertain her friends or dolls at a real party! Real imported china in a dainty rose pattern that matches mother's dinnerware set shown on Page 623 of Wards General Catalog.

Dinner plates are 4½-in. diam., other pieces in scale. 6 each plates, cups, saucers plus teapot with lid, sugar bowl with lid, creamer, salt and pepper shakers, covered vegetable dish, meat platter and cake plate.

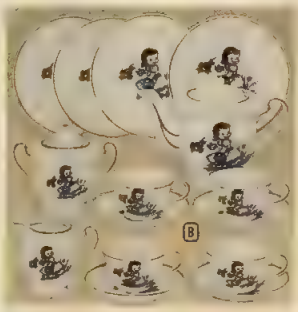
Lovely "Moss Rose" is imported from Japan. Packed in attractive Gift Box, all ready for your little girl's Christmas. Ship. wt. 6 lbs.

48 W 4772 Service for 6. . . . .29-Pc. Set 2.89

Imported China Tea Set

(B) Charming new genuine china set with a cunning figure motif modeled after the famous Bavarian figurines everyone loves. Pieces are larger—plates 5 in. diameter, other pieces in scale. 4 each: plates, cups, saucers; teapot and sugar bowl with lids, creamer. Imported from Japan. Gift box. Ship. wt. 4 lbs.

48 T 4658—Service for 4..17-Pc. Set 2.29



"Pink Flower" China Set

(C) Genuine imported china (from Japan) in a lovely new "grown-up" pattern to delight little girls. 3¾-in. plates, other pieces in scale—cups, saucers; teapot, sugar bowl with lids, creamer, serving platter, covered vegetable dish. Gift box.

48 T 4770 Service for 6
Ship. wt. 4 lbs.....26-Pc. Set 1.89
48 T 4771—Service for 4
Ship. wt. 3 lbs.....20-Pc. Set 1.49

"Princess"—Unbreakable!

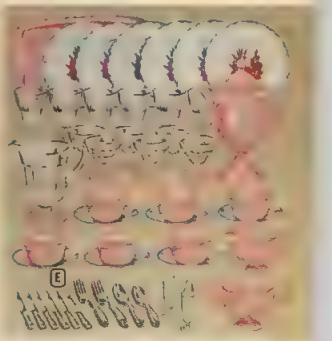
(D) A pretty set that won't break when it's dropped by little tots. All polyethylene plastic. Plates 5½-in. diam., other pieces in scale. Cups, saucers, plates, knives, forks, spoons; teapot with lid, sugar, creamer, salt, pepper, candy dish, holder with paper napkins. Gift box.

48 T 4674—Service for 6
Ship. wt. 1 lb. 12 oz. . . .50-Pc. Set 2.29
48 T 4743—Service for 4
Ship. wt. 1 lb. 6 oz.....36-Pc. Set 1.85

"Gladiola" Tea Set

(E) A big, big set of gaily colored, lightweight dishes! Plates are smooth metal, brightly lithographed with gladiola design. 4¾-in. diam., other pieces in scale. Colorful plastic cups, saucers, teapot with lid, sugar bowl, creamer, salt, pepper; clear plastic goblets, sherbets, pitcher; silver-plated plastic knives, forks, spoons. Paper napkins. Gift box.

48 T 4651—Service for 6. With tray.
Ship. wt. 1 lb. 12 oz.....62-Pc. Set 2.69
48 T 4654 -Service for 4. No tray.
Ship. wt. 1 lb. 8 oz..... .43-Pc. Set 1.95



Happy Day Outing Kit

(F) Fun for youngsters to take on backyard outings, beach picnics, hikes. Metal carrying case holds 4 each: plastic cups, saucers, plates, tumblers, knives, forks, spoons. Cake knife, butter knife, paper napkins. Plates 6¼-in. diameter, other pieces in scale. Attractive colors of red, yellow, pink and turquoise. Case 16x9x3 in. has metal handle, snap locks. 31-Pc. Set.

48 T 4613—Wt. 3 lbs. 8 oz.....2.98

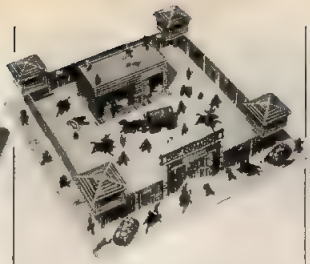
Toy Coca-Cola Dispenser

(G) This realistic "coke" dispenser becomes a busy toy in the hands of tiny fountain clerks. Looks like the big one down at the drug store and it really works. Just insert a standard 6-oz. bottle of Coca-Cola in the leakproof attachment inside, then pull the lever to fill one of the 4 midget plastic glasses (2⅛ in. high). Durable red plastic dispenser about 10 in. long, 9 in. high.

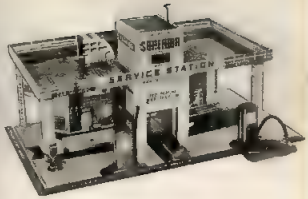
48 T 4724—Wt. 2 lbs. 12 oz....2.79

Table and Chair Sets on Pages 222 and 223

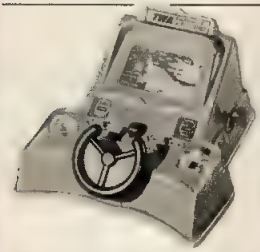
"SUNNYFIELD" FARM SET . . . with like-real barn that has metal stanchion with space for 4 cows, an attached silo with removable roof, 33 barnyard animals, tractor, cart, 12 section fence. Made of flexible colored vinyl plastic. Stock includes cows, pigs, sheep, calves, colts and horses. Metal barn is 19" long, 8½" wide, 11" high.
894-378 B280 Sunnyfield Farm Set.....**$3.98**



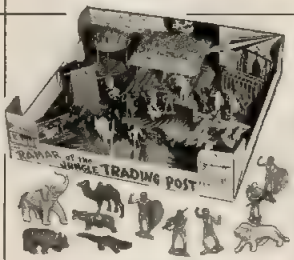
FORT COMANCHE . . . a miniature replica of the old Army outpost. Metal decorated Fort consists of complete stockade, gateway with 4 corner block houses, metal headquarters building and stable. Soft plastic cowboys, Indians, horses, Western figures, army wagon with moving horse and cannons that shoot "bullets". 24x24x6¾" high.
891-713 B350 Fort Comanche... ....**$4.98**



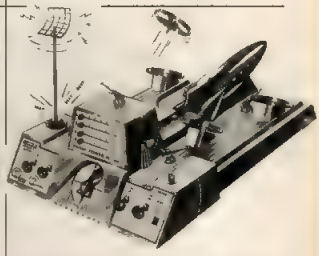
SERVICE STATION . . . realistic down to the smallest detail! He can "man the pump", tinker with the motor or park cars in real style. 2-story metal and plastic garage has metal base, garage and upper parking area, real elevator, 2 gas pumps, oil rack, air reel, washing unit, car ramp from roof to lower level, 2 cars. 25x16¾x10¼" high.
891-747 B350 Service Station..... **$4.98**



TWA ELECTRONIC PILOT TRAINER . . . with real working controls. Pilot a miniature plane under actual flight conditions! Equipped with radar screen, radio beam (light and buzz), throttle lever, altitude and fuel gauges, magnetic flight compass, control wheel. Maps show routes, distances, points of interest. Polystyrene case. 13x15x6".
894-386 B480 Pilot Trainer..... . ..**$6.98**



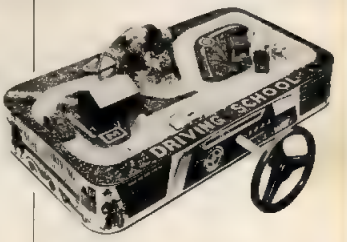
RAMAR OF THE JUNGLE AFRICAN SET . . . with over 100 unbreakable plastic pieces! 3-dimensional trading post will delight youngsters. Set has 2 huts with step-up ladder, trading post, 16 different animals, hunters, natives, interchangeable accessories (rifles, hats, spears, etc.). Figures can stand alone; may be moved about. 20x16".
896-175 B280 African Set.....**$3.98**



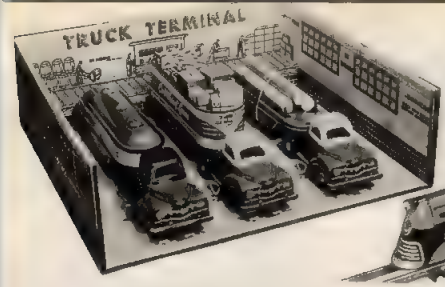
GUIDED MISSILE BASE . . . with a 6" rocket and 4 flying pursuit saucers that fly up to 30 ft. Full instrument panel has all working features! 5 adjustable anti-aircraft guns, rotating radar antenna, adjustable rocket launching platform, distance control panel, make-believe microphone. Made of durable, hi-impact plastic. 14x3½x5" high.
896-498 B350 Guided Missile Base....**$4.98**

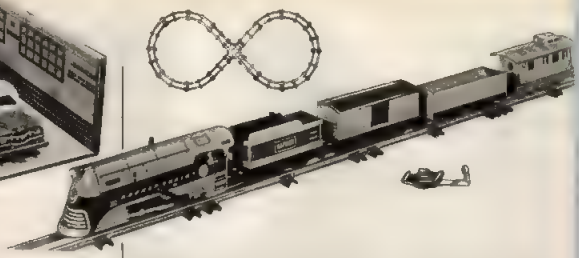
TEXACO GASOLINE PUMP . . . puts him in business for lots of fun! As the "station attendant" turns handle, a bell rings to clock off every gallon of Texaco Fire Chief gasoline delivered; see-thru cylinder moves up and down as gas level is raised and lowered. Made of heavy duty fibre board, steel and acetate. 7½x7½" base, 34" high.
894-444 B420 Texaco Gas Pump.....**$5.98**

TRAFFIC SIGNAL and PARKING METER . . . teaches child to cross streets safely. Powerful coil spring motor; lights "change" over 200 times on 1 winding. Bell rings as "light" changes. Works by remote control or by touching lever. Parking meter ticks off minutes like a real one. Meter is also a bank—works with or without inserting coin.
894-451 B420 30" Signal & 24½" Meter **$5.98**



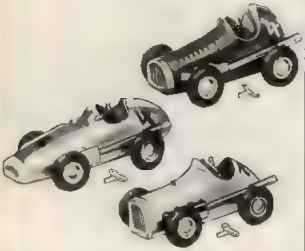
DRIVING SCHOOL. Endorsed by safety authorities. Teaches youngsters the rules of the road, to drive and park safely . . . put the car in the garage . . . even earn a driver's license. 3 miniature autos are controlled by an authentic steering wheel; operate magnetically. Brightly colored "driving school" is 19x12x6" high overall.
891-473 B280 Driving School.....**$3.98**



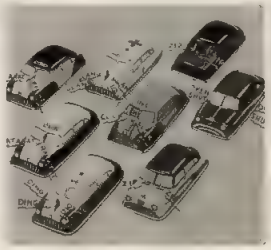


TRUCK TERMINAL with 3 WIND-UP TRUCKS. Wind 'em up . . . and let 'em go! Junior will be a cross-country trucker in no time at all. He'll have hours and hours of fun routing his "fleet", maneuvering each one, backing trailers into loading dock, loading and unloading the trailers. Colorful set includes a cross-country transport, open van (loaded with boxes) and a lumber trailer with removable logs. Each trailer can be detached from cab. All trucks have rubber wheels and wind-up motors. Fibre board terminal is 18x7½x5".
894-428 B350 Truck Terminal with Wind-up Trucks.... .... **$4.98**

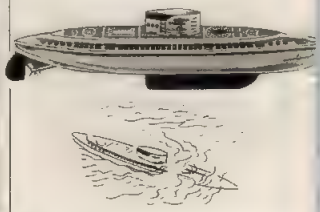
MECHANICAL FREIGHT TRAIN AND TRACK . . . exclusive banked track allows high speed operation. Colorful steam locomotive has bright electric head light, a bell that rings as it speeds down the track. More fun and excitement for junior engineers with the cross-over and automatic stop-start attachment. Complete with sliding-door box car, open coal car, tender and caboose. Set includes 18 sections of track . . . 4 straight and 12 curved, to make a long "figure 8" running route for this long-line freight.
891-044 B350 Mechanical Freight Train and Track.. . .. . **$4.98**



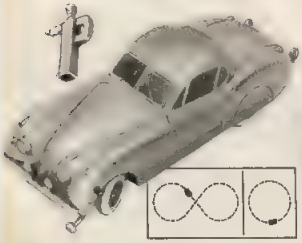
SET OF 3 MICRO-RACERS. Flashy 3½" miniatures with long-running clockwork motors. Have your own "Indianapolis Meet" at speeds up to 20 mph on straight or curved runs. Hand brake actually works; precision micrometer steering; wind-up crank. Crash absorber (rubber lining in radiator cowling) prevents damage. Rubber racing tires.
894-642 B525 Set of 3 Racers.....**$7.50**



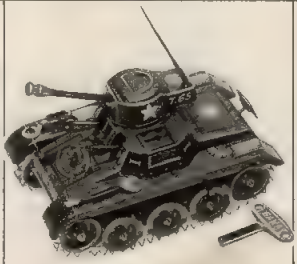
GIANT AUTO FLEET . . . includes 12 cars. Roll 'em across the floor and windshield wipers click, windows open and close, taxi meters register and bells ring. Police car even has a gun that rat-a-tats . . . makes for lots of thrilling play! Each 4" auto has one type of automatic action. All are durable steel with rubber wheels.
892-539 B210 Giant Auto Fleet.....**$2.98**



WIND-UP SUBMARINE . . . here's a real exciting action for junior seafaring men! This realistically colored submarine does everything a real "U" boat does . . . navigates above or below the surface, submerges, rises in water with adjustments of fins and spinning propeller. Lithographed metal: 13½" long. Spring wind-up motor.
892-430 B140 Mechanical Submarine .**$1.98**

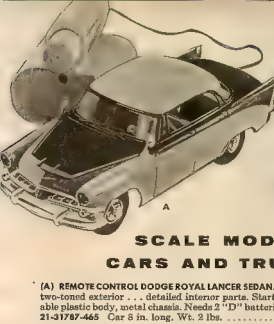


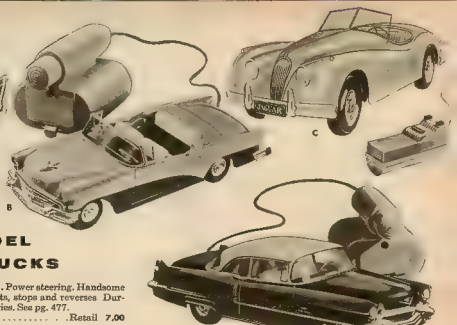
JAGUAR SPORT COUPE . . . exact replica of Jaguar XK-120. Heavy precision clockwork motor cannot be overwound. 3 forward, reverse and neutral gears; front wheels pivot as a unit, shock absorption; directional signals. Curvamatic steering mechanism steers the car in ever-changing curves. Special alloy construction; nickel finish.
896-555 B420 Coupe, 6" long.....**$5.98**



MECHANICAL TANK . . . realistic model. Extremely powerful, has amazing climbing ability. With caterpillar rubber treads, trap door turret, sparkling firing guns, removable miniature emergency tools, steering wheel, antenna, powerful wind-up motor. Made of metal with lithographed details. 8½" long. May be taken apart and re-assembled.
896-563 B315 Mechanical Tank.....**$4.50**

FRICTION MOTOR NAVY PANTHER JET . . . a realistic model of a navy jet fighter that folds and spreads its 12" wings by turning removable handle. Powerful friction motor "flies" it across the floor. Has 6 removable rocket bombs. Pilot and compass can be seen through heavy acetate cockpit. Sparks appear from rear while plane is in motion.
896-597 B240 Navy Jet. 12½" long....**$3.49**



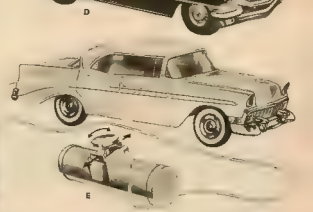


SCALE MODEL CARS AND TRUCKS

(A) REMOTE CONTROL DODGE ROYAL LANCER SEDAN. Power steering. Handsome two-toned exterior . . . detailed interior parts. Starts, stops and reverses Durable plastic body, metal chassis. Needs 2 "D" batteries. See pg. 477.
21-31787-465 Car 8 in. long. Wt. 2 lbs. . . . . Retail **7.00**

(B) REMOTE CONTROL BUICK CENTURY CONVERTIBLE. With power steering. Brilliant two-toned exterior with handsomely detailed interior. Durable plastic body, metal chassis. Needs 2 size "D" batteries. See page 477.
21-31761-465 8 in. long. Wt. 2 lbs. . . . . Retail **7.00**

(C) REMOTE CONTROLLED JAGUAR SPORTS CAR. Realistic . . . steers left, right, goes forward and reverse. Has real lights. Powered from steering wheel control box. Rugged plastic construction. Needs 2 "D" batteries. See page 477.
21-31589-265 Car 9 in. long. Wt. 1 lb. . . . . Retail **3.98**



(D) REMOTE CONTROL CADILLAC COUPE DE VILLE. Starts, stops, reverses, steers, all with remote control finger-tip operation. Handsome two-tone exterior with a beautifully detailed interior. Durable plastic body, metal chassis. Needs 2 "D" batteries. See page 477.
21-31792-465 Car 8 in. long. Wt. 2 lbs. Retail **7.00**

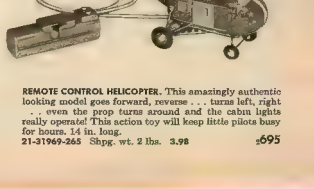
(E) REMOTE CONTROL CHEVROLET SEDAN. Real motoramic! Remote controlled plus power steering Genuine scale model of the real car in durable plastic. Goes right, left, forward, reverse. One-piece windshield, rubber tires. Has 72 in. cable from control unit to auto. Powered by two size "D" flashlight batteries, not included. (See batteries listed on page 477).
21-31910-400 Shpg. wt. 2 lbs. Retail **6.00**

(F) REMOTE BELL TRUCK. The Jr. Lineman's own telephone service truck. Authentic Green plastic. Runs forward and reverse by remote control. Needs 2 "D" batts. See pg. 477. 7 in.
21-31571-166 Wt 1 lb. **2.49**

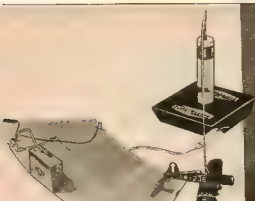
(G) POWERMATIC AUTO. Turns, goes forward, backwards, and climbs. 10 in. plastic body. Rubber tires. Needs 2 size "D" batteries. See listing on page 477.
21-32025-330 Wt 2 lbs. . . . **4.95**

(H) REMOTE GEE-I-JEEP. 6¼ in. long plastic jeep is equipped with rubber wheels. Battery powered remote control for forward, and reverse Needs 2 "D" batteries. See pg. 477.
21-31597-132 Wt. 1 lb. **1.98**

(J) REMOTE FIRE CHIEF. Flashing Red dome light and sounding siren. Goes forward and reverse. 9¾ in. long. Needs 2 size "D" batteries. See listing on page 477.
21-31605-199 Wt. 1 lb. **2.98**

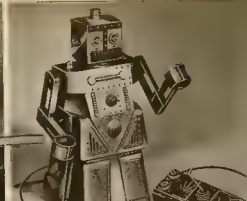


REMOTE CONTROL HELICOPTER. This amazingly authentic looking model goes forward, reverse . . . turns left, right . . . even the prop turns around and the cabin lights really operate! This action toy will keep little pilots busy for hours. 14 in. long.
21-31969-265 Shpg. wt. 2 lbs. **3.98**



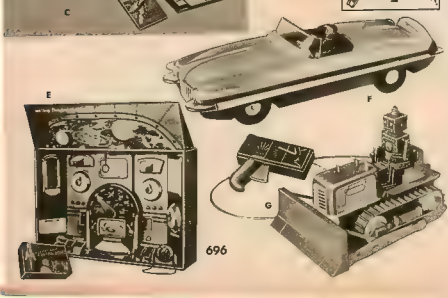
FLITE-MASTER. Experience the thrill of landing a plane on a carrier's deck! Battery operated scale-model of Navy fighter is controlled by electrical throttle, actually flies by its propeller! Deck is equipped with arresting hook to bring plane to realistic stop. All metal deck, plastic airplane. Uses 6 "D" batteries, not included. (See page 477).
21-31423-1330 Wt. 12 lbs.....Retail **10.95**

MECHANICAL HELICOPTER. A few turns of the remote control handle and this toy performs like a real helicopter! Flying action is powered by high-gear-ratio hand crank. Flexible plastic prop blades whirl, lift plane straight up! A twist of your wrist makes it hover, reverse, forward and dive! Authentically detailed plane is all metal with spring cushioned wheels.
21-31233-263 Wt. 2 lbs.....Retail **3.95**



ROBERT, THE TALKING ROBOT. 14 inches tall. Original walking, talking man moves forward, backward, turns by winding a crank and trigger device. Hands can clutch objects. Unbreakable plastic record inside repeats, "I am Robert Robot, mechanical man. Drive me and steer me wherever you can." Moves on 4 wheels. Metallic finished durable plastic.
21-31282-399 Wt. 2 lbs..... Retail **5.98**

ACTION-PACKED MECHANICAL TOYS



(A) RADAR "CD" CENTER. For ages 8 to 14. Spots, identifies 18 different planes on lighted screen. Dial comparison image, press buttons, and lights flash "friend" or "foe". City Finder plots location of plane. Sound buzzer alarm; send Morse code. Antenna rotates. Needs 3 "D" batteries. (See page 477). Operator's manual included.
21-25805-660 Wt. 4 lbs..... .Retail **9.95**

(B) TURBO JET CAR. Action packed turbo jet car is propelled from launching platform with accompanying loud jet screech. Has friction motor enabling it to operate without platform. Launching platform has loud siren. Diethylethyl-ene tip on car's nose. 10x4½-in. launcher.
21-31308-265 13x4-in. car. Wt. 2 lbs...**3.98**

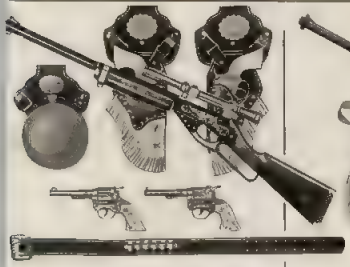
(C) XB-2 FLIGHT TRAINER. Has electronic brain, flight patterns, and flight manual. Duplicates real flight procedure. Levers move, plane banks, dips and climbs. Blinking lights indicate errors. Plastic case uses 2 "D" Batteries, not incl. (see p. 477).
21-26001-660 Wt. 4 lbs..... Retail **9.95**

(D) TWA PILOT TRAINER. Electronic buzzer system buzzes and Red light flashes when plane is steered off course. Working altimeter, fuel gauge and compass. Telegraph buzzer key. Uses 2 "D" batteries (not included). See page 477. High impact plastic case.
21-26043-463 Wt. 4 lbs..... Retail **6.95**

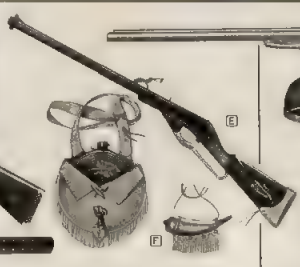
(E) DISNEYLAND ROCKET SHIP CONTROLS. Colorful plastic control board features lights, buzzers, controls, Morse code key, interplanetary phone, and enemy radar scope. Needs 2 "C" batteries (see page 477). Measures 20x20x5-in. when closed.
21-26027-463 Wt. 3 lbs.. .....Retail **6.95**

(F) STEERAWAY CONVERTIBLE. When car strikes an object, it backs up, turns, and goes around it! Man behind wheel. Rugged plastic. 17 in. long. Needs 2 "D" batteries. (See p. 477).
21-25656-463 Wt. 3 lbs.....Retail **6.95**

(G) ROBOT DRIVEN BULLDOZER. Remote control "dozer" is controlled by a winding crank and trigger mechanism. Moves forward, backward, right or left. Bulb in robot's head lights up. Has removable scooping blade, tough vinyl caterpillar treads. 10x6x3¾-in. high; driver is 5-in. tall. Sturdy impact plastic. Needs 2 size "D" batteries (See page 477).
21-31290-333 Wt. 2 lbs..... ...Retail **4.98**



DAISY COWBOY KING OUTFIT . . . a roarin', tootin' Western set for the king of the range. Super smoke rifle with a mounted golden magnifying scope—shoots loud noise. A big genuine leather double holster set girds the waist of young cowboys. 2 Western repeating pistols fit the holsters. Pint canteen can be attached to holster by snap loop.
895-227 B1050 Cowboy Outfit.....$14.95



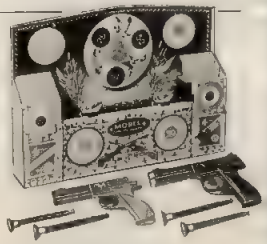
E FRONTIER SMOKE RIFLE OUTFIT. 35" Daisy rifle with leather boot for stock butt. Shoots harmless smoke and loud report. Powder horn in a sueded leather carrier.
895-201 B350 Smoke Rifle Outfit.....$4.98

F DAISY FRONTIER CANTEEN . . . non-breakable plastic. In sueded leather pouch.
895-219 B210 Canteen, holds 1 pt. . . $2.98

DAISY HUNTER-SAFETY OUTFIT . . . affords fun while it teaches young marksmen safety rules. Includes 31" double barrel cork-shooting shotgun that looks, "breaks" like Dad's; a hunter's red safety cap; printed hunting permit in clear plastic holder with attached safety-pin for wearing; safety rules card. Commended by Parents' Magazine.
895-235 B210 Hunter-Safety Outfit $2.98

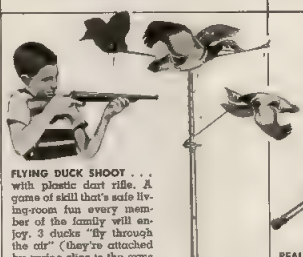
BURP GUN . . . only fully automatic cap gun made! Looks and operates like a real burp gun . . . but new design and improved mechanism makes it completely safe. Shoots 1 to 50 times at a touch of the trigger. Makes noisy fire bursts and the barrel smokes. Has all metal working parts, rust-resistant plated grip. Easy to load and fire. 19" long
891-481 B210 Burp Gun.....$2.98

SGT BILKO HOLSTER OUTFIT . . . just like the one worn by the star of "You'll Never Get Rich", but styled for young "top kicks". This complete Army Sergeant's outfit is patterned after standard "G.I." equipment. Includes cowhide U.S. Army holster set, harmless Army repeating pistol, adjustable U.S. Army hat and Sgt. Bilko felt arm band
894-246 B350 Holster Outfit.....$4.98



MECHANICAL SHOOTING GALLERY Powerful wind-up motor keeps targets in motion. Constructed of heavy gauge lithographed steel with wild-life scene; revolving high-score target. Moving ducks that drop when hit and show score, are automatically raised for next round of shooting. With 2 plastic dart pistols, 4 rubber-tipped darts.
891-036 B280 14½x10½" high.....$3.98

KING OF THE WILD WEST TV SEAT . . . puts him right in the spirit of his favorite Western! Authentically styled saddle is mounted on tripod stand of splinterless wood with non-skid floor stoppers. 11" natural russet unfinished cowhide saddle seat will support weight of an adult. Removable lariat and miniature bed roll included.
896-415 B420 TV Seat.....$5.98



FLYING DUCK SHOOT . . . with plastic dart rifle. A game of skill that's safe living-room fun every member of the family will enjoy. 3 ducks "fly through the air" (they're attached by spring clips to the arms of an automatically revolving floor stand). Height of stand, 4½ ft.; ducks fly in a 2½ ft. circle, rifle length, 21½". Set comes complete with 4 rubber-tipped darts.
896-456 B350 Shoot .$4.98

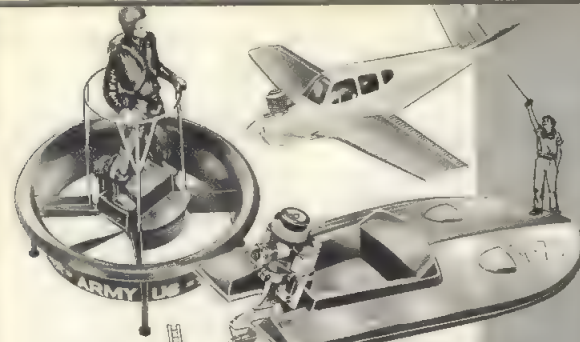
REALISTIC MACHINE GUN . . . shoots harmless rubber-tipped wooden "bullets" with a realistic rat-ta-tat-tat sound. Gun swivels to any angle . . . or can be lifted from tripod and carried under arm. All-steel; no sharp edges. Olive Drab finish. 19" high. 28" long. Safe, fun-filled way for the youngsters to let off that excess steam.
894-337 B420 Machine Gun.....$5.98

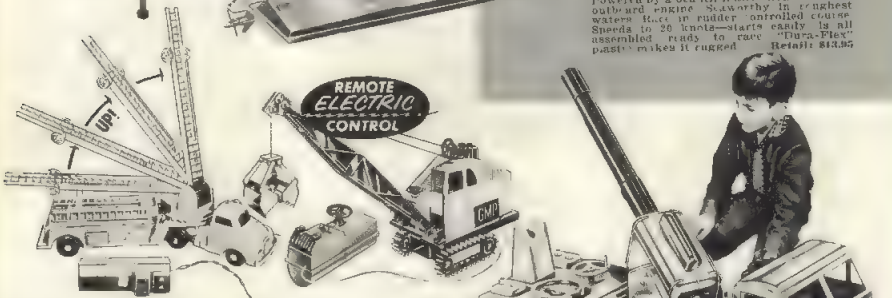
WEN-MAC Fascinating and

9167Z2W977 HILLERS FLYING PLATFORM . flies up . . . down . . . hovers. Miniature internal combust on engine operates the platform on the military's new "digital fan principle. Throttle muffler makes it sound just like a real platform. A quick vertical takeoff every time with the automatic recoil cable starter. Beautiful colors in the Dura-Flex "plastic construction. Finely detailed pilot and other authentic details. . . . . **Retail: $13.95**

9168Z2W697 BEECHCRAFT BONANZA. New fully assembled flying model with engine installed. "Dura-Flex" plastic that will fly forever. 2 Tone colors. "V-tail" design and clean sport plane lines. Miniature 1-cylinder internal engine with pull cord starter equipped. Turns at least 17,500 RPM's. . **Retail: $9.95**

9169Z2W977 CORVETTE HYDRO. Sleek powerful 18-inch single-step hydroplane. Powered by a beautiful streamlined miniature outboard engine. Seaworthy in roughest waters. Has rudder controlled course. Speeds to 20 knots—starts easily, is all assembled, ready to race. "Dura-Flex" plastic makes it rugged. **Retail: $13.95**



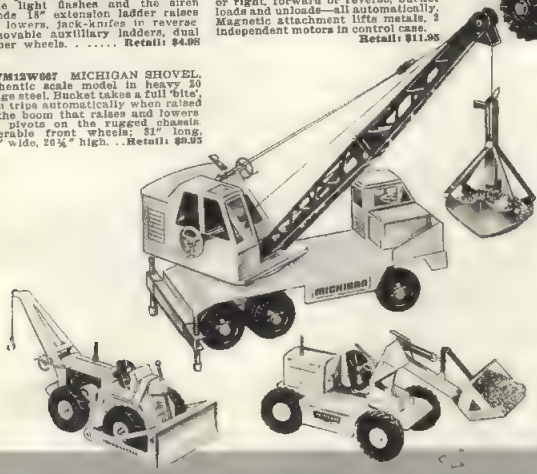


6015M3W350 REMOTE CONTROL FIRE ENGINE. Push a button . . . the truck goes forward or backs up—the dome light flashes and the siren sounds. 18" extension ladder raises and lowers, jack-knifes in reverse. Removable auxiliary ladders, dual rubber wheels. . . . . **Retail: $4.98**

6016M3W840 ELECTRIC MAGNETIC CRANE with remote control of crane, bucket and steering! Goes left or right, forward or reverse, bucket loads and unloads—all automatically. Magnetic attachment lifts metals. 2 independent motors in control case. **Retail: $11.95**

6017M12W067 MICHIGAN SHOVEL, authentic scale model in heavy 20 gauge steel. Bucket takes a full "bite", then tips automatically when raised to the boom that raises and lowers. Cab pivots on the rugged chassis. Steerable front wheels; 21" long, 7½" wide, 20¾" high. . . **Retail: $9.95**

6018M11W885 ELECTRONIC CANNON. Swivel the gun mount, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on a dial—then load and FIRE! Just a touch on the electronic firing button sends the BARMLESS colorful, plastic, sponge nose missile instantly and swiftly on its way. Operates on 2 flashlight batteries, not furnished. 22½" long, 16¾" high . . **Retail: $12.95**

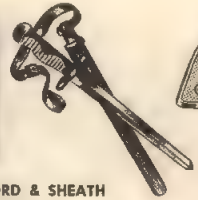


6019M8W530 TORNADOZER. A double action toy with big adjustable blade on one end, and a sturdy hoist on the other. Blade is positioned with positive spring latch. Winch has level pawl to hold load. 9¼" long, 8" wide, 9¾" high . . . **Retail: $7.95**

6020M9W530 SPEED SWING. The bucket can be raised and lowered, swung to any position, and tripped to dump. Broad sturdy chassis has steerable wheels. Swivel base has spring latch for center position. 19" long, 7½" wide, 11¾" high . **Retail: $7.95**

6021M13W1130 AERIAL SAND LOADER SET. Cab with clam shovel moves on big rugged frame, operated by control wheel on side, separate controls for lowering, opening and closing shovel. Hopper empties into Dump Truck included. 25" long, 20" high. . . . . **Retail: $16.95**

REALISTIC WOODEN POP GUN WITH CORK
Wooden stock, full size pop gun with carrying strap and attached cork.
doz. $4.00
Large size, breaks for cocking and sparkles.....doz. $6.00



SWORD & SHEATH
Large, 16 inch, colored rubber sword with belt and sheath.
doz. $2.00

PLASTIC GUNS
Very realistic, all plastic revolvers. Packed one dozen.
No. 6002 doz. $3.00

SIGNAL RAY RIFLE
When trigger is pulled gun clicks and light flashes on. Colorful design.
No. SR98 doz. $7.20

WATER MACHINE GUN
All plastic repeating water shooting Tommy gun. Large water supply tank.
No. ATG2500 doz. $7.20

METAL POP GUN
All metal pop-click gun with attached cork. Packed one dozen to a carton.
doz. $2.00
(gross $22.50)

5 PROP AIRPLANES
Celloloid Bomber Airplanes with 5 pinwheel propellers. With stick. Pkd. 3 doz.
doz. $1.75

Plastic LOVING CUP On Stand
Gold or silver.
doz. $2.00

PLASTIC LOVING CUPS
Silver only.
doz. $1.50

NOVELTY PARASOLS
12" Silk Doz. $3.00

COMPASSES
A real magnetic compass—always a good kiddie prize or giveaway!
Dozen $.75 Gross $9.00

PINWHEELS
4 point (Pkd. 3 doz.)
3 doz. $2.25 gross $7.20
8 point (Pkd. 3 doz.)
3 doz. $2.50 gross $9.00

TELESCOPE WITH COMPASS
Large size, perloid finish.
No. 2448 doz. $2.00

RABBIT FEET KEY CHAINS
Reg. size per 100—$4.00
Jumbo size per 100—$4.50

FIELD GLASSES
Black field glasses with compass and strap.
No. 7259 Small doz. $4.00
No. 7216 Medium doz. $6.00
No. 1721 Large doz. $9.00

OPERA GLASSES
Perloid finish. With compass and strap.
No. 4237 doz. $3.00
No. 1616(black) doz. $3.00

FUN-TO-BUILD HOBBY KITS

(a) **WHEELER SPORT CRUISER MODEL KIT**—Start him with this and he's sure to end up with a life-size cruiser! Every detail of the real ship is reproduced in ½-in. to the foot scale. Certain to be a prized possession when assembled. Can be mounted on special ship stand and displayed with plaque listing data of the vessel. Complete with screws and cement Shpg. wt. 5 lbs.
***36A514-8W700** Size 22 in. $9.95*

(b) **S.S. UNITED STATES CONSTRUCTION KIT**—The world's most luxurious ocean liner scaled down to toy size for hours of assembly fun. Features twin lights and wiring equipment. When it's all assembled, it's certain to rate the place of honor in your home. In Red, White and Blue. Over 200 plastic parts. Complete with plaque listing data of ship. Shpg. wt. 7 lbs.
***36A515-5W700** Size 29 in. Long, 7 in. High $9.95*

(c) **AIRCRAFT CONSTRUCTION KIT**—Features the B-29 Bomber made of 50 pieces including stand for realistic ⅟₁₆ in. scale model. L. 16 in. Wing span 22¼ in. B-25 Bomber consists of 52 pieces including stand for a ¼ in. scale model Decals and instructions included. L. 13¼ in. Wing span 17½ in. B-26 Martin "Marauder" Bomber consists of 42 pieces including stand for ¼ in. scale model. With decals and instructions. L. 15 in. Wing span 18 in. Actually 3 exciting gifts in one for hours of educational pleasure! Shpg. wt. 4 lbs.
***36A517-1W560** 3 Giant Plastic Bombers $7.98*

(d) **AIR POWER KIT**—Features authentic scale models of famous jet planes —the Scorpion, Northrop's long-range Air Force interceptor, the Convair F-102A, the delta winged interceptor, the F-100C Super Sabre that set an official speed record of 822 mph, the versatile Martin B-57B bombing plane, the McDonell Voo-doo F-101A jet fighter. Complete with five swivel bases plus cement. Shpg. wt. 2 lbs.
***36A511-4W345** Five Jet Planes $4.95*

(e) **"IDEAL" WATER SHOOTING MECHANICAL FIRE BOAT**—Scale model of the famous fire boat with action-packed fun! Two rotating fire guns pump out water in steady long-range streams. Screaming sirens add to the fun. Life boat in rear can be lowered into the water by working the davit. Windlass raises and lowers anchor. Metalized deck accessories. High-impact plastic construction. Shpg. wt. 1 lb.
***36A516-3W350** Size 15 in. $4.95*

(f) **U.S. FRIGATE CONSTITUTION**—This super-deluxe model of "Old Ironsides" is historically authentic from stern to stern. Each detail of the decks, equipment, armaments, spars, long boats with oars is true to the original. Complete with pre-assembled rattlnes. Fun to build, beautiful to display! Shpg. wt. 1 lb.
***36A513-0W210** Size 18½ in. Long, 12¼ in. High $2.98*

(g) **GUIDED MISSLE FLEET SET** As new as tomorrow! Realistically scaled from official blueprints. Features the 16-in. Norton Sound converted seaplane tender used as a floating guided missile laboratory, 13-in. Guided Missile Submarine Nautilus and the 17-in. Guided Missile Cruiser Boston. Hulls of ship are pre-painted Complete with display stands and cement Shpg. wt. 2 lbs.
***36A512-2W345** 3 Large Plastic Ships $4.95*

REALISTIC PLAY TOYS

(a) **ZANY ELECTRIC ELEVATOR AUTO GARAGE**—Loaded with play value! Exact replica of nationally famous multiple-tiered elevator garages. So strong it will support 200 lb. man sitting on it. Unit consists of garage building with built-in electric elevator that moves up and down, right or left by simple electric switch. Cars are parked in this manner, also removed by remote electric controls. Durable steel working parts, realistically colored masonite garage. Apron ramp folds up when not in use. Assortment of accessories, 5 cars, standard "D" cell batteries to operate elevator supplied. Shpg. wt. 8 lbs.

36A412-SW700 *Size 16 x 18 x 18 in.* ***$9.95***

(b) **BUDDY-L TRUCK FLEET**—Dandy fun with 4 separate toys. Set includes: (1) AUTO WRECKER SERVICE TRUCK that is sturdy enough to tow a toy car. L. 17 in. (2) FIRE DEPT. EMERGENCY TRUCK with 2 side ladders for exciting action. L. 12¾ in. (3) SCOOP-N-LOAD CONVEYOR. The loading scoop with winch transfers sand to conveyor belt which pours it through chute. L. 18 in. (4) HI-LIFT SCOOP-N-DUMP is loaded with action. Front scoop picks up and transfers load to dump box. Hi-Lift action dumps load through hinged tail-gate. L. 16 in. All 4 toys are made of rugged heavy gauge steel with long-lasting, colorful enamel finish, heavy duty tires, plated hub caps. Shpg. wt. 11½ lbs.

36A409-IW595 *4-Toy Set* ***$8.50***

(c) **KEYSTONE GAS STATION**—Every part a real play unit. Consists of two door building with folding doors and plenty of room for car storage, two gas pumps with hose and nozzle, completely enclosed wash pit with working pump and water spray; can be used with or without water. Air lift controlled by valve for up and down motion. Parking device parks car in any position on base, simply press platform release. Complete with easy rolling car with lifting hood. Brightly colored set. Shpg. wt. 5 lbs.

36A411-7W350 *Base 16 x 24 in.* ***$4.98***

(d) **TRU-MINIATURE MUNICIPAL FLEET**—With the famous Spin-Torque motor that features real car-engine sound! High impact plastic construction. Set includes: (1) RED CROSS AMBULANCE with realistic siren, make-believe flashing red light, tinted windows and rubber tires. Speeds through the city streets to meet every emergency! Brilliant Red. L. 7⅝ in. (2) CITY POLICE CAR with high-speed Spin-Torque motor, bullet-proof tinted windows and make-believe flashing red lights. Bright Blue. L. 7⅝ in. (3) FIRE CHIEF CAR rushing to the fire. So realistic with its Spin-torque motor, high pitch siren, tinted windows, rubber tires and make-believe flashing red light. Fire Red. L. 7⅝ in. Shpg. wt. 3 lbs.

36A410-9W350 *3-Toy Set* ***$5.00***

all new

DYNAMIC D-14

with exclusive Power Director

"THE BIG STICK"

One look . . . and you know right off . . . it's different. *This* new tractor is a history-maker.

Step aboard—feel what farming *could* be like for you from now on. So easy!

Powered by a responsive new POWER-CRATER engine . . . the 3-plow DYNAMIC D-14 really talks. And it carries a new "big stick" for the tough jobs—an exclusive new Power Director that lets you quickshift to high or low range . . . on-the-go! Eight speeds ahead . . . with live, constant PTO for harvesting!

Exclusive new Low-Line, High-Crop design provides a full 25-inch rear axle clearance for tall crops. Farm relaxed . . . with new Easy-Ride comfort . . . with a feeling of safe, low-set stability.

Your Allis-Chalmers dealer invites you to try the Dynamic D-14 . . . a discovery-drive that opens a new age of farming ease.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

TAKE A DISCOVERY DRIVE ON YOUR FARM!

New Range Selector for TRACTION BOOSTER system controls traction weight automatically . . . on-the-go!

Rear-mounted implements interchange with WD and WD-45. SNAP-COUPLER hitch—of course!

Talk about *easy!* New Roll-Shift front axle spaces front wheels *without a jack.* The original Power-Shift rear wheels, too.

ALLIS-CHALMERS

A-C

TRACTION BOOSTER, POWER-CRATER, and SNAP-COUPLER are trademarks of Allis-Chalmers.

now

TRACTION GROWS WITH THE LOAD!

New Fast-Hitch with Traction-Control and "Pilot Guide" give you round-gaining ground grip . . . look-ahead farming!

It's new . . . different . . . unequalled—IH Fast-Hitch with Traction-Control and "Pilot Guide"! This IH weight transfer system continuously keeps just the right amount of pressure on tractor drive wheels to beat slippage.

Unlike other devices that abruptly lighten the load to match traction, IH Traction-Control Fast-Hitch gives you traction that *grows with the load!* You keep plowing full-depth when others shallow out.

To add up to a ton of "wheel weight," just pull a handy lever! Several lever settings match weight transfer to *any* field condition. "Pilot Guide" shows proper range of weight transfer and plowing depth.

Unlike hydraulic traction devices which rob engine power when needed most, the mechanical action of Traction-Control Fast-Hitch keeps every horsepower harnessed to the load. New Fast-Hitch retains Back . . . Click! . . . and Go! hitching—gives full control of cultivator with *one* hydraulic cylinder.

"POWER PUT TO BETTER USE!"

Ground-gripping traction that grows with the load puts power of new Farmall® 450 (above) to better use . . . pulling new McCormick® 4-furrow Fast-Hitch plow in hard, root-bound sod.

Your IH dealer will gladly demonstrate new IH Fast-Hitch with Traction-Control and "Pilot Guide" for Farmalls 230, 350, 450, and International® 350 Utility tractors. Call him, TODAY!

New "Pilot Guide" for IH Traction-Control Fast-Hitch. Just glance at this handy device to check plowing depth, and determine whether you have the right amount of weight transfer.

Send coupon TODAY!

SEE YOUR

INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois

International Harvester Company
P. O. Box 7333, Dept. FJ-3, Chicago 80, Ill.

Tell me how new IH Fast-Hitch with Traction-Control can put power to better use on my farm. Send information on:

☐ Farmall 450 (4-5 plow) ☐ Farmall 350 (3-plow) ☐ Farmall 230 (2-plow)
☐ International 350 Utility (3-plow)

Name _____
Address _____
Post Office _____ State _____
My IH dealer is _____

BRING ON YOUR JOBS.. Here's BRAWN to handle them all!

Just watch the rugged International® 350 Utility tractor shoulder a heavy load! You'll instantly see what up to 1,000 pounds greater built-in weight means in sure-pulling traction . . . how Traction-Control Fast-Hitch increases traction with the load! Then pull the Torque Amplifier lever . . . see how you boost pull-power up to 45% on-the-go!

Or, put 350 Utility brawn behind a heavy-duty loader. See how easily you ram the fork or bucket full in a single pass . . . how power-steering lets you maneuver with single-handed ease. From field to feed-lot, you'll *out-work them all* with a new International 350 Utility!

18 inches straight down in hard, dry soil! The 350 Utility delivers pull-power for subsoiling and other heavy-duty soil-conservation work.

So try it! Test International 350 Utility brawn and work-range. Your IH dealer will gladly demonstrate—ask him!

SEE YOUR **INTERNATIONAL HARVESTER** DEALER

International Harvester products pay for themselves in use . . . Farm Equipment, Farmall and International Tractors . . . Construction Equipment—General Office, Chicago 1, Illinois. McCormick Motor Trucks

PROTECTION

...where it PAYS!

Farm equipment in operation is an investment paying off. Farm equipment out of action because of breakdowns represents a loss . . . of productivity, time, money. It *pays* to protect your equipment with the *best* oil—WOLF'S HEAD . . . 100% Pure Pennsylvania. WOLF'S HEAD is a richer, tougher oil . . . won't break down or burn away. It's the best preventive maintenance you can get for your tractors, trucks and cars. Protect your equipment *and* your profits with *superior, premium quality oil* . . . WOLF'S HEAD—"finest of the fine" since 1879.

FREE! Send for WOLF'S HEAD Farm Folder. Contains valuable lubrication data for every type of tractor

WOLF'S HEAD OIL REFINING CO., INC.
OIL CITY, PA.

100% Pure Pennsylvania Scientifically Fortified — Member, Penna. Grade Crude Oil Association

R F D AMERICA SEP 24 4 PM 1951

Your Letters

I Got Riled, Too • • • Like the lady from Iowa [Letters, September], I finally got fed up with my husband's cracks at marriage. After nine years of it, I blew up one day and told him how his scornful attitude toward marriage had hurt me all those years.

You never saw a more astonished man in your life. "Would I dare joke about something tragic?" he asked me, insisting that he was "only kidding."

I told him he shouldn't joke about sacred things, and when he saw how upset I was, he promised to reform. A week later I was miserable. Seeing him bite down every impulse toward a quip on his favorite subject brought me more pain than his jokes had ever done, and after a few days I really missed his witty digs.

I decided it was *I* who needed reforming, and found a way to let him know I knew. Now he's back to his old tricks, and I can take them for what they are—a man's carefree ridicule of the things he holds most dear.

Franklinville, N.J. Hope Buyukmihci

• • • Some women just don't enjoy being married! Can't a good homemaker put a few patches on those "jokes that are wearing thin"—and hand them right back for *him* to wear?

Newcomerstown, O. Name Withheld

Wanted: More Farm Boys • • • I highly approved of your article "We'd Like to Hire More Farm Boys" [June], but I'd like to add that there is also a crying need for farm boys *in the professions which serve rural people*, such as teaching, medicine, law and the ministry.

So many of our smaller communities are lacking in well-trained professional people who understand the needs, problems and personalities of farm folks and who love to live in the country as well.

We former farm boys who are "career" rural ministers would certainly like to have more join our ranks.

Kirklin, Ind. The Rev. J. C. Matthew

"A Scandal That's Costing You Money" • • • [September] certainly hits home. In our state, local assessors are a law unto themselves, and if you can't agree with them, you've got to take your grievance to the Supreme Court.

We started such proceedings about a year ago, and have since discovered that an assessment action can easily turn into a political football. This game has cost us much time and money, and we are still paying taxes that are outrageously out of line.

You suggest that a committee investigate and report on the local situation. A noble idea, but in our area the feeling is "You can't beat the assessors, so why try." In spite of the general dissatisfaction in our county, we are the only ones who are trying.

Orleans County, N.Y. Name Withheld

• • • In Oklahoma we have a homestead exemption law which exempts a homeowner from the first $1,000 valuation on his property. Since we have low valuations and a high levy, you'd be surprised at how many fine homes are worth less than $1,000—especially in the part of the state that elects all the state officials.

Enid, Okla. Name Withheld

"I Hear Music—" • • • I'm certainly glad to hear that fences sing [Letters, September]. My old tractor used to do the same thing—and my wife still looks a cross eye when I mention it as my "radio."

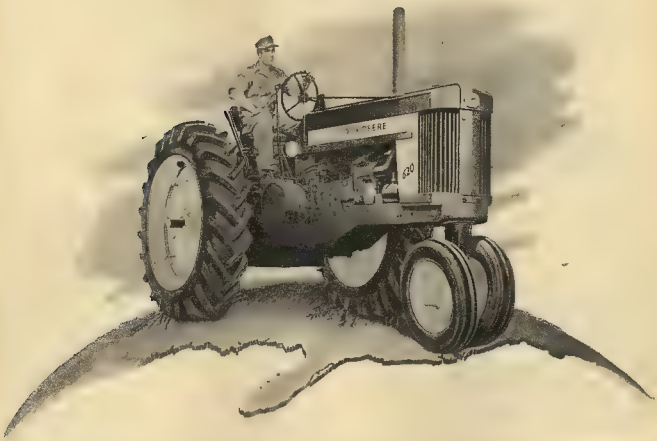
First time it happened I'd just shut the motor off and was putting a hitch on the disc. A voice clear as a bell said "Good morning. Beautiful day, isn't it? Cows standing over there in the grass (they were!) and sun shining down." Then the voice went on to talk about a well-known feed.

Believe you me, I was ready to get going fast and the quicker I got there the better! I was a good half-mile from any house, and there wasn't a tree within 200 yards for anyone to be hiding behind.

I've been using it since—it's a good radio! And I've discovered it has something to do with whether the gas tank lid is tight or loose.

Arrington, Kan. Floyd Eisermann

"Sitting on Top of the World"



..and "*Over the Hump*" of the Season's Work

Whatever your acreage, whatever your farming operation, there's a John Deere Tractor in power, size, and type to fit it ideally, from the low-cost 1-2 Plow "320" Series to the powerful 6-Plow "820" Diesel.

6 Power Sizes... 30 Basic Models

See your John Deere dealer for a free demonstration. Ask him about the John Deere Credit Plan that makes it easy to own a new John Deere Tractor while it's earning money for you.

IT'S a great spot to be in—with the bulk of the season's work behind you, a record savings chalked up, and a substantial profit in sight.

And it's a familiar spot for thousands of John Deere Tractor owners the country over. With eagerly responsive power at their finger tips and matched working equipment tailored to the job at hand, they were able to make the most of every break in the weather—to stretch time, labor and fuel dollars to the limit, with the added bonus of a better job on every trip over the field.

You can do the same—by investing in John Deere Tractor Power with its increased work output, its lower operating costs, and its unmatched dependability. You'll enjoy such outstanding John Deere features as *Custom* Powr-Trol, *Universal* 3-Point Hitch, *Advanced* Power Steering, as well as the *Independent* Power Take-Off and the 1-1/2 mph "creeper" gear which mean more efficient handling of power-driven equipment in heavy crops. And you'll work in comfort with the unbeatable combination of exclusive Roll-O-Matic "knee-action" front wheels and the new John Deere Float-Ride Seat.

Have your John Deere dealer show you how to "keep in tune with the season" and farm more profitably with John Deere Tractor Power.

JOHN DEERE

JOHN DEERE
MOLINE, ILLINOIS

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

HO GAUGE

Scale Proportioned Electric Model Train Sets

HO Gauge midget model locomotive fits right into the palm of your hand

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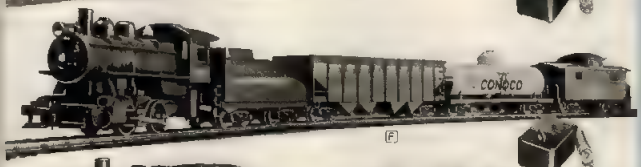

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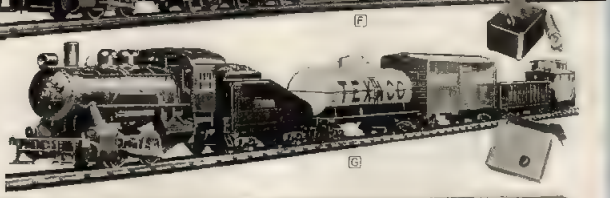

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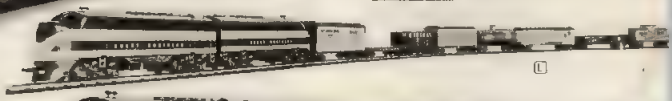

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E **"THE SHUTTLE-BUG"** . . . Hobbyline 3-Car Switch Freight. Clear the tracks for this brand new tank-type locomotive as it sweeps around the bend like a flash! Mighty Power Pack included with set helps give extra pull strength as "Shuttle-Bug" soars right up steep grades with its colorful, authentically detailed box car, tank car and caboose —all with NMRA automatic couplers. Set includes 1 straight, 12 curved sections track, terminal, uncoupler and rerailer.
895-581 B2450 Switch Freight (3-Car).**$34.90**

F **"THE YARD-MASTER"** . . . Hobbyline 3-Car Steam Type Freight. Powerful little switcher locomotive designed to carry short hauls and work around the "yard." Authentically detailed cars equipped with new NMRA automatic couplers! Power-Pack (included) gives greater pulling power, climbing ease. Includes locomotive and tender, hopper, tank car, caboose, 1 straight, 12 curved sections track, 1 terminal, uncoupler and rerailer.
895-508 B2795 Steam Freight (3-Car).**$39.90**
895-599 B1395 Engine and Tender Only **19.95**

G **"THE DYNAMO"** . . . Tyco 4-Car Shifter Freight. Mighty little work-horse of the roundhouse, used for shunting freight cars, making up passenger trains and for hauling away freights. Scale-perfect little switcher heads authentically detailed train of four cars. Locomotive has slope-back tender, 3 freight cars and caboose. Set also includes 18 sections track, rerailer, uncoupling ramp, 2 clip-on connectors, hook-up wire and Tyco-Pak power supply. Instructions included.
895-771 B3150 Shifter Freight (4-Car).**$44.95**

H **TALGO-TYPE "TRAIN OF THE FUTURE"** . . . Tyco 3-Car Passenger. For a look at things to come, watch this beautiful streamliner "flow" around curves . . . breathtakingly smooth contour shows no break between unit cars! Note unusual wheel arrangement, speed of motor unit. 12 curved, 1 terminal, 1 uncoupling track section; rerailer.
895-789 B1950 Talgo-Type 3-Car Passenger.....**$27.95**

K **"THE SILVER METEOR"** . . . Hobbyline Twin Diesel 3-Car Passenger. Big double unit diesel has amazing Plus Power feature and operating headlight. 3 streamline cars have Pennsylvania markings. Includes twin diesel with Power Pack, 2 pullman, 1 observation car, 12 curved, 3 straight sections track, terminal, uncoupler, rerailer.
895-524 B3495 Twin Diesel 3-Car Passenger Set.....**$49.90**

L **"GREAT NORTHERN TRAIN-MASTER"** . . . Varney 8-Car Double Diesel Freight. "A" powered diesel plus "A" dummy diesel pulls scaled-to-size gondola, hopper, tank, flatcar, 2 reefers, box car and caboose . . . all with original markings. Of high impact plastic. 14 curved, 4 straight track, automatic coupler, rerailer, terminal track.
895-912 B2995 Varney 8-Car Dbl. Diesel Freight Set.....**$42.95**

M **"FLORIDA EAST COAST"** . . . Varney 5-Car Double Diesel Freight. Mighty "A" powered diesel engine, "B" dummy diesel hauls hopper, tank, reefer, gondola and caboose—all accurately scaled-to-size in high impact plastic with original markings. Includes 12 sections curved, 2 straight track, automatic coupler, rerailer, terminal track.
895-904 B2295 Varney 5-Car Dbl. Diesel Freight.....**$32.95**

Fascinating Hobbies for Older Children

Three Boats With Figures . . . Only $1.98

(A) Thrilling action with this exciting assortment of patrol boats, made of high impact plastic. They all float and are completely equipped with interchangeable crews and equipment. Marines Patrol Boat with Marines, weapons, belts, helmets, shovel, pick, antenna and flag. Fire Boat with Firemen, etc. Jungle Queen Steamboat with Natives, etc. Attractive Gift Box.

48 T 2496—Abt. 10 in. long. Wt. 1 lb. 12 oz. 1.98

Seaworthy Outboard Speed Boat . . . $2.49

(B) "THE SEA SPRAY" completely built, painted and fitted: actually operates in water, powered by sturdy electric motor. Just add batteries (not included, order below) throw the switch, watch it go. About 10½ in. long. White wood hull with contrasting trim.

48 T 2494—Ship. wt. 1 lb. 2.49
62 W 6—Batteries for (B). Wt. 4 oz. . . . . 2 for 24¢

HO Scale Model Trains—Finest in Miniature Electric Railroads

PRECISION-ENGINEERED MINIATURE TRAINS. Complete, ready to roll. Not toys but authentic replicas of real trains. High-impact plastic cars are engineered to the National Model Railway Association standards, specifications. N.M.R.A. couplers, virgin nylon trucks. 2-rail track. Power Pack UL Approved for 110 to 120 volts 60-cycle AC. You can run trains forward or back, fast or slow, uncouple cars—by remote control.

(C) 6-UNIT SMOKING FREIGHT TRAIN with accessories. Powerful die-cast locomotive with piston-rod action emits harmless puffs of smoke. Set includes: Locomotive; Tender; Box Car; Tank Car; Hopper Car and Caboose. 12 sections curved track, 3 straight track, re-railer uncoupler unit, 16 scaled R.R. accessories, 12 telephone poles. 1½-amp. Power Pack. Train is 35½ in. long. Track makes 31x46-in. layout. $3.00 Down.
48 T 3069—Ship. wt. 11 lbs. . . . . Cash 29.95

(D) 6-UNIT TWIN DIESEL FREIGHT. "A" unit locomotive has powerful motor, high impact plastic body. Set includes: Locomotive; "D" Unit Diesel; Hopper Car; Box Car; Gondola; Caboose. 12 curved track, 3 straight track, 1 re-railer. 1½-amp. Power Pack. Train 37 in. long. Track makes 31x46 in. layout. $2.50 Down on Terms.
48 T 3068—Ship. wt. 9 lbs. 4 oz. . . . . Cash 23.95

(E) 4-UNIT DIESEL FREIGHT. True-to life replica of popular Diesel Locomotive. Set includes: Diesel Locomotive; Box Car; Gondola; Caboose. 12 sections curved track, 1 straight track, re-railer uncoupler unit. 1½-amp. Power Pack. Train is 24¾ in. long. Track makes 31x38-in. layout.
48 T 3067—Ship. wt. 8 lbs. 8 oz. 18.95

Atlas HO Track and Switches

(F) CROSSOVER TRACK. For bigger layouts. 6x5 in.
48 T 3078—Ship. wt. 4 oz. 1.95

(G) REMOTE CONTROL ELECTRIC SWITCHES. Automatic control panel. 1 left, 1 right-hand switch.
48 T 3079—Ship. wt. 12 oz. . . . . Pair 7.49

(H) (J) HO GAUGE 2-RAIL TRACK. Ship. wt. 12 oz.
(H) 48 T 3077—Curved (9½-in.). 12 for 2.49
(J) 48 T 3076—Straight (9-in.). . . . . 12 for 2.49

TD-3 For Advanced "Pilot" . . . $10.95

(K) FLYING CIRCUS PLANE . . . Ready for instant take-off. Finest plane for beginner or experienced hobbyist. Trigger-fast start with unbreakable spring starter. Responds instantly to controls for full stunt patterns. High impact plastic air cell wing with 17-inch span. Battery, control cord, accessory kit included. Instructions.

274 WARDS CHAIN 48 T 2490—Ship. wt. 4 lbs. 10.95

Easy-to-Fly Piper Cub Model . . . $8.79

(L) SUPER CUB—best known plane in the world brings realism, ease of control, plus the smoothest flying dependability in the air. Easy flight control for beginners. Engine powered ready to fly, trigger-fast start with unbreakable spring starter. Realistic scale model of plastic with enclosed cockpit, 17½-in. wing span. Battery, control cord, accessory kit, Instructions.
48 T 2491—Ship. wt. 4 lbs. 8.79

Accessory Kit . . . High Speed Racer

(M) AIRPLANE ACCESSORY KIT. Fuel, filler cap with strainer, hose, battery wires, glow plug clip, 2 line snaps. Special "D" handle.
48 T 2493—For ½A engines. Wt. 1 lb. 1.89

(N) PROP ROD. On control line it zooms around at exciting speeds, or just start it up and turn it loose. Plastic. Battery, accessory kit included.
48 T 2492—12 in. long. Wt. 4 lbs. 4 oz. 10.49

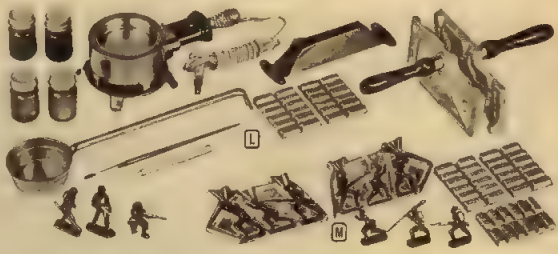
Have Fun with a New Hobby

The Yacht "Atlantic"

K PERFECT SCALE MODEL of the 3-masted schooner that set Transatlantic sailing record to win the Kaiser Cup in 1905. Now reproduced in plastic. Over 200 parts.

Authentic from stem to stern—complete to minute detail. Even has molded figures of sailors. Realistic vacuum-formed sails. 28½x 4½x21 in. high. Glue, stand. Gift box.

48 T 2485—Ship. wt. 2 lbs. 8 oz. 4.49



A Metal Casting Set Will Please That Boy on Your List

L M LET HIM CAST ACTION-PACKED FIGURES; as many of each as he likes. Melt metal in electric stove and pour liquid metal into mold.

Mold makes 3 figures, each 2¼ in. high. 4 bottles of paint are included, so he can color his figures any way he pleases. It's lots of fun and easy to learn. Set includes: electric stove, cord; 12 pigs of casting metal; pouring ladle; mold handles; mold clamp; brush and smoking candles.

(L) 48T2501—Deluxe Set in gift box. Wt. 6 lbs. 6.49

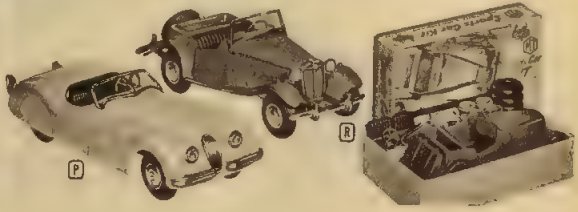
(M) 48T2502—Extra mold (makes 3 figures) and 36 pigs of casting metal. Wt. 2 lbs. 4 oz. . 3.49

Model Planes To Assemble

N A REAL CHALLENGE. Construct 5 different types modern fighter planes. Accurate scale models of real planes used by U.S. Air Force plus 1 Russian MIG. High impact plastic.

Realistic models range from 8 in. to 9½ in. in length. Everything you need is included—instructions, 2 tubes of glue, brush, insignia decals. With special display stands. Gift box.

48 W 2543—Wt. 1 lb. 4 oz. . . . . 5-pc. set 1.98



Jaguar and "MG" Model Kits at Special Christmas Prices

P R SOLD NATIONALLY FOR TWICE THE PRICE! Now, buy two famous Doepke kits for the former price of one. The perfect gift—Dad and Son will have hours of fun assembling these authentic scale models of well-known British sports cars.

Each kit contains over 100 precision-engineered parts. Die-cast metal bodies, heavy steel chassis, semi-elliptical rear springs, steerable front wheels, semi-pneumatic tires. Baked enamel. Instructions.

(P) JAGUAR MODEL KIT. Was sold nationally at $10.95. 17½ inches long. Light blue finish.

48 T 2442—Gift box like above. Wt. 5 lbs. . . 4.88

(R) "MG" MODEL KIT. Was sold nationally at $9.95. Sporty 15-inch model. Bright red.

48 T 2443—Gift box, shown. Wt. 7 lbs. 4.88

BOTH KITS (P) and (R). Special Christmas price.

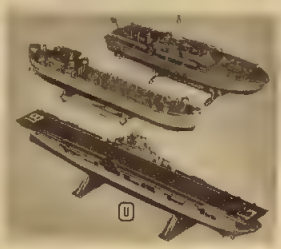
48 T 2444—Ship. wt. for both kits, 12 lbs. . . . 8.88

Historic Cannons

T BUILD REALISTIC-LOOKING MINIATURES of 3 historic cannons . . . Civil War Field Piece, the Naval 24 Pounder and the famous Gatling Gun. Authentically scaled from official photos.

Easy to build. All parts are pre-cut. You just glue them together. Guns are of sturdy, high impact plastic—beautifully detailed parts are brass plated. Gift box and glue included.

48 T 2480—Ship. wt. 1 lb. 12 oz. . . All 3 for 2.49

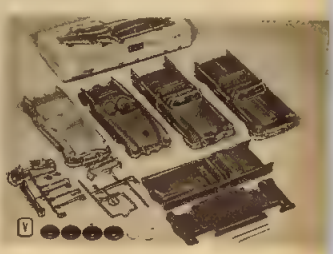


World War II Boats To Build

U AUTHENTIC MODELS of three famous boats; aircraft carrier "Wasp", a P.T. Torpedo Boat and an L.S.T. So exact, so true to scale that these boats will excite the most exacting hobbyist.

Range from 15 in. to 20⅛ in. long. No carving or sanding—all parts of sturdy, molded plastic. "Wasp" comes complete with 32 accurately molded carrier planes. Display stand, glue, instructions.

48 T 2471—Gift box. Wt. 2 lbs. 5 oz. . . All 3 for 4.79



1957 Model Cars

V PUT TOGETHER 4 DELUXE MODERN CARS. Accurate replicas of Cadillac Eldorado; Buick Skylark; Oldsmobile Starfire; and Chevrolet Corvette. All of sturdy, colorful plastic.

Realistic details include plastic windows, silvered plastic grillework, bumpers, trim. Two 7 in. and two, 8 in. long. Glue. Gift box.

48 T 2482—Instr.
Wt. 1 lb. 8 oz. Set 2.69

TRAMS

TRAMS MFG. CO. CHICAGO ILLINOIS

Self Propelled POWER MOWERS

Trams Mowers
F.O.B. Factory, Kansas

New! COMBINATION POWER MOWER AND PLEASURE SCOOTER

BOTTOM VIEW

Trams Mower-Scooter. Use it as a rotary mower or as a powered scooter. Driven by a heavy duty, 2¾ H.P. 4-cycle Briggs and Stratton engine with recoil starter. Gasoline engine is easy starting. Forward and reverse gear shift. Convenient fingertip control throttle. All working parts fully enclosed. Tip-proof design of scooter prevents it from tipping over on steep grades, ideal on cross slope cutting. Cuts a 21" swath through the toughest, tallest grass—hills matted grass for a smooth level cut. **Blade adjusts from 2" to 3½".** Special design allows you to trim around bushes, buildings and trees. **Built-in slip clutch prevents damage to shaft and blade when hitting solid objects.** Entire body made of heavy 12 gauge electrically welded steel with rugged bridge-type construction underneath for added strength. Big, easy riding foam rubber seat covered with vinyl plastic. Tubular steel, bicycle type steering with rubber hand grips. As a powered scooter, the Trams Duplex gives you transportation when you need it. **Only two simple adjustments to use it on a scooter with speeds up to 10 MPH.** Ideal to use as a powered golf cart. Equipped with comfortable riding 10x2" puncture-proof rubber tires. Ship. wt. 150 lbs. F.O.B. Factory Kansas.

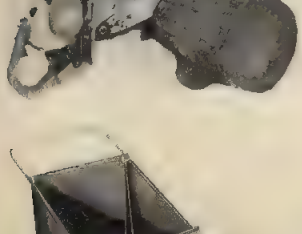
D585A45-17900 .....RETAIL **$239.00**

TRAMS 21" SELF-PROPELLED ROTARY MOWER

Powered by easy starting 2 H.P. Briggs and Stratton 4-cycle gasoline engine. Equipped with recoil starter. Runs up to 2½ hours on 1 quart of gasoline. Completely self-propelled. Cuts a full 21" swath, and mulches leaves as it goes. Throttle and clutch levers mounted on handlebars for finger-tip control. Cuts grass and weeds of any height. Spring steel blade easily reversed to give new cutting edge. Staggered wheels permit mowing between rows and under shrubbery without damaging. Heavy duty cast aluminum housing. Detachable seat makes mulching. Adjustable height axles provide cutting depth of 1½ to 3". F.O.B. Factory Kansas.

D566A50-11150—Ship. wt. 91 lbs. RETAIL **$148.50**

TRAMS DIRECT DRIVE CHAIN SAWS



Available with All-Position Float or Aviation-Type Carburetors

3 Sizes with Float Type Carburetor as listed. For the most professional wood cutters, firewood operators, etc. Simple construction—low maintenance. Removable bucking [illegible] facilitates felling of trees—can be stored on saw. Flame-proof exhaust required by many states with fumes directed away from operator. Heavy duty design protects carburetor from sawdust and handling damage. Magnesium alloy castings for light weight and extra ruggedness plus [illegible] tapped bars are an exclusive TRAMS feature. Features: 3 H.P. 2 cycle engine with recoil starter, ball bearing crank shaft, needle bearing connection rod and Tillotson float carburetor for easy cold weather starting. Pressure oiler near trigger to oil the saw and oil with same hand. Too large for recoil cost. F.O.B. Factory.

ORDER NO.	BAR SIZE	SAW WT.	SHIP. WT.	RETAIL
D565A21-12750	16"	24 lbs.	30 lbs.	$189.95
D565A22-13500	19"	26 lbs.	32 lbs.	179.95
D565A23-14300	22"	28 lbs.	34 lbs.	189.95

As above: With All position aviation diaphragm type carburetor—quick starting in cold weather and [illegible] uniform sawing at any cutting angle.

ORDER NO.	BAR SIZE	SAW WT.	SHIP. WT.	RETAIL
D565A18-14300	16"	24 lbs.	30 lbs.	$189.95
D565A19-14950	19"	26 lbs.	32 lbs.	198.95
D565A20-15750	22"	28 lbs.	34 lbs.	209.95

"RANCHETTE" LAWN SWEEPER

Whisk up grass clippings and all manner of debris—with a rugged Lambert! All-steel Flex Frame construction. [illegible] hamper, weatherproof [illegible]. Exclusive Lambert one-lever adjustment for height and [illegible] angle. Dual [illegible] for [illegible] and [illegible] tufted brushes. [illegible] 21" or 30" sweeping width. F.O.B. Factory, Ohio. **21" width.** Ship. wt. 40 lbs.

D585A5-3X3550/2700.....RETAIL **$36.95**

The Ranger. Similar to the Ranchette. With new wonder-bar instantaneous brush height adjustment for lawn or driveway sweeping. 30" width. Ship. wt. 49 lbs.

D585A6-3X3240/3430.....RETAIL **$46.95**

"SWEEP-O-MATIC"

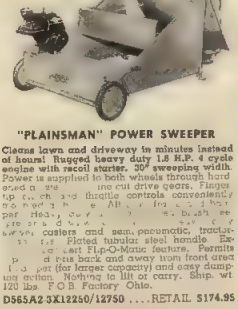
Lawn Sweeper and Garden Cart Combination! Complete hamper and easily detachable for handy garden cart. Rugged, all steel Flex Frame construction, [illegible] all-steel tubular handle, heavy duty [illegible] tires to protect tender [illegible] fibre brushes. Roll-away hamper cover [illegible] vinyl plastic for sweeping on breezy days. Available in two models—21" or 30" sweeping width. F.O.B. Factory, Ohio.

21" Width. Ship. wt. 41 lbs.

D565A3-3X3730/3940..... RETAIL **$53.95**

30" Width. Ship. wt. 50 lbs.

D565A4-3X4350/4600 ... RETAIL **$62.95**



with FLIP-O-MATIC HAMPER

"PLAINSMAN" POWER SWEEPER

Cleans lawn and driveway in minutes instead of hours! Rugged heavy duty 1.6 H.P. 4 cycle engine with recoil starter. 30" sweeping width. Power is supplied to both wheels through hard wood [illegible] gears. Finger tip clutch and throttle controls conveniently mounted [illegible]. All [illegible] parts. Heavy duty [illegible] fibre brushes. [illegible] swivel casters and semi-pneumatic, tractor [illegible]. Fluted tubular steel handle. Exclusive cart Flip-O-Matic feature. Permits [illegible] back and away from front area [illegible] per (for larger capacity) and easy dumping action. Nothing to lift or carry. Ship. wt 120 lbs. F.O.B. Factory, Ohio.

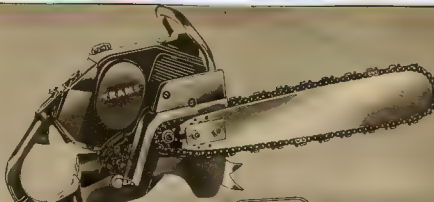
D565A2-3X12250/12750 ....RETAIL **$174.95**

TRAMS HEAVY-DUTY CHAIN SAW

- **Powerful enough for the biggest jobs**
- **Use it for vertical and horizontal cuts**

Direct-drive—cuts vertically and horizontally. 3 HP 2-cycle Power Products gas engine with recoil starter Combination trigger-throttle control and chromed handle Tillotson diaphragm carburetor Automatic centrifugal clutch and needle sprocket —engages automatically Pressure oiler with big reservoir—controlled lubrication, easy thumb control on handle Toggle switch—flameproof, sparkproof muffler. 4-plat tank with vented, spillproof cap. Removable falling spike, built-in hard-chromed teeth, precision-ground. Welded tip guide bar Magnesium alloy casings. Weatherproof sparkplug cover. Pay shipping from Illinois.

56165F14300—16-in. size. Wt. 30 lbs. **.$189.95**
56467F14950—19-in. size. Wt. 32 lbs.. **$199.95**
56168F15750—22-in. size. Wt. 34 lbs... **$209.95**



Sweeps or rakes lawn mechanically, hamper dumps mechanically too!

That Make Light Work of Lawn Care

A DELUXE SEED-FERTILIZER SPREADER

- **Spreads evenly at any pushing speed**
- **Use it for seed, food, fertilizer**

Dial-type feeding wonder. Constant-flow forced-feed agitator with nylon bearings. Spring-action handle control—shutter opens and closes with a twist of the grips. Rugged steel construction is extra-strong, smooth enameled finish resists rust Easy-rolling 10-in. rubber-tired wheels. 11 qt. in. hopper Two sizes. 18-in width holds 50 lbs., 24-in holds 70 lbs

55378W1120—18-in width. Wt 26 lbs ..**$16.80**
55379W1930—24-in. width. Wt. 29 lbs...**$19.95**

B CAVALIER POWERED LAWNSWEEPER

- **Flick of the wrist controls brush height**
- **Powered by 1¾ HP 4-cycle gas engine**

Whisks up all debris—keeps your lawn looking its best So easy to operate—it's self-propelled—all you have to do is guide it! Bassine fiber brushes are alternately tufted for smooth operation. Single lever adjusts brush and cowl angle height Steel frame, ball bearing brush reel, cut steel gears, and tubular steel handle. Rubber-tired front wheels, rear casters for easy turning Flip-to-rear steel hamper—"self-dumping" feature saves you extra time and trouble. 1¾ HP 4-cycle engine. 30 in. wide, 5-bushel capacity. Pay shipping from Ohio

55416F11950—Shpg. wt. 116 lbs..Retail **$174.95**

C CAVALIER LAWNSWEEPER BY LAMBERT

- **Sweeps and rakes your lawn quickly, easily**
- **Adjustable brush gets all grass and leaves**

Whisks up all kinds of debris Bassine fiber brushes are steel-backed—alternate tufts for smooth operation. One lever adjusts brush height and cowl angle Ball-bearing brush reel. Steel frame, tubular handle—cut steel drive gears. Big canvas hamper, galvanized tray bottom with rollers—folds for storage Semi-pneumatic rubber tires. Two widths both hold 6 bushels

55387W2775—25-in. width. Wt. 45 lbs...**$39.95**
55388W3295—30-in. width. Wt. 50 lbs.. **$48.95**

No. 1 Rural Mail Box. Gov't. approved. Galvanized steel with aluminum finish—or all-aluminum Signal flag. 19 x 6½ x 8¾ in high.
34767A220—Steel. 8 lbs... **$3.25**
34348A300—Alum. 4 lbs.. **$4.50**

Bracket and Post. Government approved. Holds mail box 45 in. from ground. Cast iron scroll design with rust-resistant prime-coat.
34760W663—Wt. 18 lbs... **$9.95**

Reflecting Name Plate. Weatherproof cast aluminum. Raised letters and numbers on both sides Reflecting white beading, black background. 17" long—holds up to 5 numbers, 19 letters and spaces. Send numbers and name desired (please print).
34766F397 Shipping prepaid.....**$5.95**

Spring-Action Handle Control—shutter is instantly locked open or closed by twist of the grips—so convenient!

D DELUXE LAWN CART

- **Has full 3 cubic foot hauling capacity**
- **Well-balanced—lifts for extra convenience**

Handy for so many jobs around the yard—tips forward for easy filling and emptying. Constructed of reinforced sheet steel with easy-to-grip tubular steel handle, smooth enameled finish that resists chipping and corrosion. Perfectly balanced for easy pushing and handling. Ideal for all lawn and garden requirements—handy, too, for laundry and shopping. Oversize 1¼ in. axle gives added rigidity. 10-in puncture-proof rubber-tired wheels. Compactly designed—easy to store in garage, basement, or utility room. 45 x 20 x 24 in. high overall

55377W687—Shpg. wt. 23 lbs....Retail **$10.30**

E DELUXE WHEEL BARROW

- **Tray stays flat when you push barrow**
- **Large, but lightweight—easy to steer**

A handy yard helper you can count on to give you years of top service. It's really durable—made of strong sheet steel with full rolled edge. Steel tubing handles with plastic grips—easy to steer or push anywhere! Widespread legs fully braced to give perfect balance and support. 10 x 2.75 semi pneumatic puncture-proof tire—ball bearing wheel. Enamel finish resists weather, stays new-looking always Measures 32 x 34 x 22 in. high overall. Holds 4 cu. ft.

55375W1130—Shpg. wt. 33 lbs...Retail **$18.95**
As above, but 46 x 26 x 25 in. Holds 3 cu. ft.
55376W943—Shpg. wt. 25 lbs....Retail. **$14.15**

G CONVENIENT USP PORTA-BURNER

- **Burns trash completely, safely**
- **Base doubles as a garden cart**

Meets rigid fire inspection standards—no open flame or sparks Disposes of dried leaves, grass, small sticks, and rags in a hurry! Specially engineered draft design assures complete combustion—even in windy or rainy weather. Rolls on 6-in. rubber-tired wheels—won't scarch lawns or hurt driveways. Combustion section has removable hood, screened opening, bottom and overfire drafts lighting hole and steel grate. Upper section lifts off so you can use base as cart—adjustable handle locks in upright position Aluminized steel—lightweight, yet tough enough to take constant use. Holds 2½ bushels. Measures 42 in. high, 17¼ in. in diameter.

55103W1330—Shpg. wt. 32 lbs.. Retail **$19.95**

Burner lifts off base—use base as a yard cart!

Star Performers
from the 1957
Trojan
Fleet
SEE THEM ALL
AT THE
NATIONAL MOTORBOAT SHOW
THE COLISEUM—NEW YORK CITY
JANUARY
19-27
15 Blue Marlin
17' Black Marlin
BOAT COMPANY
LANCASTER 9 PENNA

Star Performers
from the 1957
Trojan
Fleet
SEE THEM ALL
AT THE
NATIONAL MOTORBOAT SHOW
THE COLISEUM—NEW YORK CITY
JANUARY
19 27
15 Blue Marlin
17 Black Marlin
Trojan
BOAT COMPANY
LANCASTER 10, PENNA.

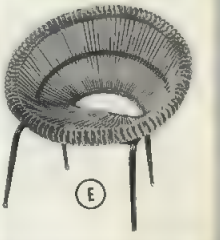
Troy

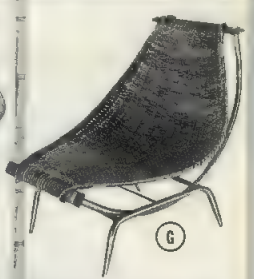
Casual furniture by Troy. A new experience in taste, beauty, value and comfort.

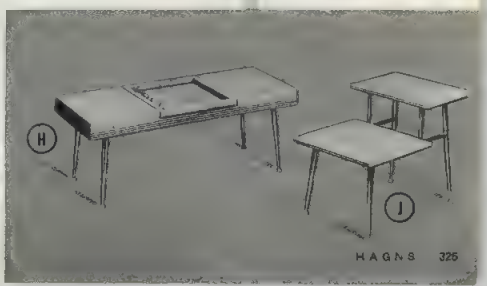
FEATURES:

- *Top grade California Redwood*
- **Steel Frames are bonderized before finishing with Black, double baked-on finish which resists marring, chipping, and peeling.**
- **Anodized Aluminum Frames—Gold color is actually impregnated into the aluminum. Scratch-resistant, bright and lustrous even after extended use outdoors.**
- **Imported Rattan—Flawless Natural finish in fascinating designs. Quality engineering and construction.**

Shipped from factory, Ohio.







(A) **Redwood Picnic Table.** Gold anodized aluminum frame fitted with solid Brass hardware Redwood top 34" wide, 66" long, and 29½" high. (Hole in top and brace for umbrella). Ship. wt. 42 lbs
102F1-4060 ..... RETAIL **$64.40**
As above: Redwood Umbrella Table. Size: 40x40x29½" high Ship. wt. 32 lbs.
102F2-2985 ..... RETAIL **$47.20**

Redwood Dining Arm Chair. Gold anodized aluminum frame Redwood seat and back Seat size 18" wide, 17" deep Overall height 31" They stack to save space Packed 2 in carton. Ship wt. 28 lbs
102F3-2285 No less than 2 sold. ..... RETAIL EACH **$36.70**

(B) **Rattan Dining Chair (Inset).** Gold anodized aluminum frame with imported Rattan seat and back Seat size 18½" wide, 17" deep. Overall height 31". Packed 2 in carton. Ship wt. 24 lbs
102F4-2285 Sold in lots of 2 only. ..... RETAIL EACH **$36.70**

(C) **5-Pc. Folding Game or Refreshment Set.** The use of solid redwood slats and gold anodized aluminum offers maximum serviceability plus modern distinction. Table and chairs conveniently fold for easy storage Table legs tipped with no-mar plastic cups. Top size, 36½" long, 34½" wide, 28" high. Chairs have curved swivel back of gold anodized aluminum, redwood slat seat. Ship wt. Set 50 lbs
102F5-8990 ..... RETAIL **$110.10**
As above: Table only. Ship. wt. 28 lbs.
102F6-3715 ..... RETAIL **$43.30**
As above: Chairs—sold in carton lots of 4 only Ship wt 24 lbs
102F7 4175 ..... RETAIL SET OF 4 **$86.80**

(D) **Rattan Cone Chair.** Handsome design and proportion that offers exceptional comfort Gold anodized aluminum frame, tapered legs with no-mar white plastic feet. Size: 29" wide, 31" high Ship. wt. 21 lbs.
102F8-2X2435/2885 ..... RETAIL **$38.90**

(E) **Rattan Sunburst Chair.** Decorative styling that is truly matched with comfort. Gold anodized aluminum frame, tapered legs with white plastic no-mar feet Size 32" wide, 30" high Ship. wt 16 lbs
102F9-2X2435/2885 ..... RETAIL **$38.90**

(F) **Rattan Arm Chair.** Award winning design. Offers beauty of design quality construction, and real relaxing comfort Black bonderized tubular steel frame with white plastic, no-mar feet on smartly tapered legs Size 26" wide, 29¾" high. Ship. wt 13 lbs.
102F10 2X2015/2285 ..... RETAIL **$32.20**
As above: With Gold anodized aluminum frame
102F11-2X2775/3025 ..... RETAIL **$44.40**

(G) **Rattan Lazy Bowl Chair.** Ultimate interest and relaxation! All-position reclining action is achieved by merely shifting body weight Reclines from sitting, all the way to a horizontal position Rattan sling glides smoothly and effortlessly on sturdy Nylon bearings. Rattan sling may be used quite charmingly without the base frame Black bonderized tubular steel frame 36" wide overall. Ship wt. 26 lbs
102F12 2X3125/3380 ..... RETAIL **$50.00**
As above: With Gold anodized aluminum frame.
102F13-2X3625/4080 ..... RETAIL **$61.00**

(H) **Rattan Coffee Table with Removable Tray.** Functional design in imported rattan, combined with gold anodized aluminum frame Tapered legs with white plastic no-mar feet Useful and charming tray easily lifts out of its open weave rattan base Size, 17" wide, 42" long, 16½" high. Ship wt. 24 lbs
102F14-2335 ..... RETAIL **$35.50**

(J) **Rattan Step Table.** Smart simplicity of design with serviceable proportion Gold anodized aluminum frame, tapered legs with white plastic no-mar feet Shelf 17" wide, 18" long Overall height 22" Ship wt. 16 lbs
102F15-2365 ..... RETAIL **$38.90**

LAWN UMBRELLAS

Ⓐ **7-foot diameter, 8-rib garden umbrella.** Push-button tilt adjustment umbrella will tilt at the touch of a finger and remain securely locked in any position. Sturdy, all-aluminum construction pole with pointed end. Heavy, plastic coated contrasting drill cloth in choice of Red and White, Green and White and Yellow and White. Deep valance with fringe. **Specify color.**

136F14-2445—F.O.B. Factory, N. Y. .....RETAIL **$37.75**

Ⓑ **Big 7-foot diameter, 8-rib aluminum construction garden umbrella.** Exclusive "Brelevator" action—opens and closes with easy cord action automatically. New push button tilt adjustment lifts umbrella at a finger's touch. Deluxe oversized aluminum pole with open end. Exclusive Florasol dual-layer weaved fabric absolutely waterproof and rot proof on Green top with attractive Camellia floral pattern interior. Deep valance with 6" fringe. Adds shade and luxury to your lawn.

136F13-3195—F.O.B. Warehouse, Chicago.....RETAIL **$48.50**

As above: 8-foot diameter, 12-rib umbrella with crank-o-matic mechanism for opening and closing. Camellia interior with choice of Red, Green or Yellow exterior.

136F15-5350—F.O.B. Factory, N. Y. ..RETAIL **$78.50**

Aluminum Terrace Shell. Weighs only 5 pounds yet filled with sand will withstand up to 25 pounds. Ideal for all umbrellas not having base or tripod. Shipped from stock.

136F20-635 RETAIL **$10.00**

Deluxe Garden Set. (Far left.) This beautiful new garden set with perforated weave invites relaxation on lawn or terrace. Sturdily built, gracefully designed and appealingly priced. Table has four strong tubular steel legs, filler cap for umbrella hole. Chairs have contour seats and backs. Angled tubular legs will not tip or dig into ground. Baked on chip proof all weather enamel finish. **Choice of all-White or all-Emerald Green SPECIFY.** Chairs fold easily for quick storage. F.O.B. Warehouse, Chicago.

Complete 5-piece set

136F12-2875 .....RETAIL **$39.95**

136F11-1350—Table .....RETAIL **$19.85**

136F10-1525—Chairs .....

RETAIL, LOTS OF FOUR **$23.20**

Steel Umbrella Tables. These tables are made with strong tubular steel legs a smooth top with rounded edges, and filler cap for umbrella hole. Finished in baked on, chip-free stoval, all weather enamel. **Size:** 33" diameter, 28" high. **White enamel only.** Ship wt 28 lbs. F.O.B. Chicago Warehouse.

136F7-950 RETAIL **$13.85**

As above: Size. 42" diameter, 28" high. Ship. wt 42 lbs.

136F8-1165 RETAIL **$17.75**

PATIO LOUNGES

Ⓐ **Aluminum outdoor chaise with innerspring mattress construction.** Softly padded with rubberized sheet and cotton felt for true comfort. Easy to clean, long wearing vinyl plastic cover with White welting. Polished 1" tubular frame, rubber-tired wheels. Adjusts to four positions by pulling. Black plastic arm rests. Attractive Camellia design on White background to match umbrella #136F13 (above). **Size:** 28½x72". Ship wt 40 lbs. F.O.B. Chicago Warehouse.

136F13-2695 .....RETAIL **$39.50**

Ⓒ **As above:** In new overall weave which captures the feeling and beauty of oriental grass cloth. Green only. F.O.B. Chicago Warehouse

136F12-2695 .....RETAIL **$39.50**

Ⓑ **Holiday Aluminum Chaise.** Distinctive chaise has a streamlined aluminum frame. Effortless control to three positions just by lifting the arms with your finger tips. Rubber tired disc wheels. Innerspring cushion covered in waterproof vinyl, a sealed in plastic that won't scratch, fade or stain. Multicolor White, Green, Black or Coral floral pattern. Ship. wt 42 lbs. F.O.B. Factory Warehouse.

126F44-2740 .....RETAIL **$39.50**

Ⓓ **Padded Aluminum Chaise.** Reversible, diamond tufted cushion of heavyweight vat-dyed water-repellent canvas. Padded with quilt by quilt new cotton and finished in smart plastic welting. Frame is made of 1" drawn aluminum tubing. Strong strap and spring construction. Three position finger-tip control makes this chaise fully adjustable when sealed. **Size of pad:** 22x72x2". In Green, Rust or Yellow. Ship. wt. 30 lbs. F.O.B. Factory, Ill.

11F102-1785 .....RETAIL **$27.95**

Ⓔ **King Size Chaise.** America's finest chaise by every standard of comparison. 1" Alcoa drawn aluminum alloy tubing frame with high gloss finish. Double tubes for construction of all mounts of strain. Cadmium plated hardware throughout. Northern Oak wooden arms with marine grade spar varnish finish. Five position 3 tension spring action, instant fingertip adjustment opens flat to serve as extra bed. **Exquisitely tailored custom quality mattress 4½" thick.** Completely waterproof to prevent rusting of innersprings. Poly vinyl gem nine jacket with diamond tufted and Green pattern on White ground. **Size:** 75x26x30". Ship. wt. 40 lbs. F.O.B. Factory, N. Y.

136F22-3350 .....RETAIL **$51.50**

Important Information on Factory Shipments—see Page 320

Never-say-die dependability!
Proved on the Alcan Highway!

You get famous Chevrolet dependability in whatever model you choose. Ask your Chevrolet dealer about the Alcan Champ best suited for your farm hauling job. It's ready right now to save you time and money.

Six new Chevy trucks tamed the rugged Alcan Highway in one round-the-clock sprint (supervised and certified by the AAA). They covered the grueling route in less than 45 hours to prove their durability (normally a 72-hour run)!

Up towering grades, through washouts, clouds of dust and pounding gravel—these Task-Force huskies tested every component on the Alcan Highway and came through with flying colors! As a special test, two of the engines were not stopped once during the entire trip. Gas mileage ranged up to 18.17 miles per gallon! Put an Alcan-proved Chevrolet truck to work on your farm. No job's too tough for these champs! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

The "Big Wheel" in trucks

New Task·Force 57 Chevrolet Trucks

POWER to lighten every load

(including the load on your budget!)

New Dodge *Power Giant* V-8's develop a full 204 hp. on *regular* gas—up to 31% more power than competitive makes! With *extra* power in reserve, your big Dodge V-8 won't strain under heavy loads. The engine works less . . . wears less . . . needs far fewer repairs!

Top performance. You enjoy passenger-car pep in traffic, on hills!

Easiest to drive. Exclusive push-button automatic transmission*! Tightest turning, easiest steering!

Most payload. You can haul up to 73% more in your Dodge pick-up!

Top styling. New hooded headlights, new chrome-sweep grille, new alligator hood, new colors.

Drive a Dodge *Power Giant* V-8 or 6 today! And get your Dodge dealer's deal before you decide to buy *any* truck!

**Available on all low-tonnage models.*

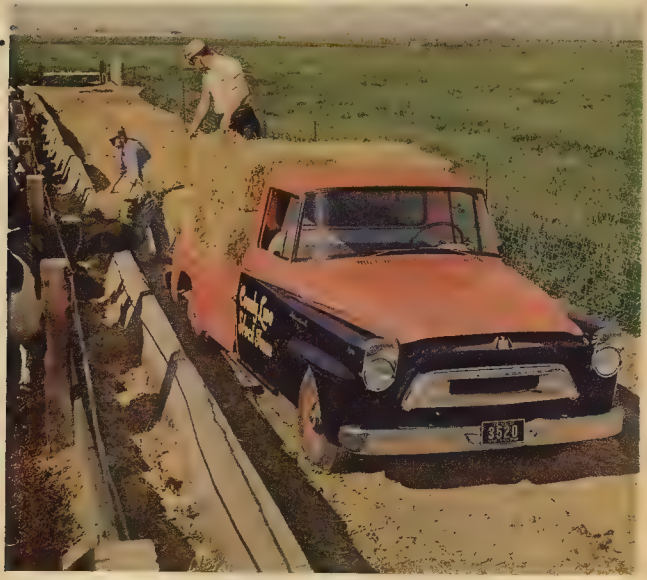
Take your choice of Dodge farm stakes. Four body sizes—7½', 9,' 12', 14'. Max. G.V.W. from 4,500 lbs. to 21,000 lbs.

New DODGE *Power Giants*

WITH THE *FORWARD* LOOK

MOST POWER OF THE LOW-PRICED 3!

It's a NEW Golden Anniversary International!



"Loadability" *plus* driving comfort ...and it all costs you least to own!

New Golden Anniversary INTERNATIONAL Trucks can take punishment like a duck takes to water. They'll do a real job for you because they're built for it! They're powered with engines that deliver more *usable* horsepower—power without strain to carry loads more economically.

Yet they take a back seat to no truck when it comes to smart good looks, comfort and e-a-s-y handling! One look, one drive will convince you of this!

New "Action Styling," the widest seat in any farm truck, improved steering, braking and vision make driving a pleasure in a new Golden Anniversary INTERNATIONAL.

We suggest you do as professional truck fleet men do—buy INTERNATIONALS! Cost records show that over the years, INTERNATIONAL Trucks cost *least* to own!

See the great new INTERNATIONAL Trucks at your dealer's *today!* International Harvester Company • Chicago.

INTERNATIONAL TRUCKS

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

Bigger cargo area!

Another new and bigger Forward Control 'Jeep' Truck—the FC-170—puts a big 9-foot platform stake body on a wheelbase only 103½-inches long. This 7,000-pound GVW workhorse has room for 49 bales of hay, 35 bags of cement, or 60 bushel baskets. And the bed is only 35-inches from the ground for back-saving ease of loading!

"Go-anywhere" action!

The new 'Jeep' FC-170 Truck sets a new standard for "big-load" maneuverability. It delivers payloads of up to 3500-pounds to areas ordinary vehicles can't reach. The spacious Safety-View cab puts you in a "Forward Control" position—lets you maneuver on or off the road with greater command of any driving situation!

Tough-job traction!

The extra traction of FC-170 4-wheel drive, and its wide 63-inch tread, take you "almost anywhere" with ground-gripping stability. It shifts easily into conventional 2-wheel drive for highway travel. The high-torque Hurricane 6-226 engine delivers real working power at low cost. It's ready for your bigger, tougher jobs!

New 'Jeep' Forward Control 4-Wheel Drive FC-170

Willys...world's largest manufacturers of 4-Wheel-Drive vehicles

...other members of the famous 'Jeep' family:

Forward Control 'Jeep' FC-150

Universal 'Jeep'

'Jeep' Utility Wagon

See 'Jeep' vehicles at your Willys dealer

Your farm is our showroom

A Ferguson looks its best with dirt on the tires. And there's no place like your own farm to size up its beauty.

That's where to see Ferguson precision control. In your field, cultivating 4 rows of corn that's 5 inches tall. Or 3 feet tall. You have plenty of clearance with a Hi-40.

The minute you get in the seat, you'll enjoy this tractor. Safe, comfortable, fun to operate. No tedious, separate adjustments. And no waste of fuel. And remember, the Ferguson is recognized as the one tractor with a completely integrated hydraulic system.

Lugging ability? Make your own field the test. Pick out a tough field. Hook up a Ferguson 3-bottom plow, and pull right through it. Automatic weight transfer and true draft control apply your power where it's needed . . . you get full use of all your power at a cost the bigger, fuel-wasting tractors can't match.

The proof is in the field—with your choice of five models. Ask your dealer to show you. In actions, not words. Talk trade with him. See him first . . . or see him last. Either way you can't lose. *Ferguson, Racine, Wis.*

Ferguson

POWERED TO SAVE YOUR JOB TIME

How DODGE *Power Giants* help keep the cost of farming down!

Look at it this way: the more power you have in a truck, the quicker and easier it is to get your farm hauling jobs done. And a Dodge *Power Giant* gives you the most powerful V-8 of the low-priced three.

This extra power helps cut corners on costs, too, because it means less strain on the engine. Less strain means less wear and fewer repair bills. What's more, Dodge *Power Giants*, both 6's and V-8's, deliver full power on *regular* gas.

Dodge saves you time, as well as money, because it's built to haul heavier loads. In fact, the Dodge 300 pick-up can haul up to 73% more than other low-priced pick-ups. Why not see your Dodge dealer and drive a new Dodge *Power Giant* yourself? Try the extra convenience of a push-button automatic transmission*. . . there's nothing like it.

*Available on *all* low-tonnage and *Forward-Control models.*

DODGE TRUCKS

Most Power of the low-priced 3

Collect Your Extra Dividends!

***APRIL* IS DODGE**

Extra-Dividend Month

Get *extra dividends* in power, *extra dividends* in payload, *extra dividends* in performance . . . plus a special *extra-dividend* deal on a new Dodge *Power Giant.*

SEE YOUR DODGE TRUCK DEALER NOW!

The farm truck that's built to move costs you least to own!

The first thing you'll notice when you get behind the wheel of an INTERNATIONAL Truck is the way it moves out in traffic -in passing —on hills.

You'll be delighted, too, with the easy handling and the quiet, relaxing comfort.

And when you own it, you'll soon find out an INTERNATIONAL keeps rolling, keeps moving your loads long after other trucks are down for repairs. That's why, over the years, INTERNATIONAL Trucks cost *least* to own!

That's a fact, backed up by signed statements of professional fleet truck operators all over the country. Their cost records *prove* it for them — and for you!

The time is right for cutting your hauling expenses — and so is the truck. It just takes a trip to your INTERNATIONAL Truck Dealer's. Why not do it today?

INTERNATIONAL HARVESTER COMPANY • CHICAGO

INTERNATIONAL® TRUCKS

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

feeding

BY DONALD K. O'BRIEN

KENNETH BRUSH gathered ideas from feedlots in four states before he designed the beef feeding system which you see in the photos at left.

"And I asked each feeder I visited what changes he would make if he were re-building," adds Brush.

From these visits plus plenty of time with pencil, ruler and paper came this set-up on the Maryceret Farms which Brush manages in Delaware County, Ohio.

The most unusual feature perhaps is the canopy-covered, lazy-susan bunks around the silos. Brush chose this arrangement instead of in-line bunks because these bunks cost less per head to build and maintain, and because they're easier to clean.

Brush finds it easy to regulate the amount he feeds. Idea, of course, is to speed up or slow down the revolving bunk according to the amount of silage that the unloader kicks out. Brush can simply dial these adjustments.

The Ohio feeder has a handy trick for filling these 14′ x 40′ bottom-unloading silos. He fills the bottom half or so with straight corn silage, then finishes filling with high-moisture, shelled corn. This way the cattle start on corn silage, then automatically switch to the shelled corn for the finishing stretch—all at the touch of a button.

"It saves two handlings of corn," Brush points out, "saves crib space and eliminates a chance of spoilage."

The bunks are each powered by two ½-horse motors, one on each side to keep the pull even. They're V-belted to the 4.5 x 14 pneumatic tires, which are tucked under the feeder out of the weather. With the telescoping pipe legs (black and white photo), Brush can quickly adjust to the size of the cattle on feed.

He made the bunks in 12 sections, 27″ wide and 9″ deep. The 67 feet of bunk space around each silo will feed about 35 head at a time.

Hay feeding and manure handling are nearly automatic, too. The hay self-feeds through two metal hay keepers that hold 70 tons each.

The photo at the left shows the blade and conveyor system that Brush uses to clean the feeding floor. He keeps a similar conveyor handy to the 50′ x 100′ remodeled shed located at the corner of the feedlot. **End**

MUD, SNOW, OR SAND—STUDEBAKER OUT-TRACTIONS ALL OTHER TRUCKS!

Transtar's Twin Traction option for ½-tonners pulls you through where others get stuck

Don't spin your wheels! Studebaker Transtars, first with Twin Traction, automatically gear your engine's power to the "grip" of each rear wheel—give you safer, surer "go-ahead" off the road or on slippery streets. Another reason why Studebaker's 80 Transtar models up to 19,000 lbs. G.V.W. haul any payload faster, easier, more economically than ever before!

LET YOUR STUDEBAKER DEALER PROVE IT TO YOU NOW!

6 WAYS BETTER THAN THE NEXT BEST TRUCK!

1. Better economy—long life, low operating costs, easy maintenance add up to more profit per mile
2. Better payloads—trucking's biggest cargo areas, model for model . . . high payload-to-weight design.
3. Thriftier power—proved V8's and Sixes by America's top Economy Run winners!
4. Easier control—cross link variable ratio steering, better braking for safer, faster runs.
5. Smoother ride—two-stage springs, hydraulic shock absorbers as standard equipment on light-duty models.
6. Better deal—from break-in to trade-in, starting with low, low prices!

'57 TRANSTAR ½-TON PICKUP

Handsome Transtar light-duty pickups available in 6½- and 8-foot models, choice of Work Star 185 or 245 Sixes, Power Star 259 V8 with up to 178 horsepower! Choice of transmissions, Twin-Traction, Deluxe Cab equipment options at slight extra cost. Six ways better than the next best truck!

Studebaker-Packard CORPORATION

Where pride of Workmanship comes first!

6 to 1 — you'll save money with a Studebaker '57 Transtar

1. **Save on those operational delays.** Studebaker's exclusive Twin Traction, optional on all ½-tonners, lets your Transtar do a day's work in mud, snow, or heavy going.
2. **Save on trips.** Transtars have larger payload. Transtar stakes, 1-ton and up, have cargo decks 7½ feet wide—the largest in the business. Transtar pickups have the widest *clear* floor space (51½″) with no wheel wells.
3. **Save on gasoline.** With eight power choices in the ½-ton to 2-ton range (biggest choice in the industry), select from thrifty Sixes and Eights. Overdrive optional on *all* models.
4. **Save on maintenance.** Studebaker's more careful workmanship, lift-the-hood accessibility, and extra-rugged box section construction cut service and repair costs.
5. **Save on driver fatigue.** Transtars have two-stage springs, cross-link variable ratio steering, automatic Hill Holder—plus the most comfortable cabs in the industry.
6. **Save on the deal.** Besides the finest values in the industry, Studebaker offers a better deal all the way—from break-in to trade-in, starting with low, low prices. Let your Studebaker dealer prove it now!

'57 TRANSTAR ¾-TON STAKE
This rugged Transtar is available as an 8-foot pickup or stake model, with choice of Work Star 245 or Power Star 259 V8 engine (now increased to 175 hp. with 4-barrel carburetor). Choice of transmissions, optional power brakes, new "premium-plus" engine features.

SIX WAYS BETTER THAN THE NEXT BEST TRUCK

Studebaker-Packard
CORPORATION
Where pride of Workmanship comes first!

LIVESTOCK

5,000 Descendants Mourn "Mandy"

Mandy, the mother of 27, died la month in Waller County, Tex.

More than 5,000 descendants su vive this Jersey-Brahman cow, born 1922 on W. C. Compton's plantation.

She calved every year from 1925 1952—raised 27 calves, lost only on Except for her bobbed tail, frozen c in 1924, there was nothing unusu about her appearance. She was a larg cream-and-gray matron with strong cha acteristics of her Brahman father.

Apparently Mandy, who had bee the foundation of Compton's fine co mercial Brahman herd, is passing h longevity along. Her first calf, a me 32-year-old, is still hale and hearty.

It wasn't pampering that kee Mandy going. "She got no supplement feed at all until after she was 30," r lates owner Compton. "And then only the winters. Part of her long life, think, was her Brahman blood."

Compton had intended to bu Mandy in a special burial plot. But l reasoned that Mandy would probab prefer to continue her usefulness in death. So he sent her carcass to rendering plant.

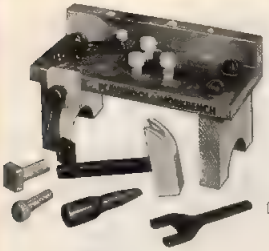
Tests Show It Pays To Shear Ewes Twice

Does it pay to shear ewes twice year? It did in a three-year test Michigan State University. Ewe sheared in February and again tw weeks before breeding netted $2.2 more for lamb and wool.

One reason is a 20% larger lam crop raised. The Michigan scientis figured 20 pounds more lamb. At 20¢ pound that's $4 more lamb per ewe.

As you would expect, the short-wo fleece was worth less—$1.24 to be exac based on 1955 prices and subsidy. Ar it cost 50¢ to shear the second tim But the extra lamb still made twice-year shearing a paying proposition.

(*More Livestock on page 64*)



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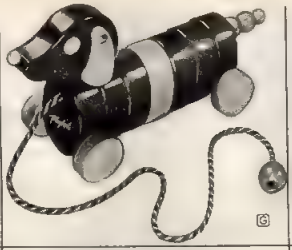

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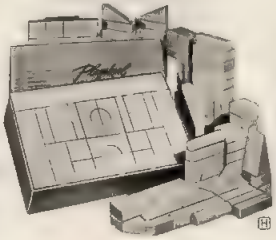

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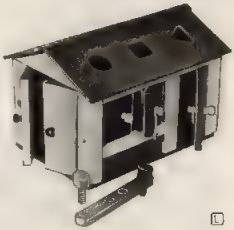

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Playskool Toys Train Tiny Hands

E **WORKBENCH** . . . like Daddy's! A 2 to 5 year old will love hammering, measuring, tightening for all he's worth with wooden tools, scaled down to fit tiny hands. Teaches hand and eye co-ordination. Brightly colored hammer, vise, screwdriver, pegs, nuts, bolts, screws . . . all made to fit each other.
892-786 B180 For 2 to 5 years..... ..$2.50

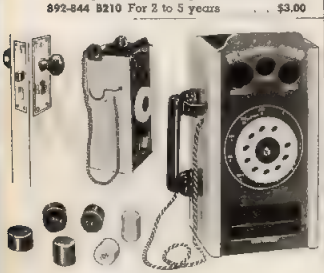
F **COL-O-ROL WAGON** . . . chock full of rods, cylinders, cubes to build imaginative sky-scrapers, towers, bridges, houses—whatever small minds dream up! Sturdy wood wagon teaches them to keep blocks in proper place . . . they can give dolls a ride too. All pieces smoothly finished in bright, safe colors.
892-844 B210 For 2 to 5 years . . $3.00

G **WOBBLY PULL PUP** . . . just pull him along and Wobbly's off-center wheels give him a waddling dachshund strut, his ears flop and tinkle, his head bounces like a real puppy's! Made up of 7 primary color stacking blocks . . . putting them together is a lesson in color matching and co-ordination.
892-836 B180 For 1½ to 4 years.....$2.50

H **KINDERGARTEN BLOCKS** . . . standard 1⅜" thickness and multiples, as approved for school requirements. Shapes and sizes for maximum building combinations; quadlongs, oblongs, square, doublongs, triangles, ramps, etc. Waxed natural wood.
892-851 B525 Intermediate (44 pc.)..$ 7.50
892-869 B1050 Advanced (85 pc.).... 15.00

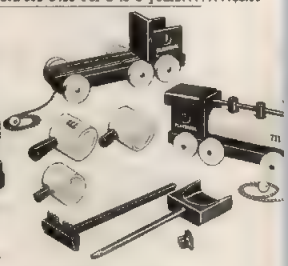
K **PEG-WRITER DESK** . . . with blackboard cover, peg accessories and stool. Lets youngsters plan and execute farm and city scenes with trees, flowers, automobiles, garages—all in peg form. Trains their minds and hands while they're having fun! Smooth, safe green finish. Table stands 18x14x19" high.
892-828 B490 For 2 to 8 years.....$7.00

L **LOCK-UP GARAGE** . . . owns many doors and latches for busy little hands. There's bolts to remove to take down bar, double side doors to open . . . turn knob to lock swinging front door, latch windows with hook catch, lock back doors with sliding pin. Smooth wood in safe, bright colors.
892-802 B420 For 2 to 5 years.....$6.00

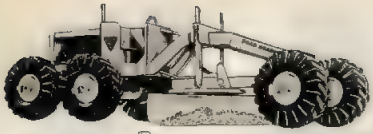


PLAY TELEPHONE . . . their very own wooden phone that's just like grown-ups . . . teaches them phone etiquette. Bell rings when wood dial is turned, there's even 3 slots for their own wood "coins." Receiver rests in cradle which opens trapdoor, returns coins. Hangs on door knob or sits on table or floor. Blue and white finish; 12½x5½x4¾" deep.
892-778 B280 For 1½ to 3½ Years.....$4.00

TOT'S TOOL BOX . . . for the tiniest "Do it Yourself" fan! Safe, strong wooden tools scaled down to fit small hands . . . look, sound and work like real equipment! Ball pein or claw hammers pound wood nails into box; socket wrench, double-end wrench, or pliers take box apart. Screwdriver, safe wood saw, vise and rule. 13⅝x4½x7¾".
893-032 B350 For 2 to 5 years.....$5.00



TAKE-APART SAND LOCOMOTIVE . . . at first glance, a sturdy wood locomotive strong enough to support a child . . . take it apart and almost magically it becomes an assortment of sand toys! Cowcatcher becomes a rake, the cab roof is really a 13" shovel . . . the boiler "changes" to 3 huge sand scoops! Brightly colored hardwood. 14½x5½x6¾".
893-222 B420 For 3 to 6 years.....$6.00



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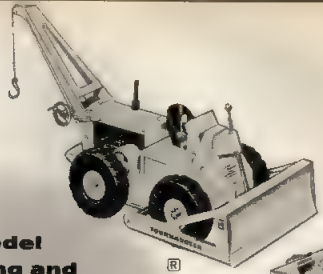

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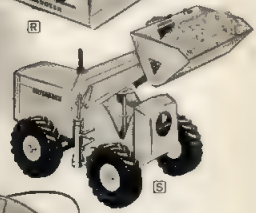
N

Scale Model Road Building and Construction Toys That Really Work



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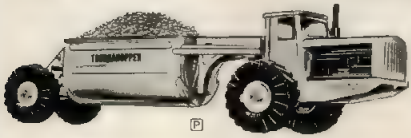

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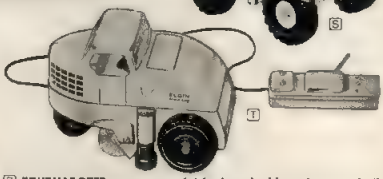


T

M ROAD GRADER . . . fun and action for the young road-builder. Does real scraping and grading with a blade that can be raised, lowered, tilted or swung in any direction to 6 positive-lock positions. Tandem pivoted rear wheels never leave the ground. All steel.
894-766 B470 Road Grader. 30½x7¾x6½" $6.95

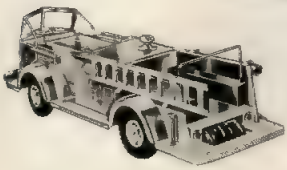
N MICHIGAN SHOVEL. Newest and most active scale model. Bucket takes a full "bite," then trips automatically when raised to the boom. Sturdy boom raises and lowers, and the entire housing pivots on the rugged chassis. Wheels can really be steered!
894-717 B695 Michigan Shovel. 3½x7½x20¼" $9.95

P TOURNAHOPPER . . . a real heavy-duty play truck that makes an ideal companion to the Michigan Shovel. Hauls, dumps; built to turn and "snake around" corners or rock across rough roads. Big dump hopper with slide gates operates by rear lever. Rubber tires. All steel.
894-725 B470 Tournahopper. 22½x5¾x6½" $6.95

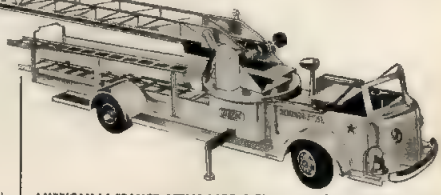
R TOURNADOZER . . . new, intriguing double-action toy built for rugged play. Has a big adjustable bulldozer blade on one end, a sturdy hoist on the other for lifting heavy loads. 20-gauge welded steel; baked enamel finish. Extra large 3¾" rubber tires.
894-733 B550 Tournadozer. 20x8x9⅛" high $7.95

S PAYLOADER . . . action-filled scale model! Actually digs, loads and carries all kinds of materials. Can bulldoze, level, grade or scrape too! Bucket remains level while raising, has release for dumping. 20-gauge welded steel construction; baked enamel finish.
894-758 B550 Payloader. 18x7x7½" high $7.95

T REMOTE CONTROL ELGIN SWEEPER . . . authentic scale model. Electric motor driven street sweeper steers in any direction . . . brushes rotate automatically. With control box, cable. 20-gauge welded steel; baked enamel. Uses 2 flashlight batteries (not incl.).
894-774 B420 Elgin Sweeper. 8¾x7x5" high $5.95



AMERICAN-LA FRANCE PUMPER TRUCK . . . actually squirts water! Junior firemen will rush this mighty "firefighter" to the scene of make-believe blazes with all the excitement of the real thing. Authentic down to the finest detail, this beautiful perfectly scaled model pumper truck is equipped with scaling ladder, hard suction hose, fire extinguisher and clanging bell. Has sturdy rubber tires. Front wheels have "knee-action" and steer from the driver's seat. Heavy gauge steel construction; colorful baked enamel finish.
894-881 B1065 Pumper Truck, 18" long $15.95



AMERICAN-LA FRANCE AERIAL LADDER TRUCK . . . the most fascinating piece of equipment little fire heroes could wish for! With dramatic true-to-life realism the die-cast aluminum ladder soars 42" high for "top-story" fire fighting and rescue work. Ladder base revolves in any direction. Built big and solid, and precisely detailed to exact scale, truck comes equipped with extension jacks, 2 auxiliary ladders, bell. Has steerable "knee-action" front wheels, sturdy rubber tires. Made of heavy gauge steel; bright red baked enamel finish.
894-899 B1350 Aerial Ladder Truck, 33" long $19.95

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You will like the new Tru-Vue Gift Sets because they provide easy handling, quick turnover and self-service sales appeal. Your customers like Gift Sets because they are easy to buy, easy to gift wrap, easy to mail. Gift Sets make your Tru-Vue line more profitable than ever before. Tru-Vue Gift Sets are perfect for birthdays, shut-in days, for any gift occasion.

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Order now and profit from advertising in Parents Magazine, Ladies' Home Journal, Saturday Evening Post, The American Toy Promotion, plus national television. *Retail price* **$2.98**

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DELUXE LIGHTED VIEWER

A quality lighted viewer operated by two standard flashlight batteries. Price less batteries **$3.49**

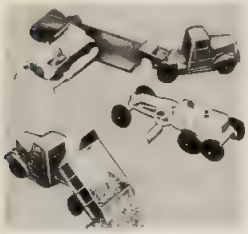
PICTURE STORIES

More than 100 delightful picture stories featuring cowboys, animals, fairy tales and adventures

Single story . . . **35c**

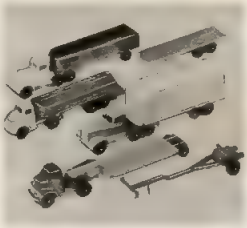
3 story album **98c**

TRU-VUE COMPANY • Beaverton, Oregon

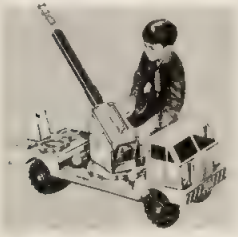


"TOOTSIETOY" CONSTRUCTION SET . . . all the equipment a young builder needs—including road signs! 4½" bulldozer, 5½" road grader makes road building easy for little engineers. 4½" Mack dump truck, giant size 11¼" machinery hauler and cab help him finish the job. Die cast of strong metal; bright enamel finish. Realistically scaled to size.
894-352 B210 Tootsietoy Set.....**$2.98**

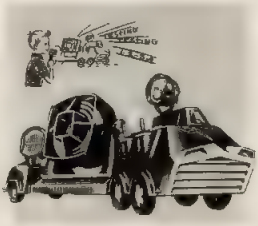
"TOOTSIETOY" 18-PC. FLEET He can put out "fires" with hook-and-ladder fire truck, dig with tractor and overhead shovel, play "truckdriver" with big van . . . rear doors really open! Auto transport has 4 cars ready for shipment. Includes sports cars, trucks, autos, 18 pieces in all. All die cast in metal, bright enamel finish.
894-345 B350 Tootsietoy Fleet **$4.98**



MODEL TRUCK SET . . . almost indestructible die-cast zinc with rubber wheels, steel axles —finished in Dulux Automotive Enamel to take hard knocks. Set includes two 3¼" Ford Tractors, two 4¾" Mack Conventional tractors, 6" grain bed, 6¼" gas tank, 6¼" van, 7" hauler, 7" pole trailer, 6¼" flat rack. Enough trucks for all his "businesses".
891-721 B280 Truck Set.....**$3.98**

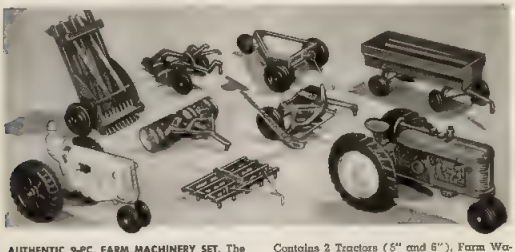


ELECTRONIC CANNON. Swivel gun-mount raise or lower barrel to right elevation indicated on dial—all by electronic pushbutton! Then load and—fire! Touch electronic firing button—harmless plastic missile speeds on its way. Heavy welded steel with reliable motor, 2 missiles. Baked-on enamel finish. Needs 2 D flashlight batteries (not incl.)
894-691 B970 Size: 22½x6½x16¾". .**$12.95**



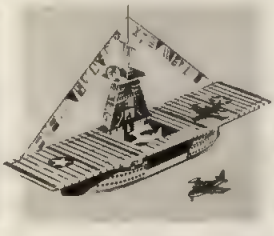
MOBILE LOUDSPEAKER SIGNAL SYSTEM . . . equipped with a powerful microphone that transmits booming voice over the amplified loud speaker attached to trailer unit. Long-beam searchlight is controlled from trailer cab, operates on 4 batteries (included). Electronic switches operate amplifier and revolving searchlight beam. 2 ft. long.
894-113 B695 Mobile Signal System....**$9.95**

TRAILER TRUCKS . . . friction motors and real operating features add extra play value to this jumbo assortment! Three big 4½" friction cabs haul exciting variety of 5¼" trailers—auto carrier with 2 cars and drop tail ramp, express and livestock vans, dump, lumber trailer with logs, 7½" power shovel. All steel construction, rubber tires.
894-667 B350 Trailer Trucks..... **$4.98**

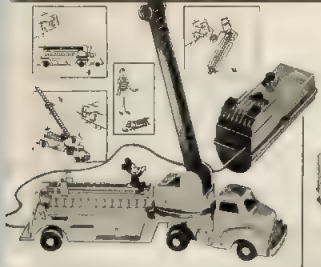


AUTHENTIC 9-PC. FARM MACHINERY SET. The happy little farmer will be delighted with this complete set of up-to-date implements. There are nine in all—each one is in the exact scale of large working models used by America's progressive farmers. True to color too in bright green, yellow, red. Sturdily made of die-cast aluminum and steel, with rugged, heavy duty rubber wheels.

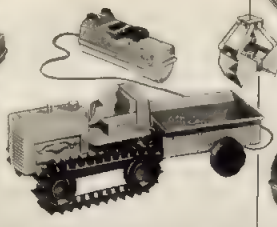
Contains 2 Tractors (5" and 6"), Farm Wagon (5½"), Plow (5"), Harrow (4"), Disc (4"); plus 3 mechanical farm utensils that really operate: Side Delivery Rake (4½x 3½"), Hay Mower (5"), Hay Loader (5"). Fun for farm kids (and their dads). Educational for city youngsters . . . perfect for all mechanically-minded small fry.
894-675 B350 9-Pc. Farm Set..... .**$4.98**



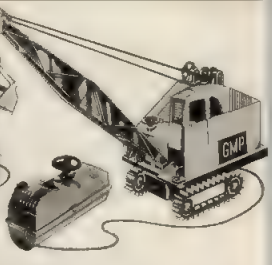
AIRCRAFT CARRIER . . . complete protection for fighting forces. Carries 3 super-speed action jets (6" long) that take off from flight deck in a flash. One fires rockets, one shells, another drops bombs. All can be lowered below deck on a mechanical elevator. Tower has rotating radar screen, signal flags. Smooth, colorful steel; rubber wheels.
892-521 B350 36x10x14" high. Carrier **$4.98**



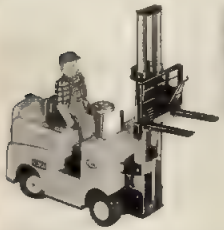
MICKEY MOUSE ELECTRIC FIRE TRUCK . . . a sure-fire hit with little guys! Remote control truck has flashing red dome lights and siren. Striking white body with gold ladders and trim. Mickey Mouse and Pluto figures mounted on trailer. Goes forward, reverse. Separate motor raises, lowers electric aerial extension ladders. 16x3¾x3¾".
894-501 B560 Electric Fire Truck.....$7.98



REMOTE CONTROL TRACTOR & TRAILER Push a button and tractor rolls into action. Operate it over rug "terrain" . . . climbs, pushes or pulls objects many times its own weight. Has separate detachable farm trailer. Controlled from the battery case control box with cable. Rubber cleated tread. Uses flashlight batteries (not incl.).
894-527 B280 Size 11x4½x3¼". . . . $3.98

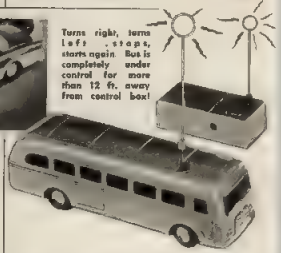


ELECTRIC MAGNETIC CRANE . . . goes forward and reverse. Remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket. Cab and boom are manually adjustable. Magnetic attachment lifts ferrous metals. Crane is powered with 2 electric motors by battery control case switch. 7¼x4¼x17".
894-519 B695 Electric Crane. . . . $9.98



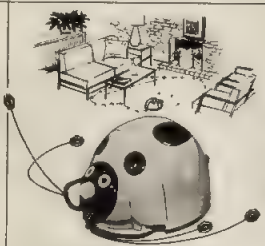
ELECTRIC LOAD LIFTER . . . an 8½" model of an actual load lifter, equipped with electric motor powered by 2 flashlight batteries. Gear shift permits forward and reverse motion . . . up and down movement of the fork lift to the height of 11½" Switches are realistically placed alongside the seat and near the steering wheel.
894-683 B350 Electric Load Lifter.....$4.98

ELECTRIC REMOTE CONTROL AUTOS . . . just like dad's but scaled to 1/25 the size. Tweetoned with realistic interiors too. 8" models start, stop, reverse, steer by push button. Each has motor, battery power pack and 7 ft. cable. Batteries not included.
894-600 B495 Cadillac Coupe $6.98
894-618 B495 Buick Roadmaster . . . 6.98
894-626 B495 Ford Thunderbird . . . 6.98

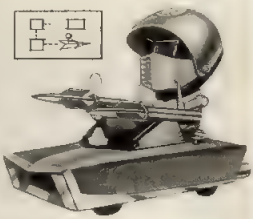


RADIO CONTROL BUS . . . will intrigue the youngsters for hours! 14½" long. Bus and control box are each powered by 3 flashlight batteries (not included). No other connections needed to start, stop or steer. Bus is under control more than 12 ft. from the control box. Made of heavy gauge steel; 14½" long Detailed instructions included.
891-309 B1550 Radio Control Bus.....$21.95

POWER DUMP TRUCK . . . with remote control, true-to-life steering. Powered by 2 flashlight batteries and powerful electric motor. Moves forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break-resistant plastic construction; sturdy metal base. Size: 8x3½x3½".
894-543 B280 Power Dump Truck.....$3.98



LIGHTNING BRAINY BUG . . . with a "mind" of its own! Watch it doggedly work itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, with flashing nose light. 9½x14x5".
894-550 B350 Lightning Brainy Bug....$4.98



"THE BRAIN" . . . a twin motored, exciting, self-propelled vehicle. Easy to operate with simple, sturdy, printed circuit construction. Pre-set "Brain" to move in any desired irregular course and fire harmless missiles at desired direction, place and time. With 2 pylons, 2 targets, plotting chart, 2 directional lights, 4 batteries.
896-704 B835 "The Brain" 10x5x7"...$11.95

ROYAL Portable Typewriters

Built for a Lifetime of Use . . .
Superior in Design and Engineering
with the Newest, Most Efficient Features!

A portable is as necessary as electricity in the modern home, and when it's a Royal, it's one of America's finest! Royal's exclusive "Magic Margin" sets both right and left hand margins instantly! Royal Speed King keyboard and Finger Flow keys conform exactly to the big Royal Office Machine. Smart color combination, too!

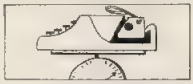
Note: In states where Fair Trade regulations apply, the established minimum retail prices on all portables in this catalog must be maintained. These typewriters are sold to dealers for resale only

This is a sample of pica type.
This is a sample of elite type.

NEW! ROYALITE

Royal's latest portable typewriter innovation.
Light! Compact! Yet does a professional job!

Ultimate in compactness.
A mere 3" high!



Weighs only 11 lbs., 1 oz.
Case and all!

"Royalite" . . . Royal's sensational new portable! It's portfolio-sized . . . stands a mere three inches high, yet it has a full-sized keyboard and turns out wonderful, professional-looking work. It's new in color too—comes in an attractive shade of Heather Green. "Royalite" is the perfect portable for anyone . . . a "must" for the traveler, student or professional person.

Case and all, it weighs a feather-light 11 pounds, one ounce. It's so easy to carry about . . . small enough to slip into your luggage so you can enjoy the convenience of having a typewriter right at hand, wherever you go. The Royalite is a master-design in compactness . . . not only does it have a full-size keyboard but controls for margin setting and line spacing. All features are easy to use and extremely dependable.

And "Royalite" brings you a brand new, beautiful printing type face—Royal's Pica Director. It produces clean, sparkling easy-to-read letters, yet it's the same size as regular Pica type.

Royalite is small, yes . . . but rugged! It has a rigid cast magnesium frame with all enclosed working parts and factory sealed adjustments for long life and trouble-free operation.

The carrying case is smart and modern too . . . built to protect and designed to look handsome in Green simulated leather.

797-142 C6050 Royalite, with case. Wt. 11 lbs., 1 oz. **$74.50**

"MAGIC MARGIN"

ROYAL QUIET DELUXE

The world's number one portable! Built-in silencing gives you "whisper" typing. Famous "Magic Margin" sets both left and right margins instantly. Push-button top for easy access to interior . . . rapid ribbon change. Visible Tabulator . . . set all tabs at once without moving carriage. Simple, convenient Touch Control adjusts keys to your stroke. Complete full-sized keyboard conforms exactly with the famous Royal Office Machine. New fiberglas carrying case is not only good looking, but is the most rugged ever designed for a portable typewriter. Dove Gray finish. Royal's Airflight streamlined carrying case assures maximum protection.

This same model is also available in Tropical Blue and Normandy Green at retail price of $129.85. Full information upon request.

797-027 C10385 Pica Type. Wt. 17 lbs. with case **$129.85**
797-035 C10385 Elite Type. Wt. 17 lbs. with case . . . **129.85**

ROYAL "ARISTOCRAT" . . . with the exclusive "Magic Margin" and many other features of the Quiet Deluxe model above.

797-001 C9307 Pica Type. Wt. 17 lbs. with case **$116.07**
797-019 C9307 Elite Type. Wt. 17 lbs. with case **116.07**

ROYAL COMPANION

Features complete full-sized keyboard, made exactly to conform with the famous Royal Office Machine. Finger Flow keys fit your fingers exactly . . . cradle them for faster, more comfortable typing. Line Finder permits entries out of regular typewriter spacing with accurate return for perfect overstrikes. Balanced Keyboard Controls—all special controls are balanced on either side and can be reached from home key position. New Speed Spacer . . . its fast, responsive action makes typing easier, improves the quality of typewritten work. Four-line Visibility between writing line and paper bail. Plus all standard features. Dove Gray Finish. Fiberglas carrying case.

797-043 C7295 Pica Type. Wt. 15 lbs. with case **$89.95**
797-050 C7295 Elite Type. Wt. 15 lbs. with case **89.95**

UNDERWOOD PORTABLES

DELUXE QUIET TABULATOR . . . Underwood's finest portable! Designed with big standard machine features that combine attractiveness, typing ease, dependable performance and extra quiet efficiency. Complete keyboard operation includes the "Exclusive Key-Set" tabulation which enables you to set, clear and operate the tabulator accurately from a normal typewriting position . . . eliminating stretching and fatigue. "See-Set" margins are visible and easily accessible to give you speed, accuracy and dependability for setting in scale or inches. Has push-button top plate.

Finger-form keys cushion your fingers for effortless, untiring typing. And there's a newly improved line space lever for single, double and triple spacing plus a "push-in" variable line spacer. Keyboard has 84 characters. Automatic ribbon reverse.

Typewriter has modern two-tone finish in Horizon Blue and Dawn Gray with matching two-tone carrying case fitted with paper and envelope holder attachment. Weight 14 lbs.

797-274 C10188 Pica Type. With case..... **$126.88**
797-282 C10188 Elite Type. With case..... **126.88**

"LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed portable is the ideal family typewriter . . . perfect for mother's correspondence, dad's family finance work or the children's school work. Standard-size, 84-character keyboard includes arithmetic signs especially useful to the student.

Loaded with features for easy operation . . . it is an outstanding value at this very moderate price! Has balanced segment shift for perfect alignment, faster shifting; full 9-inch writing line, finger formed keys that cradle your fingers, easy-action back spacer. Other features include right and left shift key, shift lock, carriage and paper release lever, adjustable hand margins with right hand bell indicator. Automatic line finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Has manual and automatic ribbon reverse, adjustable paper fingers. Single, double and triple spacing.

Handsome 2-tone Yosemite Blue crackle finish and attractive 2-tone carrying case. Weighs 12 lbs., 14 oz.

797-316 C6382 Pica Type. With case.....**$79.82**

REMINGTON PORTABLES

"QUIET-RITER" WITH MIRACLE-TAB SET . . . sets, clears tabulator stops from the keyboard. Locked segment shift for faster shifting; high speed escapement and accelerated type bar action. Contour keys; visible margin stops. Includes synchronized carriage scales for centering paper, semi-automatic ribbon reverse. Simplified ribbon changer. 88 characters. New larger-size cylinder has 3-position bail. With case and Touch-typing Method Book. French Gray finish. 17 lbs.

797-373 C10500 With Miracle Tab. Pica Type. With case... **$129.00***
797-381 C10500 With Miracle Tab. Elite Type. With case.... **129.00***
797-399 C8620 Without Miracle Tab. Pica Type. With case. **106.20***
797-407 C8620 Without Miracle Tab. Elite Type. With case. **106.20***

"Quiet-Riter" with miracle tab portable typewriters can be furnished in three additional colors: Mist Green, Desert Sage and White Sand. Retail price $129.00. Full information available upon request.

"TRAVELRITER" . . . Low Cost Family Portable. The Travelriter has been created for those who want a low priced portable typewriter, but who want traditional Remington Rand quality. Designed especially for the whole family to use, this newest member of the Remington line is a magnificent example of engineering skill. Despite its surprisingly small price, it has all the essential features to help make your home typing easy, accurate. Has full 42-key, 84 character keyboard. Business symbols too. Light French Gray non-glare finish. Sturdy carrying case. Weighs 15 lbs., 2 oz.

797-415 C6896 Pica Type. With case.....**$84.96***
797-423 C6896 Elite Type. With case..... **84.96***

***Sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.**

SMITH-CORONA SUPER-SPEED PORTABLES

SILENT "SUPER" MODEL with KEYSET TABULATOR and PAGE GAGE . . . Smith-Corona's newest and very best portable! It incorporates a host of the finest features available today.

The fabulous new Keyset Tabulator sets and clears with a finger flick from the keyboard. No reaching or stretching. You set tab stops, clear them individually or clear the entire set, all from the keyboard and with the same hand. Exclusive Page Gage indicates within 2½ inches from bottom of page the amount of space remaining.

Floating shift (only the type segment moves for capital letters). Quadruple choice Touch Selector gives you "custom-touch" typing ease. Non-glare keys molded to finger shape. Acoustical venis absorb typing clatter. Quickset margins; one stroke ribbon reverse.

Retractable paper supports; removable platen. 2-position paper bail. Skid-proof feet; margin retaining line. Handsome Sapphire Gray finish with green Color-Speed keyboard.

This same model is also available in Sea-Foam Green, Alpine Blue or Desert Sand, retail priced at $129.00. Write for information.

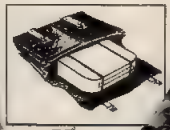
797-068 C10500 Pica Type. With case. 17 lbs. **$129.00**
797-076 C10500 Elite Type. With case. 17 lbs. **129.00**

"STERLING" PORTABLE TYPEWRITER . . . WITH PAGE GAGE. Exclusive Page Gage takes the guesswork out of page-end typing. Red figures on gage indicate amount of space remaining within 2½ inches from bottom of page. "Sterling" boasts other super features: quadruple choice Touch Selector (gives you "custom-touch"); feathertouch back spacer; self aligning paper feed; Floating shift (only the type segment moves for capital letters).

Synchronized line space lever, automatic ribbon reverse. Tabulator key for indenting paragraphs and listing figures. Retractable paper supports. Removable platen for easier cleaning; 3 position paper bail. Margin retaining guide.

Here's a small machine that gives you big machine performance. A lifetime of trouble-free operation. A portable with many of the efficient, time-saving features of an office typewriter . . . the very same touch and action. Standard full-size keyboard makes it easy to practice touch-typing at home while studying typing in school. Sapphire Gray finish. Weighs just 17 lbs. with case.

797-084 C8895 "Sterling," Pica Type. With case.... . ....**$110.95**
797-092 C8895 "Sterling," Elite Type. With case..... **110.95**



Weight? Hardly any . . . a mere 8 or 9 lbs!

HERMES

"ROCKET" . . . the lightest portable made! Stronger than machines twice its weight, it travels with you around the world or works full time at home. Swiss-built with the finest precision workmanship, it weighs only 8 lbs. including its shockproof all-metal case. Slips easily into briefcase, desk or dresser drawer.

Less than a cigarette length in height, yet it has a standard keyboard . . . does everything a full-size typewriter does. Takes full-size stationery, makes up to 6 clear carbons. Ball-bearing carriage moves smoothly. Left and right margin stops; single, double spacing; automatic ribbon reverse. Gray finish.

797-233 C5777 Pica Type. With case.....**$73.67**
797-241 C5777 Elite Type. With case..... **73.67**

SMITH-CORONA

"SKYRITER" . . . weighs just 9 lbs.! So light and compact, you can carry it easily wherever and however you go, by plane, train or car. Only 3" high, 11" wide, 12" long . . . Skyriter tucks away in your briefcase, suitcase or desk drawer. Practical for home use too, where work space is very often at a premium.

Like Smith-Corona office typewriters . . . Skyriter has a full-size keyboard, takes full-size stationery. Has many big machine features: Page Gage, Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster, Touch Selector. Gray crackle finish.

797-126 C5877 Pica Type. With case.....**$73.77**
797-134 C5877 Elite Type. With case..... **73.77**

NAVY

Pom Pom Gun

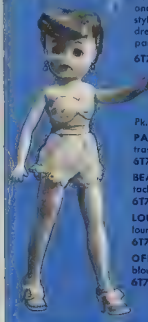
A dramatic, completely realistic emulation of the anti-aircraft action found aboard our mighty navy vessels. The Pom Pom Gun is completely motorized (operates on 2 motors). From a remote position on the gun emplacement, rotate the entire gun area 360 degrees by motor action in either direction . . . raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action . . . Depress the firing trigger . . . The double Pom Pom barrels fire and recoil in steady synchronization (by motor action) . . . the firing light on the panel is illuminated. Overall dimensions are 19" long, 8½" deep, 8½" high. Operates on 4 "D" flashlight batteries. Pk. 3.

6T8386 .....List $12.95 .....98501 Ea.

HYDRAULIC DUMP TRUCK

Just trip the release lever and a real hydraulic mechanism dumps the load. Tail-gate has 2-position regulator for straight dumping or spreading. 13" long, 6" wide. Pk. 6 ea.

6T4766.....List $4.95.....43256 Ea.



TINYTEEN UNDRESSED

10½" all vinyl formed high heel shoe doll with jointed turning waist fully jointed arms and legs with arched feet, rooted glamour style hair with side part, pearl earrings dressed in embroidered nylon bra and panties, vinyl high heeled shoes. Pk. 6 dz.

6T7718.....List $2.98.....324007 Dz

OUTFITS FOR TINYTEEN 10½" DOLL

Pk. 4 dz.

PARTYTIME CLOTHES. Taffeta dress, contrasting trim, straw hat, slip

6T7719.....List $2.49.....219808 Dz.

BEAUTIME CLOTHES. Polka dot gown, attached slip, hair feather.

6T7720.....List $1.75.....213808 Dz.

LOUNGETIME CLOTHES. Two-piece satin lounge pajamas, contrasting colors.

6T7721.....List $1.49.....211808 Dz.

OFFICETIME CLOTHES. Checked shirt, blouse, belt with buckle.

6T7723.....List $1.49.....211808 Dz.

BOWLING TIME

Consists of 10 regulation-type bowling pins, rubber bowling ball, pin spotter and score board. Pins are made of unbreakable, washable polyethylene. Folding box with carrying handle. Pk. 6 ea.

6T6080.....List $6.95.....54605 Ea.

ELECTRIC VIBRAPHONE

Battery operated, motor driven vibrato mechanism. Actually four instruments in one . . . vibraphone, marimba, xylophone, orchestra bells. Accessories include music rack, mallets, and music book. Pk. 6.

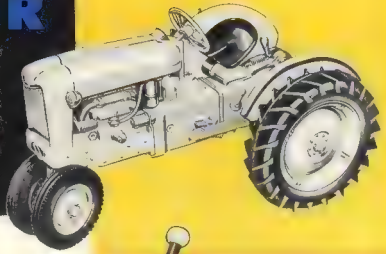
6T8534....LIST $9.98....76603 Ea.

LARGE METAL

TRACTOR

Length 12 inches. Grey and red combination with finely detailed, realistic engine details visible from both sides. Red seat, nickel plated steering wheel. Metal wheels with black treaded tires. "Tricycle" type front wheels operate through steering wheel. Boxed. Pk. 6 ea.

6T4569.....List $4.95



SCOUT RIFLE REPRODUCTION OF THE "WINCHESTER 73"

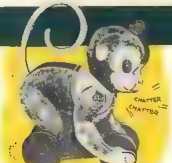
Repeater, length 35¾". Shoots standard roll caps. Walnut color plastic butt and grip, highly embossed. Special shock resistant plastic. All working parts bright nickel finish. Elaborate chasing with Western scenes. Steel metal barrel with red plastic choke and front sight. Realistic lever action cocks hammer for each shot just like the "Winchester 73". Boxed. Pk. 6 ea

6T6361.....List $3.98.....32657 Ea.

CORN POPPER!

14 colorful wood balls are bounced against non-breakable acetate dome with corn popping sound. Beautifully enameled. Ages 9 mos.-4 years. Pk 1 dz

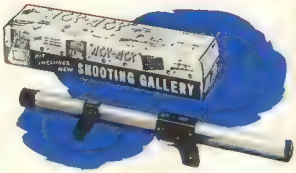
6T4269..List $2.00..216008 Dz.



CHATTER MONK

Friendly monk says "chatter-chatter-chatter" as he rolls along with jumping motion. Ages 1-5. 6½" long. Pk. 1 dz.

6T4262...List $1.59...212808 Dz.



REMOTE CONTROL BATTERY SEDAN WITH FLASHING LIGHT & SIREN

Exciting 8" remote control sedan that goes forward and reverse, left and right off a polyethylene steering wheel on the control box. While in motion, the car issues a light siren noise and has a flashing light on top. Boxed. Pk. 3 dz.

6T4942.....List $1.98.....216008 Dz.

ACK-ACK RIOT GUN

One easy loading provides rapid fire of 15 1¼" balls. Gun is completely safe—no springs, no levers. Makes realistic 'Ack-Ack" sound. New foam type unbreakable plastic balls. Pk 12.

6T6366.....List $3.98.....32657 Ea.

EXTRA ACK ACK BALLS—15 in poly bag. Pk. 1 dz.
6T6367.....List 69c.....65504 Dz.

HO scale model freight car kits. All parts finished, ready to assemble. Wood sides with die cast parts. Kits are complete with trucks and couplers. Sides are lettered and painted

ULRICH Model kits

106: Gondolas **Each 2.50**

Santa Fe
Pennsylvania
Jersey Central
Rock Island
Norfolk & Western
Lehigh Valley

115: Gondola with operating dump, doors, all metal. **Each 2.90**

Southern Pacific
Union Pacific
Utah Coal Route
C&S Burlington Route
Minneapolis & St. Louis
Great Northern

112: Flat Cars, Truss Rod, **Each 2.35**

Nashville, Chattanooga & St. Louis
Southern Pacific
Texas & Pacific
Canadian Pacific
Soo Line
St. Louis & Southwestern

110: Flat Cars, Modern. **Each 2.25**

Nashville, Chattanooga & St Louis
Southern Pacific
Texas & Pacific
Canadian Pacific
Soo Line
St. Louis & Southwestern

108: Outside Braced Box Cars. **Each 2.90**

Southern Pacific
A. T. S. F.
Minneapolis & St. Louis
Boston & Maine
Denver & Rio Grande

111: Outside Braced Cattle Cars. Each 2.75

Chicago & Northwestern
Atlantic Coast Lines
Pennsylvania, Chicago, Minneapolis & Omaha

114: Box, Double Wood Sheath. **Each 2.50**

D&SW
Texas & Pacific

113: Hopper, Offset Sides. **Each 2.90**

Missouri Pacific
Rock Island
B&O
Santa Fe
Milwaukee Road
New York Central
Erie
Frisco
L & N

109: Hoppers, Flat End. **Each 2.90**

Delaware & Hudson
Reading
Pennsylvania R.R.
CB&Q Burlington
Lehigh Valley
Western Maryland

107: Hoppers, Peaked End. **Each 2.90**

Norfolk & Western

Miscellaneous:

No.	Description	Price
100	Target Signal	1.50
105	Track Cleaning Car	1.75

HO TRUCK MODELS. Scale models of typical highway freight trucks. All models are die cast to exact HO scale, for use on model railroad layouts. Trucks include full details: exhaust stacks, air cleaner, engine pan, transmission, differential and working spring bogies. Wheels and tires have spoke detail, bolt ring, tread and side ribbing. Trailers are painted and lettered. Tractor is model of Kenworth . . . trailer is two-axle Freshcut 35 ft. Van.

No.	Description	Price
1V4	Denver-Chicago	2.50
1V2	PIE Pacific-Intermountain	2.50
1V1	ICX Illinois-California	2.50
1V3	Garret Freight Lines	2.50
1D1	Dump Truck & Trailer	2.75
2V1	[illegible]	2.50
2V2	Mid-States	[illegible]
2V3	Associated Transport	2.50

PIGGY BACK TRAILER FLAT CARS. A different touch to show off HO layouts. A ready-to-run van trailer mounted on flat car. Completely assembled with nylon wheel metal trucks, automatic couplers. Prepainted and lettered. **3.95**

No.	Description
PF1	Baltimore & Ohio
PF2	Southern Pacific
PF3	Monon

HO SPRUNG TRUCKS. All metal with real springs and nylon wheels. Individually boxed. Two types available: Vulcan and Bettendorf. Pair .75

AC-1 ACCESSORIES KIT. Beautifully detailed parts for making rolling truck equipment. Kit contains 8 dual wheels, 2 single wheels, 5 axles, 2 trunnions axles, 2 tractor bogeys, 2 trailer bogeys, differential, drive shaft and air cleaner. **1.25**

MODEL MASTER

HO and O gauge spikes or laying model railroad track. ¼ pound packages.

HO Spikes 1.95 **O Spikes 1.55**

HO scale model freight car kits. All parts finished, ready to assemble. Wood sides with die cast parts. Kits are complete with trucks and couplers. Sides are lettered and painted

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Jersey Central
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Boston & Maine
Denver & Rio Grande

111: Outside Braced Cattle Cars. Each 2.75

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Milwaukee Road
New York Central
Erie
Frisco
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109: Hoppers, Flat End. **Each 2.90**

Delaware & Hudson
Reading
Pennsylvania R.R.
CB&Q Burlington
Lehigh Valley
Western Maryland

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MODEL MASTER

HO and O gauge spikes or laying model railroad track. ¼ pound packages.

HO Spikes 1.95 **O Spikes 1.55**

Selected Pocket Cutlery

SCISSORS KNIFE

Made in Solingen, W. Germany. Polished stainless steel. Has scissors, nail file and cleaner. 1¾" and 1⅞" blades. Engraved handles Closed 2⅞"

11K376-6X323/360.. RETAIL **$5.50**

3-BLADE SERPENTINE

Full polished clip, sheepsfoot and pen blades. Black stagged handles Nickel-silver bolsters. Brass lining. Length closed, only 2½".

11K380-6X133/140.....RETAIL **$2.65**

SLIM STANDARD STOCK

Glazed clip, spey and pen blades. Genuine bone stag handles. Nickel-silver bolsters. Brass lining. Length closed, 3¼".

11K381-6X150/158.....RETAIL **$2.98**

SLIM SERPENTINE JACK

Glazed master clip and pen blades. Genuine bone stag handles. Nickel-silver bolsters. Brass lining. Length closed, 3¼".

11K379-6X150/125 .RETAIL **$2.39**

MEDIUM CATTLE KNIFE

Spear, spey and punch blades, mirror polished. Black stagged handles. Nickel-silver bolsters. Brass lining. Length closed, 3¾".

11K396-6X131/137.....RETAIL **$2.50**

STANDARD STOCK KNIFE

Glazed clip spey and pen blades, clip polished one side Genuine bone stag handles Nickel-silver bolsters. Brass lined. Length closed, 3½".

11K384-6X150/158.....RETAIL **$2.98**

LARGE PREMIUM STOCK

Clip, sheepsfoot, and spey blades of high-carbon steel Genuine bone stag handles. Nickel-silver bolsters. Brass lining Length closed, 4".

11K411-6X200/210.....RETAIL **$3.95**

3-BLADE WESTERN SERPENTINE

Full polished California clip, sheepsfoot and pen blades. Real bone stag handles. Nickel-silver bolsters. Brass lining. Length closed, 2⅞".

11K419-6X225/235. .....RETAIL **$3.75**

3-BLADE WESTERN ALL-PURPOSE

High-polish California clip, sheepsfoot, and pen blades. Pearl-compo handles. Nickel-silver bolsters. Brass lined. Closed length, 3⅛"

11K414-6X225/235.. .....RETAIL **$3.75**

STANDARD WESTERN STOCK

Full polished California clip, long spey, and punch blades. Pearl-compo handles. Nickel-silver bolsters. Brass lined Closed length, 3½".

11K413-6X225/235.....RETAIL **$3.75**

4-BLADE SCOUT TYPE

Spear, reamer, can opener, and screwdriver—capliftor—mirror finished Black stagged handles. Nickel-silver bolsters, shackle and shield. Brass lining. Length closed, 3¾".

11K297-6X150/158.....RETAIL **$2.98**

2-BLADE SERPENTINE JACK

Glazed 3" half-sabre clip and 3" sheepsfoot blades Genuine bone stag handles Nickel-silver bolsters, caps and shield. Brass lined Length closed, 3⅞".

11K382-6X200/210.....RETAIL **$3.95**

FISHERMAN'S SPECIAL

Maine handle—hook sharpening stone. Clip blade and disgorger-bone saw-capliftor with magnetized point and inch graduations. Brass linings, nickel-silver ends Hole for straightening hooks. Length closed, 5".

11K423-6X300/315 ....RETAIL **$4.95**

3 POPULAR STYLES, SHOWN BELOW, ON DISPLAY CARDS (Sold per card of 12 units only)

4-BLADE FOREST MASTER

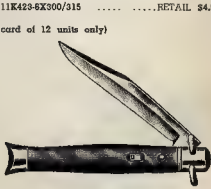
Polished spear, pen, can opener, and screwdriver-capliftor blades. Simulated Black stag handles. Nickel-plated trim. Brass lined. Length closed, 3¾". One dozen on easel display card. Ship. wt. 4 lbs.

11K342-784.... .....RETAIL, Card of 12 **$14.40**

STANDARD PREMIUM STOCK

Clip, spey and pen blades, mirror polished Assorted handles of simulated Black stag and colors. Nickel alloy bolsters. Length closed, 3½". One dozen on easel display card. Ship wt. 4 lbs.

11K359-588.....RETAIL, Card of 12 **$10.20**

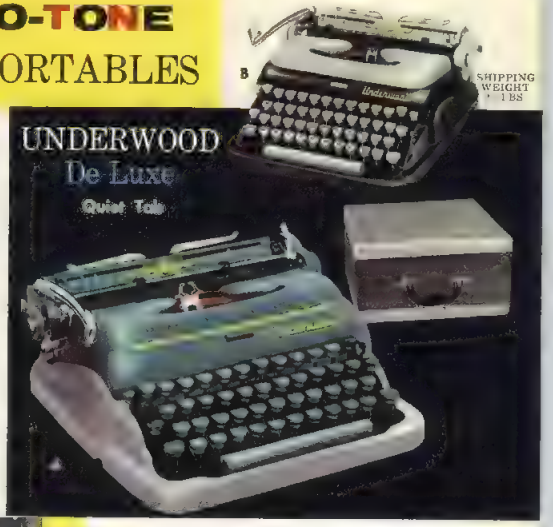


"SHUR-SNAP" AUTOMATIC

Polished, slim sabre clip blade. Press button to open—press to close. Has safety slide lock. Plastic handles in assorted colors. Nickel bolsters. Brass lined. Closed length, 4". One dozen on display card. Ship. wt. 4 lbs.

11K392-779.....RETAIL, Card of 12 **$13.80**

THE NEW TWO-TONE UNDERWOOD PORTABLES



B SHIPPING WEIGHT 21 LBS

A. The New Underwood *DELUXE QUIET TABULATOR* Portable Typewriter sweeps all comparison aside with *"Big Standard Machine Features"* combining attractiveness, typing ease, quality, and extra quiet efficiency. Has complete Keyboard Operation. *Deluxe Paper Support; Continental Type;* Standard Spacing; 9 Inch Writing Line; 84 Characters; Segment Shift; improved, easily accessible Line Space Lever; Visible Single, Double, Triple Spacing; Push Button Top Plate; Finger Form Keys; Automatic Ribbon Reverse; Left and Right Margin Release Key; "Push-In" Variable Line Spacer; Writes Red, Black or Cuts Stencils; Automatic Line Finder; Single, Double, Triple Line Spacer; Touch Tuning; Paper Guide; "Three Position Bail" with Scale; Centralizing Lock, Instruction Booklet. Horizon Blue and Dawn Grey Color Styling, Matching Two-tone Carrying Case with Paper and Envelope Holder Attachment. Specify Continental Pica or Elite Type.

5106M22X9700.....**$126.88***

B. Also in Pine and Seafoam Green Color Combination

5163M22X9700.....**$126.88***

NEW LINE GAUGE . . . eliminates the guess work out of page end typing! Saves re-typing, assures neatness.

SEE SET MARGINS . . . margin stops are always visible . . left and right hand margins are set simultaneously.

KEY-SET TABULATION allows as many tabulator stops as you wish Set or cleared from the keyboard of the machine

This is Underwood Continental Elite

This is Underwood Continental Pica

UNDERWOOD LEADER

SHIPPING WEIGHT 22 LBS.

The New Underwood *LEADER* Portable Typewriter is a low Price, attractive, lightweight, well constructed Family Portable. An outstanding "good buy" in a reliable Portable. Has modern features including Balanced Segment Shift; Standard Spaced Keyboard; Full 9 Inch Writing Line; 84 Characters including Arithmetic Signs; Family Keyboard; Automatic Line Finder; Manual and Automatic Ribbon Reverse; Finger Form Keys; Easy Touch Action; Back Spacer; Right and Left Shift Keys; Shift Lock; Carriage and Paper Release Lever; Adjustable Hand Margins with Right Hand Bell Indicator; Adjustable Paper Fingers; Single, Double, Triple Spacing; Coordinated Carriage Scale. Instruction Booklet. Two-Tone Yosemite Blue Crackle Finish with Attractive Two-tone Carrying Case. Pica Type only.

5104M22X6483.....**$79.82***

*Federal Tax Included

(Prices subject to change without notice)

UNDERWOOD UNIVERSAL

Quiet Tab

SHIPPING WEIGHT 24 LBS.

The New *UNIVERSAL QUIET TABULATOR* Portable Typewriter has "Out Front" styling, reinforced construction, and efficiency ease operation. Modern features include *"Exclusive Key-Set" Tabulation* for perfect column alignment, Visible *"See-Set Margins* give fast, perfectly aligned margins, Segment Shift, Standard Spacing, 9 Inch Writing Line; easly accessible Line Space Lever; Visible Single, Double, Triple Spacing; Push Button Top Plate, Touch Tuning, 84 Characters, Left and Right Margin Release Key; Automatic Ribbon Reverse, "Push-In" Variable Line Spacer; Writes Red, Black or Cuts Stencils, Automatic Line Finder, "Three Position Bail" with Scale, Paper Guide, Centralizing Lock, Finger Form Keys, Instruction Booklet. Horizon Blue and Court Grey Color Styling with Matching Two-Tone Carrying Case. Specify Pica or Elite Type.

These machines intended for resale

5105M22X6491.....**$116.28***

UNDERWOOD *Leader* ADDING MACHINES

Adds. Subtracts. Multiplies

UNDERWOOD

THE NEW UNDERWOOD LEADER ADDING MACHINE WITH THE DIRECT SUBTRACTION FEATURE

Model 78SP

Approved by Underwriters Laboratories, Inc. Quiet, fast, operated by an A.C. and D.C. motor. New Multi-Flex Control, permits calculation flexibility. Its new features, quality construction and durability will prove this a remarkable machine. Modern, simplified Ten-Key Keyboard with "Four Point Control". Motorized dual purpose keys speed one hand operation. Has Sub-Total in color and symbol. Maintains clear vision print on accessible and adjustable tape, single and double spacing. Has Digit Indicator: Electric Correction; Back Spacer and Non-Add Keys; Ribbon Reverse with two color ribbon. Non-Glare Tan-Tone color crackle finish. Listing capacity of 99,999.99 and totals 999,999.99. Shipping Wt. 37 Lbs.

5108M20X26760 ..... $329.40*

Simple 10-Key Keyboard

Here is the most compact Keyboard known—only 10 numeral Keys. This means greater ease and speed in listing figures — for you write them just as you would with a pencil.

THE NEW UNDERWOOD LEADER ADDING MACHINE WITH THE DIRECT SUBTRACTION FEATURE

Adds. Subtracts. Multiplies

Model 78S

Offers world renowned Sundstrand quality characteristics. It's simple, accurate, and economical to operate, and will last a business lifetime. Modern Simplified Ten-Key Keyboard, permits speedy one-hand-touch operation; has automatic Sub-Total and new combination Non-Add and Total in color and symbol. Maintains clear visible print on accessible and adjustable tape; single and double spacing. Has Digit Indicator, Correction, Back Spacer and Non-Add Keys; Ribbon Reverse with two color ribbon. Non-Glare Tan-Tone crackle finish. Listing capacity of 99,999.99 and totals 999,999.99. Shipping Weight 32 Lbs.

5107M20X16714 ..... $205.74*

These machines intended for resale

*Federal Tax Included
(Prices subject to change without notice)

UNEEDA DOLL CO., INC.

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

STAR OF THE BALLET. Valentina Ballerina will dance right into your heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger

But that's not all! **For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction.** Her head is of soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

36A401-8W1135	25" Doll	Ship Wgt 4 lbs.	**$16.95**
36A402-6W735	20" Doll	Ship Wgt. 4 lbs.	**$10.95**

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washab.e-Setable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

This 20" package of joy is the greatest thrill ever for your little dancer. Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and turns her head from side to side. But, that's not all!!! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for:

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too.

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

36A403-4W 1665 20" Doll Ship Wgt 10 lbs. **$24.95**

"QUEEN for a DAY"

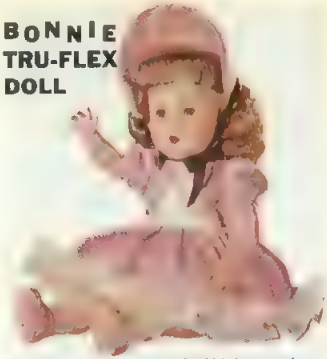
As Featured on the N.B.C. Network Coast-to-Coast

with MILLERK NS
by I MILLER

QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS.
She can sit like a Queen on a Throne
For informal occasions she can cross her legs in a natural, lady-like position.
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I. MILLER Shoe Box
Rooted Saran hair that can be washed, curled & set.
'QUEEN FOR A DAY" will make your 'Little Princess' proud and happy all year long!

5332M4W865 20" Doll Retail **$12 95**

BONNIE TRU-FLEX DOLL



She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes. Sweet 'coo' voice

Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit and dad with her legs straight out or bent at the knees, and be posed in many life-like positions.

5333M5W665 22" Doll Retail **$9 95**
5334M4W400 16" Doll Retail **$5 95**

HOLIDAY

19" Tall. Walking Doll. She sits, stands, kneels, walks and turns her head from side to side Unbreakable plastic body and legs. Sleeping eyes A taffeta party dress and real Boucle (lace) sailor hat. Wardrobe includes shoes, stockings, printed picolay street dress, pedal pusher shorts, attached matching shirt, sunback dress, fringed stole, a bathrobe with tasseled sash Has sunglasses, curlers, roller skates, bedroom slippers and pocketbook Comes complete in an extravagant steamer trunk with room for all her clothes

5337M9W1070 Retail **$15 95**

TEAR DROP ... weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief — weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs
Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

5335M3W800 Retail **$11.95**
5336M3W535—Doll only—Dressed in romper, with Kleenex, pacifier, and bottle Retail **$7.95**

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

STAR OF THE BALLET. Valentina Ballerina will dance right into your heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger.

But that's not all! **For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction.** Her head is of soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

5329M4W1135	25" Doll	Retail **$16.95**
5330M4W735	20" Doll	Retail **$10.95**

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Settable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

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She has authentic Ballet costumes for:

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too.

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

5331M10W1665 20" Doll Retail **$24.95**

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

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5330M4W735	20" Doll	Retail **$10.95**

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Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

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"QUEEN for a DAY"

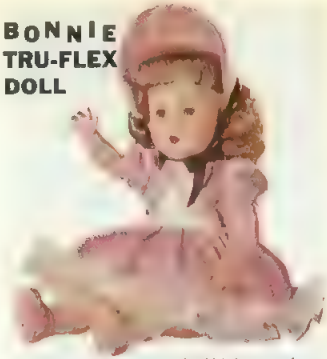
As Featured on the N.B.C. Network Coast-to-Coast

with MILLERK NS
by I MILLER

QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS.
She can sit like a Queen on a Throne
For informal occasions she can cross her legs in a natural, lady-like position.
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I. MILLER Shoe Box
Rooted Saran hair that can be washed, curled & set.
'QUEEN FOR A DAY" will make your 'Little Princess' proud and happy all year long!

5332M4W865 20" Doll Retail **$12 95**

BONNIE TRU-FLEX DOLL



She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes. Sweet 'coo' voice

Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit and dad with her legs straight out or bent at the knees, and be posed in many life-like positions.

5333M5W665 22" Doll Retail **$9 95**
5334M4W400 16" Doll Retail **$5 95**

HOLIDAY

19" Tall. Walking Doll. She sits, stands, kneels, walks and turns her head from side to side Unbreakable plastic body and legs. Sleeping eyes A taffeta party dress and real Boucle (lace) sailor hat. Wardrobe includes shoes, stockings, printed picolay street dress, pedal pusher shorts, attached matching shirt, sunback dress, fringed stole, a bathrobe with tasseled sash Has sunglasses, curlers, roller skates, bedroom slippers and pocketbook Comes complete in an extravagant steamer trunk with room for all her clothes

5337M9W1070 Retail **$15 95**

TEAR DROP ... weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief — weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs
Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

5335M3W800 Retail **$11.95**
5336M3W535—Doll only—Dressed in romper, with Kleenex, pacifier, and bottle Retail **$7.95**

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Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

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4R66-1135.....25" Doll .....SHIP. WT. 5 LBS. . . Retail **$16.95**

4R68-735.....20" Doll .....SHIP. WT. 4 LBS. Retail **$10.95**

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Setable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

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4R67-1665 20" Doll SHIP. WT. 10 LBS. . Retail **$24.95**

"QUEEN for a DAY"

As Featured on the N.B.C. Network Coast-to-Coast

with MILLERKINS
by I. MILLER

"QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS
She can sit like a Queen on a Throne.
For informal occasions she can cross her legs in a natural, lady-like position.
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I MILLER Shoe Box.
Rooted Saran hair that can be washed, curled & set.
"QUEEN FOR A DAY" will make your 'Little Princess' proud and happy all year long!

4R69-865 20" Doll SHIP WT. 4 LBS. Retail **$12.95**

BONNIE TRU-FLEX DOLL

She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes. Sweet 'coo' voice
Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit unaided with her legs straight out or bent at the knees, and be posed in many life-like positions.

4R70-665 22" Doll 5 LBS. Retail **$9.95**
4R71-400 16" Doll 4 LBS. Retail **$5.95**

HONEYMOON TROUSSEAU

19" tall. Dressed in a brocade and satin wedding gown trimmed with delicate net and lace. She wears full length hose, blue garter and a string of pearls. Fully jointed at the knees, she sits, stands and kneels. Walking, she turns head from side to side. Unbreakable plastic body and legs. Sleeping eyes. Trousseau includes extra shoes, stockings, printed picolay street dress, pedal pushers, sun back dress, fringe stole, and bathrobe with tasseled sash. Has sunglasses, roller skates, bedroom slippers, curlers and handbag. Comes complete in an extravagant streamer trunk with room for all her clothes

4R74-1265 ..... SHIP. WT. 9 LBS. ..... Retail **$18.95**
4R75-665 ..... Bride only ..... SHIP. WT. 4 LBS. ..... Retail **$9.95**

TEAR DROP ...weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief — weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs.
Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

4R72-800 ..... SHIP. WT. 4 LBS. ..... Retail **$11.95**
4R73-535 — Doll only — Dressed in romper, with Kleenex, pacifier and bottle ..... SHIP. WT. 4 LBS. ..... Retail **$7.95**

BALLERINAS

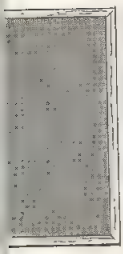
HIGH HEEL DOLLS

HER SMILE'S NO SECRET TO **US**

.OINTED BABY DOLLS

Valentine's gallery of charm and value

Valentine knows what makes a woman smile . . our charming line of dolls has been captivating "little women" and their hard-to-please parents for years. See our complete collection of original designs--quality manufactured, promotionally priced'

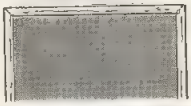


DELIGHTFUL TEN-INCHERS

REAL TEAR DOLLS

EXCITING PACKAGE NOVELTIES

ALL-VINYL WALKING DOLLS

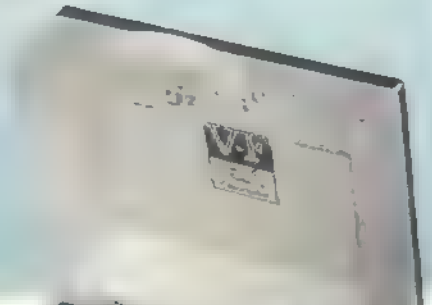


VALENTINE DOLLS, INC.

200 FIFTH AVENUE • NEW YORK CITY • ROOM 1464 • WA. 4-3787

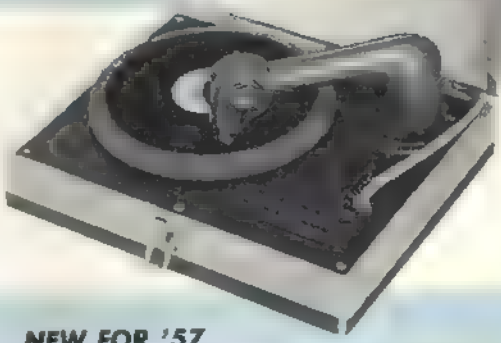
Vanity Fair Electronics Corporation

PRESENTS THE FIRST COMPLETE LINE OF CHILDREN'S ELECTRIC PHONOGRAPHS!



(Model 603)

Here are the hottest, surest selling items ever offered in the child's phonograph field . . . engineered for finest tone . . . priced right for mass appeal!



NEW FOR '57

NO. 601—THE PLAYFELLOW

One-piece acoustic arm, reproducer permanently set at proper angle for best reproduction. Heavy duty AC electric motor, U/L and C.S.A. approved. Sturdy wood cabinet covered in colorful, washable, scuffproof fabric. Duo-directional Sound Board. Registered Lifetime Guarantee. Package of needles included.

NEW FOR '57

NO. 602—THE HAPPY TIME

The lightest most compact child's electric phonograph ever made! Case of High Impact Unbreakable Plastic. Other features same as No. 601.

NEW FOR '57

MEET VF's PHONO-ZOO!

Model 603—Peter Panda, Tommy Tiger, Bobby Bear! Just about the cutest cabinets ever designed Sure to appeal to kids and parents. Have all Vanity Fair's engineered features for better tone quality! Package of needles included

See the complete Vanity Fair Line in wood, Rigid-Lite and Unbreakable Plastic Cases in the Colonial Room of the Sheraton McAlpin and at Room 1453, 200 Fifth Avenue. Your eyes will be opened to the greatest profit potentials ever offered in the child's electric portable phonograph field.

ADULT PHONOGRAPHS DESIGNED FOR CHILDREN—STEADY PROFIT ITEMS FOR YOU

VANITY FAIR ELECTRONICS CORPORATION
50 SOUTH 4TH STREET BROOKLYN 11, N. Y.

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MEET VF's PHONO-ZOO!

Model 603—Peter Panda, Tommy Tiger, Bobby Bear! Just about the cutest cabinets ever designed. Sure to appeal to kids and parents. Have all Vanity Fair's engineered features for better tone quality! Package of needles included.

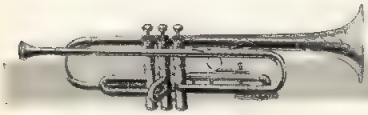
See the complete Vanity Fair Line in wood, Rigid-Lite and Unbreakable Plastic Cases in the Colonial Room of the Sheraton McAlpin and at Room 1453, 200 Fifth Avenue. Your eyes will be opened to the greatest profit potentials ever offered in the child's electric portable phonograph field.

ADULT PHONOGRAPHS DESIGNED FOR CHILDREN—STEADY PROFIT ITEMS FOR YOU

VANITY FAIR ELECTRONICS CORPORATION

50 SOUTH 4TH STREET BROOKLYN 11, N. Y.

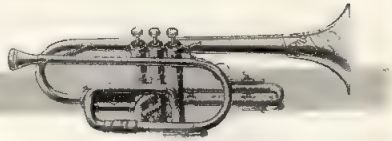
CRITERION BAND AND



TRUMPET

Made in America. Unequalled in tone intonation and ease of blowing. Top and bottom caps, finger buttons, and braces are polygon-sided. Split third slide with tripper. Heavy mouthpiece receiver, genuine bronze bell. Perma-lacquer finish. Complete with plush lined case

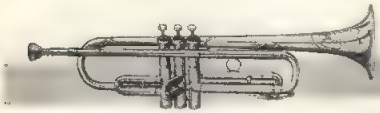
194001X8325 Each **$166.50**



CORNET

Made in America. Finest professional quality, unequaled in tone, intonation, ease of blowing. Top, bottom caps, finger buttons, braces are polygon-sided. Split third slide with tripper. Heavy mouthpiece receiver, genuine bronze bell. Perma-lacquer finish. Complete with case

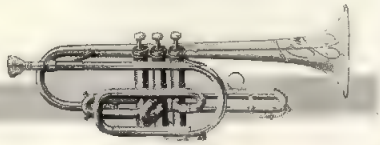
194002X8325 Each **$166.50**



TRUMPET

American made. A fine instrument at a very low price. Valves ground and fitted with precision. Medium bore. Tone, tune and intonation are perfect. Perma-lacquer finish. Complete with case

194003X6025
Each **$116.50**



CORNET

American made. A fine instrument at a very low price. Valves ground and fitted with precision. Medium bore. Tone, tune, and intonation are perfect. Perma-lacquer finish. Complete with case

194004X6025
Each **$116.50**

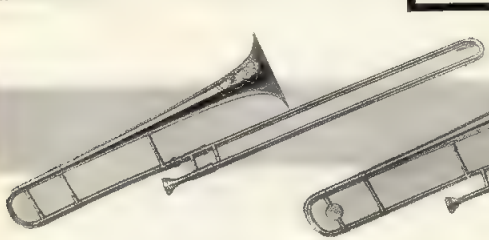
U. S. REGULATION BUGLE

U. S. Regulation Bugle in G and F, genuine Rexeraft, made in America. Heavy flanged bell, extra-quality mouthpiece. In lacquered brass finish

194042X050 Each **$15.75**

MADE BY THE WORLD'S LEADING MANUFACTURER OF BAND INSTRUMENTS

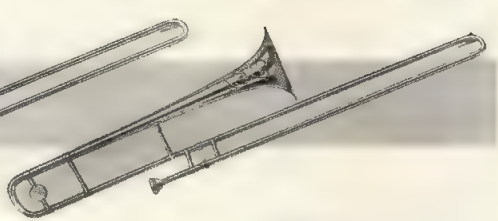
Instruments shown on these pages made to our exacting specifications, by the world's leading manufacturers of fine instruments. Their names will be furnished on request. Each instrument is fully guaranteed. If you wish further information about any of the instruments illustrated, or if you are interested in instruments not shown, please write. Be sure to specify exact type of instrument and price, when writing for information about instruments not shown. Send stamped addressed envelope.



TROMBONE

Made in America. A really professional instrument. Extra long slide cups, invisible slide lock. Beautifully balanced, easy and comfortable hand hold. Superb tonal quality. Perma-lacquered finish. Complete with Gladstone, bound edges, silk plush lining case

194000X9250
Each **$185.00**



TROMBONE

Made in America. Slides of pure nickel silver, ground and lapped by precision methods. Sturdy construction, excellent tone, good response and intonation. Perma-lacquer finish. Complete with Gladstone case, silk plush lining.

194010X5150 Each **$129.50**

F.O.B. NEW YORK FACTORY. DEL. APPROX. 10 DAYS. NO C.O.D. ORDERS ACCEPTED.

VENTURI ACCORDIONS

PIANO ACCORDIONS PRODUCED EXCLUSIVELY FOR ROHDE-SPENCER

VENTURI PIANO ACCORDIONS

Highest quality [illegible] extens[illegible] by [illegible] leading artists 41 treble keys 120 basses, 4 sets of treble reeds 2 sets of bass reeds, 11 treble shifts, 4 bass shifts making bass for every conceivable tonal combination. Is [illegible] finished and hand-tuned reeds. Complete in deluxe, silk plush lined Gladstone Case with bound edges

194014X26410 Each **$550.00**

ACCORDION

A professional grade instrument of the highest quality 41 treble keys 120 basses, 4 sets of treble reeds [illegible] sets of bass reeds, 7 treble switches, 3 bass switches, 1 master treble switch Hand-finished and hand-tuned reeds. Complete in deluxe silk plush lined Gladstone Case

194045X22880 Each **$475.00**

VENTURI PIANO ACCORDION

41 treble keys 120 basses 2 sets of reeds in the treble 4 sets of bass reeds 1 2 (over) [illegible] treble switch An outstanding tone Superb [illegible] and [illegible] Complete in silk plush lined Gladstone Case. [illegible] 1 [illegible] or in accordionist SPECIFY SIZE DESIRED WHEN ORDERING

194013X12000 Each **$240.00**

Same as above except has [illegible] bass shift and 3 treble shifts permitting wide variety of tonal combinations. [illegible] or small size SPECIFY SIZE DESIRED WHEN ORDERING Complete in silk plush lined Gladstone Case

194016X14400 Each **$300.00**

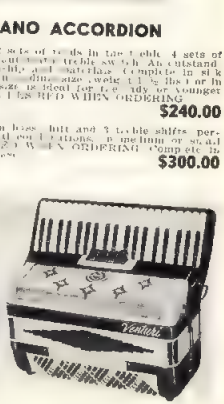
MADE BY THE WORLD'S LEADING MANUFACTURER OF BAND INSTRUMENTS

Instruments shown on these pages made to our exacting specifications, by the world's leading manufacturers of fine instruments. Their names will be furnished on request. Each instrument is fully guaranteed. If you wish further information about any of the instruments illustrated, or if you are interested in instruments not shown, please write. Be sure to specify exact type of instrument and price, when writing for information about instruments not shown. Send stamped addressed envelope.

VENTURI PIANO ACCORDION

25 treble keys [illegible] basses 2 sets of treble reeds 4 sets of bass reeds, perfectly [illegible] tone [illegible] plays [illegible] right hand volume. High-type reeds [illegible] hand-tuned reeds [illegible] and wrap proof [illegible] of American walnut. Complete in Gladstone Case

194017X0025 Each **$85.00**



VENTURI PIANO ACCORDION

41 treble keys 120 basses 3 sets of treble reeds 4 sets of bass reeds 4 treble switches [illegible] shift hand-tuned and hand [illegible] reeds Complete [illegible] silk plush lined Gladstone Case.

194020X15410 Each **$325.00**

CHROMATIC HARMONICAS

10 HOLE

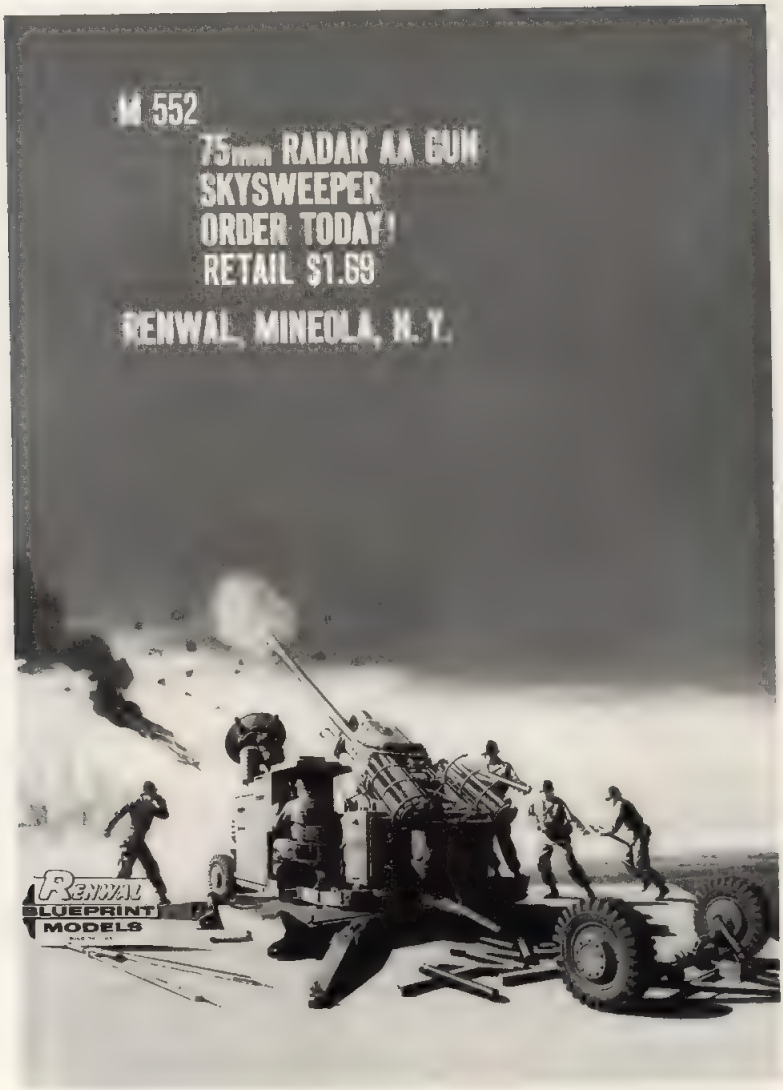
[illegible] 40 reeds 4 [illegible] [illegible] keys of C or G (Specify key desired when ordering) Made in Germany [illegible] quality, finest professional [illegible] reeds, heavy nickel plated covers [illegible] Brilliant [illegible] blowing

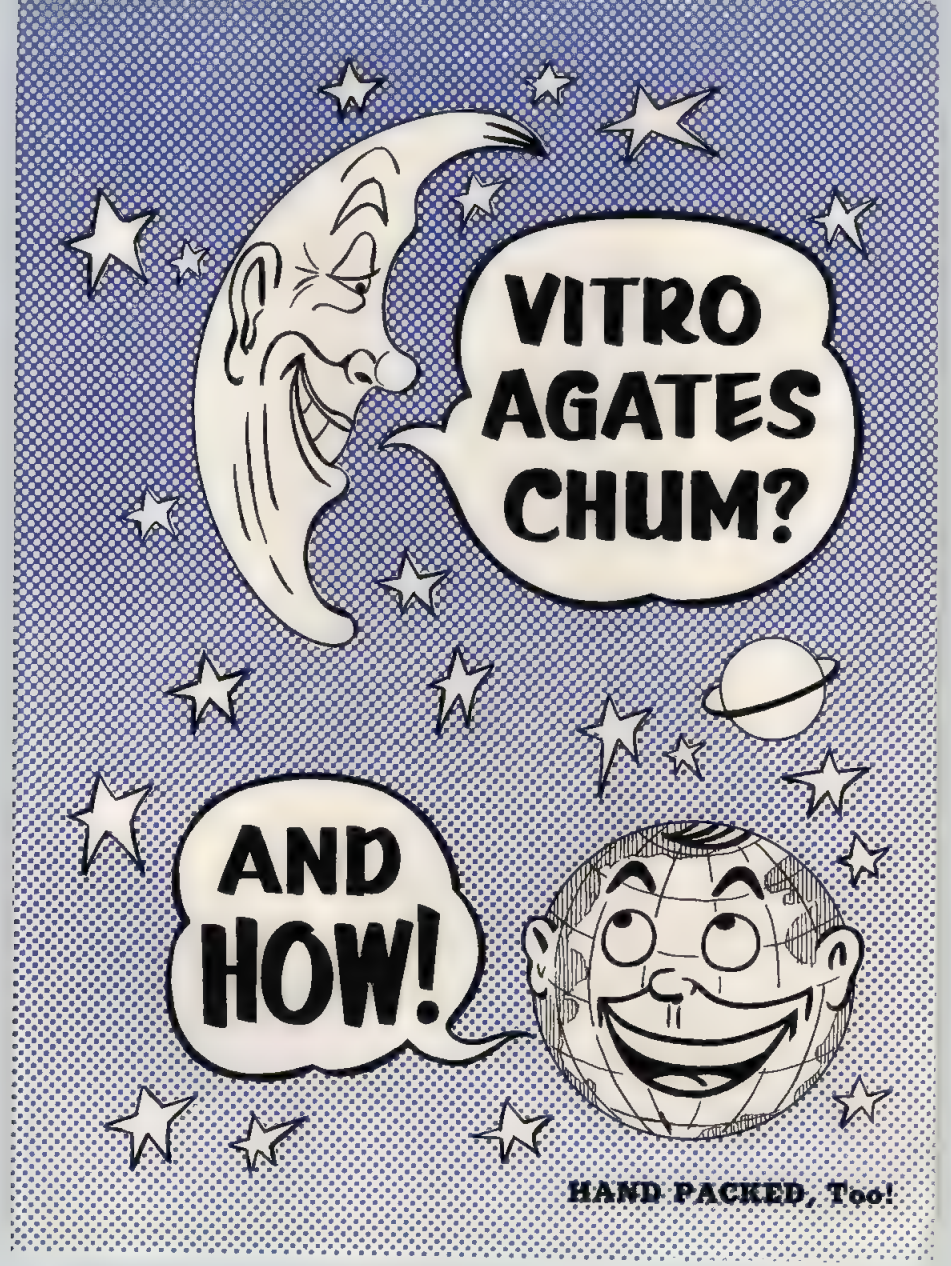
194044X575 Each **$8.50**

12 HOLE

12-hole 48 reeds [illegible] keys of C or G (Specify key desired when ordering) Made in Germany Precision built, finest professional [illegible] reeds, hand-tuned brass reeds, heavy nickel plated covers [illegible] Brilliant [illegible] blowing

194045X750 Each **$10.75**


M 552
75mm RADAR AA GUN
SKYSWEEPER
ORDER TODAY!
RETAIL $1.69
RENWAL, MINEOLA, N. Y.
RENWAL
BLUEPRINT
MODELS


VITRO AGATES CHUM?
AND HOW!
HAND PACKED, Too!

Wagemaker WOLVERINE BOATS

GRAND RAPIDS, MICH.

THE "SEAFARER" 15'

OUT IN FRONT AGAIN FOR '57

A big new fleet with big ideas — exciting advances in marine design, eye-pleasing finishes and color treatments. Visit your Wagemaker dealer soon, see why these and the many other Wagemaker Wolverine models are going to be the hottest boats afloat again this year.

ADVANCE STYLING

THAT WILL PLEASE THE BOATING PUBLIC

Always a leader in the boating field, Wagemaker zooms ahead of the rest with designs as modern as tomorrow. Foreward looking bows, wider beam, greater depth, they add up to the ultimate in comfort plus the finest handling qualities.

17' LANCER

ALUMINUMS

IN NEW COLOR STYLING

The famous Wolverine all-aluminum models that feature hydrodynamic designing, styrofoam flotation, bulkhead construction, seamless sides. Three price ranges, models in 12', 14', 16', and 18' sizes. Many models with the added appeal of color styling, and upholstered walk-thru seats as standard equipment.

"SEAMATE"

NEWLY DESIGNED MOLDED PLYWOODS

Many new features; super strong transom making possible the use of larger motors, walk-thru lazy back seats on many models, mirror-smooth finishes. Models in 13', 14', 15', 16' and 17' sizes. A wide range of types and prices.

NO. 6 SABER SERIES

IMPROVED PLY-LAPS WITH BOAT-A-RAMIC COLORS

The biggest boating advance in many years, the Ply-Lap features a smooth molded plywood inner hull, long grain mahogany veneer on sides above water line lapstraking on the bottom of the hull where it belongs. 14' and 16' models, Boat-A-Ramic color styling at no extra cost.

MOLDED PLYLAP

SEE THE BIG WOLVERINE DISPLAY AT NEW YORK AND ALL MAJOR BOAT SHOWS

FREE CATALOG ON REQUEST

WAGEMAKER COMPANY

DEPT. 3-57, GRAND RAPIDS, MICHIGAN

Toys To Delight The Very Young

Vinyl "Squeeze-Squeak" Assortment. Average size from 6 in to 7 in. tall. 4 styles, each 2-color decorated. "Felix the Cat," "Miss Adorable" Doll, "Jumbo" the Elephant and "Honey" Bear. All with squeeze-squeak voices. Packed each in polyethylene bag with descriptive tag. 1 dozen to carton.
38N976.....Per dozen **4.75**

7½-Inch Dress-Me-Doll. Made of plastic. Has movable head and arms, sleeping eyes, mohair wig. Packed each in cellophane wrapper 1 dozen to box.
38N936 . . . . . Per dozen **3.92**

11-Inch Dress-Me-Doll. Packed 1 dozen to box.
36N227.....Per dozen **7.84**

Walter Lantz Cartoon Characters. Wally Walrus, Chilly Willy, Andy Panda, and Woody Woodpecker. Four colorful, appealing little fellows created and made famous by Walter Lantz through countless movie cartoons and comic books. Each in clever window box with his name on the "door." Packed 1 dozen to a carton.
38N429 Per dozen **5.40**

Plastic Rattle Deal. Assorted style rattles packed in an acetate round container 5x15 in. high that can be displayed in 8-in. block on rear of counter. Assorted colors. Packed each unit of 3 dozen in individual carton (no less sold).
34N55 .....Per dozen **1.96**

Latex Rubber Assortment. Sanitary, washable, durable and squeezable. Consists of 4 each Perky Pup, Chubby Pig, Rabbit Duck Cat, and Chick. Average size 5 inches. Each has a whistle. Packed 2 dozen to a carton. assorted 6 styles (no less sold).
38N971 .....Per dozen **4.80**

Drinking Bottle Babe. Made of plastic, nicely finished. Stands, sits, drinks. Size 5¾ in tall. Each in polyethylene bag 2 dozen to carton (no less sold).
38N936 Per dozen **2.75**

Soft Rubber Squeeze-Me Latex Toys. This assortment consists of 4 cute little animals that whistle when squeezed. Nicely decorated with colors that won't come off. Each toy in cellophane bag with label. Packed 1 dozen assorted to box.
38N841.....Per dozen **2.80**

"Rock 'N Roll" Jingle Come-back Toy. Made of plastic finished in combination red, yellow, blue and white. 3¼ x 4 in. Each in lithographed window box 1 dozen to carton.
40N521.....Per dozen **4.80**

Roly Poly. Made of heavy plastic. Finished in contrasting colors. Movable head can be put in any position desired. Size 8½ x 8 inches.
38N701..... . . . Per dozen **7.84**

5½-In. Plastic Miniature Costume Dolls. Painted eyes. Dressed in a wide variety of rayon and rayon satin dresses. Curly mohair wig in assorted colors. 8 assorted dolls mounted in a large counter display box.
. . . . . Per box **2.00**

Nursery Birds. They will float and fly in true to life colors and shapes. 7 plastic birds hang on nylon cord from a sturdy metal support that clamps onto top rail of baby's crib or play pen. Packed each set to a box.
34N16.....Per dozen set **23.52**

Jumbo Clown Roly Poly. Made of durable, tough plastic finished in contrasting colors, movable head. Can be put in any position, weighted bottom prevents from falling over. Size 11x8½ inches. Packed each in box.
38N412.....Per dozen **15.68**

Little Copycat and Runaway. Standing 11 inch vinyl scented dolls. The Copycat can lift her lipstick to her lips as she gazes into her removable mirror. She wears a ribbon in her upswept hairdo. The Runaway has just been spanked and is leaving home with his favorite toy. He is wearing his beanie with an actual movable pinwheel. Individually packed in a transparent acetate display container. 1 dozen assorted to carton.
38N435 Per dozen **15.68**

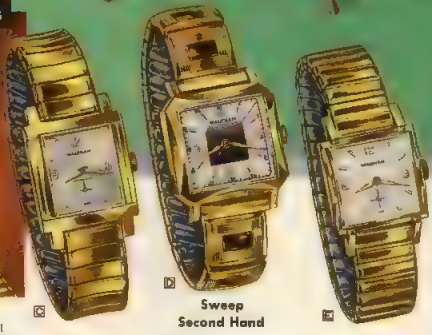
WALTHAM

17, 21 AND 25 JEWEL WATCHES

PREVUE

DESIGNS OF TOMORROW

from Our International Collection



Waterproof* and Self-Winding

A Sea Hawk . . . waterproof* self winding watch Contoured gold-filled case, stainless back. Matching combination expansion band has genuine leather insets. Recessed crown, two-tone dial. 17 Jewel movement

33W180-3705 $95.00

B Sea Eagle . . . 25 Jewel movement, self-winding and waterproof! Rolled gold plate case, non corrosive back Combination expansion band has genuine leather panels. Neat textured radium dial glows in dark

33W181-4910 $115.00

Sweep Second Hand

C Belle Aire . . . sophisticated executive model with smartly textured dial Dust-protected rolled gold plate case with stainless steel back Matching gold-filled expansion bracelet 17 Jewel movement

33W182-2475 Retail $65.00

D Swankster . . something debonair in a man's watch Black center on white dial makes an ultra smart design. Gold-filled bracelet has matching black insets. Rolled gold plate case, stainless back 17 Jewel Waltham movement for a lifetime of accurate, dependable service.

33W183-2365 . . . . . Retail $55.00

E Coventry . Smartly tailored executive styled watch that bespeaks successful achievement. Yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewel movement.

33W184-2425 . . . . . Retail $65.00

F Cutty Sark . . Built for a lifetime of dependable, accurate service. Styled to be worn anytime! Waterproof* chromed steel case. Combination expansion band with gray leather insets. Modern stick figure and radium-dot dial with radium hands that can be read in the dark American made 21 Jewel movement

33W185-3515 Retail $67.50

*As long as case, crown and crystal remain intact

Prices Do Not Include Federal Excise Tax

Each Watch Handsomely Gift Boxed

G Chase . . . Master-styled dress watch 14K gold case, matching combination band. Stick-figure dial. 17 Jewels.

33W187-4345 Retail $105.00

As above. Gold-filled,

33W186-3015 . Retail $80.00

All Waltham Watches Fully Guaranteed

HAGNS

PREVUE WALTHAM DESIGNS OF TOMORROW

17, 21, AND 25 JEWEL WATCHES

from Our International Collection

SHOCK PROTECTED WITH INCABLOC

[Fully Guaranteed]

H Broymere . . . A delight to wear, charming to use! Sculptured yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. High-domed crystal over a very legible, modern dial. 17 Jewels

33W188-2445 . . . . . Retail **$67.50**

As above with white rolled gold plate case

33W189-2445 . . . Retail **$67.50**

J Wellesley . . . Truly international in style but designed for the robust American tempo. Petite carved case of yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels

33W190-2160 . . . . . Retail **$57.50**

L Stevens . . . Here's proof a practical watch can be beautiful. Exceptionally legible dial in a contoured yellow rolled gold plate case with a stainless back. Matching gold-filled expansion bracelet. 17 Jewel movement.

33W192-2320 . . . . . Retail **$55.00**

K Vassar . . . At last! A *dainty* self-winding waterproof* watch for ladies. Styled with a jet black dial and raised crystal. Dust-protected yellow gold-filled case and expansion bracelet. 17 Jewel Waltham movement.

33W191-4425 Retail **$97.50**

M Edgebrook . . . A perfect gem of a watch for the most style-conscious lady! Solid 14K yellow gold case with matching gold-filled expansion bracelet. Exquisite dot textured skip-figure dial. Domed crystal. 17 Jewels.

33W193-2920 . . . . . Retail **$75.00**

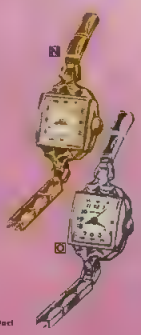
For Women at Work

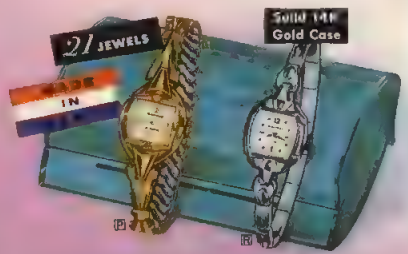
N Bryn Mawr . . The style-sense of a dress watch in a timepiece designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. Dependable 17 jewel movement in dust-protected case of yellow rolled gold plate. Stainless back. Matching expansion band has black leather insets. High dome crystal over an exceptionally easy-to-read dial.

33W194-2600 . . . . Retail **$70.00**

O Gatewood . . A career woman's watch skillfully wrought in white rolled gold plate with stainless back and red leather insets in the gold-filled expansion bracelet. 17 Jewel movement.

33W195-2600 . . Retail **$70.00**





P Atlantique Chic as a Paris hat. Carved case of yellow rolled gold plate, stainless back. Matching combination expansion band. Fine quality American made 21 Jewel Waltham movement.

33W196-3430 Retail **$65.00**

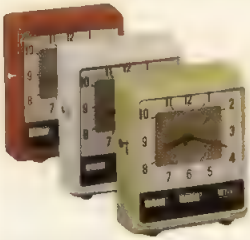
R Pacifique Deluxe in every respect! Solid 14K white gold case. Matching "Queen" gold-filled expansion bracelet. High dome crystal over modern dial. American made 21 Jewel Waltham movement.

33W197-4370 Retail **$105.00**

Each Watch Handsomely Gift Boxed

Prices Do Not Include Federal Excise Tax

*As long as case, crown and crystal remain intact



DATE-MINDER ELECTRIC CLOCK Lux' fabulous Calendar wall clock tells the day, the date and the time automatically on easy-to-read face. Simple styling makes it suitable for any room, any place. 6x7" polystyrene case in red, yellow or white. AC.

228-510 A725 Flame Red **$10.95**
228-528 A725 Antique Yellow **10.95**
228-536 A725 Ice White **10.95**

GLOLITE TV LAMP-CLOCK...cleverly designed to glow in the dark. Restful for TV eye fatigue, comforting in bedroom or nursery. Colorama numerals automatically tell hour, minute, even the seconds "at a glance." Handsome walnut grained plastic case with Glolite window. Size 3½x5½x5" high. Accurate, self-starting electric motor. AC.

228-429 A657 Glolite TV Clock **$10.95**

NUMECHRON ELECTRIC CLOCKS. Automatically tell "time at a glance. Unexcelled for accuracy: self-starting. Aristocratic looking cases 115v., 60 cycles. AC. With cord.

(E) **Jefferson** Walnut plastic case
228-403 A598 Size 7x4x4" **$9.95**

(F) **Belvedere** Simple, elegant case is solid Mahogany. Gold plated bezel.
228-411 A1200 Size. 7½x4½x3½" **$19.95**

TYROLEAN CHALET CLOCK Quaint little decoration with many features, all in a brightly colored handmade wood case: 40-hour key wind clock, thermometer, barometer and night light. Light operates on standard flashlight batteries. Boy comes out to forecast sunshine, girl steps out with umbrella to warn of coming rain. Size: 8¾" high, 13" wide.

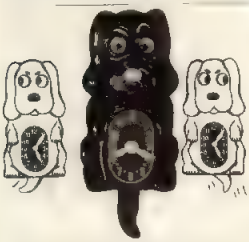
227-967 A720 Chalet Clock **$10.95**

"Personality" Clocks

For a gift that's delightfully different. . give an intriguing novelty clock that tells time in talented style. Some also let you know the day, date and weather . . others double as smart TV lamps or comforting night lights. You'll find decl 'first" clocks for children s rooms.. clever companions for kitchen or den

ELECTRIC FIREPLACE LAMP-CLOCK. Flip the switch and realistic flames dance and glow in a colorful three-dimension old fashioned hearth scene, complete with andirons, logs and fire-screen. Indirect light, controlled by pinswitch, illuminates entire action scene... serves as night or TV background light. Walnut plastic case. AC

227-918 A1017 Clock. 10½x7½x4¾ **$16.95**



ANIMATED KLOCKER SPANIEL. Practical little "pet" that brightens kitchen, den or children's room! Klocker wags his tail tirelessly to and fro, rolls his eyes from side to side. Good little watch dog, too—his eyes and hands glow in the dark! Sturdy black plastic with clear, easy-to-read numerals. 11x8x3". Accurate electric movement. AC

228-478 A450 Animated Wall Clock . **$6.95**

(G) **MINIATURE GRANDFATHER CLOCK.** Hand painted flowers decorate the ivory finished wood case. 30-hr key wind movement
228-080 A330 Clock. 8¼" tall **$4.95**

(H) **ROY ROGERS 60-HR ALARM.** Roy and Trigger in action pose against colorful Western scene. Ivory metal case, key wind
227-645 A265 Alarm Clock. 5¼" high **$3.95**

WALT DISNEY'S ANIMATED PLUTO. World's favorite dog becomes an electric clock with real personality! Pluto's eyes roll expectantly, his panting tongue reaches over and over for the bone hands in his "dish." Pluto stands guard thru the night, too—hands and eyes glow in the dark! Brightly colored, a sturdy plastic case. Self-starting. AC

227-942 A695 Pluto Clock. 8¼x4x4" deep **$9.95**

RETAIL PRICES on this page do not include Federal Excise Tax

THE GOLDEN VISIONETTE. .electric clock with the famous "see-thru" dial, slightly tilted for Angle Vision. Base and rim are heavy 24K gold plate metal...add a touch of elegance. Petite 7½x8¼x4¼" size makes Golden Visionette appropriate for every appointment desk bedroom, mantel or table. Self-starting motor. 60-cycle. AC

228-189 A1077 Golden Visionette . . . **$17.95**

CERAMIC CLOCK. Let this cheery electric clock accent your decorating scheme.. perfectly! An accurate movement marks off the minutes on a smart-hued concave circle. Hang it on the wall or stand it up ..foldaway support holds it steady. 9" across. AC

228-395 A530 Yellow **$7.95**
228-387 A530 Black **7.95**
228-379 A530 Pink **7.95**

STARLITE...has a softly lighted dial that lets you read the time even when the room is in total darkness. It's the ideal TV or bedside clock. The intriguing star design is fired on to the plate glass dial, metal base is finished in gleaming gold color. Self-starting electric movement, switch to control light. Size 4½x8½x8" high. UL approved. AC

227-900 A1017 Starlite Clock . . **$16.95**

New Trends in Time!

These handsome gift clocks will say nice things about your taste

OLD FASHIONED BELL ALARM.. can wake up the most determined sleeper. No more being late to appointments when there are not one, but two nickel bells ringing heartily. This key wind clock is simply designed to blend with any decor. Its black face gives good contrast to the radium painted hands and numerals that let you read time in the dark.

227-678 A330 Bell Alarm, 6¾" high **$4.95**

NEW DAPPER ALARM .so good-looking and so accurate, no one will guess you paid so little for it! Ingraham styles this small key wind clock with durable ivory-colored lustrex case and gleaming brass-finished trim. Contrasting colors of dial make it easy to read the time at a glance. Height 4½"

227-389 A207 With regular dial . **$2.98**
227-397 A245 With luminous dial **3.50**

DAWN 8-DAY ALARM. .needs winding only once a week. It's small enough to carry on trips (only 5½" high), and has easy-to-read dial. Metal case is finished with ivory baked enamel, trimmed with polished brass. The dial contrasts brown numerals and soft ivory background. Soft ticking!

227-421 A385 With Regular dial **$5.50**
227-439 A455 With Luminous dial. **6.50**

CONTEMPORARY BANJO CLOCK This new version of an old American favorite can be the focal point for a picture group ..or use it alone as a dramatic accent. Made of solid brass highly polished for wonderful luster. Its brushed brass dial contrasts with black Roman numerals. Self-starting electric movement is fully guaranteed. 22" long AC

227-963 A2557 Banjo Clock . . . **$39.95**

LITTLE PAL ALARMS . only 3½' high! These 40-hour miniatures are small enough to pack for traveling, but still rate high in accuracy. One key winds both time and alarm. The handsome case is baked ivory enamel with gleaming polished brass-plated bezel. Choice of regular dial or dark brown radium dial.

227-405 A276 With Plain dial **$3.95**
227-413 A356 With Radium dial **4.95**

RETAIL PRICES on this page do not include 10% Federal Excise Tax

GET READY!

- NETWORK TV PROMOTION STARTS APRIL 1957
- NATIONAL THEATRE RELEASE BEGINS JUNE 1957
- SYNDICATED SUNDAY COMIC FEATURE STARTS APRIL 7

WALT DISNEY'S

"JOHNNY TREMAIN"

CONTACT THESE LICENSEES FOR MERCHANDISE

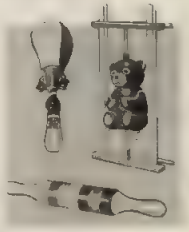
MANUFACTURER	ADDRESS	PRODUCT
Aristocrat Leather Products, Inc	New York, N. Y.	Wallets
Bailey Geo S Hat Co., Inc.	Los Angeles, Calif	Hats
Bantam Lite Inc	Hempstead, N. Y.	Novelty flashlights
Bayshore Industries, Inc.	Elkton Md	Toy Make-up kit
Benny-Albee Novelty Co.	Mospeth 78, N. Y	Hats
Cooper, Ben Inc	Brooklyn, N. Y.	Costumes
Doll Publishing Co	New York N. Y	Comic Books
Dexter Manufacturing Co.	Providence, R. I	Boys' & Girls' jewelry
E-Z Mills, Inc	New York N. Y	Sweat shirts
Eddy L M Mfg Co Inc.	Bramingham, Mass.	Play outfits
Gardner & Co.	Chicago 16, Ill.	Games
Great American Plastics	New York, N. Y.	Cutlass

MANUFACTURER	ADDRESS	PRODUCT
Gund Manufacturing Co.	New York N. Y	Hand Puppets
Harwood Mfg. Co.	New York 16, N. Y	Woven pajamas
Hassenfeld Bros., Inc.	Pawtucket, R. I.	Pencil boxes
Jaymar Specialty Co	New York, N. Y	Puzzles
Marx, Louis & Co	New York, N. Y.	Rev Guns, pistols
National Leather Mfg. Co.	Brooklyn, N. Y	Shoulder bags
Oak Rubber Co.	Ravenna, Ohio	Balloons
Shirtees, Inc	New York, N. Y	Tee shirts
Simon & Schuster Inc.	New York, N. Y	Golden Books
Transogram Co. Inc,	New York N. Y	Paint sets
Whitman Publishing Co.	Racine Wisc	Activity games
Withington, Inc	West Minot, Maine	Bow and arrow sets

WALT DISNEY PRODUCTIONS • 477 MADISON AVENUE, NEW YORK 22, N. Y. • CHARACTER MERCHANDISING DIVISION

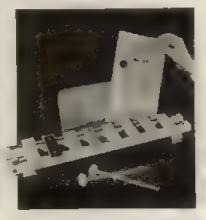
TOY DELIGHTS

"Cradle Symphony" Gym. Swiss music box plays a tune when baby pulls the nylon cord. Box is mounted on regular "Cradle Gym" Both gyms have colorful bells, bracelets and balls. Fascinating for 3 mos. to 1 yr. olds.
892-893 B350 Symphony . **$5.00**
892-885 B140 Cradle Gym **2.00**



3 Play Pen Toys . . . for ages 3 mos. and up! Jump Pen Teddy Bear is unbreakable; sanitary because he wipes clean. Baby's bright "soft-stuffed" Thumper has bells; is lightweight, easy-to-handle. Rainbow-colored Roll-a-Pin rolls, comes apart and stacks
892-901 B295 Three Toys **$4.29**

Squeeze Toys . . . two 11" dolls and 4½" "Droopy"—the famous M.G.M. dog. "Runaway" has a toy in his sack. Little "Copycat" holds lipstick, removable mirror. All are of finest soft vinyl plastic . . . permanently scented by exclusive process.
892-943 B280 Set of 3 . . **$3.98**



New 17" Color Xylo Deluxe . . . electronically-tuned to discover and encourage musical talent! Includes: lyre-decorated music holder, note reading guide, 2 mallets, 4-page color-keyed music sheet. Enameled steel keys. For 21 mos. to 7 yrs.
892-976 B210 Xylo **$3.00**

Holgate Educational Toys

E Basket Basket . . . "take-along" toy that lets love to carry wherever they go. 9 blocks in 4 different shapes drop through their own shaped holes in the basket top. Made of smooth wood; safe colors. For 1 to 5 yrs.
892-703 B210 Basket . **$3.00**

H Jingle Trolley Car . . . pulls either forward or backward; has "jingle" bell on cord. Keeps child busy placing passengers at "trolley stops" or in "seats". Measures 8¾x3¾x3¾" high. For ages 2 to 8 years.
892-745 B175 Trolley **$2.50**

F Lacing Shoe . . . pleasantly teaches a child how to lace his shoes, tie knots. The "so many children" and "mother" with various shaped bases teach eye-hand coordination. Measures 8¾x3⅞x7¼" high. For 2 to 5 yrs.
892-711 B210 Shoe **$3.00**

K Double Tumble & Bingo Bed. Tumble pull toy has two colorful "come apart" barrels. 11⅛x2½x3¾" high. For 1 to 4 years. Durable hardwood hammer peg board has slotted pegs. 9¼x4¾x5¾" high. For 1½ to 5 years.
892-752 B280 Two Toys . . **$4.00**

G Merry-Go-Round. Here's a fascinating whirling toy of many colors. Bell makes plenty of noise to please the "small fry". Take-apart features teach eye and hand coordination. 13½x7½x6½" high. For ages 3 to 5 years.
892-737 B280 Whirl Toy. . **$4.00**

L Baby Train & Cone Tree. 3-pc. colorful train teaches pegging and joining. 8½x3½x4" high. For 1 to 3 yrs. Stacking cone tree teaches color and size discrimination. 3½" in diameter, 7½" high. For 1½ to 4 years.
892-695 B280 Two Toys. . **$4.00**

Nursery Birds . . . flutter, float and fly from crib or light fixture to enchant even tiny babies. 7 colorful washable rubber and plastic birds hang on nylon cords from an all-steel enameled hanger. Mobile comes completely assembled in beautiful gift package.
893-008 B210 Birds **$2.98**

Walt Disney Bend-Mo Toys . . . starring Pinocchio and Jiminy Cricket. Twist 'em, turn 'em into countless animated, comic positions . . . thanks to the flexible aluminum wire frame. Gaily colored pure foam rubber bodies make them completely harmless.
892-950 B280 Set of 2 . . . . **$3.98**

5 CINDERELLA WATCH with rayon bracelet. "Cinderella" in pretty ball gown decorates dial. Blue numerals and hands match dainty Blue band. Shockproof Chrome-plated top; steel back. Gift boxed in "Cinderella's" plastic slipper
54 J 1564. (1 lb.)..... 7.65

6 CINDERELLA WATCH with chrome-plated expansion bracelet. Styled with pretty "Cinderella" on dial. Shockproof movement. Chrome-plated top, steel back. Easy-to-read numerals, hands. Gift boxed in plastic slipper.
54 J 1555. (1 lb.)..... 8.95

7 ALICE IN WONDERLAND WATCH Colorful picture of "Alice" in dainty gown on watch face. Chrome plated case, unbreakable crystal. Shockproof movement. Styled with Blue hands and numerals; Pink rayon strap.
54 J 1561. (1 lb.) Teacup gift boxed 7.65

8 NEW! DONALD DUCK WATCH A favorite of every boy and girl— lively "Donald" tells time with his hands. Reliable shockproof movement. Chrome plated case with stainless steel back. Washable Blue vinylite strap.
54 J 1559 (1 lb.) Gift boxed..... 7.65

9 OFFICIAL MICKEY MOUSE club watch. Famous Walt Disney cartoon favorite—loved by all children. Cute figure of "Mickey" on dial tells time with his hands. Shock resistant movement. Gleaming chrome-plated case; stainless steel back. Easy-to-read numerals, Yellow hands. Beautiful Red strap of washable vinylite. Gift box.
54 J 1428. (1 lb.)..... 7.65

All Prices Incl Fed. Excise Tax

Colorful, Exciting Selections From The Land of Adventure

10 WESTERN WALLET. Leather; zipper closing.
54 J 2647. (6 oz.) Brown. ... 1.00

11 LASSIE WALLET. Plastic; hammered gold embossing.
54 J 2744 (6 oz.) Brown..... 88¢

BALLERINA SET—watch, charm bracelet . . . ideal gift for young girls. Ballerina in dancing costume on dial—moving legs tell time. Chrome plated case; stainless steel back; plastic strap with expansion type back. Gift boxed set incl. watch and bracelet with charms
54 J 1579 (14 oz.) **Watch, Bracelet Set.** 7.95
54 J 1580. (14 oz.) **Watch Only** 6.45

ROBIN HOOD SET—watch, tie bar, and cuff links that match! Accurate, dependable watch has chrome-plated case, stainless steel back. Picture of Robin Hood on dial; easy-to-read numerals, hands. Expansion band. Bow and arrow on alligator-grip tie bar and links. Gift boxed.
54 J 1578. (14 oz.) **Watch, Tie Bar, Links** 7.95
54 J 1581. (14 oz.) **Watch Only** 6.45

See Page 239 for new, lower credit terms . . . longer time to pay

Children's Grooming Set
2.78

SPRUCE-UP WESTERN HORSE of moulded plastic; detachable saddle bag manicure set. Teaches good grooming. Incl. Nail file, nail clipper, tooth brush, comb.
54 J 2749. Approx. 8x7½-in. (1 lb.) **2.78**

Prices Inc Fed Excise Tax Where Applicable

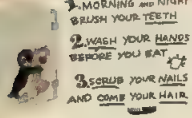
1 INGERSOLL for boys or girls. Shock-proof. Chrome plated case with stainless steel back. Sweep second hand, 60 second outside track. Silvered dial; easy-to read numerals. Leather strap.
54 J 1554. (14 oz.) **7.65**

2 COLORFUL SUPERMAN watch. Accurate, dependable—with the hero of many youngsters in color on dial; emblem on leather strap. Chrome plate case, steel back. Easy-to-read numerals.
54 J 1577 (8 oz.) **5.45**

3 "RANCHO GRANDE" western watch. 2-jewel Swiss movement. Glow-in-the-dark numerals, hands. Sweep second hand, chrome plated case. Silver dial with cowboy emblem. Western leather strap.
54 J 1566 (8 oz.) **6.95**

4 HOPALONG CASSIDY watch. Shock-resistant chrome plated case; silver dial with picture of "Hoppy" on face. Bright red numbers and hands. Unbreakable crystal. Decorated leather strap.
54 J 1565 (1 lb.) **7.65**

2.95



7-PC. KIDDIE KABINET provides youngsters from 2 to 8 yrs. with essential grooming accessories. Ideal Christmas gift . . . makes good grooming fun! Sturdy plastic with lively penguin decal on cabinet door; mirror inside. Attaches to wall with "magic mount"—eliminates holes. 2 nylon-bristle toothbrushes labeled "Good Morning" and "Good Night"; plastic water tumbler; comb; brush. Slate Pink, White cabinet. (1 lb. 2 oz.)
54 J 2786 Approx. 6x6x3-in. . **2.95**

Treasure of Gifts for Youngsters . . .

in Black or Snowy White

French Poodle and Perfume Set
YOUR CHOICE **2.94**

AUTHENTIC FRENCH POODLE set. Pet poodle has cute snap-on blanket . . . holds 2 bottles nationally known Perfume. Extra durable, break-resistant plastic . makes ideal gift for young boy or girl. Poodle is a welcome addition to toy animal collection. Approx. 8x8-in. (1 lb. 6 oz.)
54 J 2787 Slate White, Black . . . Ea. **2.94**

- Bubble Bath
- Savings Bank
- Lovable Toy

Mickey" or Donald
YOUR CHOICE **1.00**

"MICKEY MOUSE" OR "DONALD DUCK" bank contains enough bubble bath for about 25 fun-filled bathings. Of soft, non-toxic plastic—makes a safe, familiar toy the youngster will love. When empty, can be used as a bank. (1 lb.)
54 J 2791 **Mickey Mouse**. **1.00**
54 J 2792. **Donald Duck**. 1.00

SEAFORTH'S "WEE SCOT" SET

- Stoneware Jugs
- Comic Strip Box

1.65

"WEE SCOT" set by Seaforth. Delightful Heather scent in shampoo, hair tonic and talc all in colorful 1 ⅔-oz. stoneware jugs. Window in box lid . . . reveals 4 novel adventure comics . combines fun with good grooming.
54 J 2745 (1 lb.) **1.65**

Budget Power can make this your brightest, happiest Christmas

WATSON STERLING

A Division of
R. Wallace & Sons Mfg. Co., Wallingford, Conn.

STERLING ROSE

Sterling with the accent on youth, heavyweight, finely balanced, delicately carved, for those who prefer contemporary design with a touch of decor

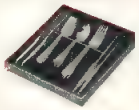
COLONIAL ANTIQUE

Modern sterling with Colonial grace, contemporary simplicity borrowed from traditional design, a flowing silhouette in heavyweight, well-balanced silver

5-PIECE PLACE SETTING

Luncheon Fork
Luncheon Knife
Cream Soup Spoon
Salad Fork
Tea Spoon

Sterling Rose and Colonial Antique 2160KW1541T Retail $28.25
(In Bulk Gift Box)



16-PIECE STARTER SET
(Service for 4)

4 Tea Spoons
4 Luncheon Knives
4 Luncheon Forks
4 Salad Forks

Sterling Rose and Colonial Antique 2151K3W4963T
Retail $90.99
(In Bulk Gift Box)

26-PIECE SET (Serv. for 6)

6 Luncheon Knives
6 Luncheon Forks
6 Tea Spoons
6 Salad Forks
1 Butter Knife, H H
1 Sugar Spoon

Sterling Rose and Colonial Antique 2152K5W8208T
Retail $150.48

52-PIECE SET (Serv. for 8)

8 Tea Spoons
8 Salad Forks
8 Luncheon Knives
8 Cream Soup Spoons
2 Table or Serving Spoons
8 Luncheon Forks
8 Butter Spreaders, H H
1 Butter Knife, H.H
1 Sugar Spoon

Sterling Rose and Colonial Antique ..... 2153K9W16090T Retail $294.99
(Chests Extra)

PLACE SETTING PIECES		Retail
2154KW231T	Butter Spreader, F H	$ 4.25
2155KW231T	Butter Spreader, H.H.	4.25
2156KW300T	Cream Soup Spoon	5.50
2157KW464T	Dinner Fork	8.50
2158KW409T	Dinner Knife	7.50
2159KW355T	Luncheon Fork	6.50
2160KW341T	Luncheon Knife	6.25
2161KW500T	Salad Fork	5.50
2162KW245T	Teaspoon	4.50
OTHER PLACE PIECES		
2163KW150T	Coffee Spoon	2.75
2164KW409T	Dessert Spoon	7.50
2165KW273T	Iced Beverage Spoon	5.00
2166KW285T	Oyster or Cocktail Fork	4.75
TABLE SERVING PIECES		
2167KW382T	Butter Knife, H H	7.00
2168KW2046T	2-pc. Carving Set	37.50
2169KW382T	Cheese Server, H.H	7.00
2170KW791T	Cold Meat Fork	14.50
2171KW791T	Gravy Ladle	14.50
2172KW286T	Lemon Fork	5.25
2173KW655T	Pastry Server	12.00
2174KW319T	Pickle or Olive Fork	5.75
2175KW1050T	Salad Serving Fork	19.25
2176KW1050T	Salad Serving Spoon	19.25
2177KW736T	Salad Set, Wood, H.H.	13.50
2178KW1091T	3-pc. Steak Set	20.00
2179KW382T	Sugar Spoon	7.00
2180KW573T	Table Spoon	10.50
2181KW573T	Vegetable Spoon	10.50

Please specify choice of pattern. Please use Dept. "K" order form only.
To determine shipping weights, allow one pound for six places, or each complete place setting
Silverware chests are shown on page 142.

WATSON STERLING

A Division of
R. Wallace & Sons Mfg. Co., Wallingford, Conn.

FOXHALL Eighteenth century design that has never gone out of style, for young moderns who like rich, heavyweight, decorative sterling that will blend with contemporary settings.

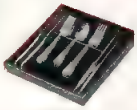
LAMERIE A modern interpretation of a dinner service created for the court of King George, extraordinary weight, rich design on smooth planes of solid silver, in good taste anywhere, anytime.

5-PIECE PLACE SETTING

Luncheon Fork, Luncheon Knife, Cream Soup Spoon, Salad Fork, Tea Spoon

Foxhall	2182KW1319T	Retail	$25.51
Lamerie	2214KW1841T	Retail	$33.75

(In Bulk Gift Box)



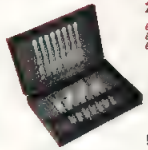
16-PIECE STARTER SET
(Service for 4)

4 Luncheon Knives, 4 Tea Spoons, 4 Luncheon Forks, 4 Salad Forks

Foxhall 2183K3W4474T Retail $82.02

Lamerie 2215K3W5890T Retail $107.98

(In Bulk Gift Box)



26-PIECE SET (Serv. for 6)

6 Luncheon Forks, 6 Luncheon Knives, 6 Tea Spoons, 6 Salad Forks, 1 Butter Knife, H H., 1 Sugar Spoon

Foxhall	[illegible]
Retail	$135.77
Lamerie	2216K5W9625T
Retail	$176.46

52-PIECE SET (Serv. for 8)

8 Tea Spoons, 8 Salad Forks, 8 Luncheon Knives, 2 Table or Serving Spoons, 8 Cream Soup Spoons, 8 Luncheon Forks, 8 Butter Spreaders, H H, 1 Butter Knife H.H., 1 Sugar Spoon

Foxhall	2185K9W14808T	Retail	$271.49
Lamerie	2217K9W19615T	Retail	$359.49

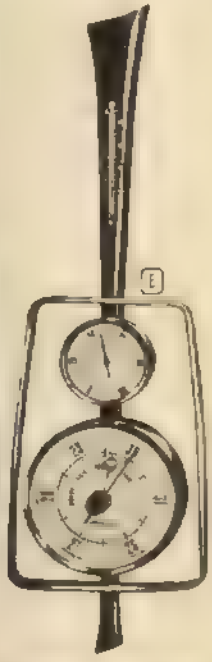
(Chests Extra)

FOXHALL	Retail	PLACE SETTING PIECES	LAMERIE	Retail
2186KW231T	$ 4.25	Butter Spreader, F H	2218KW327T	$ 6.00
2187KW231T	4.25	Butter Spreader, H H	2219KW327T	6.00
2188KW273T	5.00	Cream Soup Spoon	2220KW368T	6.75
2189KW409T	7.50	Dinner Fork	2221KW518T	9.50
2190KW340T	6.25	Dinner Knife	2222KW436T	8.00
2191KW327T	6.00	Luncheon Fork	2223KW436T	8.00
2192KW300T	5.50	Luncheon Knife	2224KW382T	7.00
2193KW286T	5.25	Salad Fork	2225KW368T	6.75
2194KW205T	3.75	Teaspoon	2226KW286T	5.25
		OTHER PLACE PIECES		
2195KW121T	2.25	Coffee Spoon	2227KW150T	2.75
2196KW355T	6.50	Dessert Spoon	2228KW409T	7.50
2197KW273T	5.00	Iced Beverage Spoon	2229KW273T	5.00
2198KW318T	3.50	Oyster or Cocktail Fork	2230KW259T	4.75
		TABLE SERVING PIECES		
2199KW382T	7.00	Butter Knife, H H	2231KW409T	7.50
2200KW2045T	37.50	2-pc. Carving Set	2232KW2045T	37.50
2201KW422T	7.00	Cheese Server, H.H	2233KW409T	7.50
2202KW627T	11.50	Cold Meat Fork	2234KW1173T	21.50
2203KW640T	11.75	Gravy Ladle	2235KW818T	15.00
2204KW218T	4.00	Lemon Fork	2236KW286T	5.25
2205KW491T	9.00	Pastry Server	2237KW655T	12.00
2206KW273T	5.00	Pickle or Olive Fork	2238KW327T	6.00
2207KW1009T	18.50	Salad Serving Fork	2239KW1227T	22.50
2208KW1009T	18.50	Salad Serving Spoon	2240KW1091T	20.00
2209KW736T	13.50	Salad Set, Wood H.H	2241KW955T	17.50
2210KW1009T	18.50	2-pc. Steak Set	2242KW1227T	22.50
2211KW314T	5.75	Sugar Spoon	2243KW382T	7.00
2212KW545T	10.00	Table Spoon	2244KW736T	13.50
2213KW545T	10.00	Vegetable Spoon	2245KW736T	13.50

Please specify choice of pattern. Please use Dept. "K" order form only. To determine shipping weights, allow one pound for six pieces, or each complete place setting. Silverware chests are shown on page 142.

Famous-Name Instruments for Accurate Forecasting

Weather instruments by the finest craftsmen—for home or office. Foreign and domestic markets furnish us with an excellent selection—superior in every detail. Designed for efficient performance.



"RIVIERA" FORECASTER BY AIRGUIDE

Strikingly beautiful and unusual. Combination barometer, thermometer, and humidity indicator. Polished copper cases hang from satin-black wrought iron stand. Easy-to-read black dials with white graduations and coppery knobs. 10 x 5⅝ x 2⅛ in. deep.

14-6167 A 1050—Shpg. wt. 2 lbs. Retail **$17.50**

Ⓐ "MONTICELLO" BAROMETER, CLOCK

Beautiful Airguide pendant barometer with clock, thermometer, and humidity indicator. From the dark red solid mahogany case and polished brass bezel to the etched silvered dial this instrument breathes the spirit of colonial artistry and good taste. Clock has fine 7-jewel, 8-day movement with stem wind and set. Measurements of this deluxe piece are 9 x 2½ x 33⅜ in. high. Clock only is subject to $2.50 retail Fed. Excise Tax.

14-0418 A 5700—Shpg. wt. 12 lbs. **$85.00**

Ⓑ AIRGUIDE "CANTERBURY" BAROMETER

Designed in dignified traditional style. Hand rubbed finish in choice of solid mahogany or fruitwood case. Shows temperature, humidity, weather trends. Polished brass bezels and ornamental spindle. Etched dials and scales are richly silvered. A beautiful and useful appointment that enriches any room. Expertly made of fine materials to give accurate lasting performance. 9 x 2½ x 28 in. high.

14-0392 A 3600—Fruitwood. 10 lbs. . . . **$60.00**

14-0400 A 3600—Mahogany. Wt. 10 lbs. **$60.00**

Ⓒ "MAYFAIR" BAROMETER BY AIRGUIDE

All-weather forecaster in traditional Chippendale design. Truly authentic in every detail: a perfect decorative accessory. Adds beauty to any living room, hallway or den. A precision dependable mechanism: it registers temperature, humidity and weather trends on lovely silvery dial with easy-to-read black characters. Solid mahogany case with brass bezel and knob. Case measures 8¾ x 2 x 26½ in. high.

14-2794 A 2870—Shpg. wt. 2½ lbs. **$49.50**

Ⓓ "CORONET" BAROMETER BY AIRGUIDE

Authentically styled heirloom quality—in the classic colonial manner. Two gauges register temperature and humidity, third shows weather trends. Silvery finished dials. Solid mahogany or fruitwood. Spindle and bezels of polished brass. 6⅝ x 1⅝ x 20 in. high.

14-2703 A 1500—Fruitwood. Wt. 2½ lbs. **$25.00**

14-1697 A 1500—Mahogany. 2½ lbs. . . **$25.00**

Ⓔ "BISCAYNE" BAROMETER BY AIRGUIDE

A contemporary design in the popular pendant held. Combines [illegible] of rubbed walnut with bright flashes of lacquered brass. White screened thermometer scale on satin finished woodstock. Lithographed details on hygrometer and barometer dials. 6¾ x 2¼ x 22¾ in. high.

14-0384 A 1500—Shpg. wt. 2½ lbs. . . **$25.00**

Ⓖ AIRGUIDE "CATALINA" COMBINATION

Contemporary styling to blend with traditional or modern furnishings. Polished brass case hangs from gracefully shaped solid walnut spindle. Shows temperature, forecasts weather trends. Aluminum dial with black characters, white graduations on thermometer. 5½ x 2 x 15 in. high.

14-7496 A 900—Shpg. wt. 2½ lbs. Retail **$15.00**

Ⓗ "FAIRFIELD" BAROMETER BY TAYLOR

Good taste of functional design makes a decorator's choice of miniature pendant barometer. Adjustable for altitudes 0 to 3500 ft. Tapered case of great plastic. Scale and dial are painted aluminum. Bulb guard and bezel of polished brass. Size [illegible] in. high.

14-0533 A 537—Shpg. wt. [illegible] lb. Retail **$8.95**

AIRGUIDE "SHERWOOD" WEATHER BUREAU

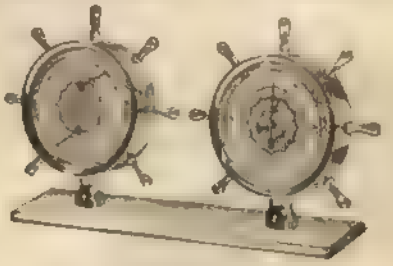
A handsome accessory for mantel or desk. Combination barometer, thermometer, and humidity indicator—all with easy-to-read dials. Satin finished brass bezel and feet, polished brass knobs and hands. Fruitwood case in lovely provincial design. 9¼ x 5½ x 2½ in. deep.

14-6175 A 900—Shpg. wt. 2 lbs. Retail **$15.00**

"PRINCETON" FORECASTER BY AIRGUIDE

Streamlined styling—designed for years of service. Accurately registers temperature, relative humidity, air pressure on 3 separate dials. Exquisitely detailed two-tone dial face accents the quaintness of gray plastic case. Brass base pointers. 7¼ x 3¾ x 1¾ in. deep.

14-1695 A 600—Shpg. wt. 1½ lbs. . . . **$10.00**



SWIFT "TRIOMETER"—SHIP'S WHEEL

Beautifully styled and expertly engineered! One "ship's wheel" a barometer, the other a thermometer and hygrometer that indicates relative humidity. Brass wheels with 3-in. white and brass dials, black lettering. 5¼ in. high, 8½ in. long. The perfect gift for any man.

14-2828 A 990—Shpg. wt. 2½ lbs. . . **$18.50**

All merchandise in this catalog is available unless otherwise indicated.

CHANTICLEER...by Brock of California. A proud, perky rooster, sprouting plumes of bright brown, green and yellow, struts on an ivory background. Glazed semi-porcelain in perfectly proportioned "coupe" design...a festive set to highlight day-by-day meals, to add sparkle to parties. Note the clever, footed pieces.

708-214 C1020 16-pc. Set. Contents on page 538..... $15.25
708-222 C885 7-pc. Table Service. Contents on page 538.... 13.25
708-230 C755 8-pc. Set (4 each: salads, cereal-soups)..... 11.25

LEMON LEAF..by Brock. Heralds the bold, bright color on today's most fashionable tables. Daringly different...the off round shape and "lemon leaf" in sunny yellow, quiet grays and charcoal outlinings. Ivory white semi-porcelain. Contents of sets on page 538.

708-792 C1020 16-pc. Set. Includes 4 each: 10" dinner plates, salad plates, cups and solid lemon yellow saucers..... .....$15.25
708-800 C630 8-pc. Set (4 each. Yellow fruits, cereal-soups).. 9.50
708-818 C810 7-pc. Yellow Table Service (decorated platter). 12.25

PINK BAMBU...Well Ware of California. Sets your table with color! Artistically oriental...with the casual California spirit and freshness of color, so important to today's interior fashions. Bambu depicts wind-blown shafts of bamboo in melting shades of charcoal and soft gray against a luscious pink background. Square shaped, durable semi-porcelain with hand-painted designs under glaze.

708-917 B1125 16-pc. Set. Contents on page 538..... . .....$14.95
708-925 B950 7-pc. Table Service. Contents on page 538..... 12.50

California Dinnerware

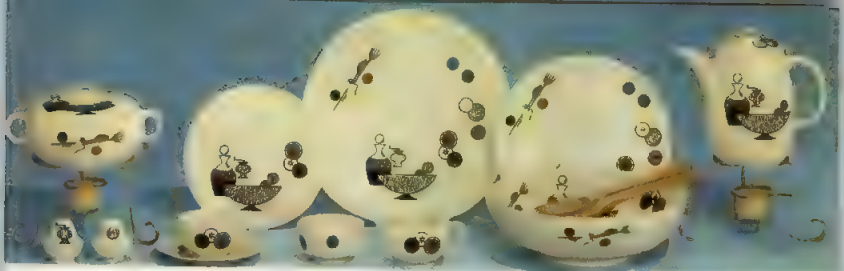
. . . by famous-name makers in imaginative patterns that surround every occasion with a refreshing, friendly glow

BIRCHWOOD...Well Ware of California. Compliments fall fast when you glamourize your table with this distinctive dinnerware. It's a sleek, contemporary pattern flavored with oriental delicacy.. deep brown branches with jungle green leaves highlight pink and white blossoms against an earthy birch ground. Deftly hand-painted semi-porcelain...double glazed for protection and beauty

708-891 B1125 16-pc. Set. Contents on page 538.....$14.95
708-909 B950 7-pc. Table Service. Contents on page 538..... 12.50

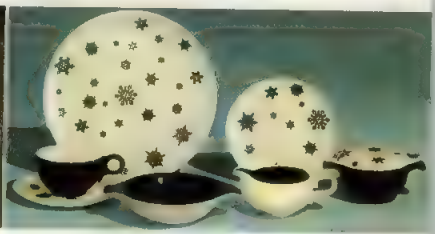
SOCIAL BUTTERFLY. .by Grant Ceramics. Oriental butterflies in exquisite blue, pink and lemon yellow alight delicately on a celadon green background. The body is a wonderful new substance called Stone China...it possesses the very essence of porcelain in its clear, clean texture and tough resistance to breakage. The white border is a safety edge which resists the chipping hazard.

708-958 B1500 16-pc. Set. Contents on page 538 $19.95
708-966 B950 5-pc. Table Service. Contents on page 538.... 12.50



WALDORF ..beautiful dinnerware, worthy of your most important moments, yet priced so you need never think twice about using it for everyday. This brand new pattern was created by one of the "greats" in designing—Scott Wilson. You'll find it a joy to own—a joy to give! Delightful, colored gourmet decorations in cozy tones of green, yellow, black and café au lait brown, set prettily on white ivory semi-porcelain. A lovely glaze adds lustre and protection. You'll find the superb off-circle shape complements the pattern perfectly.

46-pc. Serv-All Set...ingeniously planned to meet every serving problem from breakfast to formal dinners to casual buffets with smooth facility. Includes: 8 each: 10" dinner plates, 8" salad plates, cups and saucers...12" chop plate, creamer and modern open sugar bowl, covered beverage pot, covered casserole, salt and pepper shakers... plus a matching salad bowl with a smart salad fork and spoon (made of wood) and two brass warmers with candles.
708-883 C2550 48-pc. Serv-All Set (service for 8) **$38.25**



ENCHANTMENT...so true to its name! There's rhythmic grace in the turquoise, pink and soft sepia brown flowers that curve along the border of the modern coupe shape...just as if a whispering breeze touched them. Semi-porcelain, edged in platinum to complement prized sterling and crystal. Contents of sets on page 536.

709-154 C750	20-pc. Set (service for 4)	**$10.95**
709-162 C1475	35-pc. Set (service for 6)	**21.95**
709-170 C2175	53-pc. Set (service for 8)	**32.50**

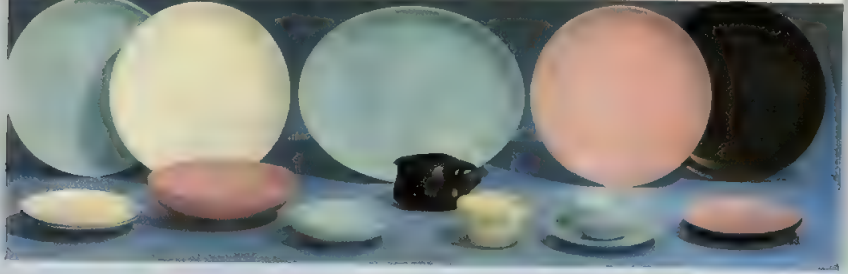
MIDNIGHT .designed by John Gilkes. An artist's interpretation of wondrous nature! A flurry of delicate black snow flakes fill the glorious canopy of stark white sky...on oven-proof, glazed semi-porcelain. Cups, fruits, cereal-soups, vegetable dish, salt-pepper in black with white interiors. Contents of sets on page 536.

709-865 C1100	23-pc. Set (service for 4)	**$16.50**
709-873 C1735	35-pc. Set (service for 6)	**25.50**
709-881 C2350	53-pc. Set (service for 8)	**34.95**

IROQUOIS CASUAL CHINA...by Russel Wright. Unbelievable, but true —this amazing real china *is* replaced if you break any piece, for any reason, within one year (in accordance with warranty)! Another amazing fact is that you can cook and bake in it...serve piping hot meals right from oven to table. Each piece is a lovely thing in itself ...of a classic and pure design in such luscious colors. Iroquois China is a tribute to your superior taste at every meal from snack time to formal dinners. And its price is irresistibly low too!

20-pc. Iroquois China Rainbow Set. Consists of 4 each: 10" dinner plates, bread-and-butter plates cups, saucers and fruit dishes. One each in pink sherbet, ice blue, sugar white and charcoal.
708-560 C1250 20-pc. Set (service for 4) **$17.95**

4-pc Table Service Set. Consists of ice blue platter pink sherbet, open vegetable dish, charcoal creamer, white open sugar bowl
708-578 C795 4-pc. Table Service **$11.50**



Flying Racers!

(A) TD-1 FLYING PLANE. Aluminum "air cell" wings; plastic fuselage. Instant starting "Space-Bug" engine; 24½" wingspan; 18" long.
98X1406B1200 120 sq inch area. Weight 6 lbs. . Retail **$19.95**

(B) TD-3 "FLYING CIRCUS." Fully assembled, ready to fly! 17" wingspan, checkerboard color pattern Fully formed "air cell" wing; quick-start engine, spring-action self-starter . Retail **$9.95**
98X1405B600 Weight 2½ lbs.

(C) ACCESSORY KIT. Glow fuel; filler cap with stainless steel strainer and hose; battery wires; glow plug clip; skylon reel, etc. . Retail **$2.95**
98X1407B180 Weight 1 lb

Engine-Powered Flying Models

(D) WEN-MAC TURBOJET. 1-cylinder internal combustion engine. Automatic recoil engine-starter; 3-blade prop; tri-cycle landing gear. Dura-Flex plastic construction. 17,500 RPM motor.
98X1411B780 . . . . . Retail **$12.95**

(E) WEN-MAC "HILLER'S FLYING PLATFORM." Flies up, down, hovers! Engine operates platform on "ducted fan" principle Throttle muffler; automatic recoil cable starter. Dura-Flex construction.
98X1410B840 Retail **$13.95**

(F) WEN-MAC ACCESSORY KIT. ½ pint of "V 73" fuel, propeller; pouring spout; fueling tube, battery clip, battery wire, etc
98X1412B90 Retail **$1.49**

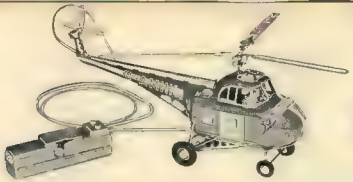
Famous United States Bombers

(G) B-26 MARTIN "MARAUDER" BOMBER. All the thrills of the "wild blue yonder" for beginner and expert alike. All plastic scale model kit with rugged, durable construction throughout. Built to the exact specifications of the famous Martin "Marauder" bomber. Complete with 42 pieces that include a stand, complete assembly parts for ⅜" scale model; decals and instructions. Length of the plane is 15"; wingspan is 18". The ideal gift for the boy who loves to work with his hands and appreciates the finest in scale model planes.
98X1415B173. . . . . Retail **$2.59**

(H) B-25 BOMBER. Smartest looking ship on any field . . . so symbolic of the United States' mighty air force. Will withstand great punishment due to its superior parts. Authentically scaled to ⅜", exact in every detail even to the decals. All plastic kit contains 52 pieces with stand, complete assembly parts, decals, instructions for setting up the plane. The length is 13¼"; wingspan is 17½" Exciting fun for all ages—easy and simple to set up with just a minimum of effort. Packaged in a colorful display, ready for gift presentation to a lucky boy.
98X1417B173. . . . . Retail **$2.59**

(J) B-29 BOMBER. The famous plane of World War II Massively constructed of the finest materials available All plastic kit contains 90 pieces that include a stand, assembly parts for 5/32" scale model. Decals and instructions for setting up the plane. Length 16", wingspan 22⅜" Gift boxed for presentation
98X1416B173 . . . . . Retail **$2.59**

(K) COMBINATION SET. Includes all three of the models shown above. The B-26; B 25 and the B-29. Complete with all parts and full instructions. Gift boxed.
98X1418B465 Retail **$7.75**



REMOTE CONTROL HELICOPTER. Thrilling action! Props spin, front and back, helicopter goes forward or reverse by remote control! Steers left and right by remote control! Cabin lights up, too! 14" long. Takes 2 flashlight batt
98X1393B267 Battery not incl. Retail **$4.00**

AUTOMATIC CHORAL COLOR TOP. Push the plunger, watch it spin and change color—listen to its 3-chord progressive tune. 12 reeds supply music. 10" high, 8" diameter Plexiglass and rubber
98X1391B200 . . . . . Retail **$3.00**

WALKING DRUMMER BEAR. Battery-operated bruin walks along, turns his head left and right while arms hit the drum! Eyes light up! Soft plush, with cloth pants. Stands 11" high. Batt not incl
98X1390B267 **$4.00**

FRICTION TRUCK AND 2 TRAILERS. GMC styling, each trailer 9½" long 1 trailer has 8 rubber tires, side and rear door action; other has 4 tires, support-side and rear door. Friction cab 6½" long Husky; baked enamel finish.
98X1394B334 . . . . . Retail **$5.00**

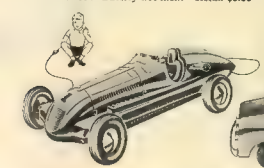
BATTERY SUBMARINE. 15" long, completely watertight. Action diving planes and rudder, 2 conning tower lights, deck gun, forward action motor. Submerges when ballast tanks are filled with water. Baked enamel finish.
98X1397B267 Batt. not incl. . . . . Retail **$4.00**

BATTERY FORK LIFT TRUCK. Goes forward and reverse, has rear wheel steering off steering wheel! Fork lift moves up and down; has removable hoist hook; removable driver with jointed arms. 8½" long.
98X1392B267 Batt. not incl. . . . Retail **$4.00**

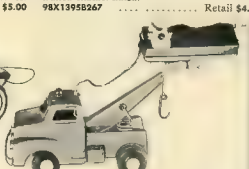
BATTERY SCOOP TRACTOR. Powerful! Motor-driven forward scoop moves to rear dump and returns, in continuous action; tractor moves forward and reverse, pushes heavy loads! Manual action rear dump. Removable driver adds realism. 15½" long. Operates on 3 batteries.
98X1392B334 Battery not incl.. Retail **$5.00**

AUTO TRANSPORT WITH 4 CARS. Friction cab is detachable from van for extra play; all 4 cars have friction motors, sirens (2 sedans 2 station wagons). Trailer features realistic drop tail gate, pull out tail ramp. 18½" long. Baked enamel finish.
98X1395B267 . . . . . Retail **$4.00**

HEAVY DUTY TRUCK ASSORTMENT. Whole trucking fleet! 4 cabs, with 4 detachable trailer vans: livestock (9"); moving (9"); logger with 8 logs and chain (9"); and grain hauler (9½"). Cabs are 7½" long; all with heavy duty rubber tires. Baked enamel finish.
98X1396B534 Retail **$8.00**



REMOTE CONTROL "FIRE-PLY" RACER. Authentic version of an Indianapolis favorite! Free wheel steering; finished in attractive metalized Gold and Silver 10" long, 5" wide. Operated by remote control Simple to run—fast, exciting! Less batteries.
98X1400B300 . Retail **$5.00**



REMOTE CONTROL TOW TRUCK. Powerful—lifts and pulls objects, mechanical lift raises and lowers. Runs forward and reverse; circles; red warning light atop cab flashes on when truck is in motion! 8" long. Battery operated. Battery not included.
98X1401B240 . . . . . Retail **$4.00**

REMOTE CONTROL "FRISKY"—The Wonder Pup. Battery operated, this humorous fellow goes forward and reverse on his moving legs! Electric motor. Size 11" long, 5½" high. 5½" wide. He's fun! Battery not included.
98X1402B300 . Retail **$5.00**

It's Westinghouse

. . . for the newest, most efficient, most wanted appliances!

so new

. . . the way to full "house-power" in your kitchen

WESTINGHOUSE AUTOMATIC APPLIANCE CENTER

- *lets you safely use as many as 5 appliances at once!*
- *connects any appliance to a timer!*
- *complete with button-reset circuit breakers!*

This compact appliance center provides adequate electric current for 5 electric appliances at once—without blowing a fuse. Connect any appliance to the timed circuit of this wonderful Automatic Appliance Center.

3 outlets are equipped with pull-out extension cords; the other 2 outlets can be used for appliances with permanently attached cords.

Steel casing—1 foot high, 1 foot wide, 9 inches deep. 45 amp circuit 115/230—120/240 volts. 3 wire, 60 cycle AC only, divided into 5-115 volt circuits with automatic timer and selector.

Shipping weight 22½ lbs.

Automatic Appliance Center

16E314—6497 Automatic Appliance Center ..... Retail 399.95

American Milk Glass

WESTMORELAND'S authentic reproductions of Old Colonial White Milk Glass. Handmade to satisfy a connoisseur's taste and at budget-wise prices. Each piece is a faithful copy of early American traditional design produced by Deming Jarvis and other master craftsmen in Cape Cod. Distinctive, deep-white color and authentic design. Truly collectors' items.

WEDDING BOWL

Wedding Bowl and Cover—An exclusive handmade replica of bowl used in serving portions of bride's cake. Hand decorated in delicate Dresden design of Roses on 4 sides and over with lavender bows at corners. When serving cover can be used as hollow trays with handing rings. **Height 8"; 4½ square.** Ship. wt. 4 lbs.

418G38-698 . . . . RETAIL **$10.00**

COVERED COMPOTE

Square, low footed compote in the charming and authentic pattern of "The Old Quilt." Gift item with a wealth of tradition—smart extra serving piece that blends with any table setting. **5" high; 5" square.** Ship. wt. 4 lbs.

418G32-210 . . . . . RETAIL **$3.00**

HOBNAIL BON BON DISH

Lovely, handled bon bon dish—Westmoreland's authentic reproduction of the famous Hobnail Milk Glass. The fine old tradition of milk glass makes this candy dish an outstanding seller—always popular **8" diameter.** Ship. wt. 2 lbs.

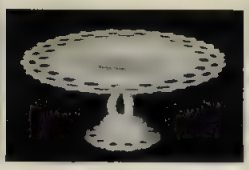
418G47-125 . . . RETAIL **$1.75**

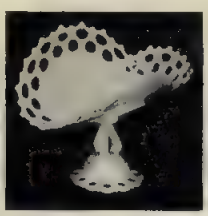
VICTORIAN JAR

A truly significant and authentic reproduction of the Victorian Era's design, and beaded edges hand made by expert craftsmen bringing out every detail of glass achievement. Useful for candies, nuts and numerous other delicacies. **Overall height 5½"; 4" square.** Ship. wt. 2 lbs.

418G46-245.....RETAIL **$3.50**

LACY EDGED SERVING BOWLS





FOOTED BOWL

Lacy edge bowl with delicate "Doric" border, tripod stem, and lace edge base. Entirely hand made authentic reproduction. Useful and decorative as centerpiece. Fruit bowl, effective in arranged or custom setting. **Height 7¾"; diameter 10".** Ship. wt. 5 lbs.

418G28-525.....RETAIL **$7.50**

CAKE PLATE

Choice Early American piece, faithfully reproduced. All hand-made with lacy edge "Doric" border, tripod stem and lace edge base. **Height 4⅜"; diameter 11".** Ship. wt. 5 lbs.

418G30-525 . . . . RETAIL **$7.50**

FOOTED BANANA BOWL

An interesting and impressive piece, completely hand made. Has Doric lacy edge bowl, tripod stem and lace edge base. Made with meticulous care in every detail. **Height 8½"; width 11½". Ship. wt. 5 lbs.**

418G29-525.....RETAIL **$7.50**

SITTING CHICK BOWL

Clever miniature bowl with sitting chick cover. Decorated red comb. Length 2½". **Minimum order—1 dozen.**

418G33-525 PET., DOZ **$7.80**

ALL-TIME FAVORITE GIFT ITEMS

SALT AND PEPPER SETS

Westmoreland's milk glass with hob nail body and smooth white base. Shiny chrome tops will not tarnish. Size, **4½" high.**

418G43-275....RETAIL, PER PAIR **$4.00**

TENTON HOBNAIL MILK GLASS SALT AND PEPPER. Has straight sides. **9" high.**

418G52-150 RETAIL, PER PAIR **$2.45**

DAINTY PANSY BASKET. (At left). An outstanding piece of intricate design in Westmoreland's Milk Glass. Decorative as well as useful, for candies, nuts, etc. 4¾" wide.

418G31-110 . . . . . RETAIL, EACH **$1.50**

SUGAR and CREAMER SET. (At right). Luxurious all over maple leaf pattern—a masterpiece of craftsmanship in Milk Glass. Its authentic reproduction of tradition. Beauty highlights any table setting. **Height 3⅝".**

418G38-175.....RETAIL, SET **$2.50**

PANELED VASE

Graceful Milk Glass vase with paneled grapes and leaves in bold relief. This well charged footed vase makes a stunning vase piece for centerpiece or any occasion. Its height is in keeping with its graceful design. **9" high.** Ship. wt. 3 lbs.

418G49-350 . RETAIL, EACH **$5.95**

Similar to above. Pair of vases 6" high—nice for garden flowers.

418G16-335. . . RETAIL, PAIR **$5.00**

"Cat Cry" Salt and Peppers. Have fun with these crying salt and peppers . . . each one makes a crying noise when turned upside down. Wood shakers are gaily painted, "Salty" has white hat and "Peppy" a red hat. For your backyard barbecue.

419G2-85

419G2 79—Lots of 12 ... RETAIL PAIR **$1.69**

LOVELY ITALIAN BON BON DISH. White china with raised fruit on ends and unusual fruit design in [illegible] colors in center. Openwork design on [illegible]. **Size:** 7¼" long, 5½" wide.

433G36-175 .....RETAIL **$3.50**

DACHSHUND CONDIMENT SET. Brown glazed porcelain set is highly amusing as well as useful. Consists of salt, pepper, and mustard containers with the tail serving as a spoon. 10" long overall.

430G42-88

430G42-83 Lots of 6.....RETAIL **$1.50**

BRIGHT FLOWERS WALL VASE OR PLANTER

Each delightful vase has a pert little face peeking out of a flower. Beautiful, bright colors on porcelain with glazed finish. Hole in back of each flower for hanging. **Size:** 6" to 7" tall and 5" wide. A charming novelty item that will sell on sight. Decorative and cheerful for use in any room with the added attraction of displaying a plant or flowers. Packed in an assortment of four to a box. No less sold. Ship. wt. box 3 lbs.

433G35-425

433G35-405—Lots of 3 Boxes.

RETAIL, PER BOX **$7.00**

IMPORTED VASES. Beautiful white porcelain vases with gold trim. Come in four assorted shapes and floral designs. **8½" high.** Ship. wt., box of 4, 4 lbs.

433G55-285 . . RETAIL, SET OF FOUR **$4.95**

Similar to above: Six assorted shapes and designs in carton. Height approx. 7½". **Sold in ctn. lots only.**

433G21-475—CTN LOT OF 6....RETAIL **$6.95**

Imported Hen & Rooster Set. True to life and highly colorful, this pair provides great decorative interest wherever placed. Hen [illegible] Rooster 8¼" high, 4¼" long. Hen 4½" high, 4¼" long. Lustrous coloring and fine detail. One set packed in a box.

433G84-135

433G84-125—Lots of 8..... RETAIL, SET **$2.25**

Similar to above: Salt and pepper shakers. A treasure in any collection—can also be used for decoration. Each pair boxed.

419G5-88 .....RETAIL, PAIR **$1.25**

Imported Porcelain Compote. Gleaming white with fancy openwork on shoulders and base. Antique gold border on bowl and base. Lovely natural color assorted fruit designs. **Size:** 5½" high, 9" diameter.

432G4-325—Ship. wt. 4 lbs. .. RET. EA **$4.95**

Similar to above: Smaller size 3¾" high, 7¼" diameter. Four assorted decorations in box. **Sold in box lots only.**

432G3-375 .....RETAIL, BOX OF 4 **$6.00**

Bon-Bon Dish. 7½" diameter (Same decoration as 432G3 directly above.) 8 assorted in box—no less sold.

432G54-398 .....RETAIL, BOX OF 8 **$6.50**

17 PC. DEMITASSE SET. Fine imported china from Japan. Graceful shape decorated in the ever-popular Moss Rose pattern in natural colors. Richly trimmed with gold. **Set includes:** 6 cups and saucers, covered sugar bowl, creamer and covered coffee server.

41G6-325

41G6-300—Lots of 3 sets .....RETAIL, PER SET **$4.95**

IMPORTED CHINA CUP AND SAUCER. Gleaming white translucent china with gold edging on rim and base of cup and on rim of saucer. Gold trim on handle of cup. Can be used with almost any dinner set. Ship. wt. 8½ lbs.

4G11-575 .. .RETAIL, DOZEN **$11.95**

Apple Cooky Jar. Highly glazed semi-porcelain in Red Apple shape with smiling face. Delightful to [illegible] add a [illegible] for your kitchen decor. Size 6½" high, 7½" diameter.

432G1-195

432G1-185—Lots of 3.....RETAIL **$3.95**

★ The true measure of real seagoing pleasure is the versatility of a Yacht—The "Walk-Around" Promenade Deck Wheeler Yachts are the epitome of gracious living with sea ability, fishability and durability. With a Wheeler, you are assured of outstanding ocean going comfort and economical performance—Whether it's a 38 foot day fisherman or an 85 foot luxury yacht. We invite you to investigate the Wheeler Yachts and see at first hand, the combination of achievements which assure you "Pride of Ownership".

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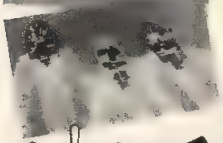
watch Whitehouse . . .

make all your boating dreams come true with the magnificent new *Sea Lark*



Seventeen spectacular feet of outboard fun . . . mastercrafted of maintenance-free fiberglass . . . *the* boat of the future, TODAY! Performance engineered and custom upholstered . . . you can relax and enjoy those carefree days of fishing, water skiing, cruising and all round family fun.

Available in six breathtaking color options and engineered for inboard or outboard power, it planes at 12 mph with speeds to 40 mph. Priced well within your budget.

SPECIFICATIONS	
BEAM . . .	7'
LENGTH . .	17' 2½"
DEPTH . .	2' 4½"
CAPACITY	7 PERSONS

send now . . .
for dealership information on the *torture-tested* Future Designed Line . . . fashioned from fiberglass . . .
by Whitehouse

Whitehouse BOATS

Manufactured by Whitehouse Reinforced Plastic Co. • Route 3, Box 219 • Fort Worth, Texas

"Rockingham" Style White Rooster Design Kitchen and Tableware

"White Rooster Design with Floral Trim. Highly glazed earthenware in brown solid color Oven-fired "White Rooster" decoration with colored trim and raised floral decorations

(A) Teapot. 4-cup capacity ¼ dozen in carton 10 dozen in case
46C700 Per dozen **7.80**

(B) Sugar and Cream Set. Sugar 7 in. (incl handles) x 5½ in. high, Creamer 5¼ in (incl handle) x 4 in high Each set in carton 10 dozen sets in case
52C203 Per dozen sets **7.80**

(C) Pitcher with Ice Lip. 32-oz capacity ¼ dozen in carton 6 dozen in case
52C206 Per dozen **9.00**

(D) 3-Section Handled Compote Dish 9 in in diameter Each in carton 9 dozen in case
46C683 Per dozen **9.60**

(E) 3-Piece Range Set. Covered Grease Jar 3¼ in high x 5 in. square Salt and Pepper, 5 in high Each set in carton 8 dozen sets in case
52C204 Per dozen sets **9.00**

(F) 2 in 1 Cruet. Hand painted rooster design 2 corks furnished Overall height 6¼ in 3 in box 12 dozen in case
46C388 Per dozen **7.20**

(G) 5-Piece Oil and Vinegar on Stand. Set includes oil and vinegar bottles molded from Rockinghamware, wooden spoon and fork with Rockingham handles and wire stand 6¾ in bottles 10 in. cutlery and 6 x 7½ x 8½ stand 1 set in box 6 dozen sets in case
46C381 Per dozen sets **18.00**

(H) Beverage Set. Rockingham 5 piece set includes 6¼ in pitcher and 4 2-oz x 3 in cups. 1 set in box 6 dozen sets in case
46C387 Per dozen sets **15.00**

(J) 4-Piece Spice Set. Set includes salt, pepper, cinnamon and allspice boxes in attractive wooden rack Made of Rockinghamware Each item is 3 in high Wooden rack measures 9 x 4¼ in 1 set in box 15 dozen sets in case
46C384 Per dozen sets **9.00**

(K) 4-Piece Canister Set. Black Rockinghamware with white rooster, this 4-piece set includes canisters for Flour 5½ x 5½ x 7¼ in, Sugar 4¾ x 4¾ x 5½ in, Coffee 3 x 3 x 3¼ in, and Tea 3½ x 3½ x 4 in 1 set in box 2 dozen sets in case
46C378 Per set **3.00**

(L) 6-piece Spice Set. Rockinghamware Glazed and finished in black with rooster design Small knob is attached to each piece for easy accessibility Individual pieces measure 1⅞ x 1⅝ x 3 in Wooden rack included with set is 7½ x 8½ in 1 set in box 8 dozen sets in case
46C376 Per dozen sets **14.40**

Cruet Sets—Favorite Designs—Priced Right by ENESCO

(A) 5-pc. Bantam Fowl Shaker and Salad Set. High glazed semi-porcelain, black finish, white and red trim, green base, simulated wrought iron stand 6½ in. x 9 in. wide overall. Pepper and salt shakers, 3 in. high, Oil and vinegar 5 in. 1 set in box, 10 sets in case.
46C581 Per dozen..... **14.40**

(B) Purple Cow Cruet Set. 5-pc. set made of semi-porcelain includes cow, salt and pepper oil and vinegar. Handpainted Cow is 5 in. high. Oil and vinegar—3 in. Salt and pepper—2 in. 1 set in box. 10 dozen sets in case.
47C139 Per dozen sets..... **12.00**

(C) Mexican Cruet Cart. Handsome porter briskly pushes his sugar and creamer salt-and-pepper shakers to market. High glazed semi-porcelain 7 in. overall. Packed 1 set in box. 15 doz. sets in case.
46C583 Per dozen..... **9.00**

(D) 5-pc. Mexican Burro Shaker and Cruet Set. Vinegar and oil laden purple burro carries on. However, his load is easily detached. Brilliantly colored high glazed semi-porcelain 6 in. x 5½ in. high 2 shakers 2 in. 2 pots with stoppers, 3¼ in. high. Set in box, 12 dozen in case.
46C723 Per dozen..... **9.00**

(E) 7-Piece Cruet Set. Semi-porcelain, composed of 4½ in. x 5 in. donkey carrying 2 in. salt and pepper shakers and 4 pieces for oil and vinegar averaging 3½ in. Hand painted in gay colors. 1 set in box. 15 dozen sets in case.
46C463 Per dozen sets..... **9.00**

(F) Donkey Gourmet Set. 7 x 7¼ in. high. Salt and Pepper Shakers, 2⅝ in. high and Oil and Vinegar Pots (with stoppers) 4½ in. high. Set in box. 6 dozen sets in case.
46C77 Per dozen sets..... **15.00**

(G) 4-pc. Mexican Burro Shaker and Salad Set. This willing purple fellow not only totes his master, but 2 bag-shaped pepper-and-salts and 2 bag-shaped pots. 8½ in. long x 7½ in. high, each in box. 4 doz. sets in case.
46C731 Per dozen sets..... **30.00**

(H) Mammy and Chef Cruet Set. Semi-porcelain bodies. Set consists of 5¼ in. high Oil and Vinegar with removable heads (4 pcs.) and 3 in. high Salt and Pepper (2 pcs.). Set in box. 2 dozen sets in carton. 15 dozen sets in case.
46C824 Per dozen sets..... **7.80**

(J) Cruet Set in Wire Stand. Semi-porcelain set consists of Oil and Vinegar pots with stoppers, salt and peppers and gold color wire stand. Handpainted in turquoise color with fruit design decoration. Oil and vinegar pots are 6½ in., salt and peppers 4 in. 1 set in box. 12 dozen sets in case.
47C220 Per dozen sets..... **14.40**

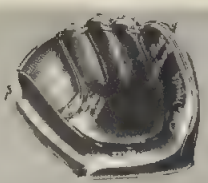
(K) Old Dutch Cruet Set. Semi-porcelain set with hand painted Dutch windmill scene. Includes wooden tray, salt and pepper shakers and oil-vinegar decanter with stoppers. Measurements: tray 7¾x2⅜x5 in., salt and pepper 3⅜ in., oil and vinegar 6 in. 1 set in box. 12 dozen sets in case.
46C445 Per dozen sets..... **12.00**

(L) Fruit Design Gourmet Set. 7-pc. glazed semi-porcelain set has embossed—handpainted fruit decoration. Set consists of shakers for cinnamon, ginger, allspice, cloves, salt and pepper and a combination pot for oil and vinegar. A 9 in. x 9 in. wooden rack completes the set. Spice shakers are 3 in. high, salt and peppers 3½ in. high, and oil-vinegar pots 5½ in. high. 1 set in box. 8 dozen sets in case.
47C252 Per dozen sets..... **15.00**

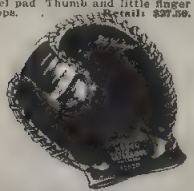
(M) Windmill Cruet Set. Semi-porcelain salt and pepper shakers—3⅜ in. high, and oil and vinegar pots with stoppers 5⅛ in. high. These rest on a house shaped wooden rack 7 in. high x 8 in. wide. A 9½ in. wooden spoon and fork criss-cross at top of house lending windmill effect. 1 set in box. 12 dozen sets in case.
47C671 Per dozen sets..... **12.00**

EQUIPMENT...Wilson

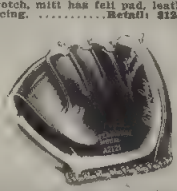
6380M4W2100 WILSON LEFTY GOMEZ FIVE-FINGER GLOVE of Ansonia glove leather with full cowhide lining. Grip-Tite pocket, leather laced crotch and palm, Hold Tite wrist, wool felt heel pad Thumb and little finger loops. .....Retail: $27.50.



6381M4W995 WILSON BILLY MARTIN GLOVE. Five-finger Ball-Hawk model, fin quality cowhide with welted seams, leather lining closed wrist laced palm. Two-piece web and laced crotch, mitt has felt pad, leather lacing. .....Retail: $12.95.



6382M4W1095 WILSON GIL HODGES PROFESSIONAL BIG SCOOP has tunnel web, extended palm pocket and adjustable loops High quality cowhide glove has felt pad, shearling lining and roll leather binding. For snap action. .....Retail: $14.00.

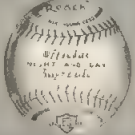


6383M4W595 WILSON BILLY LOES GLOVE is made of tan glove cowhide. Has top Wilson features, including Grip-Tite pocket and leather finger tip lacing. Felt padding, stuffed heel with laced wrist. Full oiled. Retail: $7.95.

6366M W250 6366/12M W225 (12 or more) REACH OFFICIAL AMERICAN LEAGUE BASEBALL has Cushion Cork Center wound with wool and cotton yarn, hand stitched, leather covered. Retail: $3.50

6367M W175 6367/12M W150 (12 or more) SPALDING OFFICIAL LITTLE LEAGUE BASEBALL is double stitched, leathered-covered and meets Little League specifications. Retail: $2.35

6364M W135 6348/12M W120 (12 or more) WILSON PROFESSIONAL MODEL SOFTBALL. Covered in white horsehide is kapok pressed center and quality yarn. Waxed thread. Retail: $1.75



6368M W250 6368/12M W225 (12 or more) SPALDING OFFICIAL NITE AND DAY SOFTBALL has tanned leather cover, double-stitched, Kapok center, Latex-bonded, Dura-Cord wound. .....Retail: $3.25

9407AW600 PROFESSIONAL WING TIP BASEBALL SHOE Designed for big league quality, top grain cowhide shoe has sponge rubber heel pad leather tabs and heels, flexible shank steel plate lock stitching and Richardson cleats. In sizes 3-12 Retail: $9.95 pr.

6374M2W225 6374/4M2W200 (4 or more cans) WRIGHT & DITSON CHAMPIONSHIP TENNIS BALLS This is the famous ball that tennis champions choose because it gives uniformity of flight and bounce, speed control and outstanding performance on any court. It's a long-lasting ball that can take plenty of punishment. Three balls in a hermetically-sealed can. .....Retail: $2.65

6387M2W225 6387/4M2W200 (4 or more cans) WILSON CHAMPIONSHIP TENNIS BALLS are covered with an exclusive Dacron-Nylon-Wool cover that renews itself in play. This miracle-felt roughs up to give "new ball" performance throughout an entire match. The 100% pure rubber cores insure fast, firm balls and easy control. 3 balls to the hermetically-sealed can. .....Retail: $2.65

6358M2W1610 WILSON "JACK KRAMER" AUTOGRAPH RACKET couples precision balance with lasting quality in Strata-Bow construction of white ash and red beech laminations and long white Speed-Flex fiber throat faces. Shoulders are reinforced with rawhide, red fiber and red beech overlays. Top grain calfskin grip is center skived, gold embossed and perforated. Multi-Ply nylon strung. .....Retail: $21.00

6375M2W1325 SPALDING "PANCHO SEGURA" AUTOGRAPH RACKET incorporates the court star's suggestions in its laminated construction of selected maple with one fibre in the bow and white outside shoulder fibres giving added strength Overlays are heavy round beech, and throat faces are two-tone white and black fibre inside and outside holes are counter-sunk for strength. Multi-Fil Nylon strings. Retail: $17.50

6376M2W925 SPALDING "PANCHO GONZALES" SIGNATURE RACKET is extra-reinforced in a full laminated bow with 3 full fibre strips for additional strength Shoulders and throat are extra-reinforced, and overlays are full fibre. Color combination is smart looking white top over natural maple finish. Holes are countersunk inside and out to boost strength of Multi-Fil Nylon stringing. .....Retail: $12.50

6389M2W725 WILSON'S "KRAMER" STROKEMASTER is a lightweight racket designed specially for teen-agers who like the balance of this tough Strata-Bow construction with two black bow fibers white throat and selected red leather grip Two-tone stringing is of red and white Dura Ply. .....Retail: $10.00

EQUIPMENT...Wilson

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6381M4W905 WILSON BILLY MARTIN GLOVE. Five-finger Ball-Hawk model, its quality cowhide with welted seams, leather lining, closed wrist, laced palm. Two-piece web and laced crotch, mitt has felt pad, leather lacing. ..... **Retail: $12.95.**

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6383M4W505 WILSON BILLY LOES GLOVE is made of tan glove cowhide. Has top Wilson features, including Grip-Tite pocket and leather finger tip lacing. Felt padding, stuffed heel with laced wrist. Full oiled. **Retail: $7.95.**

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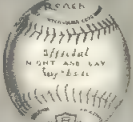

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94077 4W600 PROFESSIONAL WING TIP BASEBALL SHOE Designed for big league quality top grain cowhide shoe has sponge rubber heel pad, leather taps and heels, flexible shank, steel plate, lock stitching and Richardson cleats. In sizes 3-12 **Retail: $9.95 pr.**

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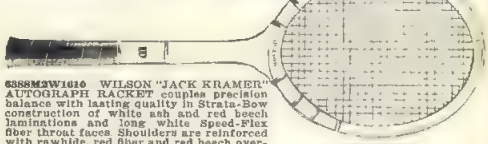

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GOLF BAGS — GOLF CARTS
GOLF BALLS — CLUB COVERS

A WILSON GOLF BAG
Large oval two pocket bag with slip in type hood and selector ball pocket Colorful red and black Stuart plaid in cotton with Aztec vinyl trim Riveted dividers
225-0846 (W) 1 - 6 lbs. **$17.95**

B ATLANTIC OVAL GOLF BAG
Full size 14 club bag is made of beige duck with oxblood trim. Features a large zippered shoe pocket, roomy zippered ball pocket, and sweater strap Molded rubber handle and bottom Excellent quality at a reasonable price
225-0844 1 - 6 lbs. **$13.95**

C ATLANTIC GOLF BAG
Fourteen-club "Comparto" model has compartments for each club. Beautifully designed with a full assortment of pockets for carrying everything you need on the course It's made of rugged woven-cotton fabric with a waterproof rubber lining and vinyl plastic trim. Design features the famous MacPherson plaid. Two sturdy straps for carrying. Roomy pockets.
225-0832 1 - 9 lbs. **$22.50**

D ATLANTIC "PAR" GOLF BAG
Nine-club oval bag is made of beige duck with attractive oxblood trim Roomy ball pocket, travelling hood, and sweater strap A good standard bag. Light to carry
225 0831 1 - 6 lbs. **$9.95**

E "A. J." DELUXE GOLF CART
Automatic folding cart stands when folded and rolls when folded Features non-chafing adjustable bag brackets, extra sturdy stem, reinforced insert, extra wide balloon tires, double strut legs, extra wide bag pan, and star hub caps Attractive lustrous finish All tubular construction is riveted throughout. Provides more shock absorbing flexibility to help keep your clubs new looking longer Folds by dropping handle.
225-0855 1 - 16 lbs. **$15.95**

F CHAMBERLAIN "KO-LAP-SI KART"
Big 14" wheels make pulling a breeze, up or down hills Cart folds automatically — just drop the handle, and it folds to a compact 10¼" width. When the handle is lifted again, the cart unfolds Extremely rugged construction with rustproof body plate.
225-0854 1 - 23 lbs. (W) **$33.95**

G GLOBE LEATHER HEAD COVERS
Full-cut, top quality leather covers with leather numerals for easy identification of your clubs. Covers are fully lined with soft Kasha flannel to protect against marring or scratching heads Clip attached to covers hooks them to bag
225-0835 (Set of 3) 48 sets-23 lbs. **$2.98**
225-0836 (Set of 4) 1 set-½ lb. **$3.98**

H RUBBER WRAP-ON GOLF GRIPS BY GOODYEAR
Flange wrap grip is easy to apply Wraps on under tension and needs no adhesion Fits any shaft Suede texture finish helps lock fingers to grip
225-0834 12 - 3 lbs. **$18.00 per doz.**

J WILSON SAM SNEAD "BLUE RIDGE" GOLF BALLS
A good-quality, hard-wearing inexpensive ball that's made to give you plenty of distance on drives and a dead-eye roll on the green. It features a high tension winding over a lively rubber center. Tough Cadwell cover
225-0807 12 - 2 lbs. (W) **$ .95 ea.**

K WILSON "HOL-HI" GOLF BALLS
Here's the ball that's power-packed to give you added yardage on your drives, greater accuracy on your fairway shots. Live liquid center, rubber windings, and a vulcanized cover — thin enough for long drives — yet rugged enough to resist cuts.
225-0808 12 - 2 lbs. (W) **$1.25 ea.***

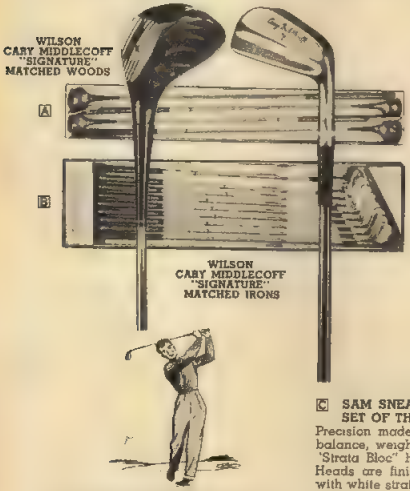
L WORTHINGTON "TOMMY ARMOUR 75" GOLF BALLS
Extra performance and value are yours when you use the new Tommy Armour 75 golf balls. Vulcanized cured cover with hi-powered thread winding.
225-0805 12 - 1½ lbs. **$ .75 ea.**

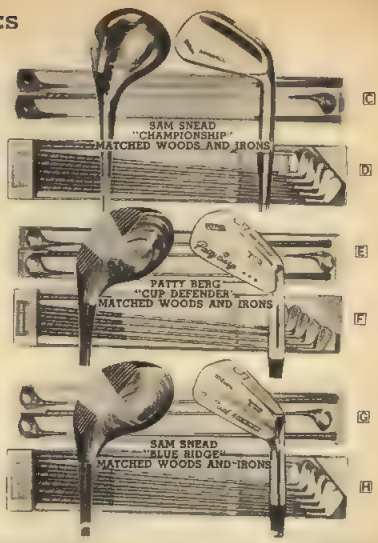
M WORTHINGTON "LES STROKES" GOLF BALLS
Sensational hydrostatic action ball gives lightning response to club head Exclusive features are new F 239 vitapowered thread, dyna-tension wound, with cured cover to give tops in service life.
225-0804 12 - 1½ lbs. **$1.25 ea.**

MATCHED SETS, BETTER SCORES

Wilson

DESIGNED BY CHAMPIONS





A WILSON CARY MIDDLECOFF "SIGNATURE" MATCHED WOODS SET

Newly designed woods by Wilson feature "Strata-Bloc" heads with crescent shaped red and white fibre face insert and light mahogany finish Renowned "Meteor" shaft by True Temper adds built-in feel to club. Brand new Turner, double "Reminder" grip is designed with the correct grip built into the club Top-grade black perforated calfskin grip. Set of 3 woods: 1, 3, and 4. (No. 2 wood not manufactured).
225 0822 1 - 8 lbs. (W) **$59.95**

"SIGNATURE" MATCHED No. 5 WOOD
Same fine construction as 225-0822.
225-0823 1 - 1 lb. (W) **$18.99**

B WILSON CARY MIDDLECOFF "SIGNATURE" MATCHED SET OF SIX IRONS

Scientific weight distribution in the blade of these precision irons provides more hitting area for greater distance and accuracy Sand-blasted back flange gives blade rich, two-tone effect True Temper "Meteor" shaft. Wilson brand new Turner double "Reminder" grips of perforated black leather Each club is matched for swing, weight, and feel Set includes 2, 4, 5, 7, 9, and putter
225-0825 1 - 9 lbs (W) **$86.45**

CARY MIDDLECOFF "SIGNATURE" MATCHED SET OF NINE IRONS
Same fine construction as 225-0825. No. 2 through 9 irons and putter
225-0824 1 - 12 lbs (W) **$129.50**

C SAM SNEAD "CHAMPIONSHIP" SET OF THREE MATCHED WOODS

Precision made by Wilson for matched balance, weight, and performance with "Strata Bloc" head for slamming action Heads are finished in light mahogany with white straight-line face scoring and hard-hitting red and white fiber face inserts Chrome-plated shafts have True-Temper step-down design and red calfskin "Reminder" grips. Set includes driver, brassie, and spoon
225-0882 1 set - 6 lbs. (W) **$55.95**

SAM SNEAD "CHAMPIONSHIP" MATCHED NO. 4 MATCHED WOOD
225-0883 1 - 1 lb. (W) **$18.65**

D SAM SNEAD "CHAMPIONSHIP" SET OF SIX MATCHED IRONS

Precision weighted, matched, and balanced Chrome-plated blades with double flange and sand-blasted straight-line face scoring. True-Temper step-down shafts with red calfskin "Reminder" grips. Wilson made. Set of 2, 4, 5, 7, 9, and putter
225-0885 1 set - 8 lbs. (W) **$73.30**

SAM SNEAD "CHAMPIONSHIP" SET 9 MATCHED IRONS
Includes: 2, 3, 4, 5, 6, 7, 8, 9, and putter.
225-0884 1 set - 12 lbs. (W) **$109.95**

E PATTY BERG "CUP DEFENDER" SET OF THREE MATCHED WOODS

Wilson-made, with "Strata-Bloc" heads finished in light walnut. Scarlet fiber face inserts. Other features include metal sole plates, chrome-plated, True-Temper Century shafts, and red calfskin "Reminder" grips. These Patty Berg-inspired woods are designed with many features previously restricted to higher-priced clubs Set includes driver, brassie, and spoon.
225-0889 1 - 7 lbs. (W) **$39.95**

F PATTY BERG "CUP DEFENDER" SET OF FIVE MATCHED IRONS

Ideal playing mates for Patty Berg matched woods. Wilson-made irons have single flange blades with sand-blasted faces and straight-line scoring New True-Temper Century shafts with perforated red calfskin "Reminder" grips. Set includes 3, 5, 7, 9, Putter
225-0890 1 - 8 lbs. (W) **$43.95**

G SAM SNEAD "BLUE RIDGE" SET OF THREE MATCHED WOODS

Well-designed woods feature Wilson's exclusive "Strata-Bloc" heads with new straight-across metal sole plate They have silver-gray fiber face inserts and cherry finish. Blue edge-skived calfskin grips are made in the famous perforated "Reminder" pattern New True Temper Century shafts are chrome-plated Set includes Driver, Brassie and Spoon
225-0816 1 - 8 lbs. (W) **$39.95**

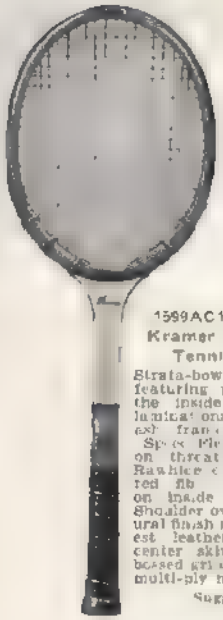
SAM SNEAD "BLUE RIDGE" DRIVER AND SPOON
225-0817 1 - 6 lbs. (W) **$26.85**

H SAM SNEAD "BLUE RIDGE" SET OF SIX MATCHED IRONS

Wilson irons feature new-style blades with wide bottom flange. Flange is chrome-plated with sand-blasted faces and straight-line scoring New True-Temper Century shafts, have new chrome-plated beauty Blue perforated calfskin grip with "Reminder" feature. Set includes 2, 4, 5, 7, 9, Putter.
225-0819 1 - 9 lbs (W) **$52.75**

SAM SNEAD "BLUE RIDGE" SET OF FIVE MATCHED IRONS
Same high-quality construction features as 225-0819 set. Includes 3, 5, 7, 9, Putter
225-0818 1 - 8 lbs. (W) **$43.95**

Tennis, Badminton and Croquet

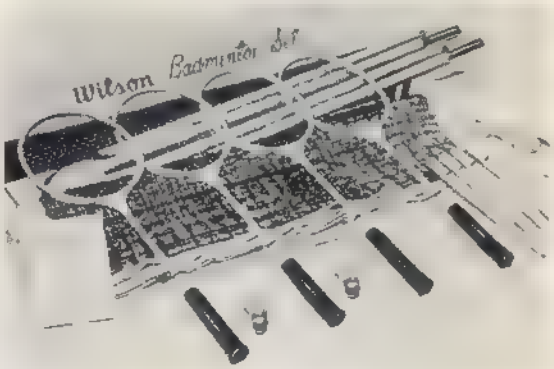


WILSON

1599AC1372—"Jack Kramer Autograph" Tennis Racket

Strata-bow construction featuring red beech for the inside and outside laminations on the white ash frame. Long white Speed Flex fibre faces on throat and handle. Rawhide on outside and red fibre reinforcement on inside of shoulders. Shoulder overlays of natural finish red beech. Finest leather, perforated, center skived gold embossed grips. Strung with multi-ply nylon.

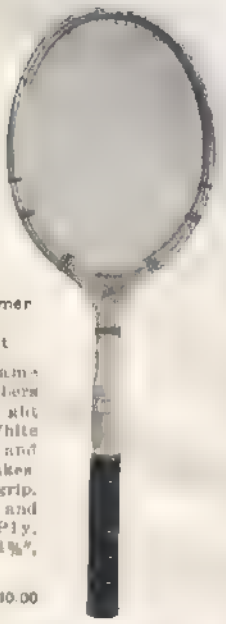
Sugg. Retail $21.00



Badminton Sets for Two or Four Players

1781AC1568—This fine quality set consists of four Finalist rackets, all white enamel with blue plastic grip, strung with mono-filament nylon, 2 special shuttlecocks, one Badminton net, one pair of net posts and an official Badminton guide and rule book. Sugg. Retail $24.00

1782AC940—Same set as above with two Finalist rackets and 2 special shuttlecocks. Sugg. Retail $15.00



WILSON

2508AC627—Kramer Match Play Tennis Racket

Strata bow frame with two black fibers in the bow. Bright red shoulders. White 7¾ inch throat and natural handle flakes. Black leather grip. Strung with red and white Dura-Ply. Handle size 4⅝", light only.

Sugg. Retail $10.00

WILSON

1600AC1137—"Mary Hardwick Signature" Tennis Racket

White [illegible] Strata-bow construction. White shoulder [illegible] Speed Flex [illegible] throat. Natural finish handle, center skived and perforated blue leather grip. Strung with multi ply nylon.

Sugg. Retail $17.50

WILSON

1799AC1137—"Budge Signature" Tennis Racket

Strata-bow construction of all white ash. White shoulder overlays [illegible] Speed Flex fibre faces on the [illegible] Red leather grip, center skived and perforated. Strung with multi ply nylon.

Sugg. Retail $17.50

WILSON

1800AC980—"Jack Kramer Pro" Tennis Racket

Strata - Bow frame is constructed of selected [illegible] Speed Flex [illegible] reinforced throat. Black perforated leather grip. Strung with multi-ply braided nylon.

Sugg. Retail $15.00

WRIGHT & DITSON

2450AC778—"Gonzales Signature" Tennis Racket

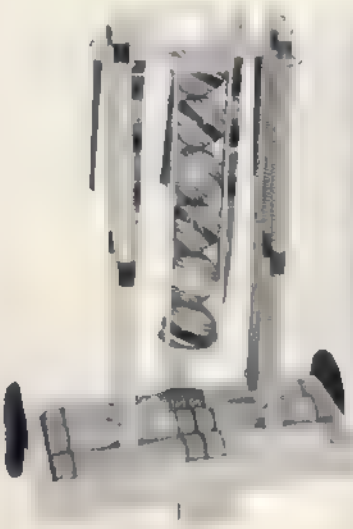
Mice of selected maple with three full fibre strips for extra strength. Stringing holes counter sunk for added stringing life. Extra reinforcement on throat and shoulders. New grip of black perforated leather. White throat and shoulders.

Established Retail $12.50

WILSON

1637AC510—"Phoenix" Tennis Racket

The sturdy strata-bow frame is constructed of ash with a center lamination of black fibre for additional strength. White throat and shoulders. Natural handle fibro-suede grip. Strung with orange mono-filament nylon. Sugg. Retail $8.00



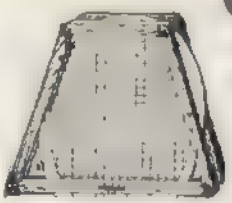
(Left) Deluxe Roll-A-Way Croquet Set for 6 Players

1835TFC1240—6 large 8½" De-Luxe Rubber-tipped Mallets with 25" threaded handles. Standard size. Rock Maple Balls. Fancy turned stakes, heavy wire wickets. Ship. wt. 20 lbs. F.O.B. Michigan Factory. Retail $25.95

823AC208—Wilson Championship Tennis Balls

Packed in cans of 3 each. 100% natural rubber balls are kept factory fresh -pressure packed in hermetically sealed cans. White color.

Ret. $2.75 Tube



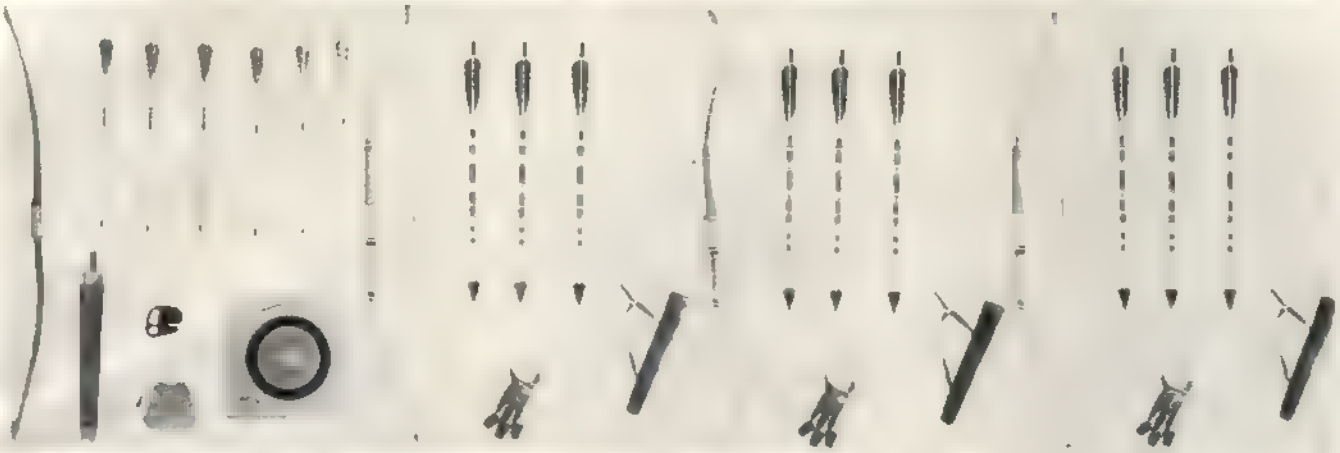
938AC78—Racket Press

Hardwood press with 4 wing-nut screws for easy tightening. Keeps your racket in top-notch condition, and the frame straight. Sugg. Ret. $1.25

(Right) 6-Player Croquet Set with Carrier-Rack

1836TFC1236—6 large 8¼" Rubber-tipped Mallets with 24" threaded handles. 6 Rock Maple Standard size Balls. Heavy fancy turned stakes, 22" stakes, wire wickets. White enameled steel rack with handle. Ship. wt. 20 lbs. F.O.B. Michigan Factory. Retail $16.75

FINE ARCHERY by PLY-FLEX and INDIAN



1987TC997—Archery Set A well-[illegible] of one custom-built target bow 4'10" in length and 15-[illegible] pull. Molded [illegible] handle [illegible] with genuine calfskin [illegible] six 21 target arrows, one belt quiver, one shooting tab, one arm guard and one 10" paper target.
Mfr's. Sugg. Retail $14.95

1988TC663—Bow only [illegible] above. **Mfr's. Sugg. Retail $9.95**

1697TC997 [illegible] **Mfr's. Sugg. Retail $14.95**

1989TC1997—Archery Set Excellent [illegible] Indian Recurve Bow with molded [illegible] grip covered with genuine calfskin. Indestructible fibre-glass available in 3[illegible], 40 or 45 lb. pulls. 3 custom grade hunting arrows, a leather shooting glove with adjustable straps and a belt quiver of tough leatherette.
Mfr's. Sugg. Retail $29.95

1990TC1330—Bow only [illegible] **Mfr's. Sugg. Retail $19.95**

1991TC2663—Archery Set [illegible] Deep-slayer Recurve Bow of solid indestructible [illegible] Available [illegible] 40 or 5[illegible] pull. [illegible] lightweight [illegible] grip covered with genuine calfskin. Also included are 3 [illegible] hunting arrows of Port Orford cedar, leather shooting glove with leather straps [illegible] form-fitting shoulder strap.
Mfr's. Sugg. Retail $39.95

1992TC1663—Bow only [illegible] above. **Mfr's. Sugg. Retail $24.95**

1993TC3330—Archery Set. A [illegible] with Reflex Recurve for [illegible] power [illegible] with [illegible] minum grip [illegible] with genuine calfskin. Also included are 3 [illegible] tom grade [illegible] guard, shooting glove and [illegible] quiver.
Mfr's. Sugg. Retail $49.95

1887TC2330—Bow only [illegible] **Mfr's. Sugg. Retail $3[illegible].95**

F.O.B. Indiana

1700TC797—Wood Target Arrows—Custom grade, [illegible] arrows. Pride of any archer. Genuine Port-Orford Cedar shafts. Dipped through feathers. [illegible] crest. Length 28". Best for 40 or 50 lbs. [illegible] Box of 3.) **Mfr's. Sugg. Retail $11.95**

1699TC663 [illegible] 26" length. **Mfr's. Sugg. Retail $9.95**

1994TC1063—Wood hunting arrows genuine Port Orford cedar shafts. Has dipped-through feathers, 4½" crest and 6" feathers. Custom grade and best for high pull bows. Box of 12.
Mfr's. Sugg. Retail $15.95

1695TC863—"Sherwood" Archery Set

Excellent, finely crafted equipment for any purpose [illegible] game hunting. Contains: one [illegible]-lb. pull fibre glass bow, 4'2" long, 6 birch [illegible] arrows (24"), one 16" target face, one shooting tab, one arm guard.
Mfr's. Sugg. Retail $12.95

1696TC1663—"Huntsmen" Archery Set

The popular [illegible] bowhunters kit, powerful, accurate, with indestructible fibre glass bow [illegible] [illegible]-lb. pull fibre-glass bow, 5' long; 3 hunting arrows and 3 [illegible] arrows, equipped with precision cast-iron, one-piece broadheads, one shooting tab.
Mfr's. Sugg. Retail $24.95

477TFC1260—Target with Stand

Straw compressed in burlap; tufted like a matt [illegible]. Face of heavy [illegible] cloth hand [illegible] colors. Dia. 36". Legs of best hickory. Ship. wt. 40 lbs. **Sugg. Retail $18.95**

478TC733—Collegiate Archery Set.

5' Lemonwood "Falcon" Bow with "Durable" Hemp Bow String; six 24" Port Orford Cedar Arrows with Plastic Nock; 24" Paper Target Face, Shooting Tab; a new spearhead-type, padded, Leather Arm Guard. Instruction book.
Mfr's. Sugg. Retail $11.00

1225TC1433—Sioux Archery Set

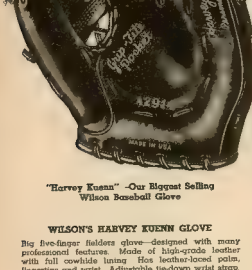
5' Flat Type Lemonwood Bow backed with Fibre. Built-up laminated handle with Handmade "Excel" string. Seven Footed Arrows. Leather Arm Guard. Leather shooting glove. 19" quiver. 24" Paper Target Face. Instruction book. Wooden case.
Mfr's. Suggested Retail $21.50

1279TC1600—University Archery Set

5'8" Flat Type Lemonwood Bow with Fibre Backing and built-up laminated handle. Hand made "Excel" string. Seven 26" Footed Arrows. Leather shooting glove. Leather arm guard. Genuine top-grain leather quiver. 36" Paper Target Face. Wooden case.
Mfr's. Sugg. Retail $24.00

Wilson

"Big League" BASEBALL GLOVES
for Top-Notch Performance—
Made by Expert Craftsmen



"Harvey Kuenn" -Our Biggest Selling Wilson Baseball Glove

WILSON'S HARVEY KUENN GLOVE

Big five-finger fielders glove—designed with many professional features. Made of high-grade leather with full cowhide lining Has leather-laced palm, fingertips and wrist. Adjustable tie-down wrist strap Full welled seams and rolled leather binding. Grease-set Grip-Tite pocket to trap that ball every time Wool felt padding with hand-formed heel. Fully oiled. Expertly crafted for many seasons of hard punishing play. Regular model

41212A1254—Shpg. wt. 1½ lbs.....Retail **$19.95**

Wilson five-finger fielders glove with the same fine construction as above, but for southpaw

41268A1254—Shpg. wt. 1½ lbs.. .Retail **$19.95**

A

C

B

D

A WILSON'S NELSON FOX MODEL

Five-finger glove—Wilson's finest major league infielder's model! Made from specially selected glove leather, completely lined with leather—leather binding. Tie-down wrist strap. Adjustable leather-laced palm and streamlined back fingers. Spiral laced crotch. Deep-set Grip-Tite pocket for perfect control. Hand-sewn wool felt padding Regular model

41162A1698—Shpg. wt. 1½ lbs.....**$26.50**

Wilson glove as above, but for southpaw.

41163A1698—Shpg. wt. 1½ lbs.....**$26.50**

B WILSON'S BILLY PIERCE GLOVE

Large-size five-finger leather glove with one-piece palm and thumb construction Adjustable tie-down wrist strap. Continuous leather lacing through finger-tips and two-piece crotch. Full cowhide lining, rolled leather binding Grip-Tite deep-well pocket—wool felt pad with hand formed heel, fully oiled—minimum break-in time Regular model.

41267A1093—Shpg. wt. 1½ lbs.....**$16.95**

Billy Pierce glove as above, for southpaw

41268A1093—Shpg. wt. 1½ lbs.....**$16.95**

C WILSON'S GEORGE KELL GLOVE

Here's a fine quality glove—endorsed by George Kell! It's large-sized for sure-catch fielding Five-finger model designed from tough tan cowhide with full leather lining Tie-down adjustable wrist strap for individual fit. Adjustable palm lacing, continuous leather finger lacing through two-piece web—a sure trap for any ball. Full-welted seams and rolled leather binding, spiral leather laced crotch. Grease-set Grip-Tite pocket Fully oiled ready for play. Felt padding and hand formed heel Regular model

41289A1012—Shpg. wt. 1½ lbs.. . **$15.45**

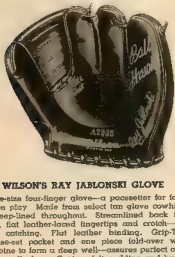
D WILSON'S LOU BOUDREAU GLOVE

New five-finger Ball Hawk model! Glove features one-piece palm and thumb construction to minimize break-in time. Made of prime-grade glove leather—fully lined into fingers. Barrel shaped fold over web—curved streamlined fingers with double lacing. Flat leather binding Greased Grip-Tite pocket, fully oiled. Regular model

41131A777—Shpg. wt. 1½ lbs..Retail **$12.00**

Wilson glove as above, but southpaw model

41234A777—Shpg. wt. 1½ lbs..Retail **$12.00**



WILSON'S RAY JABLONSKI GLOVE

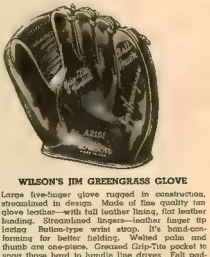
Large-size four-finger glove—a pacesetter for fast-action play Made from select tan glove cowhide —sheep-lined throughout. Streamlined back fingers, flat leather-lined fingertips and crotch—for sure catching. Flat leather binding. Grip-Tite grease-set pocket and one piece fold-over web combine to form a deep well—assures perfect control on all plays. Contour felt padding and hand-formed heel—cushions against hard-hit balls. Glove is fully oiled, needs minimum break-in. Regular model only

41263A628—Shpg. wt. 1½ lbs...Retail **$9.95**

WILSON'S DON ZIMMER GLOVE

An all-around fielder's glove that scoops up the ball with ease! Full-size five-finger model for top-notch fielding Made of fine-grade glove leather with full-welted seams, completely lined with leather. One-piece palm and thumb construction for snap-action flexibility. Streamlined fingers Barrel-type web and button-style wrist. Built-in pad cushions hand when handling hard-hit balls. Greased Grip-Tite pocket controls the ball on all plays Fully oiled. Available in regular model only

41271A470—Shpg. wt. 1½ lbs.....Retail **$7.45**

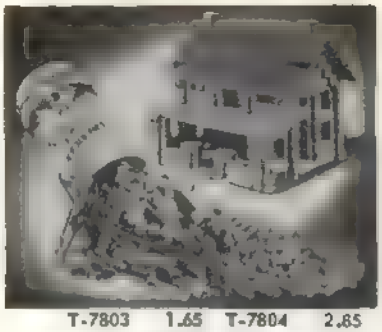


WILSON'S JIM GREENGRASS GLOVE

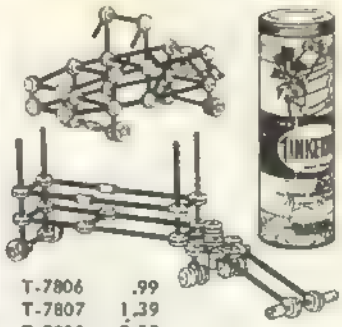
Large five-finger glove rugged in construction, streamlined in design Made of fine quality tan glove leather—with full leather lining, flat leather binding. Streamlined fingers—leather finger tip lacing Button-type wrist strap. It's hand-conforming for better fielding. Welted palm and thumb are one-piece. Greased Grip-Tite pocket to snap those hard to handle line drives Felt padding cushions hand against ball. It's fully oiled, requires minimum break-in. Available in regular model only.

41273A392—Shpg. wt. 1½ lbs.....Retail **$5.95**

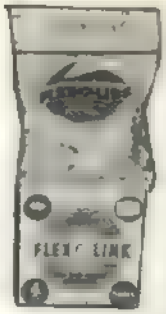
Turn to Page 102 for Baseballs and Bats. Buy All Your Sporting Equipment From General Merchandise Company

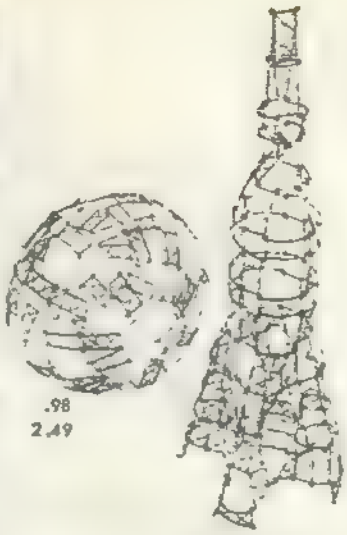


T-7803 1.65 T-7804 2.85
T-7805 5.75

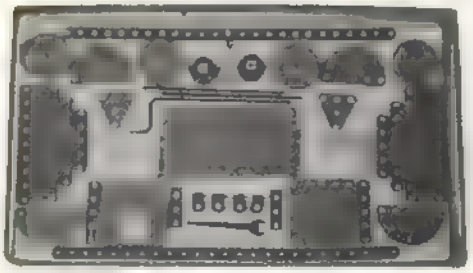


T-7806 .99
T-7807 1.39
T-7808 2.19
T-7809 2.79

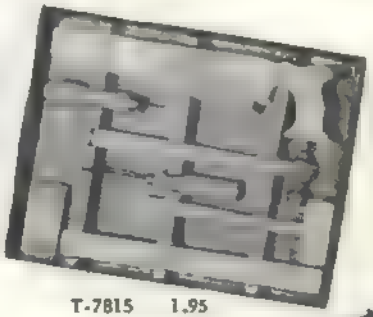




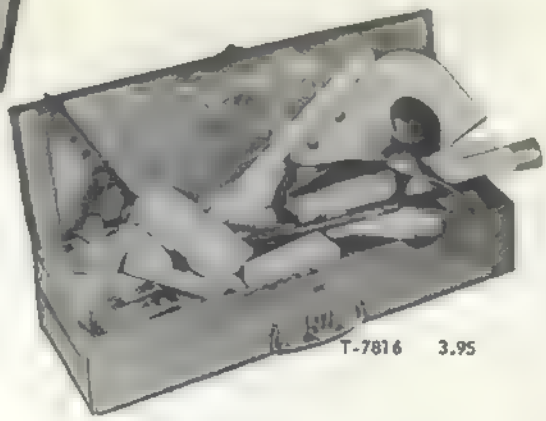
T-7810 .98
T-7811 2.49



T-7812 1.59 T-7813 2.69
T-7814 5.89



T-7815 1.95



T-7816 3.95

CONSTRUCTION & TOOL KITS (cont'd)

AMERICAN "HEWN" LOGS – Ideal for erecting early pioneer cabins, forts, etc. Logs are square cut, interlocking and are stained natural log colour. Green roofs, red chimneys. Building instructions with each set. Contains 72 pieces.
T7803E7110 ..... $ 1.65
Pur- Less Equals
chases..... On Hand..... Sales.....

AMERICAN "HEWN" LOGS – Same as T7803E7110 but consists of 103 pieces. Age group 4 to 12 years.
T7804E2190 ..... $ 2.85
Pur- Less Equals
chases..... On Hand..... Sales.....

AMERICAN "HEWN" LOGS – Same as T7803E7110 but consists of 213 pieces. Age group 4 to 12 years.
T7805E6383 ..... $ 5.75
Pur- Less Equals
chases..... On Hand..... Sales.....

JUNIOR TINKER TOY – Beginners set, age 2 to 6 years. Easy erecting, pieces are coloured to match colours in instruction book. Contains 53 pieces.
T7806E166 ..... $ .99
Pur- Less Equals
chases..... On Hand..... Sales.....

PREP TINKER TOY – Age group 2 to 6 years. Colour matched. Set contains 78 pieces.
T7807E593 ..... $ 1.39
Pur- Less Equals
chases..... On Hand..... Sales.....

TACK TINKER TOY – Age group 5 to 9 years. Colour matched. Set contains 113 pieces.
T7808E9139 ..... $ 2.19
Pur- Less Equals
chases..... On Hand..... Sales.....

MAJOR TINKER TOY – Age group 8 to 12 years. Set consists of 149 pieces.
T7809E3186 ..... $ 2.79
Pur- Less Equals
chases..... On Hand..... Sales.....

FLEXO-LINK – The building and assembly toy of 1001 ideas. Made of flexible, unbreakable plastic, the pieces link together to form any shape, design or pattern an idea may create. Contains 100 pieces in an attractive plastic bag with colour tab.
T7810E666 ..... $ .98
Pur- Less Equals
chases..... On Hand..... Sales.....

FLEXO-LINK – Same as T7810E666 but contains 260 pieces. In attractive gift box.
T7811E9167 ..... $ 2.49
Pur- Less Equals
chases..... On Hand..... Sales.....

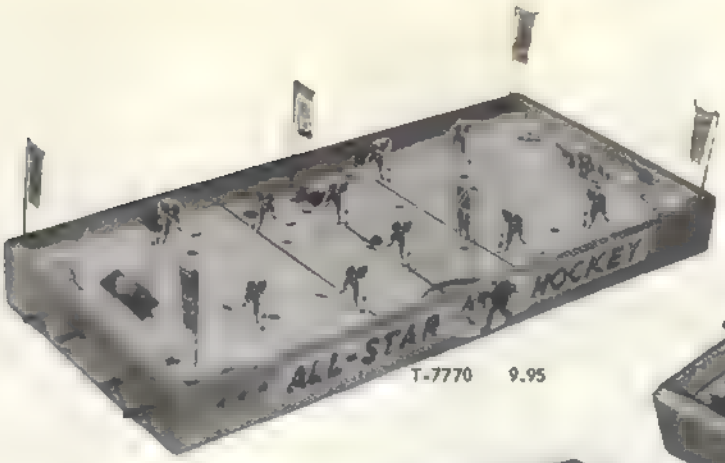
NO. 1 VOGUE CONSTRUCTION SET – An all metal erection set that will build hundreds of designs. Easy to assemble, parts precision fitted. Includes wheels, plate, bars, pulleys, axles, etc. Complete instructions with illustrated ideas included. Contains 98 pieces.
T7812E2117 ..... $ 1.75
Pur- Less Equals
chases..... On Hand..... Sales.....

NO. 1-1/2 VOGUE CONSTRUCTION SET – Same as T7812E2117 but contains 125 pieces.
T7813E4217 ..... $ 3.25
Pur- Less Equals
chases..... On Hand..... Sales.....

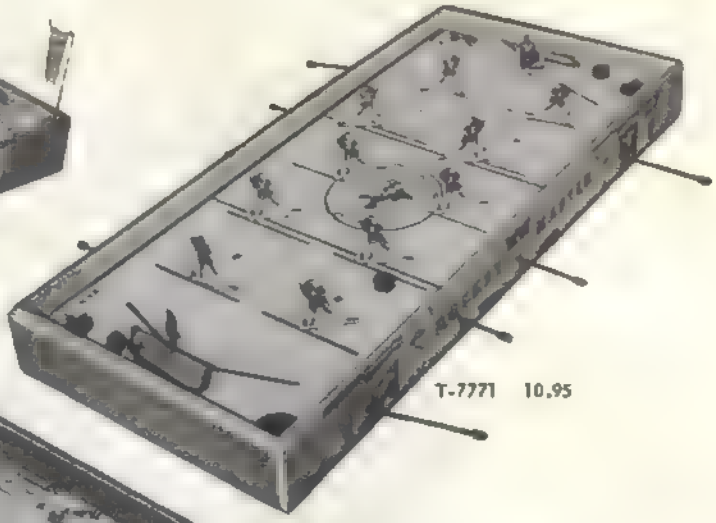
NO. 3 VOGUE CONSTRUCTION SET – Same as T7812E2117 but contains 182 pieces.
T7814E6400 ..... $ 5.95
Pur- Less Equals
chases..... On Hand..... Sales.....

TOOL SET – 7 piece set in wood grained cardboard. Consists of hammer, saw, pencil, ruler, etc. Ideal for the little carpenter.
T7815E8130 ..... $ 1.95
Pur- Less Equals
chases..... On Hand..... Sales.....

TOOL SET – Busy little minds with equally busy hands will get a great deal of constructive pleasure out of the 17 piece tool chest. Includes tempered key-hole saw, hammer, mallet, pliers, screw driver, wrench, nails, etc. Illustrated project book also included.
T7816E1267 ..... $ 3.95
Pur- Less Equals
chases..... On Hand..... Sales.....



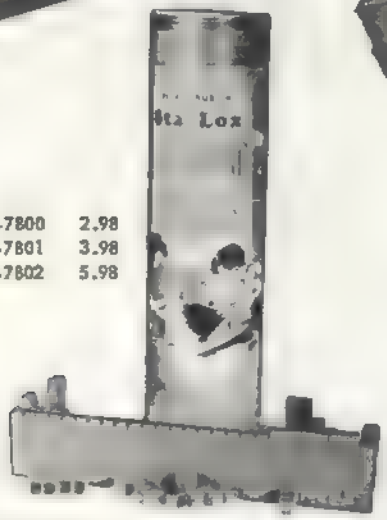
T-7770 9.95



T-7771 10.95

T-7772 15.95

T-7773 7.95



T-7800 2.98
T-7801 3.98
T-7802 5.98

HOCKEY MASTER GAME — A deluxe edition played with either a magnetic puck that can be passed from player to player, regulation loose puck, or glass marble. Regulation marked playing surface. Players operated by slot-action levers. Has scoring device, periods played.
T7771E5730 ..... $10.95
Pur- Less Equals
chases..... On Hand..... Sales.....

NATIONAL ELECTRIC HOCKEY GAME — Metal players can stick handle and actually "check". Automatic goal light and horn which adds more excitement when goal is scored, slot action parallel to length of rink so magnetic puck can be carried up the ice. Overall size approximately 3' x 2'.
T7772E11063 ..... $15.95
Pur- Less Equals
chases.....1..... On Hand..... Sales.....

5 PIN MAGNETIC BOWLING GAME — Authentic play with lots of action. Has automatic pin-reset mechanism. Comes complete with score pad.
T7773E7530 ..... $ 7.95
Pur- Less Equals
chases..... On Hand..... Sales.....

SENIOR ACTION GAMES (cont'd)

COMBINATION GAME — This is a combination of a crokinole game on one side and checker board on the other. Natural finished hardwood frame and base. Complete with men and instructions for play.
T7768E4333 Illustration on Page 38 ..... $ 4.95
Pur- Less Equals
chases.....1..... On Hand..... Sales.....

CROKINOLE DISCS — Round, smooth finished hardwood discs, 12 each of two colours, boxed.
T7769E630 ..... $ .45 Bx.
Pur- Less Equals
chases.....6..... On Hand..... Sales.....

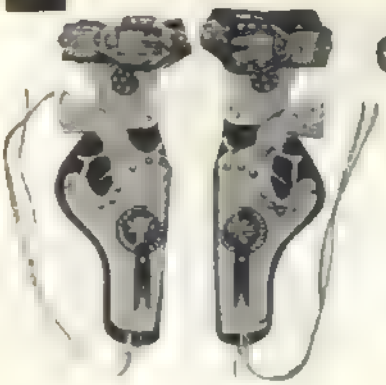
ALL STAR HOCKEY GAME — Has a 36" x 16" playing surface, properly marked. Players and goalies controlled by easy action levers, slope surface, has scoring unit on either side.
T7770E2663 ..... $ 9.95
Pur- Less Equals
chases.....1..... On Hand..... Sales.....

CONSTRUCTION & TOOL KITS

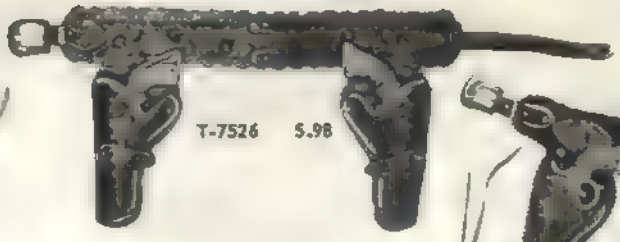
MINI BUILDING BRICKS — Flexible, non-breakable plastic bricks, 288 pieces to set. Includes doors, windows, roofing, etc. Complete with illustrated instructions. All the pieces are interlocking.
T7800E4200 ..... $ 2.98
Pur- Less Equals
chases..... On Hand..... Sales.....

MINI BUILDING BRICKS — Same as T7800E4200 but consists of 448 pieces.
T7801E8263 ..... $ 3.98
Pur- Less Equals
chases..... On Hand..... Sales.....

MINI BUILDING BRICKS — Same as T7800E4200 but consists of 616 pieces.
T7802E3400 ..... $ 5.98
Pur- Less Equals
chases..... On Hand..... Sales.....



T-7525 4.98



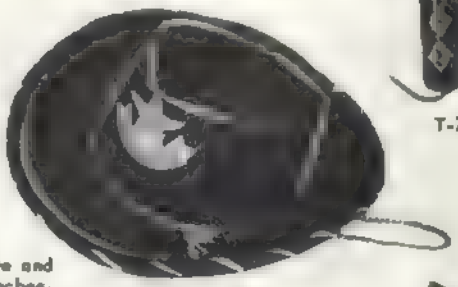
T-7526 5.98

T-7527 6.98

T-7528

T-7530 7.98

T-7529 9.98



T-7531 .98

GUNS & HOLSTERS (cont'd)

TRAIL RANGER DOUBLE HOLSTER SET – Swing style, white and black leather, decorated with bright nickel spots and metal conchos. Contains 2 repeating cap pistols. A new style holster set with double swing feature. Set includes badge and picture.
T7525E6333 ..... $ 4.98
Pur- Less Equals
chases..... On Hand..... Sales.....

BILL HICKOK DOUBLE HOLSTER SET – Genuine top grain cowhide double holster set. Natural cowhide backs. Richly engraved natural cowhide fronts with colour inlay and cross strap with nickel plated buckle. Natural cowhide scalloped belt, richly engraved, simulated lacing, western buckle and tip, adjustable feature. Roll cap pistols.
T7526E7400 ..... $ 5.98
Pur- Less Equals
chases..... On Hand..... Sales.....

BILL HICKOK DOUBLE HOLSTER SET – Genuine English black top grain leather double holster set with die-cast metal nickel plated fronts. Decorated with large metal conchos, red jewels, 3 silver bullets and nickel plated spots. Contains two 50 shot repeating cap pistols.
T7527E1466 ..... $ 6.98
Pur- Less Equals
chases..... On Hand..... Sales.....

BUFFALO BILL DOUBLE HOLSTER SET – Genuine English black top grain leather double holster set backed with felt. Copper tone conchos and red star jewels. Decorated with multiple new copper tone finish spots. Contains two new copper tone finish 50 shot repeating cap pistols.
T7528E3600 ..... $ 8.98
Pur- Less Equals
chases..... On Hand..... Sales.....

BILL HICKOK HIP SLUNG HOLSTER SET – Genuine top grain leather backed with felt with Wild Bill Hickok printed back, decorated with multiple spots and diamond conchos with bullet clips and nickel plated bullets. This is a double swing style of holster set with Western buckles. Contains 2 – 50 shot repeating cap pistols.
T7529E8666 ..... $ 9.98
Pur- Less Equals
chases..... On Hand..... Sales.....

TRAIL RANGER COMBINATION HOLSTER SET – Deluxe combination set of genuine leather backed with felt with genuine leather cuffs and spurs, containing two "Nevada Gold" repeating cap pistols. Set is decorated with nickel plated spots and conchos with adjustable belt.
T7530E6534 ..... $ 7.98
Pur- Less Equals
chases..... On Hand..... Sales.....

T-7533 1.49

T-7532
1.49

SHERIFF'S HAT – Heavy felt hat with white trim. Colourful chin cord and Sheriff's badge. Fully blocked to shape. Just the thing for the play-time sheriff. Asst. colours.
T7531E266 ..... $ .98
Pur- Less Equals
chases..... On Hand..... Sales.....

LARGE INDIAN HEAD DRESS – Large Long flowing multi-coloured plumes attached to Indian motif decorated head band and side tassels. Head band is adjustable.
T7532E5100 ..... $ 1.49
Pur- Less Equals
chases..... On Hand..... Sales.....

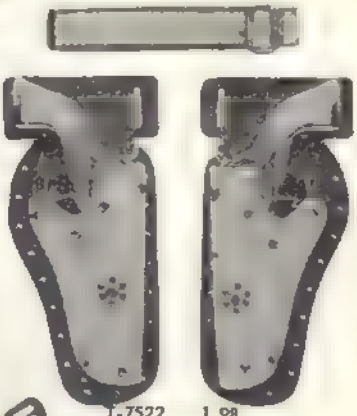
SIOUX ARCHERY SET – A real beauty! A 38" genuine Appalachian hickory bow in natural finish and striped in two colours, three 16" glossy white arrows with safety rubber suction tips, striped in two colours and fletched with real vibrant red feathers. Put up with a glossy 4-colour target in an eye-catching 3½" x 48" x 1" box, with new hang-up tab and the history of the Sioux on the back.
T7533E9100 ..... $ 1.49
Pur- Less Equals
chases..... On Hand..... Sales.....

T-7514 7.15

T-7516 2.98

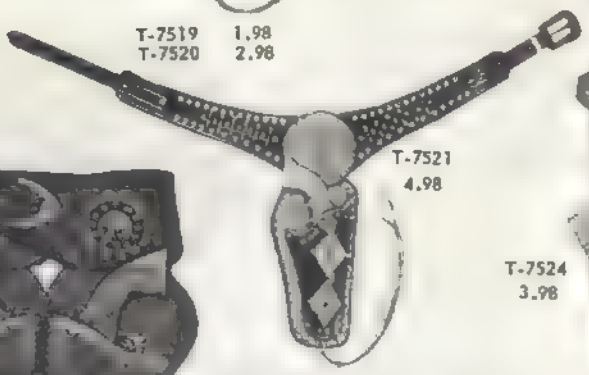
T-7517 1.19

T-7519 1.98
T-7520 2.98



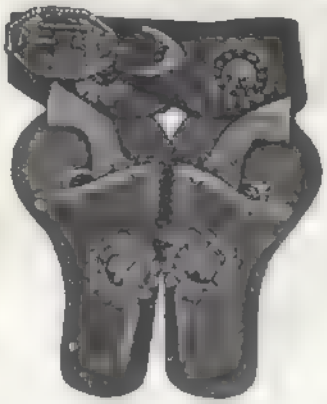
T-7522 1.98

T-7518 .98



T-7521
4.98

T-7524
3.98



T-7523 2.98

GUNS & HOLSTERS (cont'd)

CORK BULLET RIFLE – Ideal for Pre-Air Rifle Ages or where air rifle sales are prohibited. New lever action Western style carbine, 32" long, shoots 1/2" cork balls, accurately. Makes loud bang with or without balls. Secondary barrel has red button in end. Full fashioned stock; Red Ryder design in gold. Packed with cork balls in genuine leather carrying pouch. Bright plated trigger.
T7514E2475 ..... $ 7.15
Purchases..... On Hand..... Sales.....

EXTRA CORK BULLETS – 12 bullets to a package. 3 dozen pkgs. to carton.
T7515E522 (not illustrated) ..... $ .35
Purchases..... On Hand..... Sales.....

ELECTRIC BURP GUN – All metal gun that uses 2 standard flashlight batteries. Complete with burp gun noise and flashing light in barrel.
T7516E7200 ..... $ 2.98
Purchases..... On Hand..... Sales.....

DETECTIVE HOLSTER SET – Black genuine leather with matching belt, containing 5½" detective style 50 shot repeater. Individually boxed.
T7517E580 ..... $ 1.19
Purchases..... On Hand..... Sales.....

LONE RIDER SINGLE HOLSTER SET – Texan black with lizagator front, containing a single shot 8" metal gun. Individually boxed.
T7518E666 ..... $ .98
Purchases..... On Hand..... Sales.....

YOUNG BUFFALO BILL SINGLE HOLSTER SET – Smart tan and dark brown leather decorated with fancy medallions. Contains a 9" 50 shot cap pistol. In lithographed display box. Similar to T-7520.
T7519E9133 ..... $ 1.98
Purchases..... On Hand..... Sales.....

YOUNG BUFFALO BILL SINGLE HOLSTER SET – Felt lined simulated tan alligator leather with jewelled ornaments, conchos and white leather trim. Tie-down thongs. Contains repeater pistol, gold etched, plastic grips, 9½" long. Boxed.
T7520E5200 ..... $ 2.98
Purchases..... On Hand..... Sales.....

WILD BILL SINGLE SWING TYPE HOLSTER – Felt lined, combination of black and tan leather. Decorated with multiple spots and conchos. Contains 12 silvered bullets and leg ties. Holds a 50 shot repeating cap gun.
T7521E3333 ..... $ 4.98
Purchases..... On Hand..... Sales.....

LONE RIDER DOUBLE HOLSTER SET – Of white and red combination leathers, decorated with leather ribbon and metal concho. Contains 2 single shot 8" nickel plated guns. Individually boxed.
T7522E4133 ..... $ 1.98
Purchases..... On Hand..... Sales.....

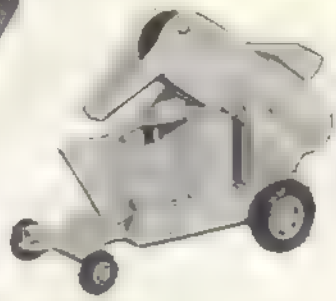
TRAIL RANGER DOUBLE HOLSTER SET – Simulated engraved genuine leather double holster set decorated with metal conchos with white background and metal spots. Contains two 8¼" repeating roll cap pistols with bright nickel finish.
T7523E1200 ..... $ 2.98
Purchases..... On Hand..... Sales.....

TRAIL RANGER DOUBLE HOLSTER SET – Genuine leather double holster set of brown and inlaid combinations of leather decorated with large metal conchos with red jewels. Contains two 50 shot repeating cap pistols. Individually boxed.
T7524E6266 ..... $ 3.98
Purchases..... On Hand..... Sales.....

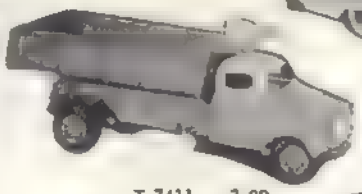
T-7406 4.98

T-7407 2.59

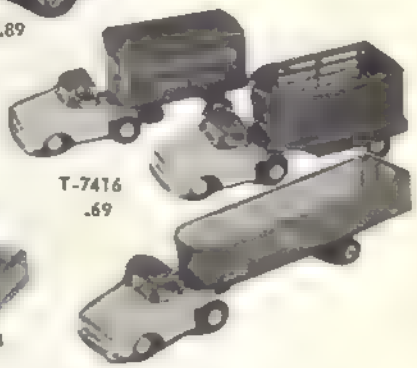
T-7409 5.75

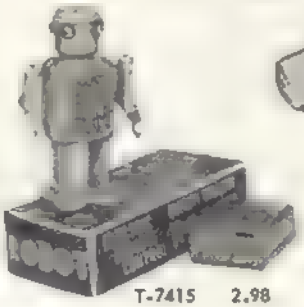


T-7410 5.25


T-7411 3.89

T-7412 5.95


T-7416 .69


T-7415 2.98

T-7413 1.95

T-7414 2.10

ELECTRICAL - MECH. - FRICTION TOYS (cont'd)

SELF REVERSING BULLDOZER WITH HORN – Overall length 9½". Battery operated. Sturdy metal construction. A new self reversing tractor. Horn blows each time direction is changed and robot driver has signal light on head. Uses 2 – 950 batteries (not included).
T7406E5333 ..... $ 4.98
Pur- Less Equals
chases..... On Hand..... Sales.....

TANK – Battery operated tank with swivel firing turret. Has realistic gun fire noise. Uses 1 – 950 battery (not included). Will run straight or in circles. Automatic stop and go and fires gun when stopped. All metal construction.
T7407E7174 ..... $ 2.59
Pur- Less Equals
chases..... On Hand..... Sales.....

POLICE CAR – Overall length 11". A streamlined model of the official police car. Features siren, revolving red light and automatic "stop" and "go". Uses 2 – 950 batteries (not included).
T7409E1383 ..... $ 5.75
Pur- Less Equals
chases..... On Hand..... Sales.....

PLYMOUTH CAR WITH SELF REVERSING BUMPER SWITCH – A miniature of the popular 1956 Plymouth car. This battery operated model will do a figure eight or just straight driving. Has automatic self reversing bumper switch and lights. Batteries extra.
T7410E9350 ..... $ 5.25
Pur- Less Equals
chases..... On Hand..... Sales.....

AUTOMATIC DUMP TRUCK – Battery operated. Has forward and reverse and automatic dump. Rubber tired. Uses 2 – 950 batteries size D (not included).
T7411E4260 ..... $ 3.89
Pur- Less Equals
chases..... On Hand..... Sales.....

TRACTOR & SANDER LOADER – Length 18". All metal, rubber tires on loader, rubber treads on tractor. Front head light, adjustable scoop, individually operated. Uses 4 – 935 batteries (not included).
T7412E7400 ..... $ 5.95
Pur- Less Equals
chases..... On Hand..... Sales.....

SEA HAWK BOAT – Length 11". Battery operated, remote control. All metal, forward and reverse. Complete in every detail with deck light. Uses 2 – 935 batteries (not included).
T7413E6130 ..... $ 1.95
Pur- Less Equals
chases..... On Hand..... Sales.....

T-7417 .80 ea.

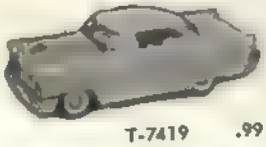
NAUTILUS SUBMARINE – Model of the Atomic submarine "Nautilus". Battery operated. All metal construction with sealed in battery case. Can be set for diving or for level running. Gun mounted forward, elevating periscopes. Dark enamelled trim on body, white superstructures. Uses 1 – 935 battery, size C (not included).
T7414E2140 ..... $ 2.10
Pur- Less Equals
chases..... On Hand..... Sales.....

ROBOT – An amazing new toy that walks! Remote controlled with forward and backward movement. Eyes flash. Complete in every detail with radar screen on head. All metal, realistically finished. Uses 2 – Size D batteries (not included).
T7415E2200 ..... $ 2.98
Pur- Less Equals
chases ..... On Hand ..... Sales .....

ASSORTED FRICTION TRUCKS – Assortment includes logging truck, freight van and cattle truck. All metal, rubber tires. Extra strong friction motors. Finished in bright enamel. Approx. 8" long.
T7416E947 ..... $ .69
Pur- Less Equals
chases ..... On Hand ..... Sales .....

6 ASST. FRICTION TOYS – Includes hot rod car, mechanical sparking tractor, cement mixer, P. L. E. transport, car with boat trailer and semi-trailer with car. All metal, realistically lithographed. In box. Sold in asst. of 6 only.
T7417E1396 ..... $ .98
Pur- Less Equals
chases ..... On Hand ..... Sales .....

T-7418 .98

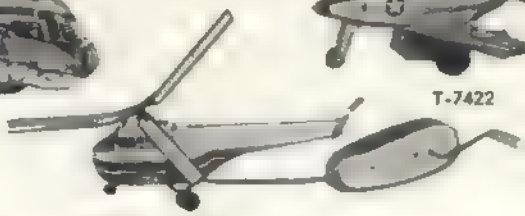


T-7419 .99

4 STYLES T-7420 1.98

T-7421 .49

T-7422 .98



T-7425 3.49

T-7423 1.98

T-7426 .98

T-7429 8.75

T-7424 3.49

ELECTRICAL - MECH. - FRICTION TOYS (cont'd)

FRICTION BUS – Length 11". All steel construction, realistically detailed with authentic colours. With extra sturdy, long-running friction motor. New double decker style. Rubber tired wheels. Individually boxed.
T7418E466 ..... $ .98
Pur- chases ..... Less On Hand ..... Equals Sales .....

FRICTION CAR WITH HORN – A 7" streamlined replica of the popular Lincoln. All metal, brightly coloured. Sturdy, long-running friction motor. Rubber tires plus a new "musical" horn. Ind. boxed.
T7419E766 ..... $ .99
Pur- chases ..... Less On Hand ..... Equals Sales .....

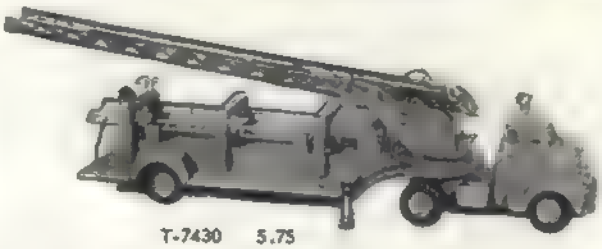
ASSORTED FRICTION TRUCKS – Approximate length 14". Rubber tired wheels, enamelled bodies, all steel construction. Consists of grain hauler, lumber carrier, cattle truck and mover
T7420E5133 ..... $ 1.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

SPARKING FRICTION LOCOMOTIVE – All metal 8" locomotive. Brightly coloured and realistically lithographed. Friction motor with sparking action. In display box.
T7421E233 ..... $ .49
Pur- chases ..... Less On Hand ..... Equals Sales .....

FRICTION JET PLANE – Length 18". All metal, realistically finished. Complete with blinking lights. A toy any play-time pilot will enjoy. Uses 1 – Size C F/L battery. (not included)
T7422E666 ..... $ .98
Pur- chases ..... Less On Hand ..... Equals Sales .....

4 MOTOR FRICTION PLANE – Authentically lithographed. Length approximately 17". Wing span 17½". A realistic model of the B-50 bomber. Propellers rotate as plane is propelled.
T7423E4133 ..... $ 1.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

SUPER CONSTELLATION FRICTION PLANE – All metal construction. Replica of N. W. A. passenger plane. Wing span 17", body length 19". Friction motor propels plane along, propellers spin.
T7424E5233 ..... $ 3.49
Pur- chases ..... Less On Hand ..... Equals Sales .....



T-7430 5.75

FLYING HELICOPTER – Length 13". An eye-catching model of the increasingly popular helicopter. Hand operated, this toy really flies! All metal, brightly finished. Complete with rotor blades. For boys of any age.
T7425E7233 ..... $ 3.49
Pur- chases ..... Less On Hand ..... Equals Sales .....

MONKEY OR WALKING CAT – Approximately 5" long, 3" high. Monkey has plush body with moulded detailed face. Plays cymbals. Cat has all plush body with ribbon bow around neck. Approximately 6" long, 5½" high. Wind him and he walks.
T7426E166 ..... $ .98
Pur- chases ..... Less On Hand ..... Equals Sales .....

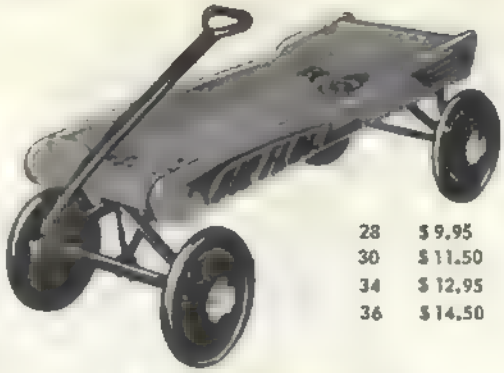
MECHANICAL TRACTOR – Bright, lithographed detail. Has sparking action. Approximately 9" long. Strong spring-wound motor. Complete with rubber treads and plough. (not illustrated)
T7428E3133 ..... $ 1.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

STEAM ENGINE – Base size 8" x 5½". Tablet heated. Complete with whistle and chrome boiler. 2¾" fly wheel, 9" high.
T7429E6585 ..... $ 8.75
Pur- chases 2 ..... Less On Hand ..... Equals Sales .....

FRICTION FIRE ENGINE – An 18" model of a fire engine. All metal construction, rubber tires. Completely detailed with operating extension ladder.
T7430E9383 ..... $ 5.75
Pur- chases 1 ..... Less On Hand ..... Equals Sales .....

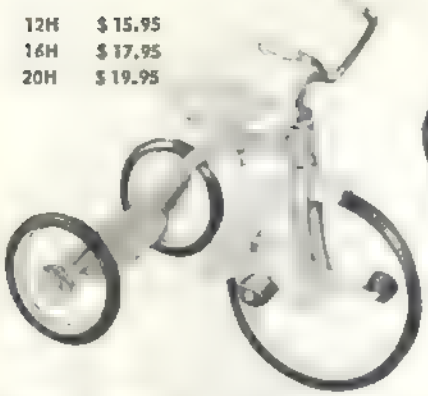
7B $5.50

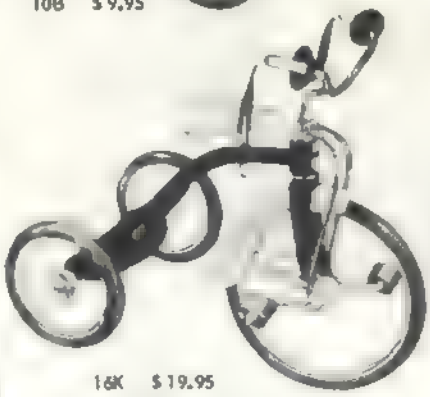
10B $9.95



28 $9.95
30 $11.50
34 $12.95
36 $14.50

12H $15.95
16H $17.95
20H $19.95





16K $19.95
20K $21.95

28T $11.95
34T $15.95
36T $18.50

WHEEL GOODS (cont'd)

TOT BIKE - Heavy gauge enamelled steel in front fork and rear bolster. Rubber pedals and handle grips. Hardwood varnished seat with design motif imprinted. 8" rubber-tired wheel. 5" rear wheels

7BE3382 4 pack ..... $ 5.50
7BE3407 single ..... $ 5.50

Pur- Less Equals
chases..... On Hand..... Sales.....

TOT BIKE - Heavy gauge steel tube frame redesigned to provide large non-slip step plate. Adjustable handlebar with baked-on enamel finish. Larger metal tap, adjustable seat. 10" front wheel, 6" back rear with snap-on hub caps. Rubber pedals.

10BE6691 2 pack ..... $ 9.95
10BE6716 single ..... $ 9.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRICYCLE - Heavy gauge steel tube frame with adjustable chrome plated handlebars. Adjustable seat with coil springs. Front wheel nylon bearing. Rear wheels roller bearing, stainless steel hub caps. Rubber pedals. Exceptionally strong heavy drawn steel fork. Baked-on blue enamel finish. Front wheel 12" high.

12HE81108..... $ 15.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRICYCLE - Similar to 12HE81108 but front wheel is 16" high.

16HE41247..... $ 17.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRICYCLE - Similar to 12HE81107 but front wheel is 20" high.

20HE11385..... $ 19.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRICYCLE - Heavy gauge steel tubler frame, large embossed non-slip step plate. Reinforced Fork. Adjustable saddle and chrome plated plastic gripped handlebars. With knuckle guards & streamers. Nylon bearing front wheels and roller bearing rear wheels. Stainless steel hub caps. Brilliant red baked-on enamel with chrome trim. 16" front and 10" rear wheels.

16KE71385..... $ 19.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRICYCLE - Similar to 16KE71385 but has 20" front and 12" rear wheel.

20KE21524..... $ 21.95

Pur- Less Equals
chases..... On Hand..... Sales.....

AIRFLOW WAGON - Selected hard maple box, securely bolted. Waterproof plywood bottom, finished with two coats of varnish. Heavy channel steel, red enamelled gearing. Roller bearing wheels with snap-on hub caps. Box 12" x 28". Wheels 6" diameter with 1/2" treaded tires.

28E1691 2 Pack..... $ 9.95
28E1716 Single..... $ 9.95

Pur- Less Equals
chases..... On Hand..... Sales.....

AIRFLOW WAGON - Similar to 28E1716. Box 12" x 30". Wheels 7" diameter with 3/4" treaded tires.

30E3799..... $ 11.50

Pur- Less Equals
chases..... On Hand..... Sales.....

AIRFLOW WAGON - Similar to 28E1716. Box 14" x 43". Wheels 8-1/2" diameter with 3/4" treaded tires.

34E7900..... $ 12.95

Pur- Less Equals
chases..... On Hand..... Sales.....

AIRFLOW WAGON - Similar to 28E1716. Box 16" x 36". Wheels 9" diameter with 1" treaded tires.

36E91007..... $ 14.50

Pur- Less Equals
chases..... On Hand..... Sales.....

TRANSPORT (RACK) WAGON - Removable side and racks. Heavy channel steel, red enamelled gearing. Roller bearing wheels with snap-on hub caps. Selected hard maple box. Waterproof plywood bottom, attractively printed. Box 12" x 28". Wheels 6" diameter with 1/2" treaded tires.

28TE1830 ..... $ 11.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRANSPORT (RACK) WAGON - Similar to 28TE1830. Box 14" x 34" Wheels 8-1/2" diameter with 3/4" treaded tires.

34TE61108..... $ 15.95

Pur- Less Equals
chases..... On Hand..... Sales.....

TRANSPORT (RACK) WAGON - Similar to 28TE1830. Box 16" x 36". Wheels 9" diameter with 1" treaded tires.

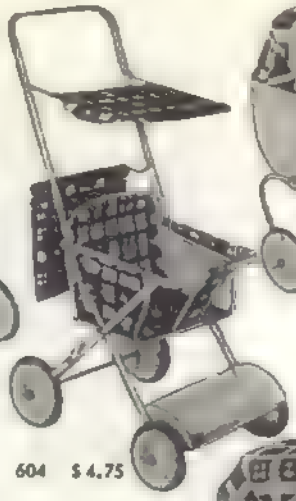
36TE51284..... $ 18.50

Pur- Less Equals
chases..... On Hand..... Sales.....

5705 $19.95

5707 $21.50

602 $3.35

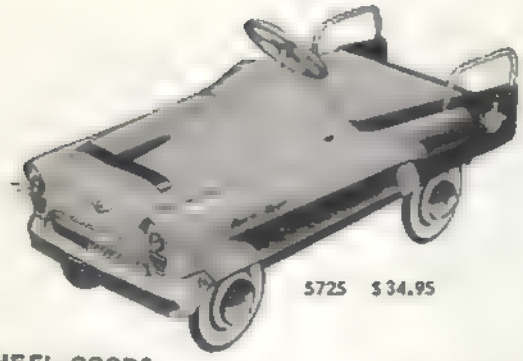


604 $4.75

614 $4.95

5710 $35.95

626 $11.50



5725 $34.95

606 $14.65

610 $21.50

WHEEL GOODS

AUTOMOBILE - New lower design, all steel construction, finished in flamboyant green, decorated ivory, red, silver. Plated hub caps. Facsimile licence stenciled on rear of body. Ball bearing rear axle supports. Adjustable pedals. Overall length 37".
5705E11425..... $ 19.95
Pur- Less Equals
chases..... On Hand..... Sales.....

FIRE CHIEF AUTO - Similar to 5705E11425 automobile but finished in white, decorated red and silver. Plated fire bell with chain. Plated hub caps. Overall length 37".
5707E31535..... $ 21.50
Pur- Less Equals
chases..... On Hand..... Sales.....

FIRE DEPT. LADDER TRUCK - Body white decorated red and silver. Steering wheel and hand rails red. Ladder has natural finish. Red electric flasher light on hood. Speedy, easily operated chain drive with ball bearing pedal cranks. Plated hub caps. Overall length 42".
5710E52550..... $ 35.95
Pur- Less Equals
chases..... On Hand..... Sales.....

RANCH WAGON AUTO - Advanced two-tone colour combination. Light blue and black. Facsimile licence stenciled on rear of body. Steering wheel and hand rails blue. Electric headlights, rear seat, plated Easily operated chain drive. Overall length 42". Batteries extra.
5725E82496..... $ 34.95
Pur- Less Equals
chases..... On Hand..... Sales.....

DOLL'S GO CART - Smart plaid upholstery on seat, shopping bag and canopy. All steel frame construction. Overall length 22".
602E6240..... $ 3.35
Pur- Less Equals
chases..... On Hand..... Sales.....

DOLL'S GO CART - Similar to 602E6240 but has adjustable back. Handle height 27-1/2".
604E2336..... $ 4.75
Pur- Less Equals
chases..... On Hand..... Sales.....

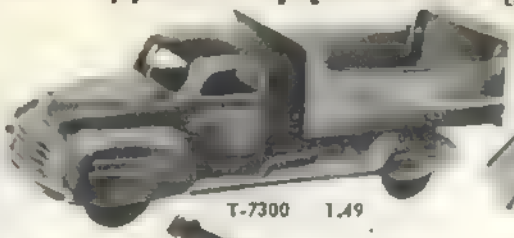
DOLL CARRIAGE - All metal body, 8" x 16". Handle height 19". Grey body with coloured decoration. Plaid hood and apron.
614E4350..... $ 4.95
Pur- Less Equals
chases..... On Hand..... Sales.....

DOLL CARRIAGE - Grey metal body. 4 chromed mudguards and pusher. Non-tilt brake. Visualite apron and sun visor in gay plaid. Handle height 25".
626E7820..... $ 11.50
Pur- Less Equals
chases..... On Hand..... Sales.....

CONVERTIBLE DOLL PRAM - Fairyland upholstery. Chromed pusher. Removable boot and visualite apron. Non-tilt brake and sun visor. Handle height 28".
606E11050..... $ 14.65
Pur- Less Equals
chases..... On Hand..... Sales.....

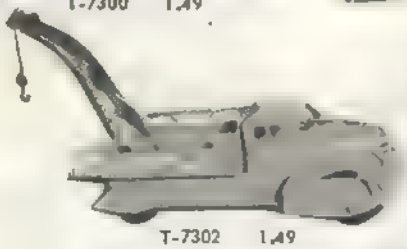
CONVERTIBLE DOLL PRAM - Two-tone Fairyland upholstery, chromed pusher with plastic handle. 4 chromed mudguards, non-tilt brake and sun visor. Basket carrier also included. Handle height 32-1/2".
610E51535..... $ 21.50
Pur- Less Equals
chases..... On Hand..... Sales.....

T-7264 1.98



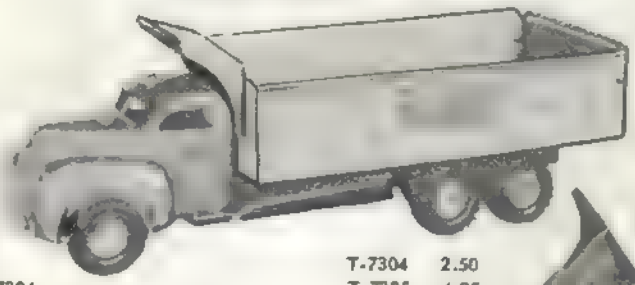
T-7300 1.49

T-7301 1.75

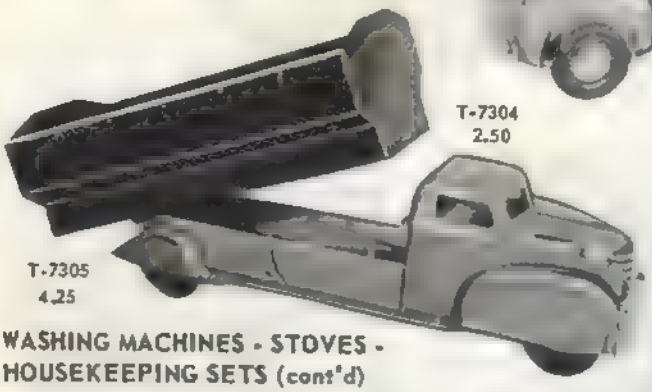


T-7302 1.49

T-7303 1.49

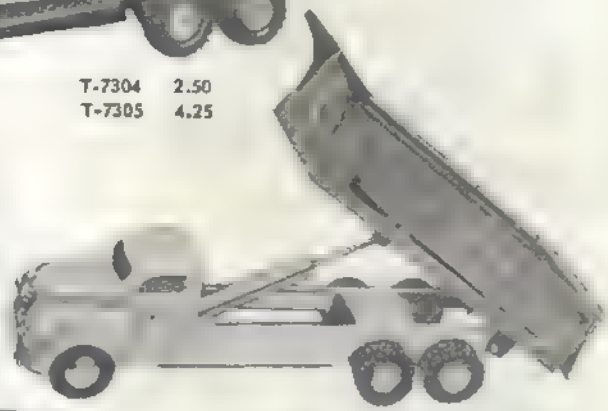


T-7304 2.50
T-7305 4.25



T-7304
2.50

T-7305
4.25



T-7306 6.95

T-7307 3.95

WASHING MACHINES - STOVES - HOUSEKEEPING SETS (cont'd)

MARY LEE BAKING – Cooking Set of heavy, nickel plated steel, including muffin tin, cookie pan, saucepan with lid, frying pan, egg beater, basting spoon, ladle, turnover and mixing spoon. In brightly lithographed display box.
T7264E4133 ..... $ 1.98
Pur- chases..... Less On Hand..... Equals Sales.....

NON-MECH. TOYS

12" DUMP TRUCK – Height 4", width 4". Finished in two colours. Tail gate opens. Heavy wire dumping device. Plated grille and rubber wheels.
T7300E2100 ..... $ 1.49
Pur- chases.....2..... Less On Hand..... Equals Sales.....

14" DUMP TRUCK W/LOADER – Width 4", height 4". Heavy wire dumping device. Finished in three colours. Plated grille, rubber wheels. Tail gate opens.
T7301E3117 ..... $ 1.75
Pur- chases..... Less On Hand..... Equals Sales.....

TOW TRUCK W/BOOM – Plated grille, rubber wheels and operating boom. Baked enamel finish. Approximately 14" long, 4" wide and 4" high.
T7302E5100 ..... $ 1.49
Pur- chases.....2..... Less On Hand..... Equals Sales.....

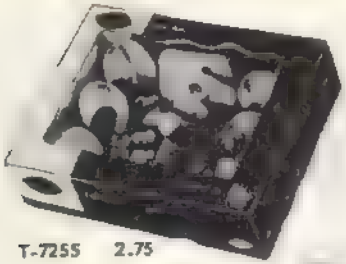
EXPRESS VAN - Plated grille, rubber wheels. Colourfully painted van with open doors. Any play-time truck driver will love this toy model.
T7303E7100 ..... $ 1.49
Pur- chases.....2..... Less On Hand..... Equals Sales.....

LARGE DUMP TRUCK – Length overall 20½". Large all metal dump box complete with hand operated crank. Rubber tires. Plated grille. Finished in two-colour baked enamel.
T7304E1167 ..... $ 2.50
Pur- chases.....1..... Less On Hand..... Equals Sales.....

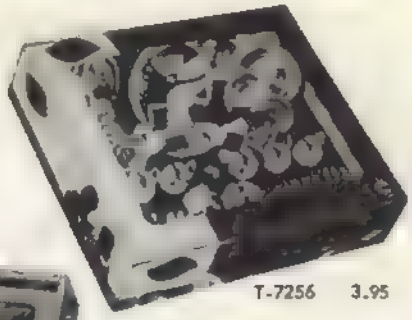
HI-DUMP TRUCK – Length approx. 20". Large embossed dump box. Sturdy steel wire dumping device raises body for dumping. Tail gate opens. Plated grille. Finished in two-colour baked enamel. Heavy gauge construction, rubber wheels. Height 7", width 7½".
T7305E9283 ..... $ 4.25
Pur- chases.....1..... Less On Hand..... Equals Sales.....

HYDRAULIC LIFT DUMP TRUCK – Hydraulic system has strong appeal to older children. Shiny bright baked enamel finish. Height 7", width 7½", length 20". Dumping mechanism operates smoothly. Top quality, rugged construction.
T7306E7463 ..... $ 6.95
Pur- chases.....1..... Less On Hand..... Equals Sales.....

CANADIAN ARMY TRUCK – Length overall 19". Heavy gauge steel construction throughout. Khaki finish on body, tan coloured hood with Canadian Army insignia. Heavy duty rubber tires treaded. Hood may be lifted off in order to use as dump truck.
T7307E3264 ..... $ 3.95
Pur- chases.....1..... Less On Hand..... Equals Sales.....



T-7255 2.75



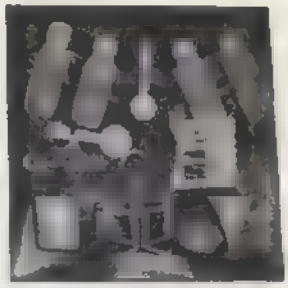
T-7256 3.95

T-7257 .98

T-7258 1.98

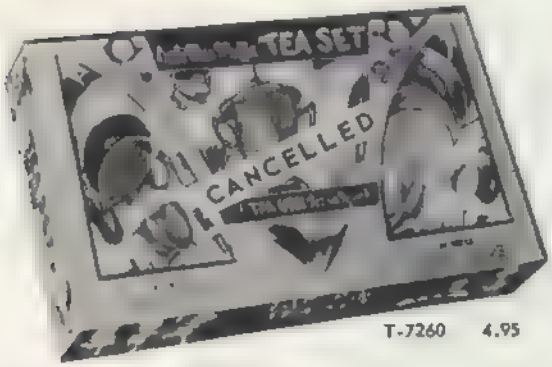
T-7261 2.89

T-7259 3.75



T-7262 .98

T-7263 1.98



T-7260 4.95

WASHING MACHINES - STOVES - HOUSEKEEPING SETS (cont'd)

18 PCE. BAKING SET – Playing house becomes realistic with this baking set. Red handles on measuring cup, fry pan and saucepan. Has five baking pans, saucepan, colander, measuring cup, egg whip, cake server, cookie sheet, 6 cookie cutters and a mixing bowl. In attractive window display box, 18¼" x 14-1/8" x 4".
T7255E2184 ..... $ 2.75
Pur- Less Equals
chases..... On Hand..... Sales.....

47 PCE. PARTY SET – For the Little Miss who loves to entertain. Special bright finish embossed with "Three Little Kittens". This set is made up of 6 plates, 6 cups and saucers, 6 napkins, 6 knives and forks, 6 spoons, 1 percolator with red enamelled handle, 1 relish dish and 1 Lazy Susan made of Hammered Effect Aluminum with dividers and colourful label. It actually rotates. In attractive new window display box, 19" x 16-1/8" x 4".
T7256E1264 ..... $ 3.95
Pur- Less Equals
chases..... On Hand..... Sales.....

16 PCE. POLY TEA SET – This set is made of safe, flexible, unbreakable polyethylene and contains 4 cups, 4 saucers, 4 napkins and 4 spoons. Packed 16 pieces of assorted tinseled colours in window box.
T7257E366 ..... $ .98
Pur- Less Equals
chases..... On Hand..... Sales.....

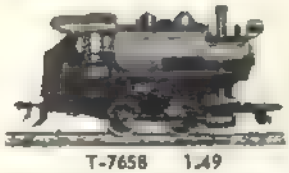
22 PCE. POLY TEA SET – This 22 piece tea set includes 4 cups and saucers, 4 napkins, 4 spoons, teapot and cover, creamer, sugar and 2 candelabra. Packed 22 pieces of assorted tinseled colours in window box.
T7258E5133 ..... $ 1.98
Pur- Less Equals
chases..... On Hand..... Sales.....

40 PCE. POLY TEA SET – Set consists of 4 dinner plates, 4 tumblers, 4 cups and saucers, teapot and cover, creamer, sugar and 2 candelabra – all in polyethylene with 14 pieces cutlery in matching polystyrene and 4 napkins. Packed 40 pieces of assorted tinseled colours in window box.
T7259E7250 ..... $ 3.75
Pur- Less Equals
chases..... On Hand..... Sales.....

23 PCE. CHINA TEA SET – A beautifully decorated china tea set consisting of 6 plates, 6 saucers, 6 cups, creamer, sugar and lids. In recessed display box.
T7261E9194 ..... $ 2.89
Pur- Less Equals
chases..... On Hand..... Sales.....

SMALL VINYL FEEDING SET – Unbreakable, polyethylene plastic. Contains 4 feeding bottles, brush, measuring cup, funnel, bottle rack, measuring spoon and package of detergent. In window display box.
T7262E866 ..... $ .98
Pur- Less Equals
chases..... On Hand..... Sales.....

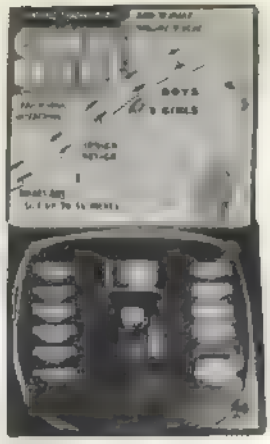
LARGE VINYL FEEDING SET – Similar to T7262 but has 2 additional bottles plus large plastic sterilizer. In window display box.
T7263E6133 ..... $ 1.98
Pur- Less Equals
chases..... On Hand..... Sales.....


T-7658 1.49

T-7659 2.25

T-7660 2.98

T-7661 2.98


T-7662 2.98

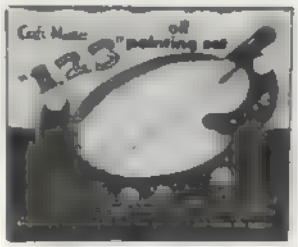
T-7663 1.35

T-7664 2.98

T-7669 2.95

T-7665 3.95

T-7666 1.49


T-7668 1.50

MODEL & HANDYCRAFT KITS (cont'd)

TANK TYPE LOCOMOTIVE – Popular workhorse for railroads across the country. Complete with decals for 6 different railroads. All parts scaled and in full detail. Easy to assemble. All Plastic.
T7658E6100 ..... $ 1.49
Pur-chases..... Less On Hand..... Equals Sales.....

STEAM SWITCHER WITH TENDER – This famous locomotive is indispensable in performing yardwork and making up trains. Decals included for 6 railroads. Easy to assemble. All plastic. All parts scaled and in full detail.
T7659E150 ..... $ 2.25
Pur-chases..... Less On Hand..... Equals Sales.....

BALDWIN BERKSHIRE LOCOMOTIVE – A detailed reproduction of the best in steam motive power. Complete with decals for six different railroads. All plastic, easy to assemble. All parts scaled and in full detail.
T7660E2200 ..... $ 2.98
Pur-chases..... Less On Hand..... Equals Sales.....

PAINT-CRAFT JEWELLERY KIT – This kit consists of pre-embossed aluminum pendant, 18" rope chain and hook, bracelet bender, and 2 pre-embossed bracelets. Also includes 4 brilliant colours to colour the fascinating Indian designs. An interesting craft for home or camp.
T7661E4200 ..... $ 2.98
Pur-chases..... Less On Hand..... Equals Sales.....

ALUMINUM BELT KIT – This kit is for boys and girls. Indian designs pre-embossed on each link. Makes any size up to 36 inches. Easy to make. Also includes 2 brilliant colours for painting.
T7662E6200 ..... $ 2.98
Pur-chases..... Less On Hand..... Equals Sales.....

LOCK-IT-LINK BELT KIT – Plastic links easily link into place to make any size belt required. Various colours. Also used for bracelets, napkin rings, etc.
T7663E890 ..... $ 1.35
Pur-chases..... Less On Hand..... Equals Sales.....

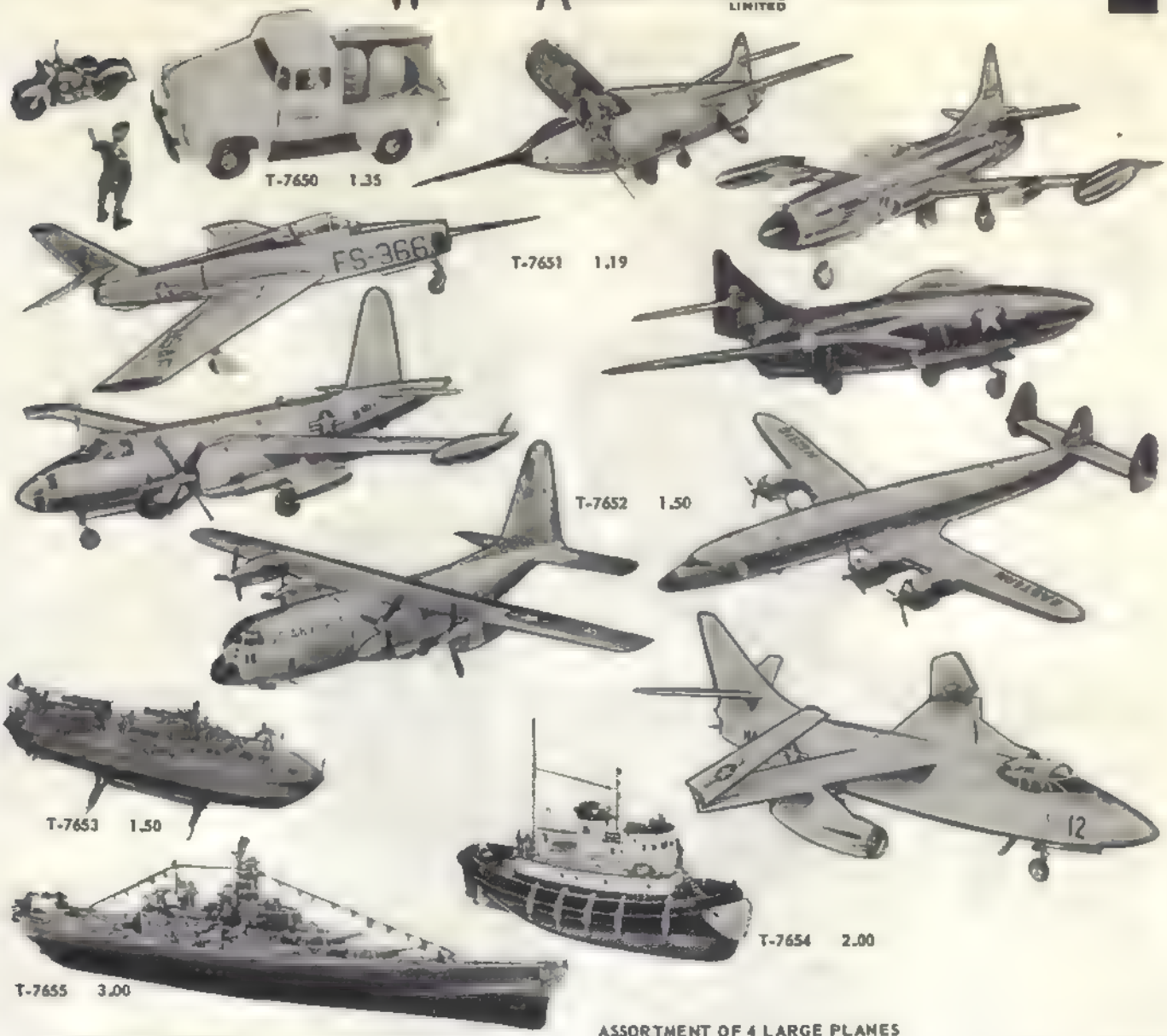
LEATHER HANDICRAFT KIT – This smart looking kit includes a cowboy billfold, airplane design comb case, key caddy, stamp holder, 2 napkin rings and lacing rings. Packed in display box.
T7664E1200 ..... $ 2.98
Pur-chases..... Less On Hand..... Equals Sales.....

ELECTRIC WOODBURNING KIT – Included are plaques, attractive napkin holder, 6 colour clips with brush, 2 pens and the U.L. approved Wonder Pen with 4 extra points. Comes complete with illustrated booklet. "The Magic of Woodburning". In display box.
T7665E3267 ..... $ 3.95
Pur-chases..... Less On Hand..... Equals Sales.....

APRON KIT – No patterns needed, all parts included. This sewing and embroidery set combined is educational as well as lots of fun. Comes complete with full instructions in display box.
T7666E5100 ..... $ 1.49
Pur-chases..... Less On Hand..... Equals Sales.....

PAINT-BY-NUMBER SET – Assorted titles. Comes complete with brush, numbered paints etc. and complete instructions.
T7668E5100 ..... $ 1.50
Pur-chases..... Less On Hand..... Equals Sales.....

PAINT-BY-NUMBER SET – In this lithographed display box are found two picture panel boards, 10 numbered paints, brush, brush cleaner and a full set of instructions.
T7669E7200 ..... $ 2.95
Pur-chases..... Less On Hand..... Equals Sales.....



T-7650 1.35

T-7651 1.19

T-7652 1.50

T-7653 1.50

T-7654 2.00

T-7655 3.00

T-7656 .69

T-7657 .69

MODEL & HANDYCRAFT KITS

REVELL MODEL KITS – Authentic replicas of original models. All parts scaled and in full detail. Quick, easy to assemble. All plastic, no cutting, no sanding. Complete instructions for assembly and colouring included.

FORD PICKUP TRUCK
T7650E381 ..... $ 1.35
Pur- Less Equals
chases..... On Hand..... Sales.....

STARFIRE, COUGOR, SKYROCKET AND THUNDERSTREAK fighter planes.
T7651E772 ..... $ 1.19
Pur- Less Equals
chases..... On Hand..... Sales.....

ASSORTMENT OF 4 LARGE PLANES
T7652E290 ..... $ 1.50
Pur- Less Equals
chases..... On Hand..... Sales.....

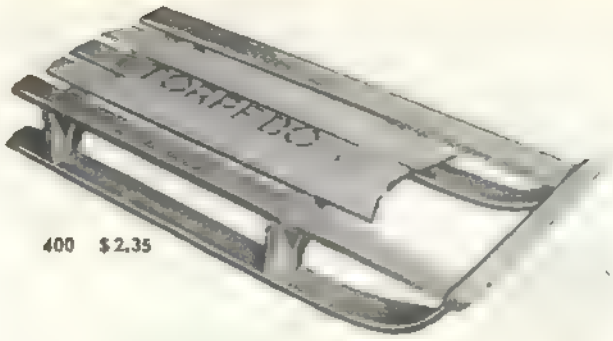
PATROL-TORPEDO BOAT.
T7653E690 ..... $ 1.50
Pur- Less Equals
chases..... On Hand..... Sales.....

HARBOUR TUG BOAT.
T7654E1120 ..... $ 2.00
Pur- Less Equals
chases..... On Hand..... Sales.....

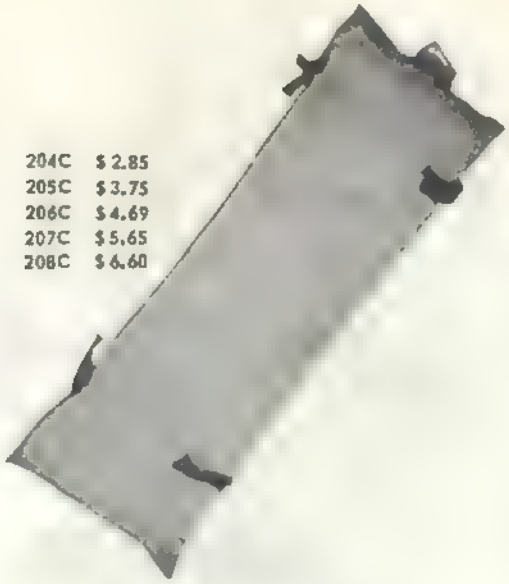
BATTLESHIP USS MISSOURI.
T7655E5180 ..... $ 3.00
Pur- Less Equals
chases..... On Hand..... Sales.....

COLOUR KITS FOR BOATS – In true nautical colours featuring Hull Red, Silver, Sea Blue, Deck Tan and Marine White. Also includes tube of cement for plastics.
T7656E946 ..... $ .69
Pur- Less Equals
chases..... On Hand..... Sales.....

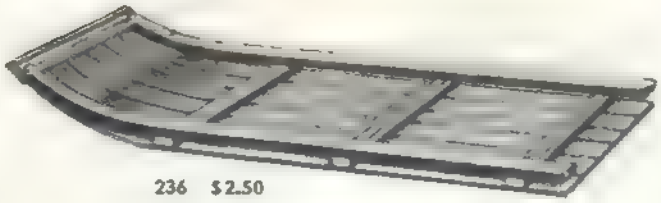
COLOUR KIT FOR PLANES AND CARS – Custom kit for all model vehicles and planes with yellow trim, black, Fire Engine red, silver, gold and a tube of plastic cement.
T7657E346 ..... $ .69
Pur- Less Equals
chases..... On Hand..... Sales.....



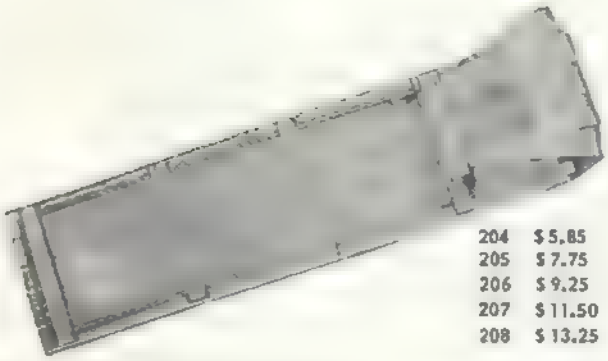
400 $2.35



204C $2.85
205C $3.75
206C $4.69
207C $5.65
208C $6.60

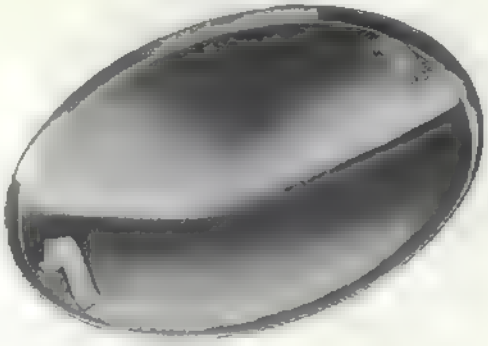


236 $2.50



204 $5.85
205 $7.75
206 $9.25
207 $11.50
208 $13.25

300 $3.98



SLEIGHS AND TOBOGGANS (cont'd)

SKI SLEIGH - Size 30" x 5" high. Constructed entirely from Canadian hardwood. 2-1/2" runners. Finished with two coats of waterproof varnish and trimmed in bright red. A very fast sleigh in deep snow.
400E8168..... $ 2.35
Pur- Less Equals
chases..... On Hand..... Sales.....

HALF HOOD TOBOGGAN - Constructed of the best Selected Canadian hardwood with special varnish finish to assure long life and easy running. Has 1/2" hood with pull rope. Wooden hand bars. Length 3 ft.
236E1178..... $ 2.50
Pur- Less Equals
chases..... On Hand..... Sales.....

HIAWATHA TOBOGGANS - High grade, popularly priced Toboggans manufactured from best Selected Canadian hardwood and is finished with a special varnish to assure easy running and long life. Slats are 3/8" thick, securely held to the cleats by socket type cadmium plated screws. Solid hood, gracefully curved at top by a special process of steaming which eliminates cracked slats. Rope hand rail passes through cross sections to eliminate screw eyes, leather strips, etc. Cross sections shaped for rounded edges. Attractively finished and trimmed.

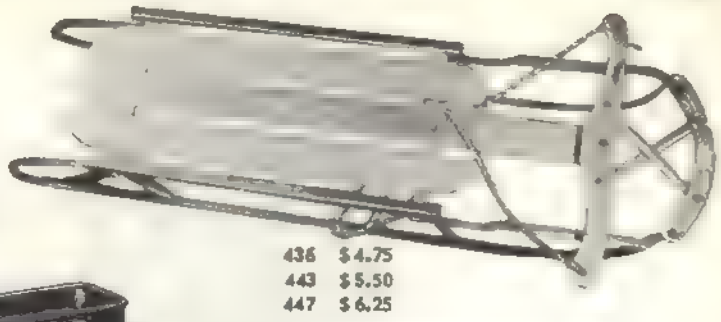
204E3415.....Length 4 ft. ..... $ 5.85
205E7550.....Length 5 ft. ..... $ 7.75
206E5663.....Length 6 ft. ..... $ 9.25
207E4820.....Length 7 ft. ..... $ 11.50
208E6944.....Length 8 ft. ..... $ 13.25
Pur- Less Equals
chases..... On Hand..... Sales.....

TOBOGGAN CUSHIONS - Tufted for extra service. Brown canvas. Waterproofed.
204CE9205.....3' cushion for 4' toboggan ..... $ 2.85
205CE1269.....4' cushion for 5' toboggan ..... $ 3.75
206CE8336.....5' cushion for 6' toboggan ..... $ 4.69
207CE5402.....6' cushion for 7' toboggan ..... $ 5.65
208CE2470.....7' cushion for 8' toboggan ..... $ 6.60
Pur- Less Equals
chases..... On Hand..... Sales.....

FLYING SAUCER SLEIGH - Sturdy lightweight construction. 27" in diameter. Of rust-proof aluminum. Easy to carry, easily pulled. Rolled safety edges. 2 holes for attaching pull ropes. 2 waterproof extra strong web hand loops.
300E4292..... $ 3.98
Pur- Less Equals
chases..... On Hand..... Sales.....

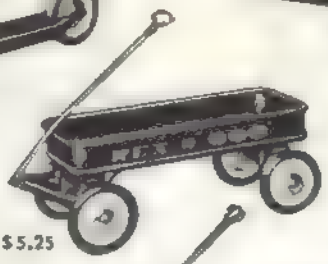
2 $4.69

4 $7.39



436 $4.75
443 $5.50
447 $6.25

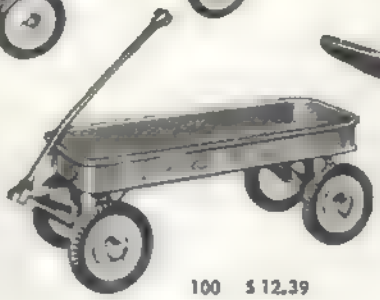
7 $3.35



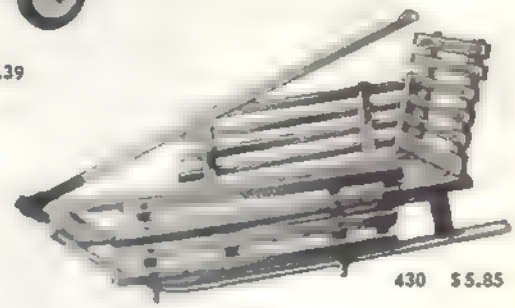
80 $5.25

328 $2.25
336 $2.59

90 $10.95



100 $12.39



430 $5.85

WHEEL GOODS (cont'd)

RADIO SCOOTER - One piece heavy gauge steel frame with non-slip embossed foot rest in new brilliant red baked enamel finish. Length 33", height 30". White tubular handle, black plastic grips. Steel bearings. Wheels 6" x 3/4". Parking stand.
2E7337..... $ 4.69
Pur- Less Equals
chases..... On Hand..... Sales.....

DELUXE RADIO SCOOTER - one piece heavy gauge steel frame with non-slip embossed foot rest in new brilliant red baked enamel finish. Length 38", height 34". Semi-pneumatic automobile style tires. "Congo" Graphite lifetime bearings. 13" white tubular steel handle, black plastic grips. Parking stand.
4E9529..... $ 7.39
Pur- Less Equals
chases..... On Hand..... Sales.....

TOY WAGON - Body 20" x 10" x 3" in new brilliant red baked enamel finish. 5" sparkling white double disc wheels. Plain bearings. Axles 1/4" round. 1/2" solid moulded rubber tires. Packed 6 to carton.
7WE8240..... $ 3.35
Pur- Less Equals
chases..... On Hand..... Sales.....

REX WAGON - Body 24" x 12" x 3-1/4" with new expanded bottom edge. 6" x 3/4" moulded rubber tires. Steel bearings. Axles 3/8" round. In new brilliant red baked enamel finish. Sparkling white double disc wheels.
80E6374..... $ 5.25
Pur- Less Equals
chases..... On Hand..... Sales.....

REX WAGON - Body 34" x 15-1/2" x 4" with new expanded bottom edge. New brilliant red baked enamel trim. Sparkling white, red striped double disc wheels. 8" x 1.25 semi-pneumatic puncture proof automobile style tires. "Congo" Graphite lifetime bearings (never need oiling). Axles 1/2".
90E4788..... $ 10.95
Pur- Less Equals
chases..... On Hand..... Sales.....

REX WAGON - Same description as 90E4788 except wheels are ball bearing.
100E2885..... $ 12.39
Pur- Less Equals
chases..... On Hand..... Sales.....

SLEIGHS AND TOBOGGANS

FRISKY FLYER SLEIGHS - Size 13-1/2" x 36" long. High carbon steel runners with rear end returned to underside of deck. Four knees. Selected hardwood deck with side rails painted on. Heavy gauge steel bumper embossed design, aluminum finish. Easy, positive steering. Coloured pull rope provided. Red enamelled finish on metal, waterproof varnish finish on wood.
436E4340..... $ 4.75
Pur- Less Equals
chases..... On Hand..... Sales.....

FRISKY FLYER SLEIGH - Same description as 436E4340. Size 13-1/2" x 43" long.
443E1393..... $ 5.50
Pur- Less Equals
chases..... On Hand..... Sales.....

FRISKY FLYER SLEIGH - Same description as 436E4340. Size 13-1/2" x 47" long.
447E7447..... $ 6.25
Pur- Less Equals
chases..... On Hand..... Sales.....

FLAT SLEIGH - A standard model sturdily made from selected hardwood. Pressed steel round runners. Deck is made from 3/8" hardwood slats, all screwed. Attractively finished with two coats of varnish and trimmed in bright red. Size 28" x 12".
328E5160..... $ 2.25

FLAT SLEIGH - Same description as 328E5160. Size 36" x 14".
336E3185..... $ 2.59
Pur- Less Equals
chases..... On Hand..... Sales.....

BABY SLEIGH - A re-designed sleigh with new improved construction. 2-1/2" runners. Attractively finished hardwood with two coats of waterproof varnish. Trimmed in bright red. Cold rolled 3.16" round runner to avoid skidding.
430E6415..... $ 5.85
Pur- Less Equals
chases..... On Hand..... Sales.....

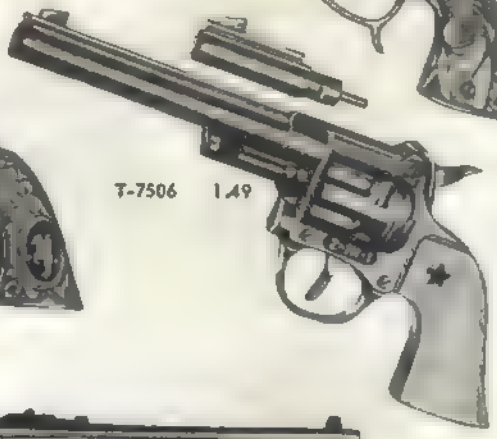
T-7503 .59

T-7504 .39

T-7505 .98

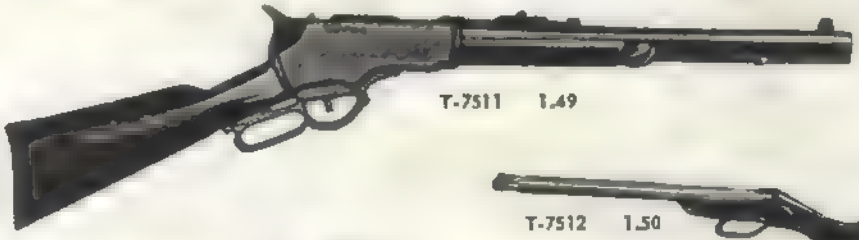
T-7508 2.89

T-7507 1.89



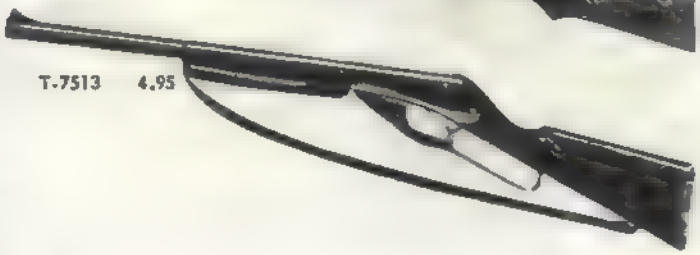
T-7506 1.49

T-7509 .29



T-7511 1.49

T-7512 1.50



T-7513 4.95

GUNS & HOLSTERS (cont'd)

DETECTIVE AUTOMATIC PISTOL – Made of unbreakable die-cast. 5½" long. Bright metal finish. Detective style 50 shot repeater.
T7503E840 ..... $ .59
Pur- Less Equals
chases..... On Hand..... Sales.....

PEE WEE SINGLE SHOT PISTOL – Unbreakable die-cast pistol. Nevada Gold Finish.
T7504E426 ..... $ .39
Pur- Less Equals
chases..... On Hand..... Sales.....

WILD BILL HICKOK REPEATER PISTOL – Unbreakable die-cast metal, bright nickel finish, automatic release break, barrel puffs smoke when fired. Plastic grip, shoots standard roll caps. Length approximately 10".
T7505E766 ..... $ [illegible]
Pur- Less Equals
chases..... On Hand..... Sales.....

2 IN 1 HUBLEY REPEATER – Bright nickel finish with simulated white bone handle and red star. Features 2 interchangeable barrels. One to simulate Western gun and another for a Police-type revolver. Cylinder raises on left side for insertion of standard roll caps. In display box.
T7506E3100 ..... $ 1.49
Pur- Less Equals
chases..... On Hand..... Sales.....

DEPUTY WITH BADGE – An 11" repeater with bright nickel finish. Finely detailed casing on barrel. Pistol butt highly engraved with cameo effect details. Automatic opening latch on left side of barrel. Shoots standard roll caps. Complete with Deputy Badge. In brand new "see-through" display box.
T7507E8127 ..... $ 1.89
Pur- Less Equals
chases..... On Hand..... Sales.....

"TEXAN 38" REPEATER – Length 11¼". Bright nickel finish. Simulated pearl handle with cameo black bull head and red star. Highly engraved stocks and barrel. Cylinder revolves when trigger is pulled. Caps can be fired by "fanning" hammer, Western style. Shoots smoke. Packed in special display box with cartridge clip containing 6 cartridges, which are put in chamber after caps.
T7508E5194 ..... $ 2.89
Pur- Less Equals
chases..... On Hand..... Sales.....

PLASTIC DART PISTOL – Consists of one sturdily constructed dart gun. Realistic model of real 45 automatic. Complete with colourful target.
T7509E620 ..... $ .29
Pur- Less Equals
chases..... On Hand..... Sales.....

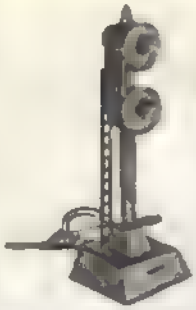
PLASTIC DARTS – Packed 3 on lithographed display card.
T7510E310 (not illustrated)..... $ .15
Pur- Less Equals
chases..... On Hand..... Sales.....

LEVER ACTION CAP RIFLE – High impact plastic in walnut wood grain finish, 27" long, shoots standard roll caps. Secret cap chamber in butt. Engraved leather side plates. In colourful display box.
T7511E9100 ..... $ 1.49
Pur- Less Equals
chases..... On Hand..... Sales.....

DOUBLE BARREL CORK GUN – Absolutely harmless! Heavy gauge steel, full 21" long. Rustproof gun-blu finish. Wooden stock. Break action cocks both triggers. Includes two corks with each gun. Best buy in the double barrel cork gun field. Daisy made.
T7512E199 ..... $ 1.50
Pur- Less Equals
chases..... On Hand..... Sales.....

SMOKER TRAINING RIFLE – World's loudest play gun. Shoots smoke and noise. Heavy gauge steel, 32" long. Rustproof, gun-blu finish. High impact, shock resistant, moulded stock and foreplace. Lever action. Self loading. Harmless. An occasional drop of oil in muzzle produces smoke. Daisy made.
T7513E4333 ..... $ 4.98
Pur- Less Equals
chases..... On Hand..... Sales.....

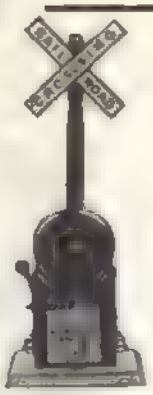
T-7472 4.50



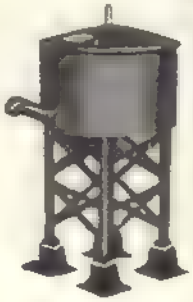
T-7473 3.35

T-7474 3.35

T-7475 3.35

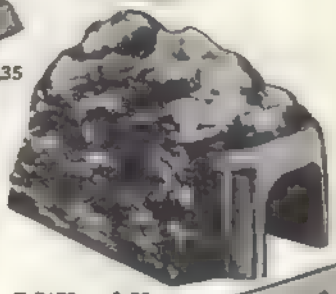


T-7476 3.35

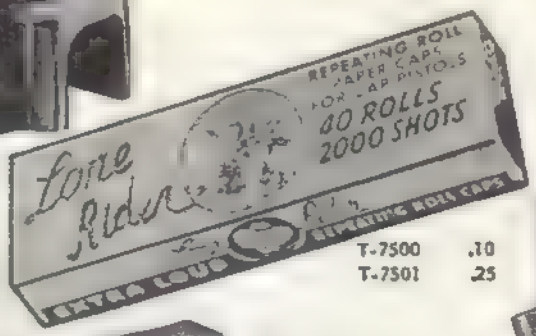


T-7477 1.59

T-7478 7.50



T-7479 2.95



T-7500 .10
T-7501 .25

T-7502 .07

T-7482 .35

T-7480 4.50

T-7481 .75

TRAIN SETS AND ACCESSORIES (cont'd)

AUTOMATIC SEMAPHORE – All metal, fully detailed. Red, amber and green filters. Complete with clips and connectors. 9½" high.
T7472E2300 ..... $ 4.50
Pur-chases..... Less On Hand..... Equals Sales.....

BLOCK SIGNAL – Automatic, train stops on red, goes on green. Fully detailed, 7" high. Complete with bulb and connectors and special tracks (2 pcs.)
T7473E8222 ..... $ 3.35
Pur-chases..... Less On Hand..... Equals Sales.....

CROSSING GATE – Gate arm 9" long, 7½" high, base 2¾". Automatic, lithographed in black and white, red reflectors. Arm lowers as train passes. All necessary wires, track clips.
T7474E1222 ..... $ 3.35
Pur-chases..... Less On Hand..... Equals Sales.....

TWIN FLASHING SIGNAL – Lights flash "on and off" as train passes. Fully automatic. Complete with bulb and connectors.
T7475E9222 ..... $ 3.35
Pur-chases..... Less On Hand..... Equals Sales.....

BELL SIGNAL – All metal. Automatic bell rings as train passes. 7½" high, complete with track connectors.
T7476E3222 ..... $ 3.35
Pur-chases..... Less On Hand..... Equals Sales.....

WATER TOWER – 7" high. Constructed of sturdy plastic. Completely detailed with ladder and spout.
T7477E4106 ..... $ 1.59
Pur-chases..... Less On Hand..... Equals Sales.....

WHISTLING STATION – Mechanism enclosed in lithographed steel station. 9" long. Control panel, connector and wires included. Press a button, whistle wails as locomotive speeds around track.
T7478E7500 ..... $ 7.50
Pur-chases..... Less On Hand..... Equals Sales.....

TUNNEL – Every child or adult who owns a model train, will want this realistic tunnel. Length 18", width 12", height 11½".
T7479E1200 ..... $ 2.95
Pur-chases..... Less On Hand..... Equals Sales.....

GRASS MAT – Size 48" x 96". The ultimate in landscaping materials. Looks and feels real! Large enough to cover most layouts without a seam. In colourful "sell on sight" box.
T7480E5300 ..... $ 4.50
Pur-chases..... Less On Hand..... Equals Sales.....

MOUNTAIN PAPER – Size 29" x 60". Beautiful multi-colour mottling gives mountains and tunnel an authentic look of mixed rock and foliage. Easy-to-use and inexpensive.
T7481E650 ..... $ .75
Pur-chases..... Less On Hand..... Equals Sales.....

LIFE-LIKE GRASS – Most useful to scale realism in making lawns, meadows and all types of landscape. Dry, uniform quality.
T7482E324 ..... $ .35
Pur-chases..... Less On Hand..... Equals Sales.....

GUNS & HOLSTERS

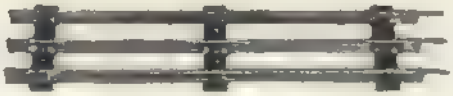
BUFFALO BILL CAPS – 750 shot, packed 3 rolls to box. 144 boxes to carton.
T7500E907 ..... $ .10
Pur-chases..... Less On Hand..... Equals Sales.....

BUFFALO BILL CAPS – 2000 shot, packed 8 rolls to box. 72 boxes to carton.
T7501E716 ..... $ .25
Pur-chases..... Less On Hand..... Equals Sales.....

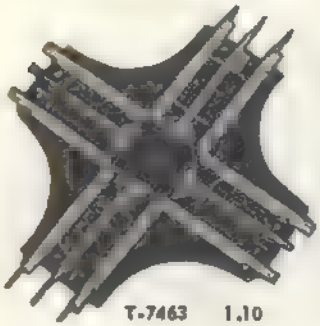
TEXAN "38" CAPS – 100 shot, packed 100 in package. 60 packages in carton. For T7508E5194 "Texan 38" Repeater.
T7502E6470C ..... $ .07
Pur-chases..... Less On Hand..... Equals Sales.....

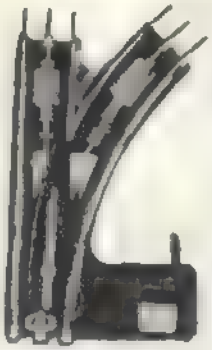
T-7459 5.95

T-7460 9.75


T-7461 .20

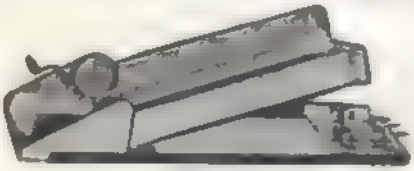
T-7462 .20

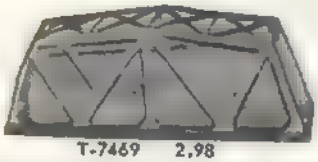

T-7463 1.10


T-7465 3.25 pr.

T-7465 5.45 pr.

T-7466 3.75


T-7467 4.50


T-7469 2.98

T-7468 1.60

T-7470 3.35

T-7471 3.35

TRAIN SETS AND ACCESSORIES (cont'd)

ELECTRIC HAND CAR – Approximate length 6". Workmen pump lever handle up and down as car goes along track.
T7459E3400 ..... $ 5.95
Pur- chases 1 ..... Less On Hand ..... Equals Sales .....

50 W 4 POST TRANSFORMER – Built-in circuit breaker protects transformer. 1 set posts for accessories, 1 set for variable speed of train. Red re-set button. 6 ft. cord connector, 3-3/8" high. 60 cycle.
T7460E7650 ..... $ 9.75
Pur- chases ..... Less On Hand ..... Equals Sales .....

.027 GA. STRAIGHT TRACK –
T7461E413 ..... $ .20
Pur- chases ..... Less On Hand ..... Equals Sales .....

.027 GA. CURVED TRACK –
T7462E113 ..... $ .20
Pur- chases 24 ..... Less On Hand ..... Equals Sales .....

.027 GA. CROSSOVER 90° –
T7463E670 ..... $ 1.10
Pur- chases ..... Less On Hand ..... Equals Sales .....

MANUAL SWITCHES – .027 Ga. Red and Green signals. 1 left and 1 right hand.
T7465E5217 ..... $3.25 pr.
Pur- chases 2 ..... Less On Hand ..... Equals Sales .....

ELECTRIC OPERATED SWITCHES – .027 Ga. Remote control, with indicator signal. 1 right and 1 left hand.
T7465E8360 ..... $5.45 pr.
Pur- chases 1 ..... Less On Hand ..... Equals Sales .....

ASSORTED RAILROAD CARS – Gondola, Deluxe hopper, Freight car with sliding doors, and Tank car. Realistically detailed.
T7466E6250 ..... $ 3.75
Pur- chases ..... Less On Hand ..... Equals Sales .....

LIFT BRIDGE – Manually operated with simple gear control. Finished in aluminum. Authentically designed. 19" x 15¼" x 2¼".
T7467E2300 ..... $ 4.50
Pur- chases ..... Less On Hand ..... Equals Sales .....

GIRDER BRIDGE – All steel, baked aluminum finish with authentic decals on side. Length 12", 5-1/8" wide, 2" high.
T7468E9107 ..... $ 1.60
Pur- chases ..... Less On Hand ..... Equals Sales .....

TRESTLE BRIDGE – All steel, embossed rivets. Aluminum finish. Size 18" x 5" x 6¼".
T7469E3200 ..... $ 2.98
Pur- chases ..... Less On Hand ..... Equals Sales .....

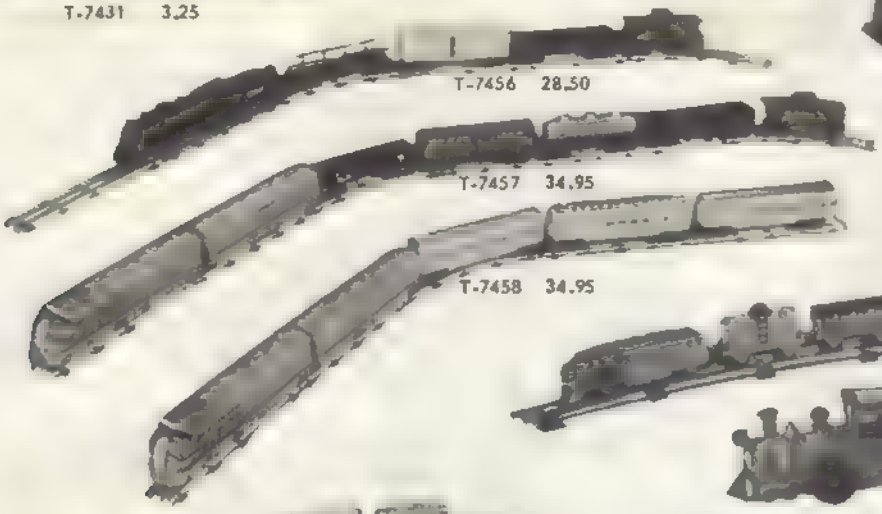
FLOODLIGHT TOWER – Floodlights mounted on top of plastic girder-type tower which can be tilted or turned. Metal ladder. With bulbs, wire and connector. 13" high.
T7470E6222 ..... $ 3.35
Pur- chases 1 ..... Less On Hand ..... Equals Sales .....

REVOLVING BEACON TOWER – Red and Green reflectors mounted on top of girder-type plastic tower with metal ladder. Light bulb and wires included. Beacon 12½" high.
T7471E5222 ..... $ 3.35
Pur- chases 1 ..... Less On Hand ..... Equals Sales .....

T-7431 3.25

T-7432 1.39

T-7433 3.98


T-7456 28.50

T-7457 34.95

T-7458 34.95

T-7450 4.95

T-7452 .99

T-7453 14.50

T-7454 18.50

T-7455 24.95

ELECTRICAL - MECH. - FRICTION TOYS (cont'd)

MECHANICAL RAILWAY EXPRESS – Approximately 41½" long. Brightly lithographed 4½" railway car. All metal construction. Lithographed scenery and station. Car is complete with sturdy wind-up key. A real action toy.
T7431E4216 ..... $ 3.25
Pur- chases..... Less On Hand..... Equals Sales.....

SMALL CASH REGISTER – All metal with realistic brown grain finish, black trim. Drawer springs out when "ring up" key is pressed. Plastic numbered keys. Approximately 5¼" high, 5" long and 4½" wide.
T7432E697 ..... $ 1.39
Pur- chases..... Less On Hand..... Equals Sales.....

LARGE CASH REGISTER – Same as T7432E697 but larger size with play coins.
T7433E9265 ..... $ 3.98
Pur- chases..... Less On Hand..... Equals Sales.....

5 PCE. TRAIN SET – HO gauge. Battery operated station control with reversing switch. Includes six pieces, plus track. Diameter 40". Uses 2 – 950 batteries in station, (not included).
T7450E1333 ..... $ 4.95
Pur- chases..... Less On Hand..... Equals Sales.....

MECHANICAL CRAZY DISNEY TRAIN – Plastic engine with three all metal cars attached. Train snakes and wriggles its way along the ground. Brightly lithographed with "Disneyland" characters. Wind up key attached.
T7452E766 ..... $ .99
Pur- chases..... Less On Hand..... Equals Sales.....

TRAIN SETS AND ACCESSORIES

5 UNIT STEAM FREIGHT TRAIN – Steam type plastic electric locomotive, equipped with headlights and piston rod action. Tender, box car, gondola and caboose are made of lithographed steel. 8 sections electric curved track, 20 watt transformer and connector included. Length overall, 35¾". 60 cycle. Not reversible.
T7453E5960 ..... $14.50
Pur- chases..... Less On Hand..... Equals Sales.....

5 UNIT DIESEL FREIGHT TRAIN – Includes a "Monon" diesel locomotive, "Monon" diesel "B" unit, gondola, freight car, caboose and 8 sections curved track, 2 straight, 30 watt transformer and track connector. All metal, brightly lithographed construction. Length overall 42". 60 cycle.
T7454E21233 ..... $18.50
Pur- chases..... Less On Hand..... Equals Sales.....

5 UNIT DIESEL WORK TRAIN – Detailed work yard Diesel engine, flat car, gondola, operating wrecker crane and workman's car. 8 curved and 2 straight track, 1 uncoupler track. 50 watt, 2 post transformer with built-in circuit breaker and track connector. Emits Diesel sounds and has flashing light. Length overall 43". Remote control, automatic couplers. 60 cycle.
T7455E41663 ..... $24.95
Pur- chases..... Less On Hand..... Equals Sales.....

6 UNIT STEAM FREIGHT TRAIN – Consists of smoking steam locomotive, tender, refrigerator car with sliding doors, flat car, gondola and 50 watt 2 post transformer with built-in circuit breaker. 8 curved and 2 straight track, uncoupling section and track connector. Also has "Uncouple here" sign and one bottle of locomotive smoke. Length 51". 60 cycle.
T7456E31900 ..... $28.50
Pur- chases..... Less On Hand..... Equals Sales.....

TWIN DIESEL FREIGHT TRAIN – Twin diesel locomotive, "Santa Fe" motif with head lights, gondola, tank car, deluxe hopper, freight car with sliding doors and caboose, 8 curved and 4 straight track, uncoupling section. "Uncouple here" sign, 50 watt 4 post transformer with built-in circuit breaker, and track connector. Length overall 68". 60 cycle.
T7457E52330 ..... $34.95
Pur- chases..... Less On Hand..... Equals Sales.....

5 UNIT TWIN DIESEL PASSENGER TRAIN – Consists of twin diesel locomotive "Santa Fe" motif with headlights, observation car and 2 streamlined lighted passenger cars. Realistically lithographed. 8 curved and 4 straight track, uncoupling section, "Uncouple here" sign, 50 watt 4 post transformer with built-in circuit breaker and track connector. Length overall 57". 60 cycle.
T7458E92330 ..... $34.95
Pur- chases..... Less On Hand..... Equals Sales.....

TE269 WINDSWEPT TEA SET

- 28 piece unbreakable tea party set
- Decorated with "Windswept" pattern
- With plates, cups, saucers, forks
- Knives, spoons, teapot and cover
- Plain designed sugar bowl & creamer
- Packed in colorful 18x15x4" box
- Fact. #834 $2.89

TE274 SNOWFLAKE TEA SET

- Large 42 piece poly. plastic tea set
- A "Snowflake" designed set for six
- Includes: Plates, cups, saucers
- Knives, forks, spoons, lazy susan
- Sugar bowl, creamer, teapot & cover
- Complete in colorful 20x17x4" box
- Fact. #346 $3.89

TE275 GOLD-GLO TEA SET

- An elegant 28 piece plastic tea set
- Gold plated teapot, sugar bowl, creamer
- Cups, saucers, plates; service for 4
- Gold plated lattice rims, ivory centers
- Cutlery is gold plated, cups are ivory
- Packed in attractive lithographed box
- Fact. #9200 $4.79

TE282 DIAPER BAG SET

- Diaper bag set "Just Like Mother's"
- Shoulder strap & zipper compartment
- For diapers, pins, bib and bottle
- Change purse attached to side of bag
- Bag size 5x7x2", strap 30" long
- Packed in a polyethylene bag
- Fact. #698 98¢

TE285 DOLL-E-NURSETTE

- A formula making & feeding set
- 22 pieces for doll feeding time
- Includes four unbreakable bottles
- Funnel, meas. cup & spoon, box of "Vel"
- Bottle rack, bottle brush
- In cello window box, 11x11x 3 1/2
- Fact. #323/12 98¢

TE290 DOLL-E-NURSER

- Formula making & sterilizing Set
- A 32 piece set including a sterilizer
- Six unbreakable nursing bottles
- Bottle rack, funnel, bottle brush
- Spoon, measuring cup and box of "Vel"
- Display box 5x14 1/2 x 10 inches
- Fact. #324/12 $1.98

TE295 DOLL-E-FEEDETTE

- 16 piece feeding set for dolly
- Everything for dolly's mealtime
- Includes unbreakable nursing bottle
- Spoon, feeding dish, food strainer
- Bib, cereal box, juicer & napkins
- Cello-window box, 2 1/2 x 13x13 in
- Fact. #326/12 98¢

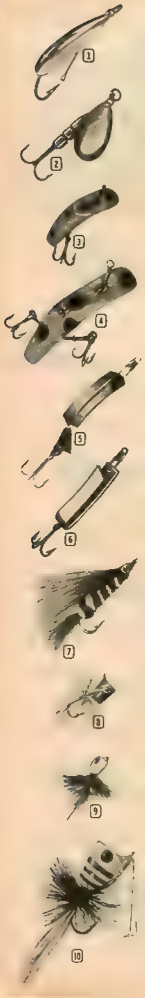
TE301 DOLL-E-DYDEE TIME

- 24 piece Doll-E-Dydee time set
- Unbreakable bottles, pail and lid
- Includes: bottle caps, rubber nipples
- Diapers, cotton buds, baby powder
- Clothespins, clothesline, bottle brush
- Tongs, rattle, funnel, cup and spoon
- Fact. #665/12 $1.98

TE306 DOLL-E-LAYETTE

- Layette set with doll and basket
- 11" washable vinyl Drink 'N Wet doll
- In pink basket with two blue handles
- Includes: Diapers, pin, rattle, bib
- Bottles, caps, nipples, funnel
- Measuring cup, spoon & bottlebrush
- Fact. #348/6 $3.95

Popular Fly and Spin Lures—Real Fish Getters!



[1] Johnson Silver Minnow. 100% weedless, snag-proof. Flared weedguard—will not keep fish from being hooked Streamlined for extra distance, accuracy Silver-plated Wt. ¼ oz.
48134A81 Each........Retail **$1.35**

[2] Cybele French Spinner. Glistening blade rotates 45° for action. Link swivel, treble hook, Card of 12—4 each silver, gold, and copper color.
48512A396—Cd. of 12. ⅛ oz...**$6.60**
48513A432—Cd. of 12. ¼ oz...**$7.20**

[3] Helin "F3" Midget Flatfish. Tapered for action! With single No. 10 treble hook. 1¼ in. Wt. 1/16 oz.
48205A72—Each. Orange **$1.20**
48206A72—Each. Yellow **$1.20**
48207A72—Each. Green Frog..**$1.20**
48208A72—Each. Orange-Black**$1.20**
48209A72—White-Redhead ... **$1.20**

[4] Helin "F8" Fly Flatfish. Action packed! Fitted with 2 No. 12 treble hooks. Each 2 in. long. Wt. ⅛ oz.
48199A72—Each. Orange **$1.20**
48200A72—Each. Yellow . **$1.20**
48201A72—Each. Green Frog .**$1.20**
48202A72—Each. White **$1.20**
48203A72—Each. Silver Scale. **$1.20**
48204A72—White-Redhead **$1.20**

[5] South Bend Flipit. New underwater lure. Spasmodic twitching motion. Treble hook Fly wt.—1/20 oz.
48613A30—Chrome finish. Retail **50c**
48323A30—Gold finish....Retail **50c**

Same, but 1/10 oz. wt. for spinning.
48614A36—Chrome finish Retail **60c**
48324A36—Gold finish....Retail **60c**

[6] South Bend Super Duper. Famous "501" lure—darts and dives. For fly rods. Red tip—No. 12 tinned hook 1⅛ in. long. Wt. 1/12 oz
48170A39—Each. Gold finish.. **.65c**
48612A39—Each. Chrome finish..**65c**

[7] Olson Pike Streamers. Famous C&B for use with or without spinner. Chenille body, bucktail streamer. Two-color eyes. Tied with No. 1 ringed eye hooks assorted styles and colors.
48475A288 Card of 12..Retail **$4.80**

[8] Olson Weedless Poppers. Popular "MWPI" for panfish! Weedless. Cork body coated with plastic—2-color eyes. Full hackle collar, forked hackle tip tails. Long shank hooks. Cd. of 12.
48479A252—No. 10 hook. Retail **$4.20**
48480A288—No. 8 hook..Retail **$4.80**

[9] Worth "101A" Wee Poppers. Easy casting! Bright enamel finish—hackle and streamer tail. 2-color eyes.
Midgepop assortment—No. 10 hook.
47756A252—Card of 12..Retail **$4.20**
Babypop assortment—No. 8 hook.
47757A252—Card of 12..Retail **$4.20**

[10] Olson Spin Poppers. Cupped heads for noisy pop! Weedless. Full hackle collar, long tail. Long shank hook. Wt. ⅛ oz. Bright colors.
48481A360—Card of 6...Retail **$6.00**

[11] South Bend Rock Hopper. Runs deep, runs shallow—with exclusive duo-depth control. Transparent nose scoop allows it to trip over bottom snags. Wt. ⅛ oz. No. 10 treble hook.
48329A75—Each. Blue Back....**$1.25**
48330A75—Each. Goldfish **$1.25**
48331A75—Each. Red Head....**$1.25**
48333A75—Each. Silver Flash. **$1.25**
48334A75—Each. Trout **$1.25**

Same, but ¼ oz., No. 8 treble hook.
48335A81—Each. Blue Back....**$1.35**
48338A81 Each. Goldfish **$1.35**
48339A81 Each. Red Head... **$1.35**
48340A81 Each. Silver Flash..**$1.35**
48341A81—Each. Trout **$1.35**

[12] Michigan Midge Assortment. Full of lively action, Sponge rubber body with vibrating latex rubber legs. Assorted colors. No. 12 hook.
48619A180—Card of 12..Retail **$3.00**

[13] Michigan Bug Assortment. "MB6"—Arnold lures. Won't sink! "Nitrogen blown" soft rubber body, live rubber legs. Assorted colors. No. 8 hook.
48301A540—Card of 36..Retail **$9.00**

[14] Worth "111A2" Fly Assmt. With ringed eye No. 10 hook. 4 each: Black Gnat, Gray Hackle, McGinty, Royal Coachman, White Miller, Yellow May
47401A180—Card of 24. Retail **$3.00**

[15] Dry Fly Assortment. Imported! 12 different dry flies. All hand tied and fastened to cork strips. In plastic box. Box of 12 flies.
48305A100—No. 12 hooks... .**$1.80**
48561A100—No. 10 hooks.....**$1.80**
48562A100—No. 8 hooks......**$1.80**

Supreme Wet Fly Assortment. 12 popular wet flies—each different. On cork strip—in Paulownia wood box.
48567A100—Box No. 10 hook..**$1.80**

[16] Minnesota Bass Fly Assortment. 2 poppers, 2 water beetles, 1 streamer fly, and 7 other bass flies. Mounted with spring-steel Mitako No. 4 and No 6 hooks On cork in wood box.
48111A117 Box of 12...Retail **$1.95**

[17] Worth "580" Assortment. Nymphs, creepers with No. 10 hooks. Assorted colors and patterns. In plastic box.
47394A180—Box of 12...Retail **$3.00**

[18] Minnesota Beetle Assortment. Handmade flies—Mitako No. 8 and 12 steel hooks. On cork in wood box
48110A90—Box of 6....Retail **$1.50**

[19] Worth "111AD" Fly Assortment. Chenille and hackle body on ringed eye No. 10 hook. Has 12 each, Royal Coachman, Parma Belle, Brown Hackle, Grey Hackle, White Miller, Col Fuller, Black Gnat, Ibis, McGinty, Lord Baltimore, Yellow May, Erie.
47409A1080—Box of 144......**$18.00**

[20] Pflueger Spin-Kit. Includes Pflueger Chum, Limper, Glamor, Pippin, O'Boy Spoon, Chum Spoon, 2 nylon covered stainless steel leaders with ball-bearing swivels, 5 brass snaps and swivel. Pocket plastic box.
47759A375—Kit.........Retail **$6.25**

[21] Heddon Sonic Spook Kit. Gets fish with sound—they hear and feel vibrations. Wt. ⅜ oz., length 1⅝ in. Two No. 6 Treble hooks. 1 each: Black, Perch, Yellow, Spotted Orange.
47890A300—Kit of 4....Retail **$5.00**

[22] Heddon Super Sonic Spook Kit. Larger size—with resonator fin. Fish hear and feel sonic vibrations as you reel. ½ oz., 2⅛ in. long. Two No. 4 treble hooks. 1 each, Yellow Perch, Crystal Shad, Red and White
47891A243—Kit of 3....Retail **$4.05**

[23] Heddon Spinfin Kit. For casting, spinning bottom bumping! 3 lures with minnow-like body, long tail, spinner Asst. colors. Pocket kit
47754A225—Kit. ¼ oz...Retail **$3.75**
47755A225—Kit. ½ oz...Retail **$3.75**

[24] Heddon Fidget Three. Colorful and full of action! Includes Fidgit, Fidgit Flasher, Fidgit Feather—all ⅜ oz. Felt-lined polystyrene case.
47499A225—Box of 3....Retail **$3.75**

[25] Heddon Hep Kit. 4 "Heps" with spinner blades, treble hooks. 1/16, ⅛, 3/16, ¼ oz. On felt—plastic box.
47535A180—Box of 4....Retail **$3.00**

[26] Heddon Tiny Trio. For all kinds of spinning! Includes Tiny Torpedo, Tiny Lucky 13, and Tiny Runt—all with treble hooks. In display box
47520A243—Box of 3....Retail **$4.05**

[27] Garcia Assortment. Imported spinning lures. Abu Reflex, Kopper Wobbler, Little Daffy, Little Tilly, Veltic 1, Lurex, Salir, Voblex, Little Ruby, and Veltic 3, Plastic box.
48485A417 Box of 10...Retail **$8.95**

[28] Garcia Spinner Assortment. Packed with proven fish getters! Kit includes 3 Abu Reflex, and 3 French Veltic Spinners. In plastic box.
48617A225—Box of 6....Retail **$3.75**

[29] Garcia Abu Reflex Lure Kit. Five popular lures—one white, one yellow body with chrome blade; three orange body lures, one each with gold, chrome, and zebra blade Pocket kit.
48286A225—Kit. ⅛ oz. lure....**$3.75**
48287A225—Kit. ¼ oz. lure. **$3.75**
48288A225—Kit. ⅓ oz. lure **$3.75**

[30] Airex Change-A-Lure Kit. 5 metal lures extras for making own in hundreds of combinations. 2 stainless steel leaders, 2 snap swivels, 4 anti-twist keels, 4 hook guards
48818A357 Kit.........Retail **$5.95**

[31] Airex Spin Assortment. Includes 3 Preska Perche, 2 Brown Godart, 2 Devon-Aire, 1 Gold Digger, 1 Tippy and 1 Merry Widow.
48174A390—Card of 10..Retail **$6.50**

[32] Airex Spin Box. 10-lure gift box includes such popular lures as Devon-Aire, Gold Digger, Preska Perche, etc.
48103A417 Box of 10. Retail **$8.95**

[33] Luhr Jensen Spin Pack. With 5 Wobblers, 2 Silva-Lures, 2 Motos, 1 Knobby Wobbler, 1 Little Fender, and 1 Needle Fish. All in assorted colors and weights. In Ewing plastic pocket box.
48501A597—Box of 12..Retail **$9.95**

[34] Luhr Jensen Assortment. 12 popular spin baits—each different, each with "come hither" action and treble hook. Compartmented plastic box.
48336A396—Box of 12..Retail **$6.60**

[35] Luhr Jensen Spin Pack. Assorted spinning spoons — different finishes, weights. All with treble hooks. In Ewing plastic pocket tackle box.
48610A270—Box of 7..........**$4.50**
48611A210—Box of 5... ......**$3.50**

[36] Acme Lightning Quartet. 4 famous spoons—2 Fiord spoons, 1 Cobra, and 1 Atomic Minnow spoon, All with treble hooks. In large plastic box.
48178A150—Box of 4...Retail **$2.50**

[37] Cybele French Spinners. With 45° rotating blades! Treble hook, link swivel, squirrel-tail. Card of 5 assorted golden and golden-with-zebra stripe—⅛ to ¼ oz. wts. Plastic box.
48616A270—Box of 5...Retail **$4.50**

[38] Thomas Midwest Assortment. Consists of 1 Fjord Minnow, 1 Cyclone Spoon, 2 E. P. Spoon, 2 Special Spin, and 2 Arrow Spoon (all ¼ oz.) Also 2 Fighting Fish (⅓ oz.) and 2 Buoyant Minnow (⅙ oz.) Assorted nickel, copper and gold colors.
48328A540—Card of 12..Retail **$9.00**

[39] Worth Spin Assortment. 12 lures—Sam, Dodger, Rubie, Pearlie, Spottie, Nickie—all ⅙ oz. Sally, Devil, Wobble Spoon—all ¼ oz. ⅛ oz. Demon, ⅙ oz. Darkie, 1/12 oz. Blitz. 5 assorted snap swivels, 3 ball-bearing Super Strand leaders—4, 6, 9 in.
48558A597—Kit.........Retail **$9.95**

[40] Worth Spin Pack. With 6 lures: 1 each Goldie, Spottie, Brassie, Blitz, Pearlie, Darkie. Also 5 assorted snap swivels, 3 ball bearing superstrand leaders (4, 6, 9 in.)—12-lb. test. 2 No. 6001 SpinCast weights.
48326A477—Kit.........Retail **$7.95**

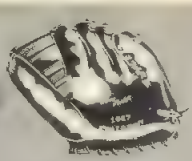
[41] Sampo-Lure Kit. 3 each ⅙ and ⅜ oz. Sampo-lures in copper, nickel, and brass finishes. Wobbler blade connected with ball bearing swivel. Two extra snap swivels. Ewing plastic case
48325A477—Kit.........Retail **$7.95**

[42] South Bend Spin Kit. 6 underwater lures. 1/10, ⅙, ¼ oz. Super Dupers in brass and silver finish. Three ⅕ oz. Flipits in silver finish. Ewing box.
48815A405—Box of 6....Retail **$6.75**

SPALDING.... TOP SPORTS

6360M4W745 SPALDING 'PHIL RIZZUTO' Professional model, made of full oiled glove leather, full lined and full welted with streamlined fingers. Solid web, fingers are interlaced; endorsed by "Scooter" himself. .....**Retail: $9.95**

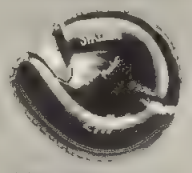
6361M4W995 SPALDING ALVIN DARK MODEL, approved by Cardinal's short stop. All oiled glove leather, grease pocket, leather lined, solid web and fully laced. Rolled leather binding. Full welted. Large.
Retail: $12.95



6362M4W1195 SPALDING E-Z FLEX MODEL GLOVE. Notched palm gives lightening action and control of glove and ball. Streamlined fingers. Leather inside and out. Fully laced and welted. Regular size. **Retail: $13.45**

6363M4W1295 SPALDING 'PHIL RIZZUTO' Large size glove of top quality full oiled glove leather with grease pocket. Solid web in trap; with wrist strap, leather laced fingers; laced crotch. .....**Retail: $16.25**

6364M4W845 SPALDING SOFTBALL FIELDERS GLOVE. Five-finger model, with stitched palm to preserve pocket shape. Hinged pad construction gives this glove unusual flexibility. Fully lined and oiled, welted. .....**Retail: $10.45**

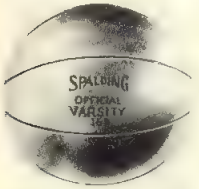


6365M5W1195 LARRY "YOGI" BERRA CATCHER'S MITT of tan mitt leather with oiled palm, laced hinge, shearling lining and thumb and finger loops for control. Enforced heel, leather keeper. .....**Retail: $15.45**

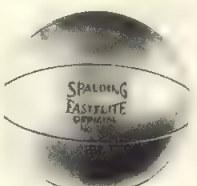
6369M2W625 SPALDING BILL WADE VARSITY FOOTBALL, brightly banded for easier spotting, is official size and weight. Pebble grain leather is double-lined and lock-stitched. Bladder has rubber valve. Balanced for snappy passes and punts. .....**Retail: $8.45**

6370M2W895 SPALDING EDDIE LE BARON OFFICIAL shape and weight, and built to stay that way with its triple lining, double lacing and lock stitching. White-banded, it has a rubber valve. Leather is top quality pebble grain cowhide.
Retail: $12.00

6385M2W1295 WILSON INTERCOLLEGIATE OFFICIAL is designed for fast accurate ball handling on college gridirons. Cowhide is treated with Grip-Tite. Is triple-lined and durably lock-stitched for extra ruggedness. Double rawhide leather lacing. . .**Retail: $17.50**



6371M3W775 SPALDING OFFICIAL BASKETBALL has a tough rubber cover to withstand hard play on all surfaces, indoors and out. Designed for long-lasting service on the courts, it makes those hard shots look easy. **Retail: $10.45**



6372M3W1175 OFFICIAL SPAULDING is built to take playground and rough pavement bounce. Rubber-covered, it's moisture-proof and official size and weight. Perfectly molded, this ball will hold its shape. .....**Retail: $15.65**

6386M3W1585 WILSON FINALIST has top durability for use on any court. Cover is scuff-resistant rubber. Lining is 4-ply fabric. Official size and weight, the Finalist is a first-rate performer. **Retail: $21.00**

6378M4W450 JUNIOR LEAGUE SHOULDER PADS, cantilever style. No shock vinyl-padded, leather neck binding. .... **Retail: $6.25**

6377M4W760 SPALDING JUNIOR LEAGUE HELMET with face guard. One piece molded plastic, rubber padded in forehead. Affords full protection for future All-Americans.
Retail: $9.75

"Jaci" and her 5 outfits

Dolls have individually rooted Saran hair

The treasured moment in a little girl's life . . . her own YVONNE *doll . . . certain to become her most constant and cherished companion.*

A "JACI," 11"—AND HER 25-PC. WARDROBE. This little pony-tail princess is all vinyl . . . has movable eyes, arms, legs and head . . . individually rooted hair. Outfits for every occasion from bedtime to curtain-time! Flowered dainty 2-pc. pajama set, slippers, housecoat; sweater and skirt, plaid taffeta coat and matching Scotch cap, socks, patent leather snap on shoes, flower-trimmed ballerina costume hose, ribbon tied ballet slippers; nylon panties, half slips, all lace trimmed; nylon hose and suede snap-on shoes.
No. 98X10068665 . . . . . Retail **$9.95**

B "SWAN LAKE BALLERINA," 20"—AND 2 EXTRA OUTFITS. Because of her jointed hips, knees and ankles she kicks high, does the splits, and assumes many other traditional ballet poses! Her body is of tough plastic . . . her pony-tail hairdo is rooted into a soft vinyl head. On stage she wears a white satin and net ballerina costume with marabou feather trim . . . she has a leotard for practice . . . striped taffeta dress with white collar and wristband, panties, walking shoes and socks for street wear
No. 98X10058795 . . . . . Retail **$11.95**

C "JUNE" BRIDE—LOVELY WALKING DOLL, 25". A picture of radiance in her magnificent satin gown, traditional veil . . . a Bible held in her hand. Underneath she's wearing a petticoat, panties, shoes and socks. June dresses her eyes her body is of durable plastic . . . her hair is rooted into her soft vinyl head . . . can be washed, combed and curled
No. 98X10038995 . . . . . Retail **$14.95**

"JUNE" BRIDE—As above, but 15" tall
No. 98X10048465 . . . . . Retail **$6.95**

D "MISSY," 20"—AND HER MILLION DOLLAR WARDROBE! Even a genuine *mink muff!* She bends her knees, sits, kneels and dances . . . her ankles flex so she walks as well in her high heels as she does in flat heeled sport shoes. Missy highlights her smart afternoon frock with a genuine mink muff . . . her complete wardrobe consists of: Fur jacket, beautiful ballerina outfit, panties, hose and vinyl slippers; lounging robe, black pants, printed nipon nightie, sheer lace trimmed negligee; walking shoes and socks, pearl necklace, bracelet, sun glasses, model's carry-all purse, panty girdle with attached garters, nylon stockings, petticoat. Her fashionable pony-tail hairdo is rooted into her soft vinyl head . . . Missy's eyes close when she's sleepy.
No. 98X10008165 . . . . . Retail **$24.95**

"MISSY," 20"—As above, but without wardrobe
No. 98X10018995 . . . . . Retail **$14.95**

"MISSY," 15"—Jointed at ankles only, without wardrobe
No. 98X10028665 . . . . . Retail **$9.95**

The dream of every little girl is an adorable YVONNE *doll . . . a beautiful, life-like play-companion who will share those exciting, yet all too fleeting magic moments of childhood . . . in a fairy-tale world of pure affection and loving care from her tiny make-believe mother.*

"Peggy" wears a size 3 dress!

Dolls have individually rooted Saran hair

E "PEGGY," ABOUT 36"—THE LARGEST WALKING DOLL IN THE WORLD! She's almost human! Actually, wears a size 3 dress walks when you take her by the hand her jointed knees bend so she can sit kneel and pray just like any little girl A durable plastic pal with vinyl head and arms moving eyes, shining rooted pony tail hardcover can be washed, combed curled and set Pretty Peggy in her plaid taffeta dress topped with a crisp white ruffled organdy pinafore lace trimmed panties shoes and socks

No 98X101081665 Retail **$24.95**

"PEGGY" - AN ALMOST LIVING DOLL, 25"!
No 98X10118595 Retail **$14.95**

F "MARGY" THE CUDDLY BABY DOLL, 24". So lifelike she even talks— in a soft, baby voice "coos" She opens and closes her eyes her cuddly vinyl body feels like a baby's skin her "flexee" legs take almost any position Margy's hair, caught up in a perky pony tail is individually rooted, and can be washed combed, curled or set She's wearing an organdy dress over her pert plaid taffeta pinafore lace edged petticoat panties, vinyl shoes socks

No. 98X10088730 Retail **$10.95**

"MARGY," 16" BABY DOLL. As above but 16" tall
No. 98X10098595 Retail **$7.95**

G "LINDA" DRINK, WET AND TEARS BABY DOLL—ABOUT 14". Look what the stork brought for miniature mothers A bundle of joy who moves her head, has big go-to-sleep eyes actually cries *real tears*, drinks and wets! Her arms and legs are jointed cuddly vinyl body is sweetly scented her hair individually rooted in a cute pony tail style Linda comes to you diapered, accompanied by a complete layette dainty lace-trimmed nylon dress, printed flannel robe flannel receiving blanket, booties, shoes and socks, baby towel, washcloth, powder puffs, pins, rear comb nursing bottle and nipple and soap for her bath

No 98X10078665 Retail **$9.95**

H "PLAYTIME," 19" WALKING DOLL AND WARDROBE. A pretty miss who is ready to go places Her big wardrobe trunk is crammed with everything from a formal to a frolic! Tailored coat toreador pants, rayon blouse nylon nightie striped washable frock, pleated sundress, stole, extra shoes and socks handbag, sun glasses and a billowy taffeta and net formal Playtime's body is plastic her eyes open and close and her head turns as she walks with her companion Her glossy hair is firmly rooted into a vinyl scalp can be washed, combed, curled or set.

No. 98X10128 1065 Retail **$15.95**

that I decided we'd try a family council. They liked the idea.

On Friday night we sat around the dining table and talked. In the course of our discussion, we decided on a regular bedtime hour for everybody, decided on TV privileges, and who was to do which chores.

The next few days were wonderful! No more fighting among the children; and when the clock pointed to nine, off

. . . . make the rules

they scampered to bed! And were they proud of their behavior because *they* were being the boss. Before the novelty wore off we had another council.

Now we hold council each Friday night. Dad and I look forward to it as much as the children. We don't feel like dictators to our offspring since they make the rules.

MARY WHITAKER
North Carolina

Second Birth

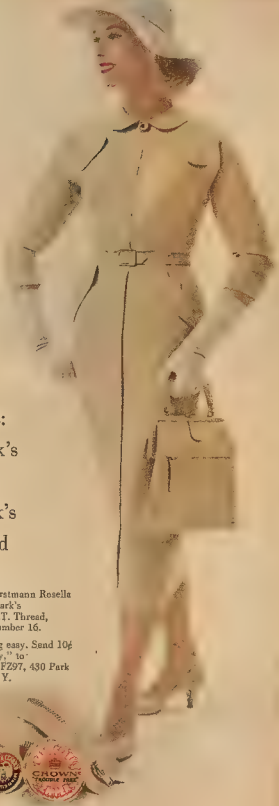
DEAR EDITOR: Today is my son's birthday. He's one year old. I baked a cake as I always do for the others; we all sang Happy Birthday. He and his sisters are asleep now; I'm alone with the cake crumbs, thinking how strange it is that I celebrated so many birthdays without knowing what a birthday really means. I learned about birthdays a year ago this very day.

My first two children arrived uneventfully. But with this third delivery, I was 10 years older. Soon after the onset of labor I knew something was wrong. All that day and the next I lay in a haze of pain. Later I learned that unexpected complications had arisen and I had balanced precariously on that thin line between life and death.

The baby finally arrived in the early morning hours; by dawn I was awake.

I was still exhausted but I had no desire to sleep. It was still dark outside, but I could see the lights of early-risers in the homes around the hospital. As I watched, more lights came on, and I thought: Oh, Strangers, I am so glad to be here—to see your lights! That marvelous rain-drenched day almost dawned without me. I had seen these houses a

The only zippers and thread you can buy **dyed to match** each other and famous fabrics in all the new fashion colors: Coats & Clark's Zippers and Coats & Clark's O.N.T. Thread



Advance pattern 8391; Forstmann Rosella worated crepe; Coats & Clark's 16" Neck Zipper and O.N.T. Thread, dyed-to-match, in color number 16.

NEW WAYS to make sewing easy. Send 10¢ for booklet, "It's Sew Easy," to Coats & Clark Inc., Dept. F297, 430 Park Avenue, New York 22, N. Y.

Look for the color number on the labels.

Make your time *count*, make it with

COATS & CLARK'S

ZIPPERS · O.N.T. THREADS

WIN A FREE
HOMELITE CHAIN SAW
EVERY YEAR FOR LIFE!

Nothing to buy Nothing to write No obligation

Just visit your Homelite dealer and have a free demonstration of the Homelite Power Twins. You may have *three* chances to win!

1. A free, new Homelite chain saw — of your choice — every year for life.
2. One of 25 Homelite chain saws given away by Homelite district offices.
3. Plus hundreds of Homelite chain saws given free by Homelite dealers in their own local contests.

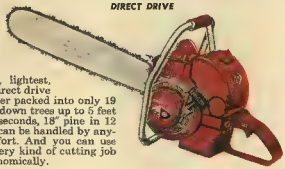
REGISTER *NOW!* This promotion is limited to residents of the United States and is subject to local state, city and county laws.

. . . and try the NEW, ALL NEW

HOMELITE
"POWER TWINS"

6 HORSEPOWER 19 POUNDS
DIRECT DRIVE

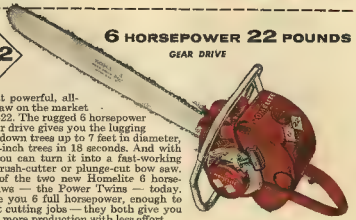
EZ 6



Here's the world's newest, lightest, fastest and most powerful direct drive chain saw. With 6 horsepower packed into only 19 pounds, the EZ-6 will bring down trees up to 5 feet in diameter, cut 8" oak in 4 seconds, 18" pine in 12 seconds. Easy to operate, it can be handled by anyone with little strain or effort. And you can use the Homelite EZ-6 to do every kind of cutting job faster, easier, and more economically.

6 22

6 HORSEPOWER 22 POUNDS
GEAR DRIVE



Here's the most powerful, all-purpose chain saw on the market — the Homelite 6-22. The rugged 6 horsepower engine with gear drive gives you the lugging power to bring down trees up to 7 feet in diameter, cut through 20-inch trees in 18 seconds. And with attachments, you can turn it into a fast-working clearing tool, brush-cutter or plunge-cut bow saw.

Choose one of the two new Homelite 6 horsepower chain saws — the Power Twins — today. They both give you 6 full horsepower, enough to do the toughest cutting jobs — they both give you light weight for more production with less effort . . . they both give you low-cost dependable operation. Try each — then choose the one that's right for you.

HOMELITE
A DIVISION OF TEXTRON INC.
4508 RIVERDALE AVENUE • PORT CHESTER, NEW YORK

Find Your Homelite Dealer in The "Yellow Pages"

Manufacturers of carryable pumps, generators, chain saws, blowers

In Canada, Terry Machinery Co., Ltd.

Homelite builds and sells more chain saws than any other company in the world.

Floors or Cages?

(Continued from page 76)

man, Charles Lehman of Franklin County, has gone back to floor birds.

"I just can't see the advantages of cages," explains Lehman. "And this litter problem, from birds spilling so much water, was a constant headache."

You get more, not less dirty eggs, from cage layers. Contrary to expectations, a considerably higher percentage of cage-produced eggs must be cleaned. Most operators of cage houses in Kansas are *now washing all of their eggs.*

However E. M. Funk, poultry head at the University of Missouri, says that "except for a higher percentage of blood spots, the interior quality of cage-produced eggs is slightly higher."

Other disadvantages of cages:

Grain feeding is impractical, so you can't feed your own home-grown grains without having them ground and mixed into a complete feed. And finally, a cage house is very inflexible—you can't switch to producing broilers or hatching eggs without sacrificing your investment in cages.

Well, how do the pros and cons add up?

Says the University of Missouri's Funk: "In our tests, there seemed to be no particular advantage in keeping layers in cages here."

But Bill Colway of Douglas County, Neb., who has had 2,000 of his 5,000 layers in cages for the past 18 months, sees a compromise: "I would have cages for about 20% of the hens," he says—"the birds that are slow to start laying, the back-sliders and pullets that appear a little sickly."

Arthur Shultis, University of California farm management specialist, suggests that the cage-versus-floor feud may be little more than a conversation piece. "I have come to the conclusion," he says, "that the type of housing used is not nearly so important as many people believe. The selection of stock, feed and general over-all good care seem much more important to me." **End**

"If you think I'm going to try to cook *that*, you're crazy!"

PUT YOURSELF IN THIS

Penn Yan

BEAUTY

Exclusive New Construction Methods

PLASTON

FREE!
1967 Catalog
Now Ready

By Appointment to His Majesty the American Sportsman

When scouts get together...

When the camp fire is lit and the franks are cooking, ice-cold Pepsi-Cola makes everything perfect. Pepsi is the modern, the light refreshment. Enjoy Pepsi often.

Pepsi-Cola — The Light refreshment

Only a PULLMAN ticket brings you all these Travel Extras!

COMFORT AND SAFETY! In the club car, or in your own private Pullman quarters, you enjoy smooth-riding comfort and safety. No weather worries . . . no highway jitters. Individually-controlled heat and air conditioning. Prompt, courteous *extra* services at the touch of a button!

SLEEP! Every travel day is a real joy after you've had a good night's rest on a Pullman! Deep, energy-renewing *sleep* between snow-white sheets, in a roomy, king-size bed! No wearisome searching for lodgings . . . no stop-overs to catch up on sleep. Only Pullman gives you precious rest, *without wasting travel time!*

PRIVACY! Quiet, spacious Pullman quarters are reserved especially for you—all the way! You stretch out in a real bed at night . . . make yourself at home during the day. Every thoughtful convenience, including private toilet facilities.

FINE FOOD! Just a few steps away is a spotless railway dining car. Fine food of your choice, freshly cooked to your taste by master chefs, expertly served when you want it. You can even dine in your own room if you wish!

Ask for a Pullman Ticket!

YOUR LOCAL TICKET AGENT WILL: **1.** *Provide information.* **2.** *Furnish your rail and Pullman tickets.* **3.** *Help you plan stopovers.* **4.** *Reserve a "rent-a-car" at your destination.*

YOU'RE SAFE AND SURE . . .
WHEN YOU TRAVEL BY **Pullman**

© 19 PULLMAN COMPANY

Happy holiday homecoming by Pullman!

A full night's rest! For dad, mother and every young member of the family—sleep just comes naturally in soft, king-sized Pullman beds. Next morning everyone's fresh and rested . . . ready for a busy day.

This year let your trip itself be a holiday! Make it a pleasure all the way—by Pullman. No driving tensions or weather worries . . . no time-wasting stops for meals or lodging. The miles slip by safely and swiftly. You and your family enjoy the peace, quiet and relaxation of your private Pullman "living room." This very holiday season, take the greatest trip on earth. Home for the holidays by Pullman!

Your local Ticket Agent will help: 1. *Provide information on routes and fares.* 2. *Help you plan stopovers.* 3. *Furnish rail and Pullman tickets.* 4. *Reserve a "rent-a-car" at your destination.*

YOU'RE SAFE AND SURE WHEN YOU TRAVEL BY

Pullman

© 1957, THE PULLMAN COMPANY

. . . the travel service of comfort, privacy and sleep!

ATTACK!

HEADED BY THE NEW M-20 ARMORED CAR

Bring more front-line realism to your U. S. Army Combat Team built from Revell Authentic Kits

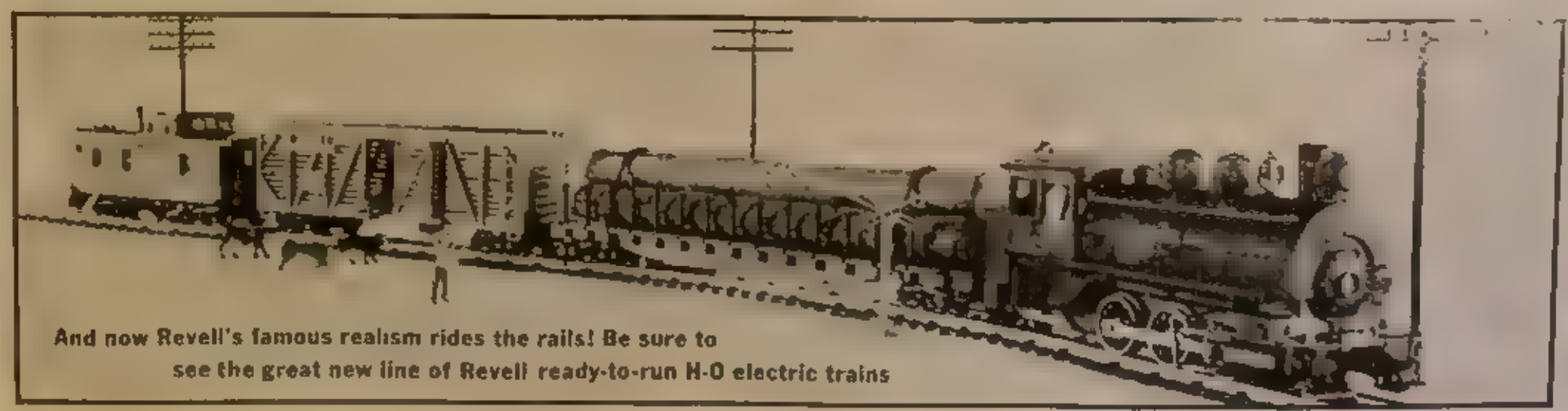
Send this rugged little reconnaissance vehicle into the thick of battle! Roll it along on its six movable wheels, swing the ring-mounted anti-aircraft machine gun around to cover all directions! Revell's scale model duplicates every authentic detail of the M-20, carries hand tools and a supply of land mines on side racks. There's an action crew of four, plus a rifleman and mine-detector man, included in the 65-piece kit. Start building yours today! 89¢

Have you put together all of Revell's U. S. Army combat models pictured above?

Long Tom gun with tractor $1.98
M-4 Sherman Tank $1.49
Radio Jeep and Communications Trailer 79¢
G.I. Battle Action Figure Set 98¢

Revell
Authentic Kits

wherever hobby kits are sold



And now Revell's famous realism rides the rails! Be sure to see the great new line of Revell ready-to-run H-0 electric trains

FOR YOUR DRYNESS,

YOUR HIGHNESS...

THIS FRESH, CLEAN TASTE!

• Whatever level you operate at—a dry throat is a dry throat. And a fresh, clean taste is what you need for it.

Not just "something cold", mind you . . . but 7-Up . . . the sparkling drink that not only tastes fresh and cool going down, but leaves your mouth and throat cool when you *finish* the bottle. Results? No stickiness . . . no come-back thirst . . . just a real *cool you.*

You like it...
it likes you!

Nothing does it like Seven-Up!

THE NEW YORKER

Known as the "Peacemaker," this is the authentic Colt that helped win the West $125.00

A prestige gun to own . . .
a great gun to shoot

THE COLT SINGLE ACTION ARMY

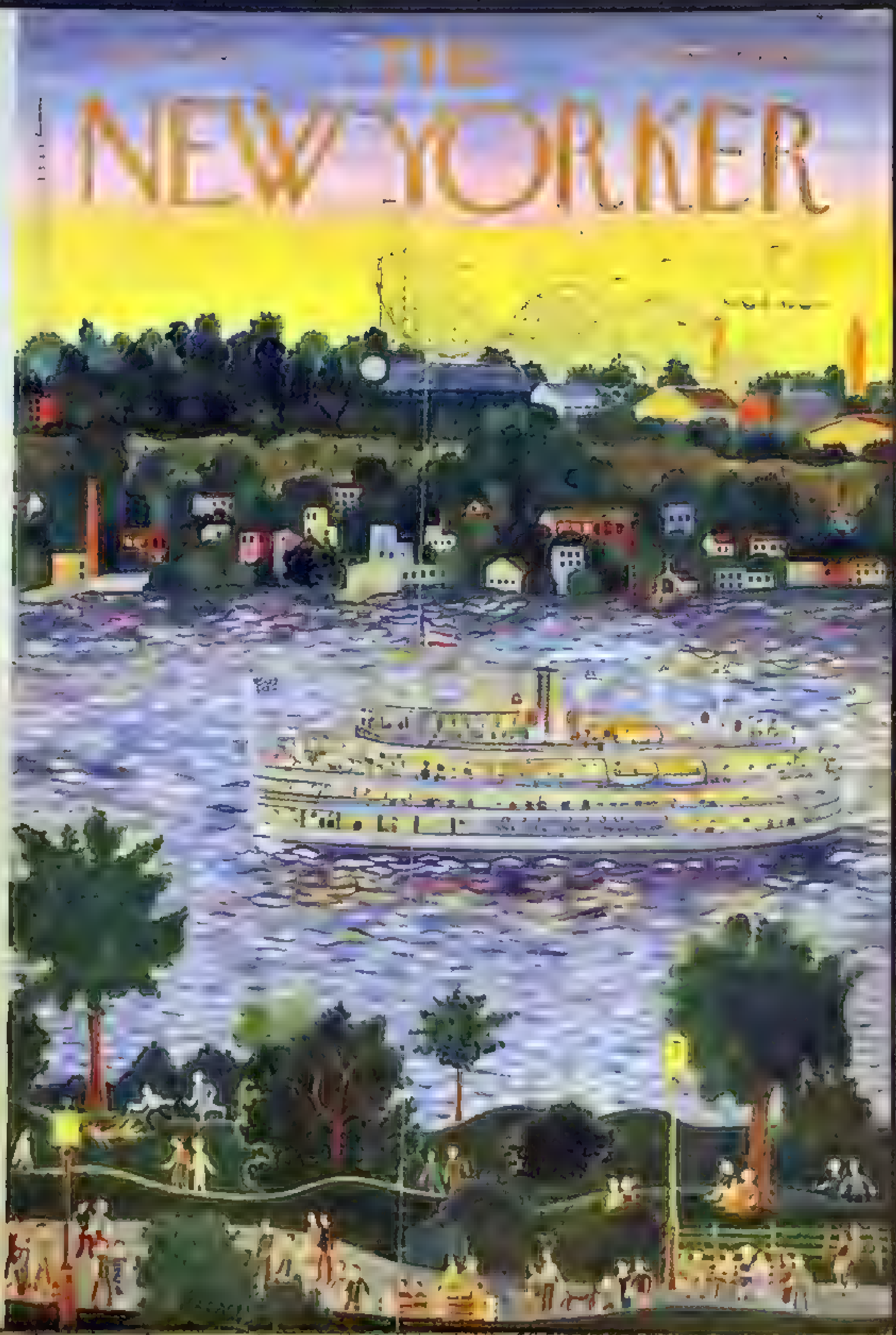
Calibers: .45 Colt, .38 Special

COLT

FAMOUS IN THE PAST . . . FIRST IN THE FUTURE

Write for the name of your nearest Registered Colt Dealer

COLT'S PATENT FIRE ARMS MANUFACTURING COMPANY, INC.
HARTFORD 15, CONNECTICUT


THE
NEW YORKER

Popularity Champs
Hubley

LET'S PLAY GROWN UP
Amsco
TOYS
DOLL-E-TOYS & KIDD-E-TOYS
Fun For The Little Ones!
KIDD-E-CLINIC
DOLL-E-CRIB
DE LUXE DOLL-E-BATH
DE LUXE DOLL-E-CRIB
Let's Take A Trip!
DE LUXE DOLL-E-LAYETTE

sculptural beauty and realism that have no equal

tremax sets the trend in bouncing horses for '57!

tremax Industries, Inc.,

business is booming for
toy cannons...

get your share of
BIG BANGS
rapid-fire
sales!

no matches
no gunpowder
the safe toy cannon with the real
noise and real appeal!

the conestoga company, inc.

CHALK UP EXTRA PROFITS

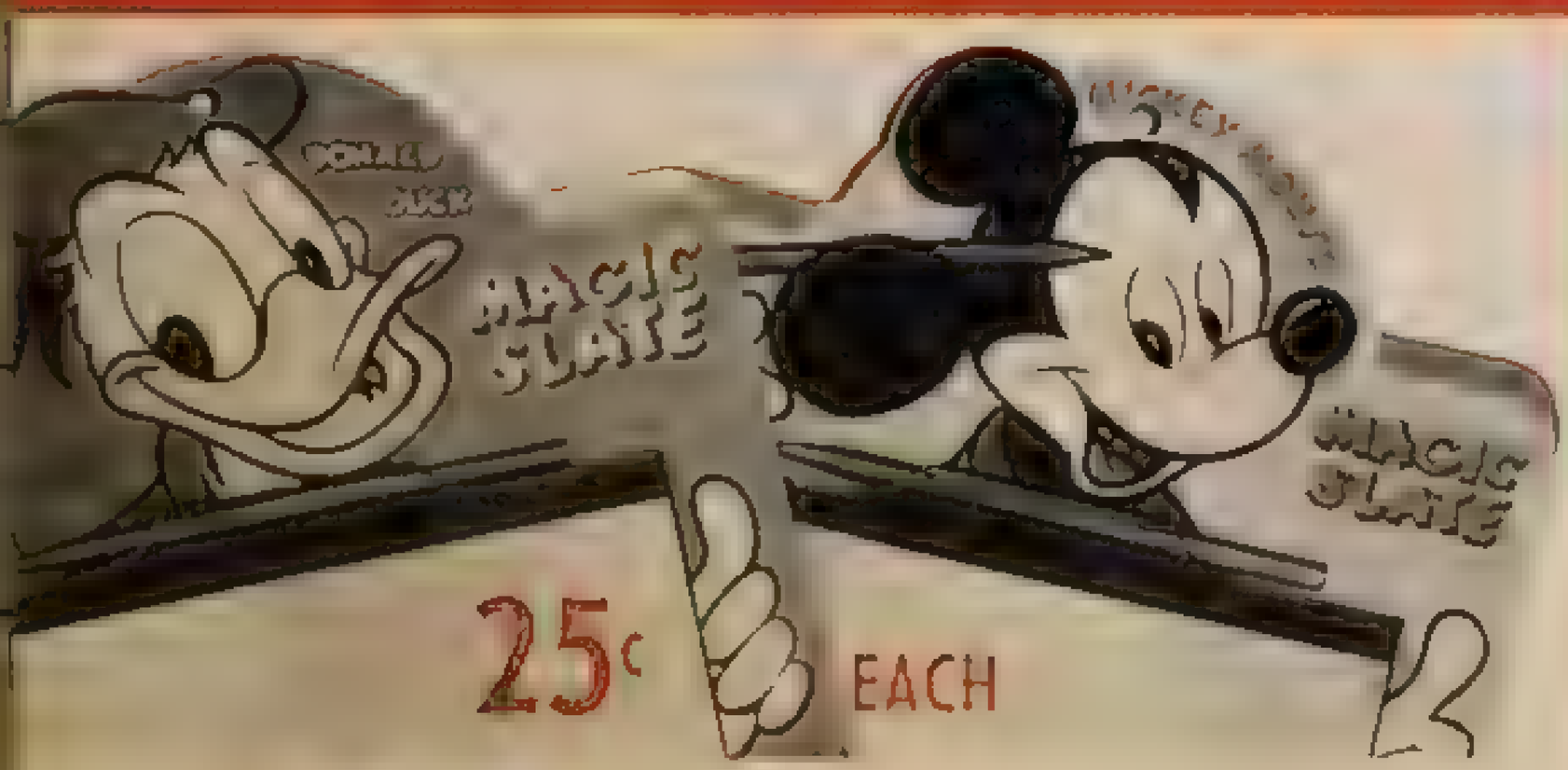
STOCK UP ON KEYSTON REAL WESTERN COWBOY EQUIPMENT

KEYSTON BROS.

Strathmore MAGIC SLATES.

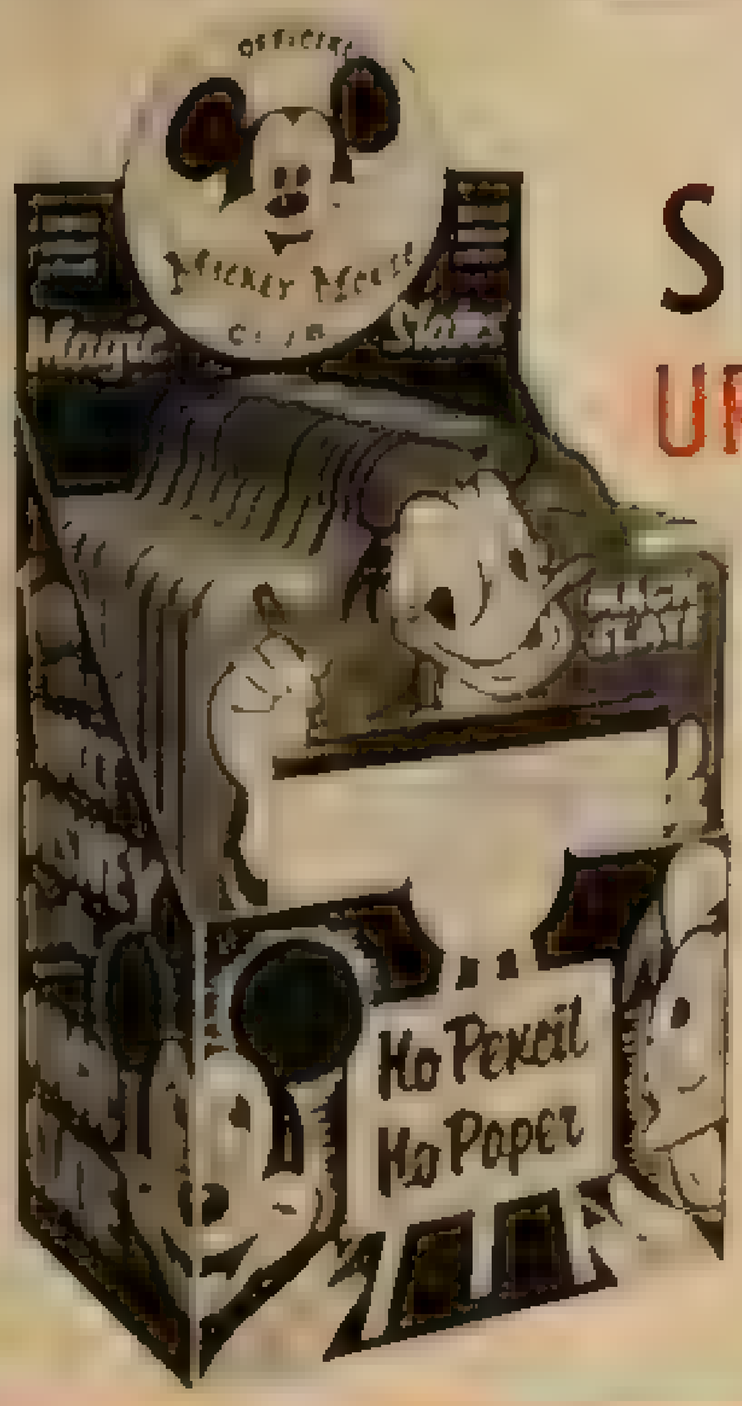
WRITE
without a pe
ERASE
without an eraser

MAGIC MEMOS



25c EACH 12

Give 'em the ONE-TWO PUNCH!



SELL ONE-
UP pops the other!

Each sale from this 2 dozen counter display brings different face in view. Special "alternating order" packing makes a livelier seller!

12 dozen case—36 lbs.

ASK YOUR JOBBER

NO. 35

THE STRATHMORE CO., AURORA, ILL.

NEW YORK OFFICE
307-200 FIFTH AVE.

DRAGNET

NO 648

Gun Collection

by

A WHOLE DRAGNET COLLECTION FOR THE YOUNGSTERS!
4 Plastic Pistols, 1 Plastic Riot Gun Ammo, Badge, Whistle & Metal Spinning Target sturdily packaged in corrugated box with lift lid. (Approx. size 14x34)

$7.95

KNICKERBOCKER

EMENEE

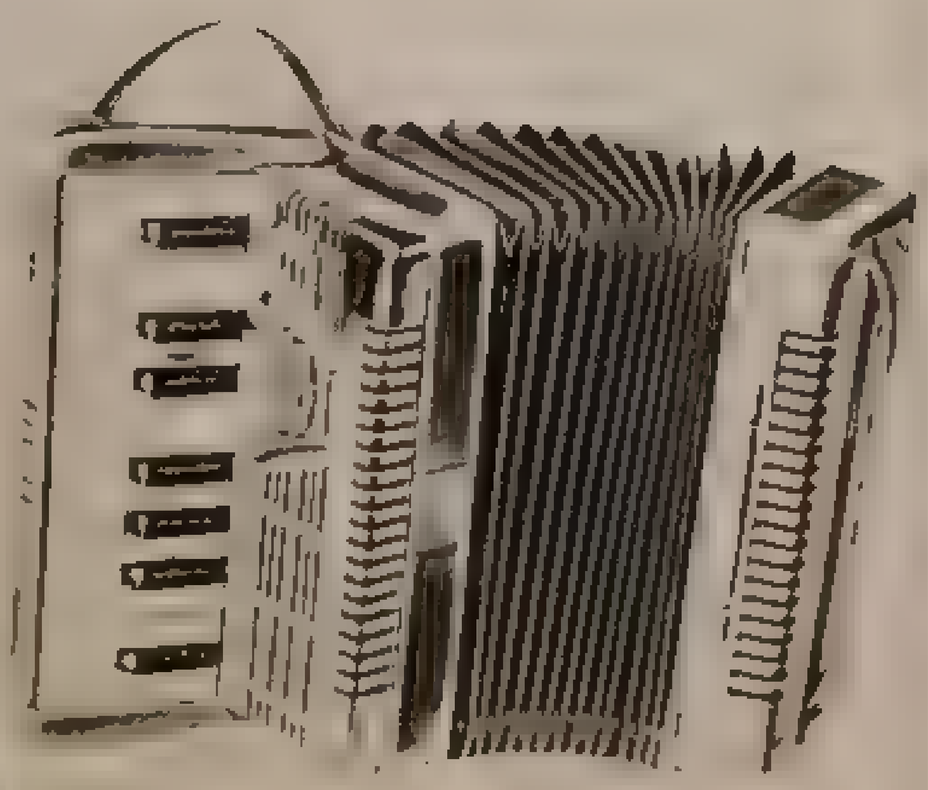
MUSICAL TOYS

GOLDEN PIANO ACCORDION

One foot high, e-x-t-e-n-d-s to nearly two feet. Professional-like full scale piano keyboard for right hand; base notes and chords for left hand to play harmony and rhythm. 52 tuned reeds. Gold finish trim and fittings. Adjustable shoulder harness, music book; luggage type case

No. 405-½ doz. pack-19½ lbs.

Suggested Retail, ea. **$8.00**



KEYBOARD ACCORDION

[illegible]

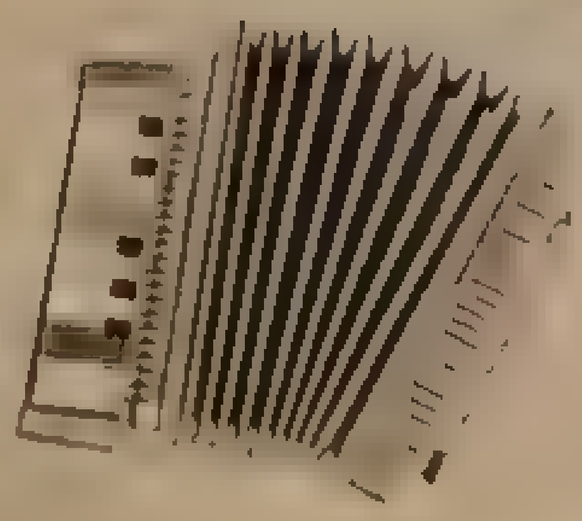
[illegible] **$4.00**

COLORTUNE ACCORDION

Keyboard has 8 varicolored keys for "playing by color." Easy action bellows [illegible] gh, extends to almost 1 foot. Budget priced for the pre-school "musician." Music book and luggage style case

No. 402-2 doz. pack-33 lbs.

Suggested Retail, ea. **$2.00**



EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

World's largest manufacturer of musical toys

PROFIT
PICTURES
from
FISHER • PRICE TOYS
Timber Tote $5.00
Pullo Tune Xylophone $3.00
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FISHER PRICE
Chatter Monk $1.59
Order our greatest new line
in history today . . . plus
a wide assortment of
"Snoopy" and his friends!
FISHER • PRICE TOYS, INC.

It's *Gunderful* to make children happy

HAPPINESS is Gund's most important Product

The pursuit of happiness is everyone's right but few men are privileged to create it Gund designers and craftsmen are grateful for their ability to manufacture "happy playthings...They approach their tasks each day with renewed resolve to achieve the best products their skills and the finest materials can provide

Their creations not only reflect long experience (Gund history goes back to 1898) and inspired originality — but there's an added ingredient that gives each Gund a special distinction

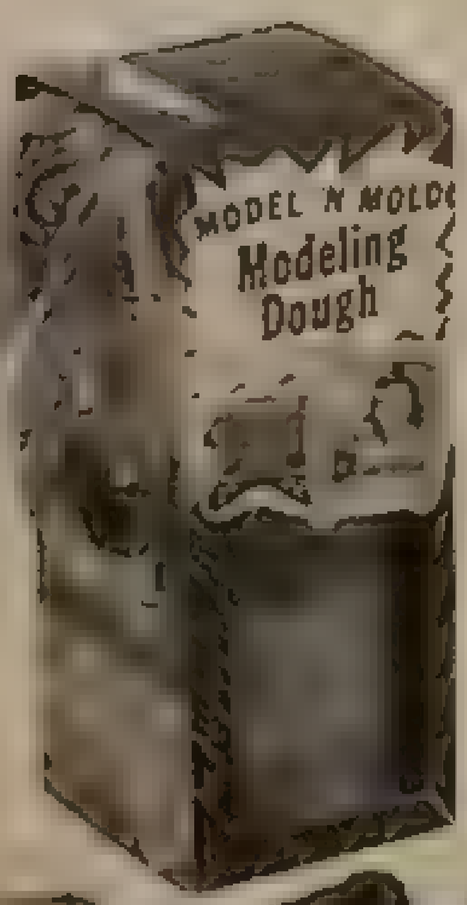
Call it "pride of performance" — or "creed of craftsmanship" — but it's there...Buyers see it...Consumers sense it...Result: each year the demand for Gund stuffed toys grows bringing extra profits, extra patrons, at every buying level, to retailers across the nation . . . Write for the latest catalog

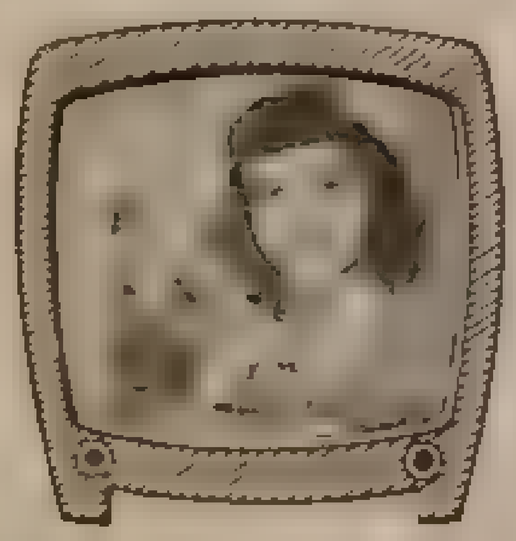
Gund
Manufacturing Co.
J. Swedlin, Inc.
Rm. 236 • 200 Fifth Ave., New York 10

MODEL 'N MOLD

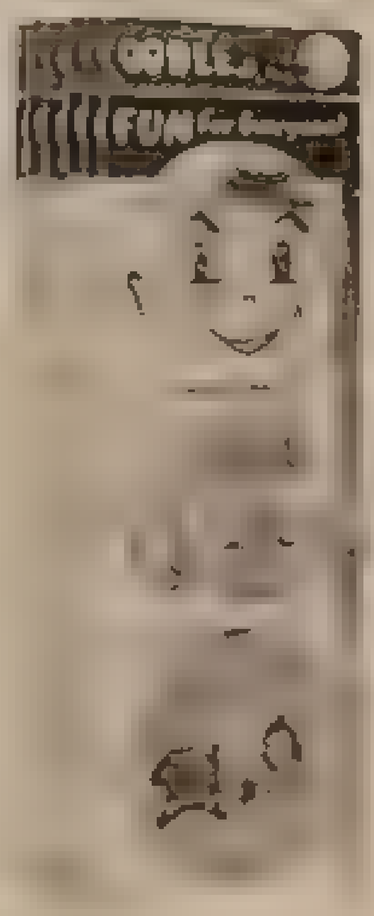
MODELING DOUGH

Featured on Television—Coast to Coast





A SUSAN'S SHOW TV ITEM
as featured by SUSAN



MODEL MM-3

MODEL MM-1

Pack . Packed 12
Shipping weight 3
Retail $1.00

- The new modeling toy that's clean not messy . . . will not stain!
- Perfectly safe . . . proven through tests and evaluation by Scientific Associates St. Louis, Mo.!
- Fun for any age . . . even for the smallest child
- Comes in three colors . . . can be blended together to make more!
- Full profit line . . . fast mover!
- It's fun . . . educational . . . creative!

MODEL MM-2

Per Pack . . Packed 24 to . . .
weight 30 lbs Retail $1.00

MODEL 'N MOLD

1609-17 NORTH 14TH STREET
ST. LOUIS 6, MO.

Sure-Fire Sellers

THAT ADD THOSE *Extra* PROFITS

THE QUALITY LINE SINCE 1909

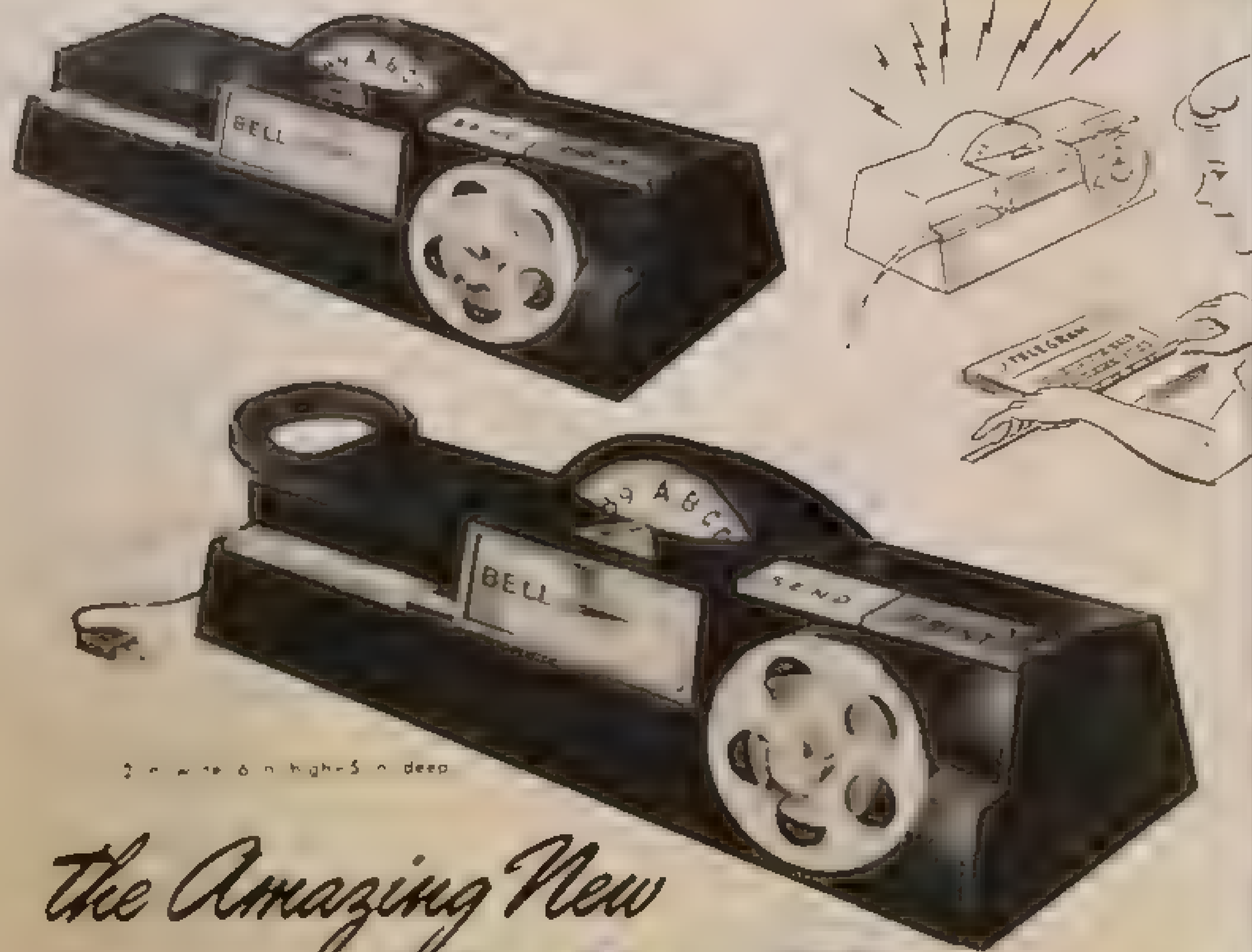
It is always smart to buy well known brands of quality toys and THE OHIO ART COMPANY has always been one of the best known and reliable producers of high grade, practical toys. Colorful Metal Lithographed Toys are famous for their beauty and durability. Long lasting toys that appeal to children of all ages, they are realistically and beautifully lithographed on heavy guage metal. Every toy is found to bring many safe happy hours to the children.

HAPPY TOYS MAKE HAPPY CHILDREN

THE OHIO ART CO.

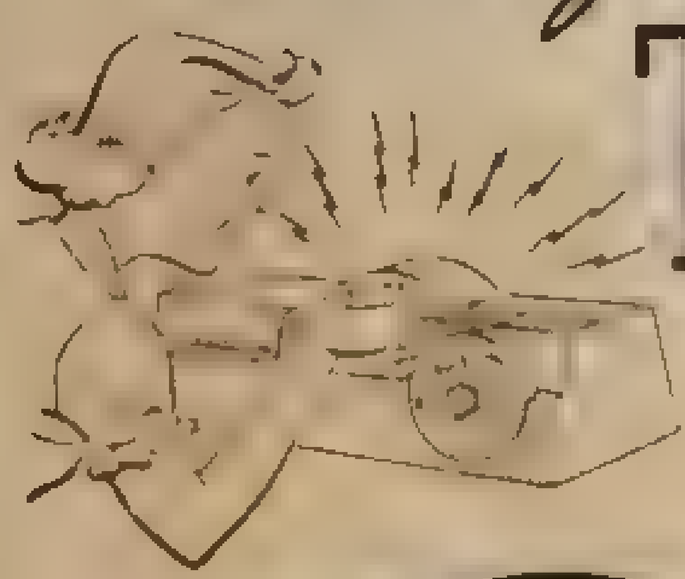
BRYAN, OHIO

Manufacturers of Metal LITHOGRAPHED and Rubber-Like VINYL Toys



The Amazing New

Tele-Typer



2 COMPLETE SENDING AND RECEIVING UNITS

Amazing, new electronic toy actually sends and receives telegrams from house to house room to room. Complete with telegraph blanks rolls of telegraph tape ready to use. Operates on house current completely safe low voltage transformer used.

MODEL No. 900 $16.95

MERIT AWARD
Selected By
SCIENCE and MECHANICS
As One of the TOP TEN TOYS of 1957

BELL PRODUCTS COMPANY
ST. LOUIS, MISSOURI

[redacted]

NATIONALLY ADVERTISED
authentic SCALE
strong in METAL
roll on RUBBER
color, baked ENAMEL
679 ROAD GRADER
79¢
509 Motor Freight
SPECTOR
$1
207 Auto Transport
$1
489 Hook & Ladder
$1
149 UTILITY TRAILER
89¢
367 TRACTOR with Scoop
$1
769 Greyhound SCENICRUISER
79
605 BULLDOZER
$1
"So Real"
TOOTSIETOYS
Dowst Mfg Co

MICKEY SAYS . . .

"They're selling like crazy!

Join the dealers who are setting sensational sales records with my roller skates!"

Hottest profit items on wheels!

GLOBE-UNION INC.

MILWAUKEE WISCONSIN

If you want to delight them...
Little Country Doctor or Little Play Nurse
2.98 44
Around the World in 80 Days
$2.98
Lady Lovely Polyethylene Beauty Kit
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Existing TV Games
$1.98 ea
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give-
TRANSOGRAM
toys and games.
TRANSOGRAM COMPANY INC. • CHARLES S. RAZEN PRESIDENT • 200 FIFTH AVE. N.Y. 10 N.Y. • FACTORIES

RUBY ETCHED
Apricot
60 Proof

TOPAZ BASKET
Kummel
86 Proof

HAND ETCHED

JUNGLE SCENE RUBY
Orange Curacao
72 Proof

WILD GREEN TOPAZ
Triple Sec
80 Proof

HAND ETCHED

PORCELAIN CAMEO
Cherry
60 Proof

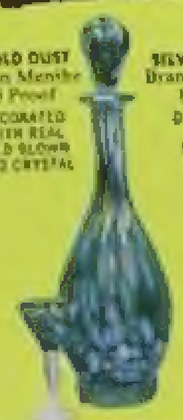
HAND PAINTED ITALIAN PORCELAIN

AMBER LEAF
Triple Sec
80 Proof
HAND ETCHED

CONSORT CRYSTAL
Cherry
60 Proof
OVERLAY GLASS

RED ROSE
White Cocoa
60 Proof
DECORATED WITH 18K GOLD

NO FINER BOTTLES *for any cordials . . .*
NO FINER CORDIALS *in any bottles . . .*
BISCHOFF CORDIALS MAKE LONG REMEMBERED GIFTS



GOLD DUST
Green Menthe
60 Proof
DECORATED WITH REAL GOLD BLOWN INTO CRYSTAL

SILVER TOPAZ
Brandy—4/5 Qt.
84 Proof
DECORATED WITH STERLING SILVER

Write for
FREE BROCHURE "C"
Showing Complete
Selection and Name
of Nearest Retailer

Sole Agents
IMPORTED BRANDS, INC.
42 West 22nd Street
New York 10
WAtkins 4-2464

BLUE GOLD
Triple Sec
80 Proof
DECORATED WITH 18K GOLD

EMERALD ROSE
Blackberry
60 Proof
GOLD OVERLAY

Bischoff Imported Italian Cordials in

VENETIAN GLASS

PRECIOUS GLASSWARE FROM THE ISLE OF MURANO
and other precious overlay and hand-etched glass

Since 1777 BISCHOFF has been one of the world's foremost producers of fine liqueurs and brandies. Now these exceptional products are available in hand blown decanters which will be treasured long after the contents have been enjoyed. Each decanter is a collector's item of exquisite beauty — no finer crystal made anywhere in the world.

BISCHOFF CORDIALS

GOLD AQUA
Green Menthe
60 Proof
DECORATED WITH 18K GOLD

CANDLESTICK
Brandy—4/5 Pt.
84 Proof
DECORATED WITH 18K GOLD

Cordials 21/22 Qt.

All decanters are hand blown, have ground glass stopper, and come handsomely gift boxed.

RED ROSE
White Cocoa
60 Proof
DECORATED WITH 18K GOLD

Hand blown glasses to match may be obtained from Imported Glass Co.

Red Rose Glasses	6 for	$12.00
Silver Topaz Glasses	6 for	10.00
Gold Dust Glasses	6 for	12.00
Blue Gold Glasses	6 for	12.00
Emerald Rose Glasses	6 for	10.00
Gold Aqua Glasses	6 for	12.00
Jungle Scene Ruby Glasses	6 for	10.00
Ruby Etched Glasses	6 for	10.00

Glasses not illustrated may also be obtained to match other decanters shown. Other glasses also available.
Write for complete list "C" to:
Sole Agents IMPORTED GLASS CO. INC.
40 West 22nd Street • New York 10

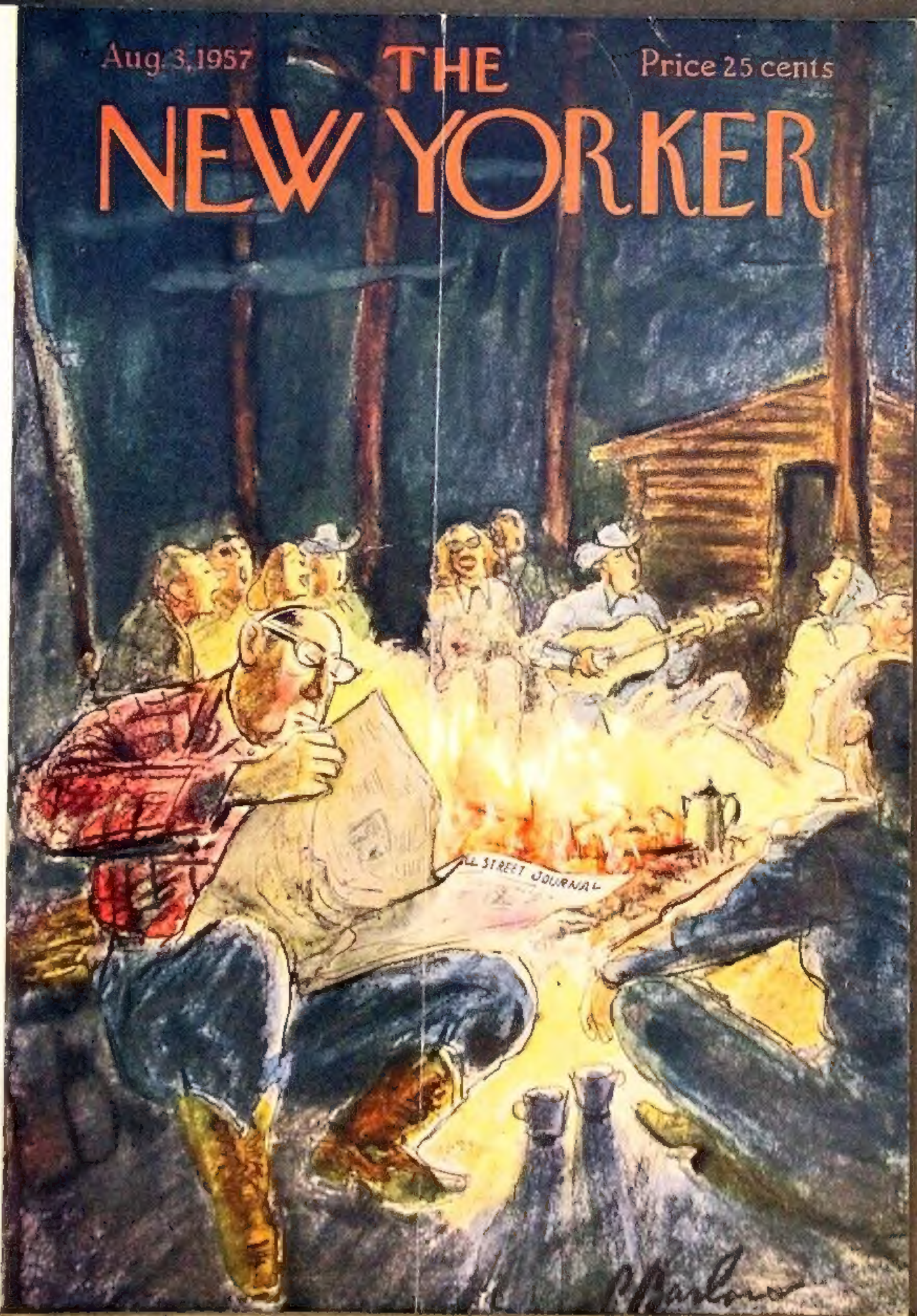
No finer bottles for any cordials . . .
No finer cordials in any bottles . . .

BISCHOFF CORDIALS

Aug. 3, 1957

THE NEW YORKER

Price 25 cents



* Dec. 28, 1957

THE NEW YORKER

Price 25 cents

Your greatest
THANKSGIVING DATE
is
PAT
BOONE
and
SHIRLEY
JONES
in
April
Love
at your favorite
motion picture theatre!*
DOLORES
MICHAELS
ARTHUR
O'CONNELL
*Ask your local theatre manager if he's made his Thanksgiving date with Pat!
... Hear PAT sing his first screen love songs!
"April Love"
"Clover In The Meadow"
"Do It Yourself"
"Give Me A Gentle Girl"
"Bastonville Fair"
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DAVID WEISBART · DIRECTED BY
HENRY LEVIN · SCREENPLAY BY
WINSTON MILLER ·
CINEMASCOPE